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35 Cents

30TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

APRIL 3, 1961

Dam breaks: FCC starts moving backlog of station sale requests 33

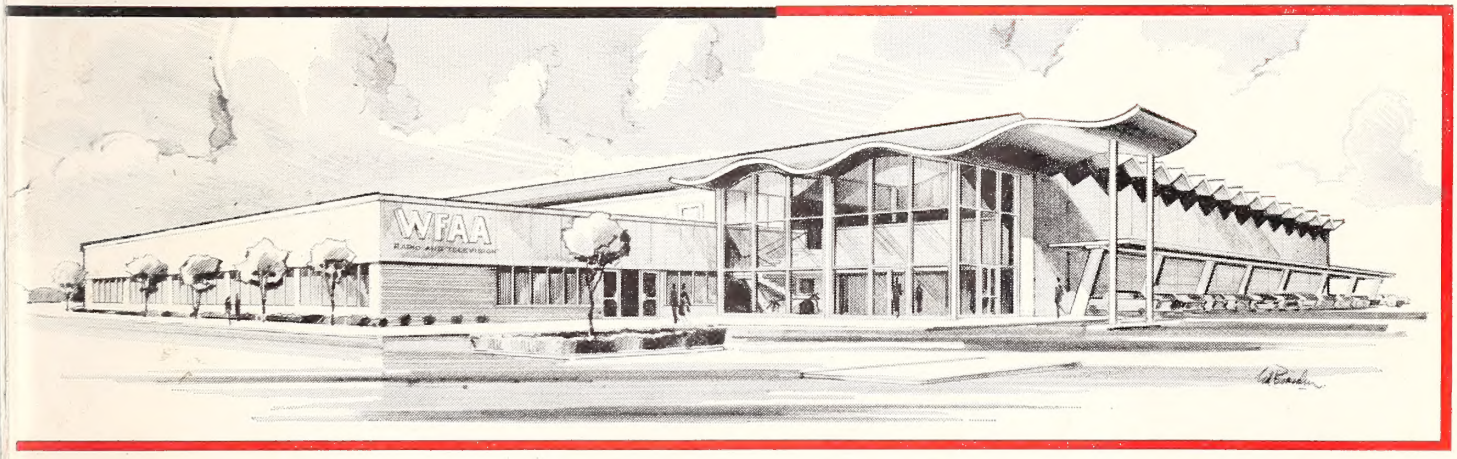
Special TvB study: million-dollar spenders in spot television 46

An opportunity for more sophistication in evaluating tv and magazines 38

Saperstein: a syndicator's job is to sell, not win Emmys 76

COMPLETE INDEX PAGE 7

Fabulous . . . even for TEXAS!



THE NEW 3 1/2 MILLION DOLLAR HOME OF WFAA am • fm • tv DALLAS

"Communications Center"®

move is completed . . . now the combined s of WFAA RADIO & TV are located ne largest and most modern independent ty of its kind in the world. Everything is It is truly a "Communications Center"!

AM – FM

WFAA RADIO can now boast production and transmitting facilities second to none. There is four channel stereo, a floating sound stage, a battery of all new Ampex tape consoles, Neumann single track and stereo disc recording equipment, a special sound effects room and much, much more.

TV

Three large studios fully equipped with 9 Marconi 4½" Image Orthicon cameras, color cameras, a revolutionary Tele-Cine' center, 5 Ampex videotape recorders, the latest intersynch and interswitch equipment, and a $250,000 videotape cruiser that can go anywhere.

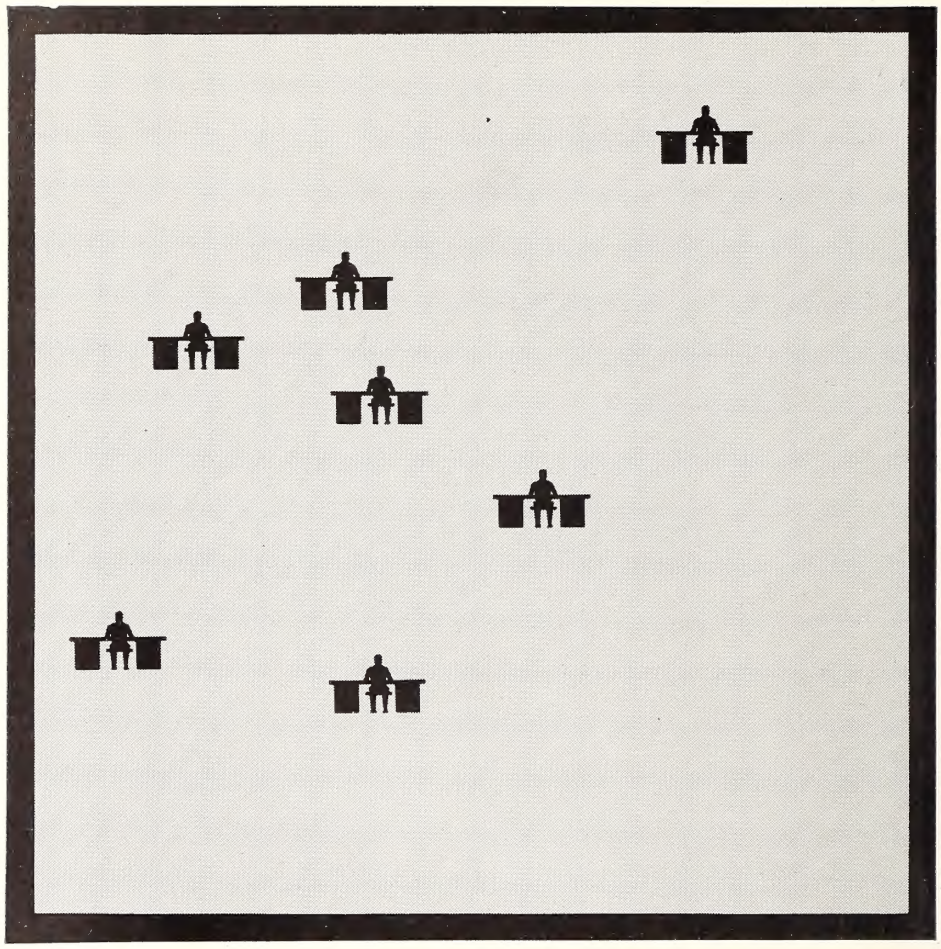
You Name It...WFAA–AM–FM–TV CAN PRODUCE IT!

Petry & Co., Inc.

WFAA RADIO—570 ABC • 820 NBC
TELEVISION—CHANNEL 8 ABC

Radio & Television Services Of The Dallas Morning News

TK6540
.B85



EFFICIENT 7

Seven time buyers for Agency X work together in one big room, their desks arranged as pictured. In the interest of efficiency*, they request partitioning to separate each desk. But due to high overhead the agency can afford only three straight walls.

The time buyers found a way to draw three straight lines on the floorplan so that each desk is completely separated from the others. Send us their solution (on this page if you wish) and win a copy of Dudeney's "Amusements in Mathematics"—Dover Publications, Inc., N. Y. (If you've already won it, say so in your entry and we'll send you a different prize.)

*In the interest of efficiency (i.e., reaching the largest audience), time buyers pick WMAL-TV in the Washington market. It's first, 6 P.M. to Midnight, all week long. (ARB Jan.-Feb. '61)

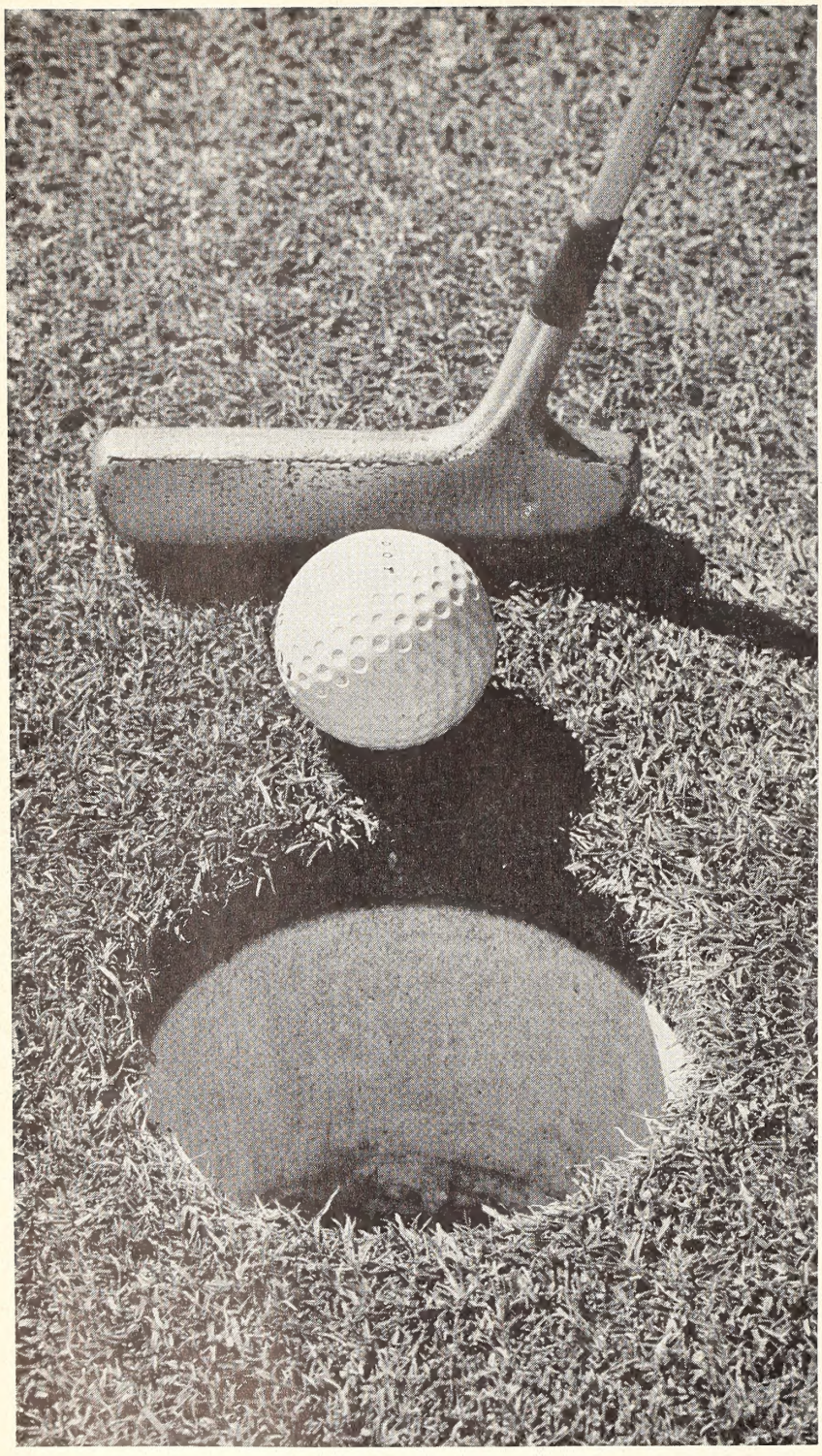
wmal-tv abc

Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.


buy St. Louis `a la card*
*KTVI rate card
your lowest cost
per thousand TV buy
in St. Louis
KTVI
2
BLAIR-TV
Represented
nationally by
BLAIR-TV
KTVI 2
CHANNEL
ST. LOUIS
abc



YOU CAN'T MISS

IN THE DALLAS-FT. WORTH MARKET WITH CHANNEL 4

Your message will reach more TV homes in the Dallas-Ft. Worth market on KRLD-TV than on any other station. TO BE SURE, use KRLD-TV. The January-February, 1961, ARB Market Report shows KRLD-TV leading the field in both Metro Area Share of Audience and Average Quarter-Hour Homes Reached from 9 a.m. to Midnight, Sunday thru Saturday.

-
-
-
-
-
-

Reach the Dallas-Ft. Worth market EFFECTIVELY with Channel 4

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

JFK documentaries?

Contrary to reports, President Kennedy isn't thinking of doing "fireside chats" on television. If plan jells, format would be more in tune with modern communications techniques—television documentaries produced with same kind of professional skill that goes into major tv network news documentaries. First one might be on foreign aid, for broadcast in May, when congressional debate on subject is expected to be a critical stage. President presumably would act as commentator; program would use sound films and would close with short summary by President on camera.

Another Presidential documentary that may be done would portray need for aid to education. If it materializes, it may feature Abraham Ribicoff, secretary of Health, Education and Welfare, in on-scene films showing overcrowded schools and including interviews with overworked school officials. Again President Kennedy would act as commentator. White House intends to bring in professional tv production personnel if documentaries are undertaken.

Harassed Cross

Chairman Oren Harris (D-Ark.) of House Commerce Committee has let intimates know that he will staunchly support fellow Arkansan John S. Cross for reappointment to the FCC when his current term expires on June 30, 1962. Observation obviously was influenced by reports that Kenneth A. Cox, Seattle attorney who this month becomes chief of FCC Broadcast Bureau, is in line for next Democratic vacancy on Commission.

New target

Fresh from battles with ABC-TV's *The Untouchables* (see story, page 52), federation of Italian-American Democratic organizations of New York tentatively has its sights on new target, NBC-TV's *Cain's 100*, which is scheduled for fall debut in Tuesday, 10-11 p.m. time slot. MGM-produced series has been described as one of "next season's *Untouchables.*" Group hopes to be allowed to screen pilot of program so that portrayals of Italian-Americans characters can be studied. *Cain's 100*, like *The Untouchables* also has cigarette sponsor, P. Lorillard, who will be participating advertiser through Lennen & Newell. Another item on Federation's agenda is plan to buy radio time in New York to promote accomplishments of Italian-Americans.

NBC-RKO before FCC

FCC will promptly consider multi-million NBC-RKO transactions involving Philadelphia, Boston, Washington and San Francisco. Strictly informational document covering 81 pages was circulated to commissioners last week which gives entire background of complex case. It does not draw any conclusions or make recommendations but discusses each of 27 separate pleadings involved. Formal action by commission is expected within next 30 days.

Majestic gripe

When NAB President LeRoy Collins visited President Kennedy March 22, he found chief executive's interest in tv programming transcended national policy considerations. Why, President wanted to know, did networks schedule Ingrid Bergman and Bing Crosby-Maurice Chevalier shows at same time? He wanted to see both.

Sameday—toll tv ads?

Number of advertising agency executives are convinced that eventually pay television will become advertising medium but acknowledge this is in unforeseeable future. Right now they're keeping tabs on developments in Toronto experiment, and keeping interested clients abreast of situation. Many feel that once pay tv is established, it will accept advertising to keep viewer fees low as well as up its own kitty, and that pay tv will then be evaluated for its advertising effectiveness like any other medium.

Minow's oversight

FCC Chairman Minow last Tuesday corrected an oversight. He hadn't confided in his fellow Commissioners on first monthly report to President Kennedy required of all independent agency heads by new administration. Commissioners personally were served with copies of initial report, described as bland, factual accounting of status of FCC's work but without going into comparative cases. Second monthly report is due tomorrow (Tuesday).

New Lestoil product

It looks like summer start for new Lestoil product, which may follow tv route to national distribution pioneered out of Holyoke, Mass., by Lestoil and newer Lestare. Latest addition to line, now in promising test-market phase, is "non-pine" variation of familiar liquid cleanser, called Sparkle Scent Lestoil. Trade rumor says Sparkle Scent is on shelves beside original Lestoil and is selling well.

Cooling friendship

So-called "honeymoon" between 20th Century-Fox and National Telefilm Assoc. appears to be ending. Witness sale of distribution rights of 88 post-48 features to Seven Arts Productions (story, page 78), which already has 122 post-48's from Warner Bros., rival company. Another factor: Fox's Spyros Skouras' interest in bidding for WNTA-TV New York has waned.

NTA's growing years during late 50's coincided with period when company had exclusive rights to Fox pre-48 features, numbering in excess of 400. Seven Arts' "coup" is especially meaningful because NTA had been given distribution rights to 27 post-48 Fox features last fall before NTA's "crisis days" became known.

Reverse twist

How do you recapture vhf channel in New York or Los Angeles for educational use? Easy, say FCC staffers: You just hold comparative hearing—in reverse! Order all existing licensees to file renewal applications, hold hearing to pick worst operator, take his license away and give channel to educators. Don't laugh; it was one method discused back in 1952 when non-commercial, educational reservations were first established.

Honolulu applicant

Group of West Coast businessmen headed by Kenyon Brown, veteran broadcaster, is quietly researching Hawaiian tv situation preparatory to filing for ch. 13 Honolulu, open since it was dropped by Kaiser Enterprises in 1958 after Kaiser acquired ch. 4 by purchase of KULA-TV and shifted KHVH-TV from ch. 13 to ch. 4.

New points of view

There's irony in position of Dept. of Justice regarding need of FCC to take into account in judging licensee's qualifications antitrust consent decrees and *nolo contendre* pleas (see page 64). Justice brief was written by Richard A. Solomon, former FCC assistant general counsel. Reply by FCC, undoubtedly stout opposition argument, is being written by Daniel Ohlbaum, former FCC attorney, more recently with Justice Dept., who moved back to FCC only two weeks ago.

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MICHIGAN MARCHING FORWARD



UP and COMING...
Michigan Week
May 21-27

and Channel 2 LEADS THE PARADE

There's a whale of a lot of sales to be made in Michigan . . . a five billion dollar market in the Detroit area alone. And WJBK-TV, located right in the heart of the nation's great 5th market, pinpoints prospects by projecting your sales message where buying power concentrates . . . in Michigan's most thickly populated counties, where individual incomes are highest. It's viewers with earnings to spend and the urge to buy that make advertising dollars more productive on Channel 2, consistently No. 1 with viewers and definitely Detroit's No. 1 buy.

CHANNEL 2 DETROIT

WJBK-TV

A STORER STATION

NATIONAL REPRESENTATIVES: THE KATZ AGENCY

WEEK IN BRIEF

After several months of sitting on station sales applications, the FCC begins acting with approvals of WSAZ-AM-TV and KVOS-TV sales; but other FCC thinking, if implemented, may put the brakes on station sales. See . . .

DAM BREAKS IN STATION SALES . . . 33

The Justice Dept.'s position that the FCC should consider consent decrees and no-defense pleas in checking the qualifications of a station licensee disturbs some of the blue-ribbon station holders. See . . .

NEW LICENSING CRITERIA? . . . 64

Spending in the past five years among the top 100 in spot tv ranges from $41.9 million to $1.3 million and the top 10 spent more than $16 million apiece, reports TvB in special study. See . . .

BOILERS IN TV SPOT POT . . . 46

An advertiser may be quick to tell how his business is different from others, but does he have the courage to emphasize it in his advertising? Robert Ward tells what happened when his client did. See . . .

MONDAY MEMO . . . 30

Advertisers using new information developed by Nielsen Media Service can be far more sophisticated in choosing between tv and magazines, or choosing both, according to the first analyses of the study. See . . .

VIEWING-READING SEESAW . . . 38

Familiarity breeds content in the viewer's choice between new and untried tv films and the bread-and-butter standards, says Tv Personalities' Henry Saperstein, who has sales figures to back him up. See . . .

A SYNDICATOR IS TO SELL . . . 76

Rating-baiting got a setback from the congressionally-underwritten Madow report, observers agree ten days after its issuance. But there could be dynamite in the FTC's rating probe in another direction. See . . .

MADOW REPORT MAY QUIET CRITICS . . . 48

New political broadcasting legislation is likely as a result of Senate's Watchdog Subcommittee hearings, where it's indicated the FCC needs more enforcement sanctions, people. See . . .

WATCHDOG MAY BITE . . . 60

A proxy fight between National Telefilm Assoc. officer-directors and a stockholder faction is indicated at annual meeting today in New York. Plan to sell WNTA-TV is one of issues. See . . .

PROXY FIGHT SEEN AT NTA . . . 54

The FCC's files are loaded with station sales applications—some six months old—adding up to more than $64 million in purchases. They indicate brisk trading in 1961 if the FCC doesn't gum up the works. See . . .

WILL FCC END SALES BOOM? . . . 34

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses.

IF YOUR CLIENT IS THINKING OF SELLING FOOD IN NEW YORK

(and he should be; it's the biggest market in the U.S.)

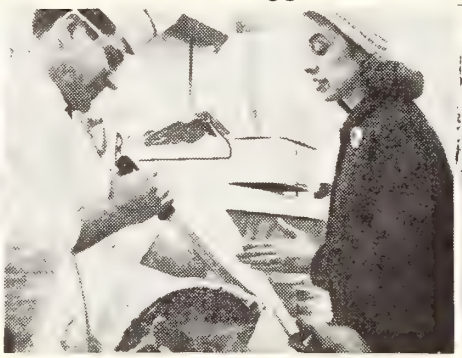




START WHERE THE SELLING IS EASY

(easier because the N.Y. market is bigger than the next 3 combined)







START WITH WINSland

(the proven path for reaching these people)

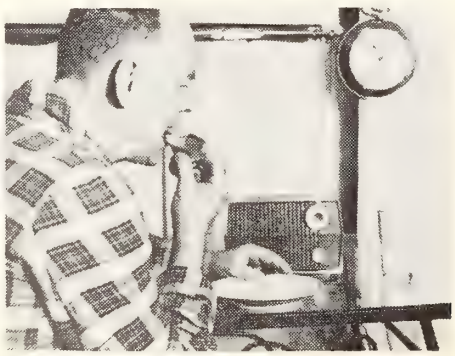




WHERE THE MARKET IS HAPPILY HOMOGENEOUS

(all ages, all interests, all incomes)





No matter what walk of life they come from, WINSLANDERS have one thing in common. They **all** like to eat. They spend over six billion dollars a year on food. Almost every minute of the day and night, WINS is the station in New York. MEDIA MORAL: If **you** sell something good to eat, sell it on WINS, the station that has the eager eaters.

For complete information call: WINS JUdson 2-7000

1010

WINS

NEW YORK

Nationally Represented by The Katz Agency

AT DEADLINE

Susskind's 'Open End' in equal time wrangle

David Susskind's *Open End* program, carried on WNTA-TV New York, became involved in equal-time controversy last week. New Jersey State Sen. Wayne Dumont Jr. complained to FCC that station refused to grant him time equal to that given former Labor Secretary James P. Mitchell, who appeared on *Open End* March 26. Messrs. Dumont and Mitchell are candidates for GOP gubernatorial nomination.

Mr. Susskind himself received complaint from Weldon R. Sheets, independent candidate for Democratic nomination for governor. Commenting on this request, Mr. Susskind said he had Mr. Mitchell on his program as "expert on recession and unemployment," not as political candidate.

Complaint is similar to many considered by Senate Watchdog Subcommittee in hearings last week (see story page 60).

U. S., Canada reach agreement on tv rules

A "working agreement" between U.S. and Canada for allocation of vhf stations was announced last week by FCC. It will implement 1952 arrangement between two countries and in no way derogates from or alters provisions or requirements of that agreement.

Allocation and use of tv channels by Canada and U. S. within 250 miles of their common border are governed by provisions. Agreement includes table of assignments within borders and provides for changes upon acceptance by other country of proposed changes. Newly concluded working system sets out set of standards within which proposed changes in allocations will ordinarily be accepted.

In addition, certain channel assignments proposed pursuant to 1952 tv agreement were found mutually acceptable to both countries. Copies of new arrangement may be obtained from the commission in Washington.

NBC space-ready

NBC News is preparing novel "instant news studio" to vitalize its coverage of Project Mercury man-into-space shot expected in late April or May at Cape Canaveral.

Compactness will be keynote, with two cameras and worldwide communications set up inside. Studio will be kept operative at all times so fast-breaking news can be aired instantly.

Other technical features include audio system similar to one used by network in last political conventions, wire service printers and facilities for rear-screen projection, and video equipment allowing tie-ins with any other studio at NBC, New York. NBC is handling pool coverage for all tv-radio networks.

Day's talk to criticize greed of station owners

John Day, former CBS News vice president, is prepared to charge today (April 3) that stations owners' drive "to make money" is chief reason broadcasting has not reached its potential as information medium.

In broadcast prepared for non-profit, listener-supported WBAI (FM) New York, Mr. Day says he realizes that profits are necessary but he condemns what he calls station owners' obsession "to squeeze out the very last penny of profits." He blames "show business philosophy" of broadcasting industry. Mr. Day concedes that "as matters now stand," tv is primarily an "entertainment medium," but he wonders why this has to be.

Mr. Day lists 10 factors, including profit drive, as holding back effective presentation of broadcast news. Among them: lack of time allotted to news; pressures from government (communications from congressmen to FCC and Sec. 315, for example), "top management," audience, local stations and advertisers; lack of recognition of tv and radio journalists by persons who make news.

Hearing shift plea denied

Petition by WDKD Kingstree, S. C., to shift site of hearing on its renewal application from Kingstree to Washington was denied Friday (March 31) by FCC Chief Hearing Examiner James D. Cunningham, (see earlier story, page 70). Mr. Cunningham did not act on other requests by station. Hearing is scheduled to begin May 9.

Vick adds two agencies

Richardson-Merrell Inc. (formerly Vick Chemical Co.), N. Y., is announcing today (April 3) new advertising agency assignments for two Vick Chemical Co. Div. products. Sullivan, Stauffer, Colwell & Bayles, N. Y., already agency for Vicks double buffered cold tablets and Theracin anti-congestant tablets, gets Vicks Vatronol nasal medication and Vicks Sinex nasal spray. Morse International Adv. Inc., N. Y., has been assigned entire line of Clearasil products marketed by Vick.

NTA to pay-tv?

National Telefilm Assoc. on Wednesday (April 5) will announce new pay tv system at news conference-demonstration at Glen Glenn Sound Co. studios in Hollywood. NTA had attempted to hide nature of announcement but veil of secrecy was removed last week by Leonard Davis, stockholder who is protesting proposed sale of WNTA-TV New York. At news conference in Los Angeles (see story page 54), Mr. Davis pointed out that announcement of NTA's annual stockholders meeting to be held in New York today (April 3) stated that in addition to employment of Martin Leeds, former executive vice president of Desilu, NTA is also negotiating for exclusive right to operate and license operations of pay tv system belonging to Home Entertainment Inc. of which Mr. Leeds owns 25%.

Dynamics Corp. reports rising sales, earnings

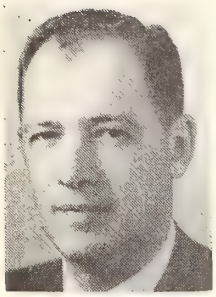
Dynamics Corp. of America, New York, had record high sales volume in 1960 of $48,676,897. Sales and earnings rose for third successive year, company announced in annual report last week.

For year ended Dec. 31, 1960, DCA's earnings before taxes were $3,833,144, compared with $2,576,745 in 1959. Net earnings for year were $1,853,512, compared with $1,477,128 in 1959. After deduction of preferred dividend requirements ($447,808 in 1960) net per common share equaled 50 cents on 2,787,027 shares, versus 36 cents per common share on 2,756,-683 shares in 1959.

DCA's electronics subsidiaries and divisions accounted for approximately 80% of company's business last year. They include: Reeves Instrument, Radio Engineering Labs, Winston Electronics, Reeves-Hoffman and Standard Electronics.

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Shollenberger

Lewis W. Shollenberger, CBS Washington associate director of news and public affairs, moves to ABC April 17 as director of special events and operations, that city. He has been with CBS there since 1942 except for two years of wartime Navy service and handled network arrangements for presidential broadcasts, news conferences, special congressional sessions and other special events. Earlier Mr. Shollenberger was with UPI, Washington. He is retiring president of Radio-Television Correspondents Assn.


Mr. Fisher

Thomas K. Fisher, vp and general attorney of CBS-TV since 1957, named vp and general counsel of CBS Inc. in consolidation announced by CBS President Frank Stanton of divisional and corporate legal staffs into law department. Also transferring to the law department is CBS office of economic analysis. Mr. Fisher joined CBS in March, 1955, as assistant general attorney and was advanced in position in January, 1957. He served as assistant U.S. attorney from Southern District of New York (1942-44) and had served also in office of general counsel with U.S. Navy (1944-46). Before his CBS association, Mr. Fisher was with law firm of Donovan, Leisure, Newton & Irvine.


Mr. Walworth


Mr. Davidson

Theodore H. Walworth Jr., station manager and director of sales, WRCV-TV Philadelphia, since October, 1955, appointed general manager of WNBC-AM-FM-TV New York. He succeeds **William N. Davidson,** vp and general manager of stations, who has been assigned to number of special projects for NBC. Mr. Walworth joined NBC Spot Sales in 1953 and since that time has served in key executive positions with owned stations and spot sales division, including WNBK (TV) Cleveland as tv sales manager; director of sales (1956) and station manager (1959) at WRCV-TV. He also has served with Edward Petry Co., station representative, and with ABC's sales department. Mr. Davidson is broadcast veteran who started in NBC's mail room in 1938, and subsequently held responsible posts in network, agency, station and station representative fields. His most recent change was in 1955 when he became assistant general manager of NBC's stations in New York, later became general manager and was elected in 1958 vp of NBC.


Mr. Smith

Howard K. Smith, CBS Washington correspondent, today (April 3) was to become chief correspondent and general manager of CBS News Washington bureau. Appointment is part of Washington shift in which **Theodore K. Koop,** director of news and public affairs in Washington, is to be CBS director of Washington operations (CLOSED CIRCUIT, March 27). New Washington news chief has been there for CBS News since 1957 and was for 11 years European correspondent, joining network in 1941. Earlier he was with UPI in London and Berlin.

For other personnel changes of the week see FATES & FOTUNES

Negro radio group meets April 10-11 in New York

Directors and officers of new National Negro Radio Assn. will meet April 10-11 in New York to get association under way, Francis M. Fitzgerald, president, announces.

Board will be asked to approve additional research on "huge $20 billion" Negro market where preliminary studies have been conducted past few months, Mr. Fitzgerald said.

Several research firms will submit plans and special session also will be held with station representatives specializing in Negro market radio, he said. NNRA also will discuss establishment of New York office.

D&C gains one, loses one

Daniel & Charles, N. Y., lost one account and gained another last week from same firm at same time. Vitamin Corp. of America, Lanolin Plus Division, Newark, N. J., reassigned Rybutol vitamin account from D & C to Cohen & Aleshire, N. Y., and awarded Daniel & Charles campaign for "major new product," to be launched in radio and tv June 1. Cohen & Aleshire plans extensive tv, radio and print campaign for Rybutol.

Slander charge dismissed in 'City of Hate' tv case

Indictments charging slander among other things against former Los Angeles tv announcer Pat Michaels and others were dismissed March 31 by Indio, Calif., Superior Court Judge Merrill Brown, who said indictments were too vague as to who was slandered and how.

Defamation charges were made by mayor or nearby Elsinore, Calif., and others after 1959 telecast of "City of Hate," presented by Mr. Michaels on KTLA (TV), on alleged anti-Semitism in Elsinore. Mr. Michaels is now with KABC Los Angeles.

Ch.4 bid dropout allowed

FCC Chief Hearing Examiner James D. Cunningham Friday granted request of Rocky Mountain Tele Stations to dismiss its application for ch. 4 at Reno, Nev., dismissing with prejudice. Remaining applicant is Circle L Inc.

Weisberg to Trans-Lux Tv

Robert Weisberg, well-known to tv station executives throughout country in his post as executive in charge of buying films for Tv Stations Inc. for more than five years, is resigning that position shortly to join Trans-Lux Television Corp., New York, in newly-created post. Details of new job, said to be unique in industry, will be announced in early May but it probably will concern itself with servicing of tv programs to stations.


THAT
WCKY
SURE
wakes up
CINCINNATI
But not just in the morning. Every minute of the day and night-from Will Lenay's bright-day-in-the-morning show to the jampacked allthruthenite Jamboree -WCKY's fresh new sixties-sound of music and service has given Cincinnati a get-up-and-go shot in the arm. New program ideas plus a new hullabalulu of promotion have perked up the whole Cincinnati Tri-State area, giving hundreds of thousands of Ohio River Valley listeners a new lease on life. But that's only half the story; the real eye-opener is that pennies-per-thousand cost. There's nothing new about that; any Nielsen or the salesman from AM Radio Sales can still prove that WCKY is some Cincinnati buy!
WCKY-RADIO IS SOME BUY!
50,000 WATTS – CINCINNATI


U160
No. 509 6 VOLTS
NEDA 908
4 SIZE F CELLS



time bomb!

mca tv explodes upon the TV scene with four full hour first-run off-network shows for syndication

Each show immediately available for local programming

CIMARRON CITY

starring **GEORGE MONTGOMERY**



OVERLAND TRAIL

starring **WILLIAM BENDIX**



RIVERBOAT

starring **DARREN McGAVIN**



SUSPICION

All-Star **SUSPENSE DRAMAS**



Shattering precedent for station programming!
Bursting with proven high ratings!

PRE-SOLD in the following markets:

WNEW-TV, NEW YORK
KTTV, LOS ANGELES
WTTG-TV, WASH., D. C.
WAGA-TV, ATLANTA
WEWS-TV, CLEVELAND
KKTV, COLORADO SPRINGS
KPTV, PORTLAND, ORE.
KVAR-TV, PHOENIX
KVOA-TV, TUCSON
WITN-TV, WASH., N. C.
WBNS-TV, COLUMBUS
WBRE-TV, WILKES-BARRE
WGAN-TV, PORTLAND, ME.

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TV FILM SYNDICATION

598 Madison Ave., N.Y. 22, N.Y.
PLaza 9-7500 and
principal cities everywhere



THIS IS POWER

Power met power when WBEN-TV - - the most powerful selling medium in sight and sound on the Niagara Frontier - - focused its cameras on the Niagara Power project dedication, the most powerful hydroelectric complex in the Western World.

Since 1948 more than two million Western New Yorkers have depended on WBEN-TV for continuing public-service coverage. This up-to-the-minute, on-the-spot reporting has built tremendous loyalty and confidence.

There's power in this trust - - power that moves merchandise, sells services and products. It compares with the power that this $720,000,000 project - - equal to the output of all the TVA hydro-electric dams - - will generate for area industry.

Niagara Power is bringing new growth, expansion, jobs - - new families, new thousands into the market place. WBEN-TV power brings your message to them with vigor and impact - - another powerful reason why your TV dollars count for more - - on Channel Four.

National Representatives: Harrington, Righter and Parsons

WBEN-TV

The Buffalo Evening News Station

CH. 4

CBS in Buffalo

DATEBOOK

A calendar of important meetings and events in the field of communications

•Indicates first or revised listing.

•April 3—**Hollywood Ad Club,** luncheon, 12 noon, Hollywood Roosevelt Hotel. Ernst H. Schreiber, engineer for Pacific Tel. & Tel. Co., will present color film, "The Big Bounce," on communications satellite Echo I; Bill Sterling of Jerry Fairbanks Productions, will discuss problems in producing the documentary film.

April 3—Comments due on **FCC** proposal to revamp program report forms in applications.

April 4-7—Audio Engineering Society, West Coast spring convention. Ambassador Hotel, Los Angeles.

April 5—**Academy of Television Arts & Sciences,** Chicago chapter, luncheon. James Hagerty, ABC news vp, guest speaker. Hotel Knickerbocker, Chicago.

•April 5—**Hollywood Ad Club—Southern California Broadcasters Assn.** workshop session on radio commercials.

April 5-7—American Society for Testing Materials, symposium on materials and electron device processing. Benjamin Franklin Hotel, Philadelphia, Pa.

April 6-8—Montana Broadcasters Assn. annual meeting. Billings, Mont.

April 7-8—**New Mexico Broadcasters Assn.,** convention. Speakers include Howard Bell, NAB vice president for industry affairs. Angiers Motor Hotel, Farmington, N. M.

April 7-8—**Southwest Assn. of Advertising Agencies,** annual convention. Mariott Motor Hotel, Dallas.

April 9-12—Fourth Public Service Programming Conference for broadcasting industry produced and sponsored by the **Westinghouse Broadcasting Co.** Pittsburgh-Hilton Hotel, Pittsburgh, Pa.

April 10-13—National Premium Buyers 28th annual national exposition, Navy Pier, Chicago. Also Premium Adv. Assn. of America one-day conference, same site.

April 11—**Business Council for International Understanding,** session group dinner, Fairfax Hotel, Washington, D. C. Ralf Brent, president of WRUL New York, is speaker.

April 11-12 — **Illinois Broadcasters Assn.,** spring meeting. St. Nicholas Hotel, Springfield.

April 13-14—**New York State Educational Radio & Television Assn., and Eastern Education Network,** combined conference. Tom Sawyer Motor Inn., Albany, N. Y.

April 13-14—**Atlanta Ad Institute,** sponsored by Atlanta Advertising Club. Speakers include Max Freedman, *Manchester Guardian* Washington correspondent; John D. Yeck, Yeck & Yeck, Dayton, Ohio, and John G. Mapes, Hill & Knowlton, New York. Dinkler Plaza Hotel, Atlanta, Ga.

April 14 — **Mississippi UPI Broadcasters Assn.,** annual meeting. Buena Vista Hotel, Biloxi.

April 14—**Veterans Hospital Radio & Television Guild,** anniversary ball. Essex House, New York.

RAB SALES CLINICS

April 3—Albuquerque, N.M.; Charlotte, N. C.
April 4, 5—Phoenix, Ariz.; Atlanta, Ga.
April 6—Los Angeles; Tampa, Fla.
April 7—Bakersfield, Calif.; Miami, Fla.
April 10—Baton Rouge, La.
April 10, 11—San Francisco.
April 11, 12—Fort Worth, Tex.
April 12, 13—Seattle, Wash.
April 13—Memphis, Tenn.
April 14—Nashville, Tenn.
April 24—Raleigh, N. C.
April 25, 26—Richmond, Va.
April 27—Washington, D. C.
April 28—Philadelphia.

April 14-15—Kansas Assn. of Radio Broadcasters annual convention. Jayhawk Hotel Topeka.

April 15—West Virginia AP Broadcasters meeting, Charleston.

April 15-16—**Mississippi Broadcasters Assn.,** spring convention. Speakers include John F. Meagher, radio vp, NAB and Ernest B. Cummings, Cummings Adv. Co., Memphis. Buena Vista Hotel, Biloxi.

April 16-19—Assn. of National Advertisers, spring meeting. Sheraton Park Hotel, Washington, D. C.

April 17—**Institute on Musical Copyright Law in the Music Industry,** Vanderbilt U., Nashville, Tenn., under sponsorship of Tennessee Bar Assn., Nashville Bar Assn., Nashville Symphony Assn., Country Music Assn., and Tennessee Assn. of Broadcasters.

April 17—Academy of Motion Picture Arts & Sciences Oscar award ceremonies. Santa Monica (Calif.) Civic Auditorium. The presentation will be telecast by ABC-TV.

April 17-20—International Advertising Assn. Waldorf-Astoria Hotel, New York City.

April 18—**Radio & Television Executives Society,** Peabody Awards luncheon. Hotel Roosevelt, Grand Ballroom, New York City.

April 19-22—**1961 American Film Festival,** sponsored by Educational Film Library Assn. at Barbizon-Plaza Hotel, New York City.

April 20-21 — Pennsylvania AP Broadcasters Assn. Sheraton Hotel, Philadelphia.

April 20-22—American Assn. of Advertising Agencies annual meeting. The Greenbrier, White Sulphur Springs, W. Va. The annual dinner will take place on Friday evening, April 21.

April 20-22—Alabama Broadcasters Assn. spring convention. The Holiday Inn Riviera, Dauphin Island, Ala.

April 21-22—National Assn. of Educational Broadcasters, Region II (southeast) annual meeting. Hotel Thomas Jefferson, Birmingham, Ala.

April 22—**Intercollegiate Broadcasting System,** national convention. Carnegie Institute of Technology, Pittsburgh, Pa.

April 24—Annual meeting and luncheon, **The Associated Press Members.** Principal luncheon speaker: Secretary of Defense Robert S. McNamara. Waldorf-Astoria, New York City.

April 24—Deadline for return of nominations ballots for **National Academy of Television Arts & Sciences** Emmy awards competition.

•April 24-25—**Nebraska Broadcasters Assn.,** convention. Blackstone Hotel, Omaha.

April 24-28—U. of Florida third annual Communications Week. Broadcasting Day, April 24. Advertising Day, April 25. Other days devoted to photojournalism, print media and public relations. Gainesville, Fla.

April 25—American Marketing Assn., New York chapter marketing workshop: Management use of marketing research, advertising agencies. Lever House auditorium, New York, 4 p.m.

April 26-28—Seventh Region Technical Conference, **Institute of Radio Engineers.** Hotel Westward Ho, Phoenix, Ariz.

April 26-29—Institute for Education by Radio-Television, Deshler-Hilton Hotel, Columbus, Ohio.

April 27—**Georgia Assn. of Broadcasters,** management conference. Dinkler Plaza Hotel, Atlanta.

•April 28—**Arizona Broadcasters Assn.,** spring meeting. Wild Horse Ranch Resort, near Tucson.

April 28—**UPI Broadcasters of Massachusetts,** spring meeting. U. of Massachusetts, Amherst.

April 28—Deadline for entries in 15th annual achievement awards competition of the **Los Angeles Advertising Women Inc.** Open to women in 13 western states and western Canada. Entry blanks available from Los Angeles Advertising Women Inc., 4666 N. Forman Ave., North Hollywood, Calif.

April 28-29 — **Tennessee AP Broadcasters,**

memo to:
Dorothy Thornton

As any Lansing listener survey for the past four years will tell you, WILS dominates the market.

- Here's one reason why the Lansing market is worth buying:

COST PER THOUSAND

26¢

based on latest Hooper (see below) and latest SRDS Spot Radio (Mar. '61)

- Here's one example how we dominate the Lansing market:

HOOPER RATING

	WILS	OTHER AM STATION
M-F 7 am-noon	61.9	23.2
M-F noon-6 pm	60.6	18.8

C. E. HOOPER, JAN.-FEB. '61

16

RADIO WILS LANSING
1320

24 HRS/DAY
5000 WATTS DAYS
1000 WATTS NIGHTS

represented exclusively by
Venard, Rintoul and McConnell

SOONERS RUSH AGAIN IN 1961



KTUL-TV's 89er TREASURE RUSH in 1960 was a fantastic success . . . over 15,000 people rushed for $10,000 in prizes. This year the prizes, promotion, and enthusiasm have been doubled to make the 1961 celebration the biggest event in Tulsa and Oklahoma since the original land rush.

MEMBER OF THE Griffin BROADCAST GROUP

ktul-tv 8 TULSA

REPRESENTED NATIONALLY by AVERY-KNODEL, INC., OR JIM BLACK, BOX 9697 TULSA, OKLAHOMA . . PHONE Hickory 6-6184.

BILL SWANSON V.P. & GEN. MGR.

MORE FLEXIBILITY . . . BETTER PERFORMANCE . . . HI QUALITY PICTURES with



Even inexperienced operators are getting excellent results with the new 880. Handles like a big camera; weighs 60 pounds. Designed and built by broadcasters for broadcast application. Especially suitable for newscasts . . . weather shows . . . product commercials and the like. Unusually low operating costs, as well as low original investment.

SARKES TARZIAN INC

east hillside drive • bloomington, indiana
edison 2-7251

Write for complete technical information Broadcast Equipment Division

radio news clinic. Nashville.

April 28-30—**Alpha Delta Sigma,** professional advertising fraternity, national convention. U. of Minnesota, Minneapolis-St. Paul.

*April 29-30—**UPI Broadcasters Assn. of Texas,** annual meeting. Baker Hotel, Dallas.

*April 30—**UPI Broadcasters of Missouri,** annual meeting. Governor Hotel, Jefferson City.

April 30-May 3—**U. S. Chamber of Commerce** annual convention, Washington.

MAY

May 1-31—**National Radio Month.**

May 1—**Deadline for submissions of 100-200 word abstracts and 500-1000 word detailed summaries of papers for the 1961 Western Electronic Show & Convention (WESCON). Send to the attention of E. W. Herold, WESCON Northern California Office, 701 Welch Road, Palo Alto, Calif.**

May 1-3—**Assn. of Canadian Advertisers.** Royal York Hotel, Toronto, Ont., Canada.

May 2-4 — **Electronic Components Conference.** Jack Tarr Hotel, San Francisco.

May 3—**Station Representatives Assn., Silver Nail Timebuyer of the Year Award** luncheon, Waldorf-Astoria Hotel, N. Y.

May 3-6—**American Public Relations Assn.** 17th annual convention. Hotel Shelburne, Atlantic City, N. J. The association's Philadelphia Forge will be host. The theme will be: "Analyzing Public Relations' Accomplishments Problems, Opportunities and Skills."

May 4—**American Tv Commercials Festival,** Hotel Roosevelt, New York City, all day.

May 4-5—CBS Television Network-CBS-TV Affiliates Assn., annual meeting. Waldorf-Astoria Hotel, New York City.

May 4-6—**Western States Advertising Agencies Assn.,** annual conference. Shelter Island Inn, San Diego, Calif.

May 4-7 — **American Women in Radio & Television,** national convention. Statler Hilton Hotel, Washington, D. C.

May 4-14—**Brand Names Week.**

*May 5—11th annual **Radio-Television Conference & Banquet** sponsored by Radio-Television Guild of San Francisco State College. At San Francisco State College.

*May 5-6—**U. of Wisconsin Journalism Institutes,** Wisconsin Center, Madison.

May 5-7—**National Assn. of FM Broadcasters,** Washington, D.C. Board of Directors meeting, May 5; annual business meeting, May 6; "FM Day," May 7.

May 7-10—**NAB** annual convention. Sheraton Park and Shoreham Hotels, Washington.

May 7-12—**Society of Motion Picture & Television Engineers,** 89th semiannual convention. King Edward Sheraton Hotel, Toronto, Canada. Theme will be "International Achievements in Motion Pictures and Television."

May 8-10—**National Aerospace Electronics Conference,** Institute of Radio Engineers. Biltmore & Miami Hotels, Dayton, Ohio.

*May 9—**Broadcast Pioneers,** 20th annual dinner. 7:30 p.m., Cotillion Room, Sheraton Park Hotel, Washington, D. C.

May 10—Deadline for return of final voting ballots in National Academy of Television Arts & Sciences annual **Emmy** awards competition.

May 11 — **Assn. of National Advertisers** Workshop on International Advertising, Hotel Plaza, New York City.

May 12 — **Connecticut Broadcasters Assn.,** annual meeting. The Waverly Inn, Cheshire.

May 12—Deadline for entries in Industrial Design Award Competition of Aug. 22-25 **WESCON.** Entry forms available from WESCON Business Office, 1435 S. La Cienega Blvd., Los Angeles 35.

May 12 — **Academy of Television Arts & Sciences,** Phoenix chapter. Second annual Emmy awards banquet. Backstage Club and Sombrero Playhouse, Phoenix.

May 13 — New York area **Emmy** awards telecast, WNBC-TV, 10:30-11:15 p.m.

May 13—**Illinois AP Radio-and-Television**

WAP-C32103-3/21/61-WASHINGTON: Though slight tra… …evere Winter are still in the air, one-day-old Spring is … …now its effect in the Capital. This full-blooming forsythia … …e Capitol grounds is the subject of a camera study 3/21 by photographer Vince Finnegan. UPI TELEPHOTO grg



. . . this is **FAX!**

Note the high fidelity, sharpness, clarity and tone ranges of this Unifax facsimile newspicture reproduction.

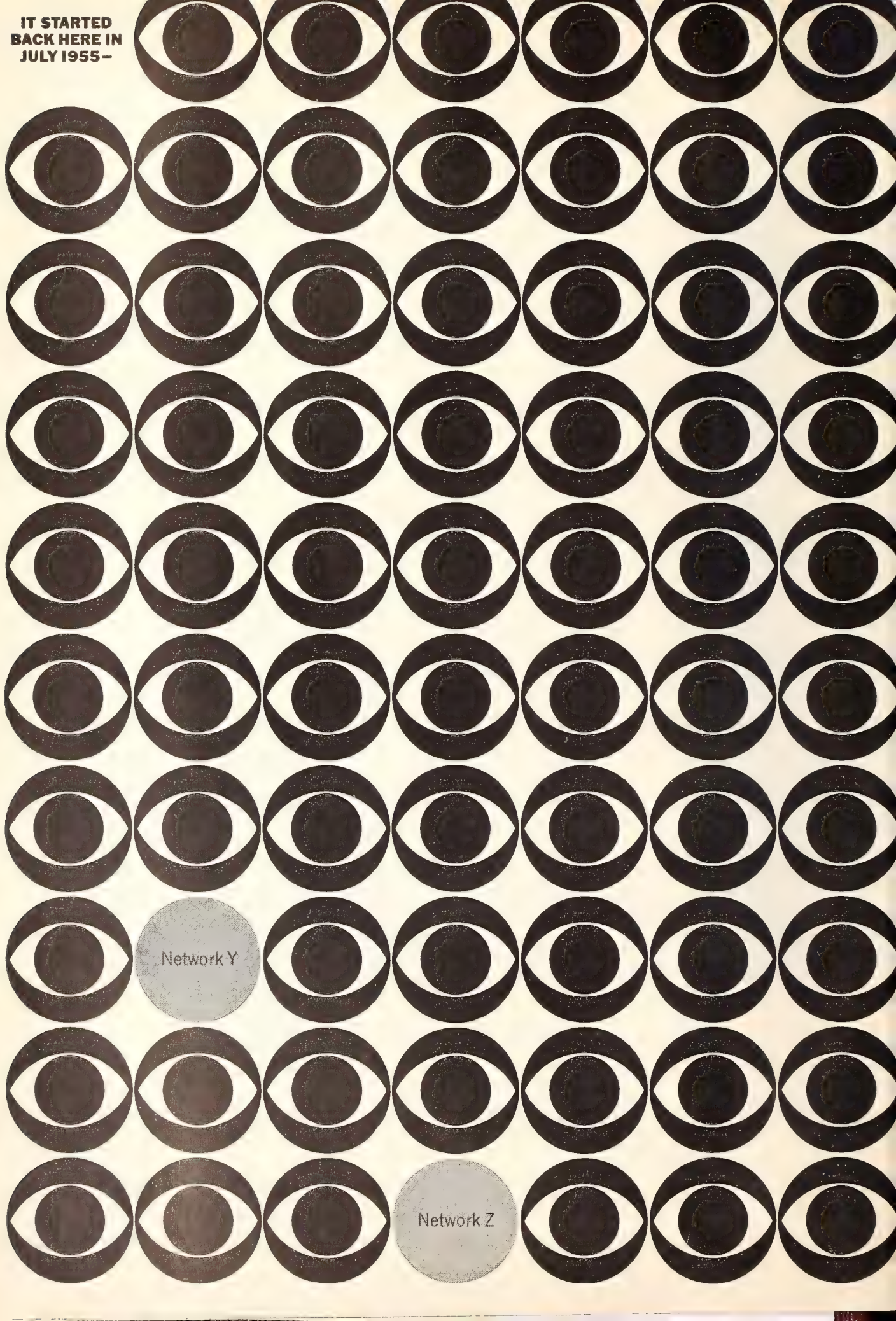
On March 21, UPI inaugurated a new transmission standard further improving what already was the finest quality in the world.

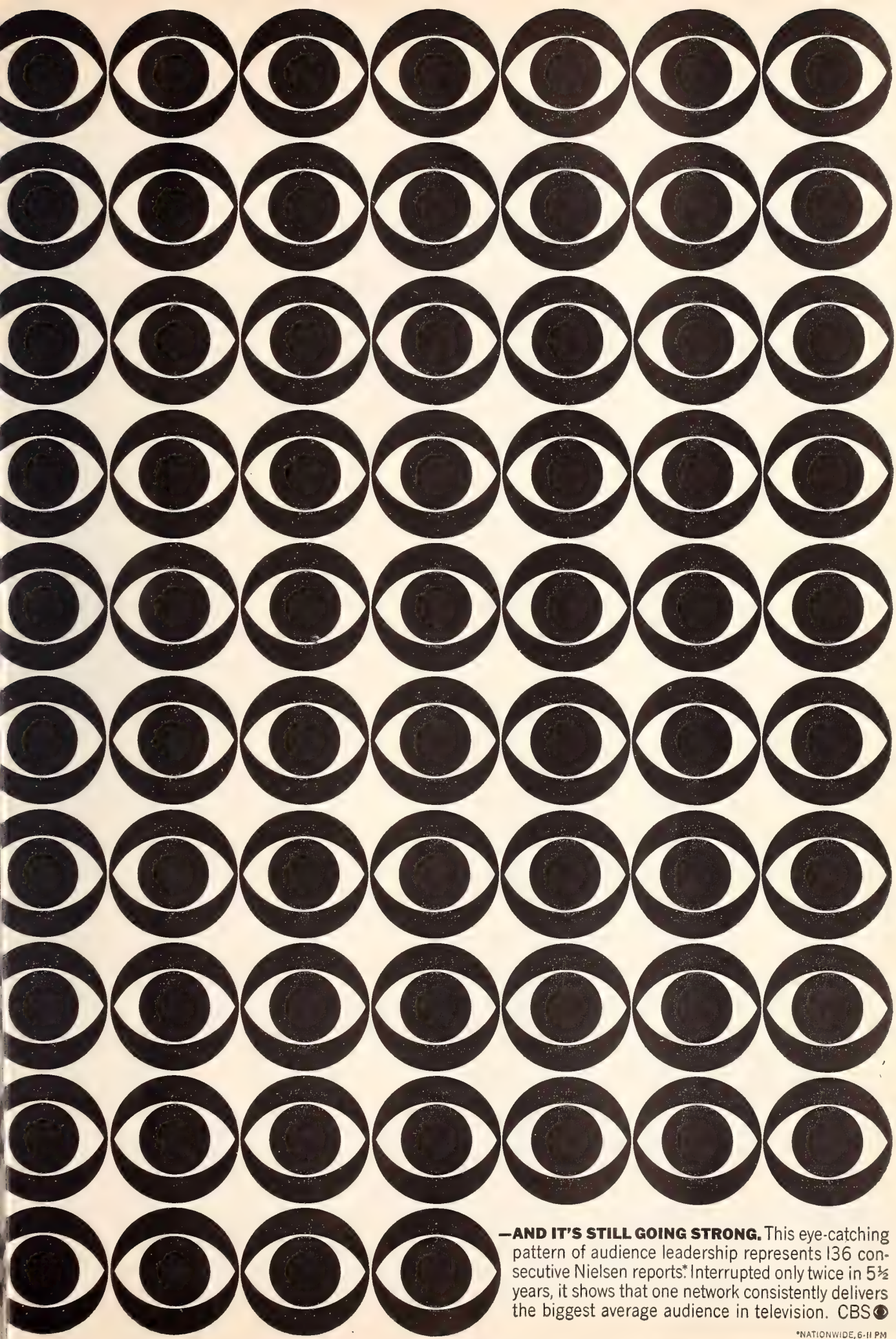
Unifax and UPI Telephoto pictures now have a zip you'll find in no other newspicture service.

Look at the highlights in those shadows!

United Press International

UPI NEWSPICTURES TELL THE STORY


IT STARTED
BACK HERE IN
JULY 1955–
Network Y
Network Z



—AND IT'S STILL GOING STRONG. This eye-catching pattern of audience leadership represents 136 consecutive Nielsen reports*. Interrupted only twice in 5½ years, it shows that one network consistently delivers the biggest average audience in television. CBS

*NATIONWIDE, 6-11 PM

the key to successful "automatic programming" is PROGRAMMING!

Every radio station operator knows it. That's why astute broadcasters are hailing the new automated radio programming by Magne-Tronics.

For Magne-Tronics top quality programming, on tape, consists of outstanding "name" musical productions from both sides of the Atlantic. Almost 80% of the music is popular and popular-concert, pleasingly balanced with symphonies, vocals and, of course, seasonal and holiday numbers.

PROGRAMMING WITH INFINITE VARIETY

Magne-Tronics music comes in ten 8-hour reels. A new reel added each month keeps the schedule fresh and exciting . . . continually builds your library. The interspersing system in the equipment enables stations to achieve infinite variety in the sequences of the numbers.

PROVED, FAMOUS-MAKE EQUIPMENT AVAILABLE

Specially designed, famous-make equipment (available, if required, through Magne-Tronics) provides continuous, trouble-free automated radio programming — including commercials and announcements.

Yes, with Magne-Tronics you get all the economies of automated broadcasting, **plus** radio programming that gives a lift to your schedule. And priced for economy-minded budgets!

Write today for full details . . . audition tape — and exclusive rights in your market.

*Be sure to look into the Magne-Tronics background music service which broadcasters are finding a valuable station asset. Exclusive franchises in preferred markets still available.

Magne-Tronics, INC.
49 West 45th Street, New York 36

In Canada: Instantaneous Recording Service, 42 Lombard St., Toronto 1, Ont.

Assn. Northwestern U., Evanston.

May 13-14 — **Illinois News Broadcasters,** spring convention. Otto Kerner, governor of Illinois, principal speaker. Northwestern U., Evanston.

May 15-27—International Festival of Television Arts & Sciences. Montreux, Switzerland. Schedule includes an international tv equipment trade fair and a contest judging of the best television musical variety program. The fair is being held under patronage of the Swiss Television Authority and the city of Montreux.

May 16—**National Academy of Television Arts & Sciences,** 13th annual **Emmy** awards presentation. NBC-TV, 10-11:30 p.m. (EDT), originating from New York and Los Angeles.

May 20 — **California AP Television-Radio Assn.,** Paso Robles, Calif.

May 22-24—National Symposium on Global Communications, Institute of Radio Engineers. Hotel Sherman, Chicago.

May 25 — **Chicago Unlimited** salute to AFTRA. Grand Ballroom, Sheraton Towers Hotel, Chicago.

May 25-28—**Federation of Canadian Advertising & Sales Clubs,** 14th annual conference. Ottawa, Ont., Canada.

May 27-31 — **Advertising Federation of America,** annual convention. Statler Hilton Hotel, Washington, D. C.

JUNE

*June 2—**Wyoming AP Broadcasters,** convention. Plains Hotel, Cheyenne.

June 2-3—**Industry Film Producers Assn.** second annual convention and trade show. Hotel Miramar, Santa Monica, Calif.

June 3 — **Florida AP Broadcasters Assn.** Daytona Beach.

*June 3-4—**Oklahoma AP Broadcasters Assn.,** meeting. DeVille Motor Hotel, Oklahoma City.

June 5-16 — **International Communications Workshop,** sponsored by World Commission for Christian Broadcasting, American Jewish Committee and several other religious groups. U. of Southern California, Los Angeles.

June 6—**American Marketing Assn.,** New York chapter, marketing workshop: Management use of marketing research, companies. Lever House auditorium, New York, 4 p.m.

June 8-10—**Marketing Executives Club of New York,** annual seminar, Pocono Manor, Pa.

June 10—**Florida UPI Broadcasters Assn.** annual meeting. Pensacola.

June 11-23—**AFA's** third annual Advanced Management Seminar in Advertising & Marketing. Conducted by faculty members of Harvard Graduate School of Business Administration. Chatham Bars Inn, Cape Cod, Mass. Registration and tuition fee: $375. Application forms at AFA, 655 Madison Ave., New York.

June 12-15—**World Conference on Missionary Radio,** Third World Conference on Christian Communications. Concordia College, Milwaukee, Wis.

June 14-15—**Institute of Radio Engineers,** conference. Hotel Sheraton, Philadelphia.

June 14-16—**Virginia Assn. of Broadcasters,** annual meeting. Hotel Roanoke, Roanoke.

June 15-17—**Florida Assn. of Broadcasters,** annual convention. Seville Hotel, Miami Beach.

June 19-21 — **American Marketing Assn.,**

Advertising Federation of America 1961 Conventions

April 6-7—AFA 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.
April 13-16—AFA 4th district convention. Dupont Plaza Hotel, Miami.
April 21-22—AFA 9th district convention. Savery Hotel, Des Moines, Iowa.
May 27-31—AFA 5th annual convention. Sheraton Park Hotel, Washington, D. C.

FOCUS ON THE RIGHT INCOME AND EDUCATION...

In 1960 ARB reported–WNEW-TV reaches 100% of the greater New York market! Now, in a special qualitative study, ARB reports that the audience of independent WNEW-TV is comparable in terms of Income and Education to the audience of the leading network television station in New York.

WNEW-TV 5
METROPOLITAN BROADCASTING

INCOME–HEAD OF HOUSEHOLD

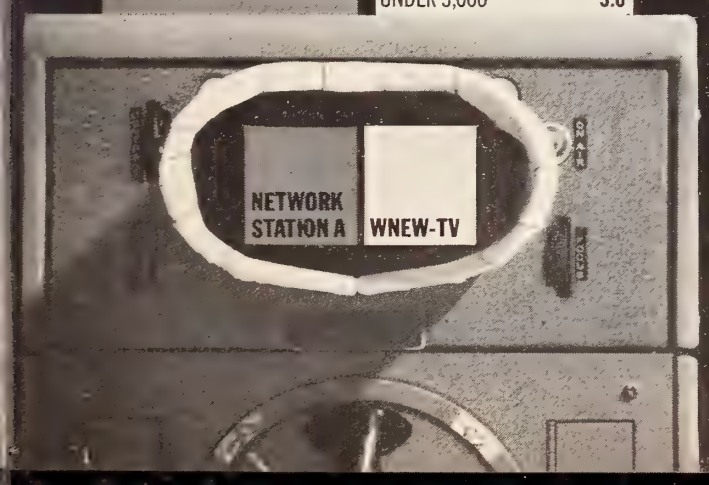
$11,000 & OVER	3.5
8,000-11,000	15.0
5,000-8,000	46.0
3,000-5,000	31.3
UNDER 3,000	4.2

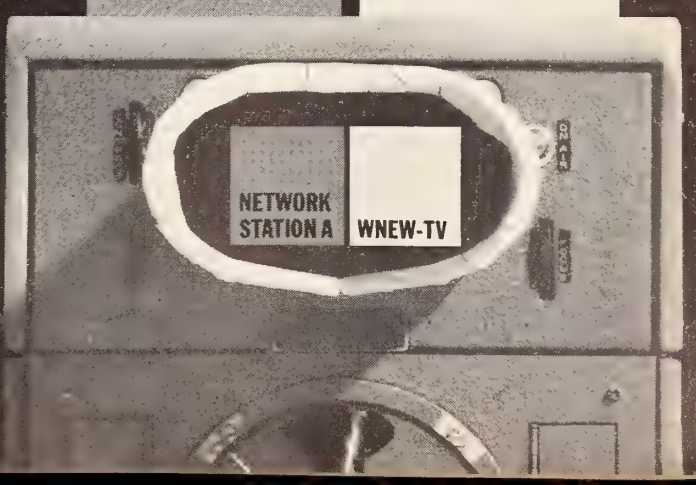
$11,000 & OVER	2.7
8,000-11,000	13.9
5,000-8,000	41.5
3,000-5,000	38.3
UNDER 3,000	3.6

EDUCATION–HEAD OF HOUSEHOLD

COLLEGE	24.8
HIGH SCHOOL	60.4
GRAMMAR SCHOOL	14.8

COLLEGE	20.6
HIGH SCHOOL	68.8
GRAMMAR SCHOOL	10.6





COLORCASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

April 4-7, 10-12 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

April 4-7, 10-12 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

April 3-7, 10-12 (10:30-11 a.m.) **Play Your Hunch**, part.

April 3-7, 10-12 (11-11:30 a.m.) **The Price Is Right**, part.

April 3-7, 10-12 (12:30-12:55 p.m.) **It Could Be You**, part.

April 3-7, 10-12 (2-2:30 p.m.) **The Jan Murray Show**, part.

April 3-6, 10-12 (11:15 p.m.-1 a.m.) **The Jack Paar Show**, part.

April 5, 12 (8:30-9 p.m.) **The Price Is Right**, Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.

April 5 (9-10 p.m.) **Perry Como's Kraft Music Hall**, Kraft through J. Walter Thompson.

April 6 (9:30-10 p.m.) **The Ford Show**, Ford through J. Walter Thompson.

April 7 (9-10 p.m.) **Sing Along with Mitch**, Ballantine.

April 8 (10-10:30 a.m.) **The Shari Lewis Show**, Nabisco through Kenyon & Eckhardt.

April 8 (10:30-11 a.m.) **King Leonardo and His Short Subjects**, General Mills through Dancer-Fitzgerald-Sample.

April 8 (7:30-8:30 p.m.) **Bonanza**, RCA through J. Walter Thompson.

April 9 (6-6:30 p.m.) **Meet the Press**, co-op.

April 9 (7-8 p.m.) **The Shirley Temple Show**, RCA through J. Walter Thompson, Beechnut through Young & Rubicam.

April 9 (9-10 p.m.) **The Chevy Show**, Chevrolet through Campbell-Ewald.

national conference. Ambassador Hotel, Los Angeles.

June 20-22 — **Catholic Broadcasters Assn.** annual meeting. Calhoun Beach Hotel, Minneapolis-St. Paul, Minn.

*June 23-24—**Maryland-D. C. Broadcasters' Assn.**, summer meeting. Ocean City, Md.

June 25-29 — **National Advertising Agency Network**, annual management conference. Broadmoor Hotel, Colorado Springs, Colo.

June 25-29—**American Academy of Advertising**, annual convention. U. of Washington, Seattle.

*June 25-29—**Advertising Assn. of the West**, annual convention. Olympic Hotel, Seattle.

June 26-28—**National Convention on Military Electronics**. Sponsored by Professional Group on Military Electronics, IRE. Shoreham Hotel, Washington, D. C.

JULY

*July 1—**Chicago Publicity Club**, 20th anniversary celebration. J. Leonard Reinsch, Cox Stations and radio-tv advisor to President Kennedy will be principal speaker. Mayfair Room, Sheraton-Blackstone Hotel, Chicago.

July 10 — **Wisconsin Broadcasters Assn.** Plankington Hotel, Milwaukee.

July 10-12—**National Assn. of Television & Radio Farm Directors** convention, Shoreham Hotel, Washington, D. C.

July 10-28—Three week summer workshop on Television in Education, **U. of California at Los Angeles.**

AUGUST

Aug. 11-12—Texas Associated Press Broadcasters Assn., fourteenth annual meeting. Hotel Lincoln, Odessa, Tex.

Aug. 22-25—1961 Western Electric Show & Convention. Cow Palace, San Francisco.

SEPTEMBER

*Sept. 15-17—**Michigan Assn. of Broadcasters** fall convention and business meeting. Hidden Valley, Gaylord, Mich.

*Sept. 27-30—**Radio Television News Directors Assn.**, annual convention. Statler Hilton Hotel, Washington, D. C.

OCTOBER

*Oct. 3-4—**Advertising Research Foundation** conference, Hotel Commodore, N. Y.

*Oct. 8-18—International seminar on instructional television, sponsored by **Purdue U.** in cooperation with UNESCO and the U.S. National Commission for UNESCO; Dr. Warren F. Seibert, Purdue professor, is seminar director; James S. Miles, Purdue Television Unit, is associate director. Purdue U., Lafayette, Ind.

*Oct. 9-11—**National Electronics Conference**, International Amphitheatre, Chicago.

*Oct. 10-13—**Audio Engineering Society**, annual fall conference and technical exhibit. Hotel New Yorker, New York.

REACH the ADULT BUYING

audience of Greater Kansas City!

1½ BILLION DOLLAR MARKET

WITH



Simulcasting Beautiful Music!

The distinctive, sparkling "sound" of Kansas City's only Beautiful Music Stations holds the mature adult listening audience.

Commercial Limitation: 12 Announcements per hour

Represented by:

VENARD, RINTOUL & McCONNELL, Inc.

Owned by Public Radio Corp.

KIOA	KBEA/KBEY-FM	KAKC
Des Moines	Kansas City	Tulsa

AT YOUR BECK and CALL LETTERS

RICHARD H. ULLMAN, INC. IS RADIO'S HOUSE OF SOUNDSMANSHIP.

To acquire Soundsmanship your station needs jingles with a capital J. That's why Ullman distributes more quality station JIngles than anybody. Ullman has JINgles for every program format. Quality JINGles that purr . . . or swing . . . or beat with rhythm that makes a tom-tom's tattoo sound like a tinkle. JINGLes customized completely for you. JINGLEs of every variety. F'rinstance:

GOLDEN ERA JINGLES. Special lyrics paraphrasing all-time best sellers of the Golden Era of great bands . . . arrangements matching the bands' own styles . . . Glenn Miller's *In the Mood,* Sammy Kaye's *Daddy,* Tommy Dorsey's *There Are Such Things,* Benny Goodman's *Why Don't You Do Right?* Dozens of others. Built-in, instant recognition that'll have listeners humming your call letters.

JET JINGLES. Short (8 to 10 second average), hard-hitting, attention-grabbers with a rocking beat-beat-beat.

SWING-WESTERN. Nothing hoe-downish about these. Modern, pulsing jingles with just the right sorghum, country-western flavor.

SWINGING RADIO. Specially tailored for high-speed stations programming top record sellers with today's dynamic sound.

SOUNDSATIONAL. Every jingle built around the SOUNDSATIONAL slogan. Strictly up tempo on the logo.

Ullman has many more, and more coming. Listen to our two brand new packages at the NAB Convention in May. One for good music stations. One for Formatic stations. And new, tailored packages every two months.

Call your Ullman-man. He'll tell you all about SOUNDSMANSHIP . . . Jingles . . . THE BIG SOUND and Spotmaster tape cartridge equipment. Or give Marv Kempner a jingle in New York at PLaza 7-2197.

RICHARD H ULLMAN, INC.

Marvin A. Kempner, Executive Vice President
1271 Avenue of the Americas, New York

SOUNDSMANSHIP

GOLDEN ERA, SOUNDSATIONAL AND SWING-WESTERN JINGLES ARE PRODUCED BY IMN PRODUCTIONS; SWINGING RADIO BY EV WREN PRODUCTIONS; JET JINGLES BY EISEMAN MUSIC CO.

EXCLUSIVE DISTRIBUTION, RICHARD H. ULLMAN, INC., A DIVISION OF

THE PETER FRANK ORGANIZATION, INC.

HOLLYWOOD / NEW YORK



What's this got to do with your time buy in this market? Just this: We've always felt advertisers on this station deserve expert technical handling of commercial material, on film, live or film in combination with local-live tags. That's why KJEO-TV. is famous in Central California for its engineering skills, top announcers, its overall campaign for an "Air Time Corporate Image"—and this means confidence your time buys on KJEO-TV get selling attention from experts.

our ratings? We've Got Them!

Check with your nearest H-R representative

our network affiliation? abc Of Course!

KJEO
CHANNEL 47
Fresno, California

Complete & accurate

EDITOR: We are extremely pleased with the story which appeared in BROADCASTING about our organization (BROADCAST ADVERTISING, March 20). It was a splendid job . . . complete and accurate. . . . —*Gerald Auerbach, President, Advertising Radio & Television Services Inc., New York.*

Extremely pleased

EDITOR: . . . We are extremely pleased with the article (PROGRAMMING, March 20) and the fine manner in which it was presented in BROADCASTING. . . . — *Jim Ameche Jr., Manager, Jim Ameche Productions Inc., Sepulveda, Calif.*

Outstanding support

EDITOR: As we draw to the close of our March campaign, we find that once again we are indebted to our friends at BROADCASTING for their outstanding support. It was most heartening to see the Red Cross radio-tv ad displayed so prominently.

Success in the 1961 campaign is vital if we are to keep pace with the mounting demands for Red Cross services, which seem to increase every day. Your generous help has bolstered the determination of everyone in the Red Cross. . . . —*Alfred M. Gruenther, President, American National Red Cross, Washington.*

An old friend

EDITOR: . . . I was discussing "Career Opportunities in Broadcasting" with a group of students at Webster Groves (Mo.) High School March 20. One of the students asked, "How can we find out what's happening in broadcasting currently?" and . . . I blurted out, "by reading BROADCASTING and other trade publications."

This gave me occasion to think back to 1946, when I was a junior in high school, for this is the time of my initial contact with BROADCASTING. I don't remember if it was available on newsstands at the time or if I "borrowed" recent copies from local Milwaukee radio stations.

Then there was the time in February 1949 when my teen-age survey activi-



Time salesmen to pick Silver Nail winner

Time salesmen will have a chance now to vote for their favorite agency customer. The Station Representatives Assn. committee planning the annual "Silver Nail Timebuyer of the Year" Award has sent out ballots, and the media specialist polling the most votes will get the accolade (named for Frank Silvernail, retired BBDO executive) May 3 at an all-industry luncheon to be held at the Waldorf in New York.

Committeemen working with chairman Frank E. Pellegrin (l), vice president of H-R Television Inc., on the fourth annual Silver Nail award include Marie Janice (c) of Cunningham & Walsh and T. J. McDermott (r), N. W. Ayer & Son vice president. Others (not shown) are Robert Foreman, BBDO executive vice president, creative services; Jayne Shannon, broadcast media supervisor of J. Walter Thompson, and Lawrence Webb, managing director of SRA.

SEVEN ARTS "FILMS OF THE 50's" SWEEP ST. LOUIS RATINGS FOR JANUARY-FEBRUARY PERIOD

SATURDAY NIGHT JAN.-FEB.
ARB AVERAGE RATING—10:00-11:45

KSD (Gold Award Theatre)	RATING	SHARE
Showing "Films of the 50's"	22	46%
Station "B"	18	37%
Station "C"	6	13%
Station "D"	2	4%

The overwhelming superiority of Warner's "Films of the 50's" was demonstrated during the January 6-February 2 survey period in St. Louis. During this time, these Seven Arts feature films were telecast exclusively over KSD's "Gold Award Theatre" sponsored by Beautyrama, Inc.

They scored their high rating against two other feature film programs.

Beautyrama will continue to sponsor the "Gold Award Theatre" and will continue to telecast the Seven Arts' "Films of the 50's."

These recent films from Warner's library of big-star hits do as well against top network shows as they do against other feature films. Example: KTVU in San Francisco on Sunday night scored a smashing 36.2 share of audience, higher by 50% than the next best station, against such tough competition as Shirley Temple, Lassie, Dennis the Menace, Walt Disney and Maverick.

Warner's Films of the 50's . . . Money makers of the 60's

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue	YUkon 6-1717
CHICAGO: 8922-D La Crosse, Skokie, Ill.	OR 4-5105
DALLAS: 5641 Charlestown Drive	ADams 9-2855
BEVERLY HILLS: 232 Reeves Drive	GRanite 6-1564

For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data)

PULSE
announces
KUDL
#2
IN KANSAS CITY
LATEST (NOV. '60) REPORT
Mon. thru Fri., 12 Noon to 5 P.M.
IRV SCHWARTZ
V.P. & Gen'l Mgr.
ADAM YOUNG
Nat'l Rep.

Now on 170
TV STATIONS
after 11 years more popular than ever!
Faith for Today – America's oldest church-sponsored telecast is still growing. This public service one half hour program is currently being televised on 170 stations in United States, Canada, Australia, Nigeria, Philippine Islands, etc.
FOR ALL FAITHS – practical religion is emphasized rather than theology.
VARIED FORMAT – Dramas, interviews and all music programs.
POPULAR – Up to 9000 letters are received each week in the New York office.
This family telecast is available on a weekly basis without charge. For further information
WRITE TO:
DIRECTOR OF STATION RELATIONS
FAITH FOR TODAY
108-43 71st Avenue, Forest Hills 75, New York

ties made it as the "Feature of the Week."

That's why I think I would be remiss if I didn't advise all aspiring broadcasting-ites to read BROADCASTING, and the current issue will definitely be included in our Career Day program package.—*Michael Ruppe Jr., Director of Promotion, WIL St. Louis.*

WLOL image promotion

EDITOR: The article on station image (BROADCAST ADVERTISING, Feb. 20) had more than the usual interest for us. We thought the points were extremely well taken and provided much food for thought—plus a second look at the guideposts at the station level.

By coincidence, we had on the drawing boards at the time and ready to go for March a promotion which seemed to fit some of the elements needed for creating station image. I refer particularly to environment provided by the station and local market information not available in standard syndicated services. . . . —*Jim Scanlon, Promotion Director, WLOL Minneapolis.*

Fm response

EDITOR: May we add our congratulations and praise for your comprehensive article on fm broadcasting (PERSPECTIVE' 61, Feb. 20). If reprints are available, may we have about a dozen copies. . . .?—*Sid Roberts, Manager, WFMF (FM) Chicago.*

EDITOR: It was good to see that the fm picture is bright on a national scope. Your article was encouraging, and will be of help in selling fm in our market, where we are a pioneer station. Please send 10 reprints. . . .— *William T. Watrous, Account Executive, WYAK (FM) Sarasota, Fla.*

EDITOR: Please send us 10 reprints of Joseph A. Castor's article on the North American Van Lines success story (MONDAY MEMO, March 6). Also send 15 reprints of the fm article (PERSPECTIVE '61, Feb. 20). . . . —*H. P. Morgan, KCMB-FM Wichita, Kan.*

Additional charges

EDITOR: Thank you very much for announcing the availability of our manual, "Producing Your Educational Television Program" (THE MEDIA, March 20). We have had many inquiries about it already. . . .

We find, however, that we must ask a $2.50 charge instead of the $1 you indicated. We are sure that the source of your information was not aware of the additional printing and handling charges. . . . —*C. Edward Cavert, Assistant Manager for Operations, Mohawk-Hudson Council on Educational Television, Schenectady, N. Y.*

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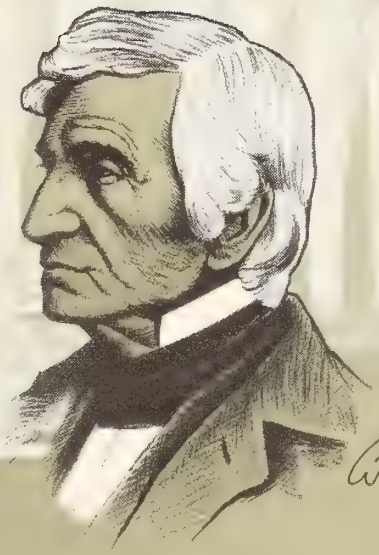
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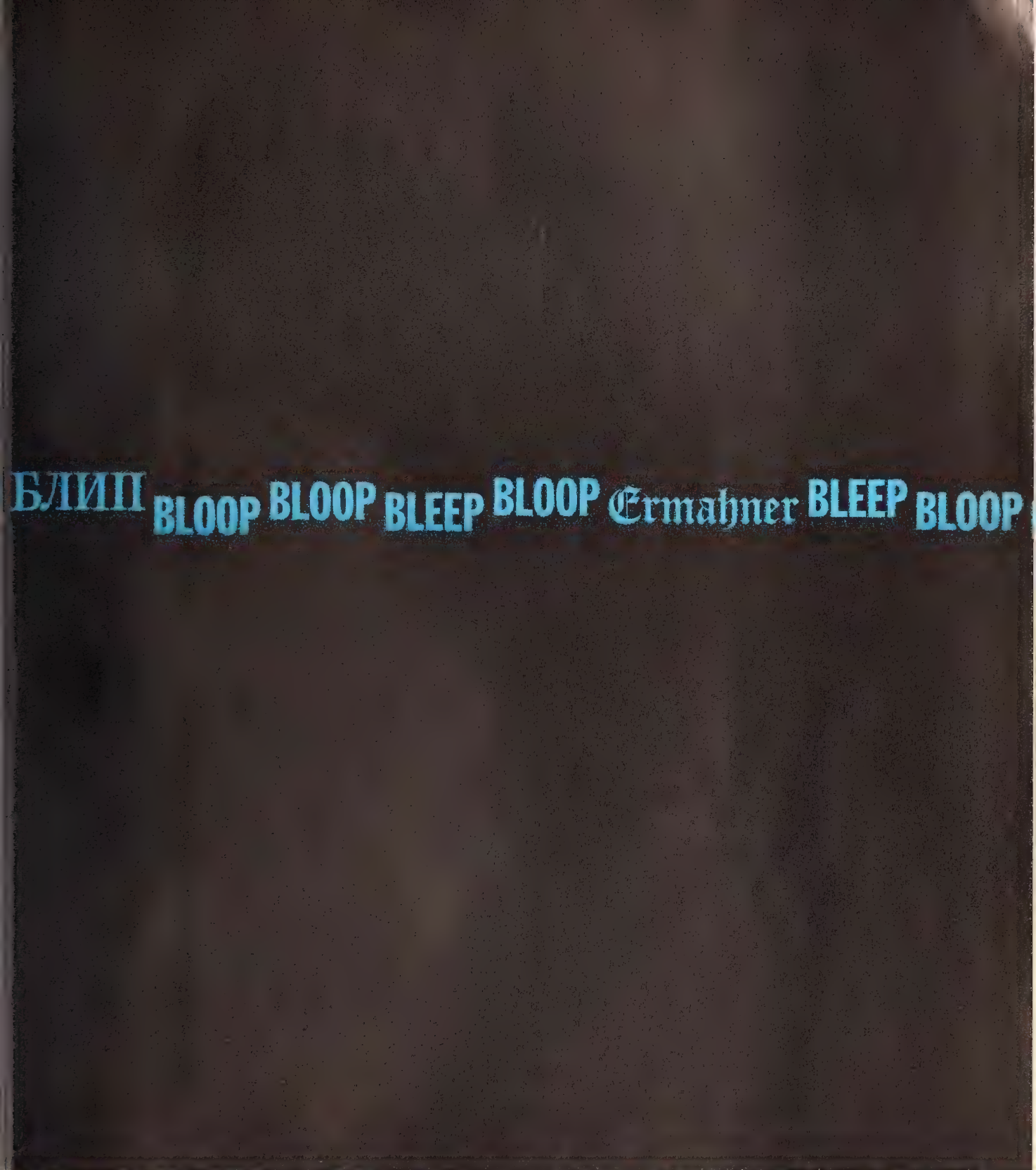


BLEEP BLOOP BLOOP BLEEP 收音机 BLOOP BLEEP BLOOP BLEEP



LISTEN FOR THE NEWS

Mel Allen, Betty Furness, Dave Garroway, Wayne Howell, Lindsey Nelson, Bert Parks—these top showbusiness personalities now headline "Monitor '61." Such "Monitor" regulars as Mike Nichols & Elaine May, Bob Hope, and Bob & Ray join them in a dramatically new format for NBC Radio's popular weekend network service, which makes wider use of the NBC news department's world-wide facilities



SOUND OF MONITOR '61

ne new "Monitor" feature: "Ring Around The World"—a series of five-minute commentaries on world evelopments by top NBC news correspondents in strategic spots around the globe. Another: "Weekend eport"—A 25-minute study in depth of the biggest news story of the week. New stars, ew programming, new excitement—this is "Monitor '61!" **NBC RADIO NETWORK**

MONDAY MEMO

from ROBERT J. WARD, president, Ward, Frojen Adv., L.A.

The client's business is different but does he dare to be?

"Our business is different" is the age-old cry that generally emits from a client who is reluctant about changing time-tried (and often stagnant) methods or accepting a newfangled approach to an old problem. This rather unstartling statement is the basis for my 1,000 to 1,100 words today.

In recent years, the population revolution in the West has produced some interesting trends in certain industries. One particularly affected is the savings and loan industry.

As a result of the tremendous population increase in California in recent years, there came a correlatively increased demand for home loans. As a result, the demand for money became acute. Savings and loan associations began to expand, most adding branches in various sections of the city. The demands for money to loan made the business extremely competitive.

Seemingly overnight, motivational research studies went out the window. A razzle-dazzle, wide open appeal for the saver's dollar became the theme of virtually all of the savings and loan companies in the Los Angeles area. Pots, pans, dishes, pens, plants, free trips to Hawaii, all were offered to lure savings dollars through the door.

Follow the Crowd? ▪ What, then, were we to do when our client, Lincoln Savings and Loan Association, a one-location firm, was hesitant about changing its conservative approach, yet had to seriously consider jumping into the premium business with its competitors. They told us, "our business is different" but on the other hand, unless you can come up with something new, exciting, but conservative, we may have to resort to the same tactics as our competition.

This was a rare opportunity. Generally, firms operating in the financial field are reticent about advertising in media other than newspapers. Some take an occasional fling in radio or television; these sporadic adventures, however, usually are tied to a news show or random spots.

In our opinion, all the elements to establish a contrasting campaign were at our disposal. We felt a message of dignity would be heard in the crash and din of Lincoln Savings' competitors. Research, (which we did not throw out the window) indicated that there is a deeper and more *real* reason why people save money, not just the immediate "premium" benefit.

An image of dignity, strength, dedication to the saver's needs was adopted as our theme. We counted on consumer appreciation to make our approach pay off. The desired approach was simple to attain. The name "Lincoln" lends itself to the approach we had in mind. Now the selection of media became the paramount problem. Should we recommend that the client try to compete in newspapers with the giveaway associations?

No, no, a thousand times no!

Low Key ▪ An image such as we would try to convey demanded a personal soft sell. Television has the close-to-personalized-salesmanship advantage we were looking for. Now the vehicle.

Those who have tried to find good local programming at a cost suitable to a local client's budget will recognize the problem. Conservative and prestige-conscious Lincoln Savings in Los Angeles was an account that required a truly unique type of television presentation. All the television stations in this market were informed of Ward, Frojen Advertising's attitude and philosophy toward the Lincoln Savings problem. We at Ward, Frojen felt it absolutely necessary that the various television representatives be completely aware of our entire campaign approach so we could avoid unnecessary screenings and presentations.

CBS's KNXT (TV) Los Angeles presented us with a rather different and challenging idea.

KNXT had taken one of the great plays, "Candida" by George Bernard Shaw, and scripted it to a 90-minute production. Frankly, I went to the screening with tongue in cheek, fully realizing that never before had a local station been successful in producing a show of this type with any degree of professional skill. To my surprise, "Candida" was a delightful show, done in such a highly professional manner that it stood out from existing programming in the Los Angeles market.

Now our campaign was complete. We had a vehicle of network stature, one to allow us to sell our sound, conservative wares to the appreciative consumer.

Accepts ▪ Lincoln Savings accepted our presentation and give us wholehearted support.

We selected Jan. 1 as the date best suited for the start of our campaign. It was appropriate that "Candida" be aired on this same date. Our faith in the contrast campaign, and specifically in the 90-minute special, was rewarded. By Jan. 5, thousands of letters poured into our client's office. "Bravo," "more," "congratulations," "good taste," "excellent use of commercial time" (all soft sell) are just some of the words contained in cards and letters. The television critics also gave the show excellent notices.

More important, our client felt the results at its place of business. So much so that we have purchased on Lincoln Savings' behalf four more 90-minute specials for the remainder of this year. Lincoln Savings demonstrated further confidence in approving our recommendation to sponsor a series of 26 episodes of *Life With Father*, a re-run.

Our success with this approach has caused many a competitor, both client and agency, to look closer at his efforts. There is a great feeling of pride and accomplishment when another agencyman walks up and says, "Your client's advertising is the best we've seen in this field." You bet our client's business is "different," and I'm glad Lincoln Savings is an advertiser willing to let us prove it.



Robert J. Ward started his career as a publication representative shortly after graduating from the University of Southern California in business administration. He saw service in World War II and Korea as an Air Force officer. In 1953, he became vice president in charge of television of the now-retired California Advertising Agency. After joining Compton Advertising Inc. (Los Angeles) for one year, he left to start Ward, Frojen Advertising Inc. with long-time friend Robert C. Frojen.



she surveys. A gracious hostess waiting for her guests to arrive. The interesting and the interested will both enjoy the company of a "Metropolitan personality."

METROPOLITAN BROADCASTING

205 East 67th Street, New York 21, N.Y.

TELEVISION STATIONS

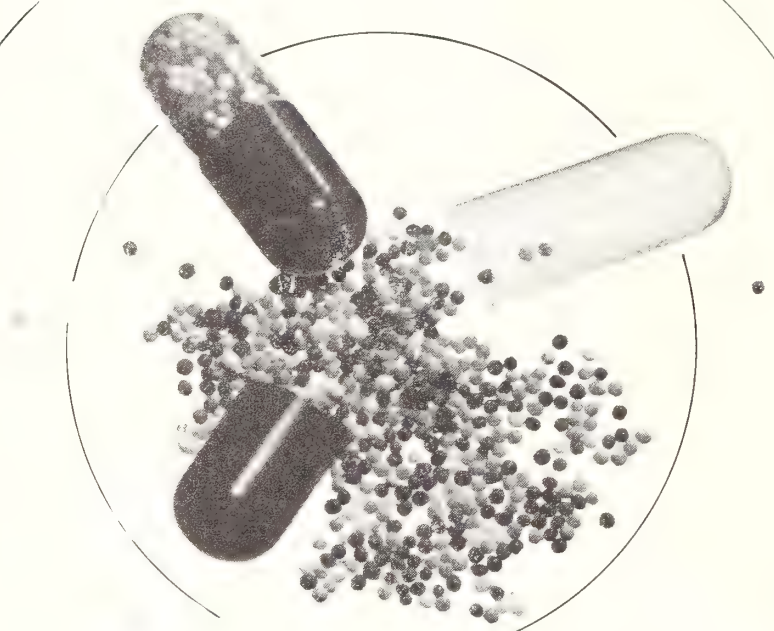
WNEW-TV New York, N.Y.
WTTG Washington, D.C.
KOVR Sacramento-Stockton, California
WTVH Peoria, Illinois
WTVP Decatur, Illinois

RADIO STATIONS

WNEW New York, N.Y.
WHK Cleveland, Ohio
WIP Philadelphia, Pa.

A DIVISION OF METROMEDIA, INC.
other divisions are:
Foster & Kleiser
Worldwide Broadcasting

GOWN: LANVIN-CASTILLO, PARIS. PHOTO: PETER FINK



Miracle Medicine for sales . .

DRUG STORE MERCHANDISING THAT WORKS ON AND ON

Now the hundred-odd member-stores of the Richmond Pharmaceutical Association give featured display and extra sales push to products advertised on **WXEX-TV!** Buy **WXEX-TV** – first in Richmond and Central Virginia with the biggest **adult** audience, and first in merchandising with CCA, food chains, drug chains...and now a hundred-odd independent druggists. Buy **WXEX-TV** and sell!

WXEX-TV NBC

RICHMOND, VIRGINIA

NBC-TV Basic: Tom Tinsley, President; Irvin Abeloff, Vice President. **NATIONAL REPRESENTATIVES: Select Station Representatives** in New York, Baltimore, Washington and Philadelphia; **Adam Young** in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; **James S. Ayers** in the South and Southwest.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
April 3, 1961 Vol. 60 No. 14

THE DAM BREAKS IN STATION SALES

The FCC blesses multi-million WSAZ-AM-TV, KVOS-TV purchases, has $64 million more to pass on; WNTA-TV bidding still active

The station sales market suddenly came alive last week after a do-nothing period of several months.

In all that time, major station property sales have been negotiated, but seemingly were left vegetating in the FCC's files.

Last week the commission approved two ownership changes involving an aggregate $8 million in financial considerations, the first of any size approved by the FCC since November.

They were the purchase of 89% of WSAZ-AM-TV Huntington, W. Va., by WJR Detroit for $5.4 million and of KVOS-TV Bellingham, Wash., by Wometco Enterprises Inc. for $3 million.

In the background, with bids being made almost daily and all spiraling upward, was WNTA-TV, the ch. 13 independent in New York put on the block publicly last February.

The latest offer of $8.4 million comes from Ely Landau former chairman of National Telefilms Assoc., for the whole NTA broadcasting package—WNTA-AM-FM-TV. The offer is being given serious consideration by NTA officials, it has been reported.

The returning market in station sales—and it's the consensus of brokers and station lawyers that last week's FCC actions may herald the breakup of the log jam—faces two major threats:

- The FCC has announced that it's thinking about placing a three-year holding period on all licenses. This would mean an automatic hearing on the sale of any station the owner has held for less than three years.
- And last week the commission caused a tremor through the industry by announcing it's going to look into the possibility of recapturing a vhf channel in both New York and Los Angeles for educational use. Behind the scenes there was a rumor some members of the commission want to extend this inquiry into all major markets without an educational vhf assignment.

Blind Man's Buff ▪ It's speculated that the method—if a majority of the FCC agrees—would be to designate the first station up for sale as "it." The damper this would put on major market station sale transactions is obvious.

Notwithstanding the FCC's action last week there are still pending in its files applications for station sale approvals that add up to a significantly substantial $64 million (see story page 35).

This is more than half the total consideration involved in all sales approved by the commission in 1960.

Those still awaiting the word from the FCC include such over-$10-million transactions as Crowell-Collier's pur-

A SEVEN-YEAR RECORD OF STATION TRADING

Dollar volume of trading

	Total	Radio Only	Combined Radio-Tv	Tv Only
1954	$ 60,344,130	$ 10,224,047	$ 26,213,323	$ 23,906,760
1955	73,079,366	27,333,104	22,351,602	23,394,660
1956	115,605,828	32,563,378	65,212,055	17,830,395
1957	124,187,560	48,207,470	47,490,884	28,489,206
1958	127,537,026	49,868,123	60,872,618	16,796,285
1959	123,496,581	65,544,653	42,724,727	15,227,201
1960	99,341,910	51,763,285	24,648,400	22,930,225
Totals	$723,592,401	$285,504,060	$289,513,609	$148,574,732

Note: Dollar volume figures represent total considerations reported for all transactions, whether majority or minority interests were involved. In many transactions involving joint radio-television properties, individual values were not assigned to the radio and television stations. Such sales are reported in the column headed "Combined Radio-TV"

chase of WMGM New York; Metropolitan Broadcasting's buy of KMBC-AM-FM-TV Kansas City plus KMOS-TV Sedalia and KFRM Concordia, Kan.; Storer's purchase of WINS New York; Veterans' purchase of WROC-TV Rochester, N. Y. (and the corollary sale of its half share in ch. 10 to Gannett Publishing Co.).

And, withal, there's the multi-million dollar transaction between NBC and RKO General involving broadcast holdings in Philadelphia, Boston, Washington and San Francisco.

Approved Sales ▪ Financial considerations of over $8 million were involved in FCC approvals last week of ownership changes in two major broadcast properties.

They are the sale of WSAZ-AM-TV Huntington, W. Va., to WJR Detroit, the latter paying $5.4 million for the remaining 89% interest; and the sale of KVOS-TV Bellingham, Wash., to multiple broadcaster-amusement-vending firm Wometco Enterprises Inc.

The Huntington transfer marked the first complete change in the ownership of the pioneer West Virginia broadcasting station and the emergence of veteran WJR into multiple tv ownership.

WJR bought the 89% interest in WSAZ-AM-TV from the Huntington Publishing Co. (*Huntington Herald-Dispatch* and *Advertiser*). This marks the second tv station ownership by WJR; the first was won in a long comparative hearing for ch. 12, now WJRT (TV), in Flint, Mich.

WJR bought the other 11% interest in the Huntington stations in January, paying $673,750. This interest originally was held by Mrs. Eugene Katz, wife of the president of the Katz Agency Inc. who paid $114,533 for the block in 1952.

WSAZ, which began operating in 1939, is on 950 kc with 5 kw. WSAZ-TV, on ch. 3 began in 1949. Both are affiliated with NBC.

The 50-kw WJR (on 760 kc) is owned principally by the heirs of George A. Richards. John F. Patt is chairman and Worth Kramer president.

Jump West ▪ Wometco paid $3 million for the ch. 12, CBS-affiliated outlet in Bellingham. Wometco is based on WTVJ (TV) Miami, and also owns WLOS-AM-FM-TV Asheville, N. C., and 47.5% of WFGA-TV Jacksonville, Fla. The company owns movie theatres in Florida and food and drink vending franchises and amusement enterprises in Florida and the Bahamas.

KVOS-TV began operation in 1953. It was owned by Rogan Jones and associates. Mr. Jones is the principal owner of a group of west coast fm stations, International Good Music Stations Inc.

As part of the financing for the Bellingham acquisition, Wometco plans to borrow $2 million from the Prudential Insurance Co.

There was only one dissent to the Wometco purchase—by Commissioner Robert T. Bartley. Mr. Bartley consistently has argued that hearings should be held when a multiple owner acquires additional broadcast properties.

Scope Countrywide ▪ The negotiations for the sale of WNTA-TV New York touched off developments with ramifications last week in New York, Beverly Hills, Washington, D. C., and New Jersey, but one significant (and overlooked) sidelight is this: not one of the industry's multiple-station owners, a tribe known to station brokers as "the sophisticates," has expressed serious interest in purchasing the station, though it has been on the market since mid-February.

This is not to say the station hasn't had active seekers. Bids have been made by Ely A. Landau, board chairman, amounting to $8.4 million for both WNTA-TV and WNTA-AM-FM; producer David Susskind, acting for Paramount Pictures Corp., totaling $6.6 million for WNTA-TV and accounts recievable; a civic group, working through the National Educational Television & Radio Center, amounting to $5.5 million for WNTA-TV alone. Late last week a New Jersey civic group, which

Will new FCC policies end bull market in

The bull market in tv station sales of recent years may be drastically curtailed by an FCC notice of inquiry released last week and—more importantly— by the thinking behind the notice.

Such a result could be an unintended by-product of the commission's action in asking for comments on "methods" by which one of the seven commercial vhf stations in Los Angeles and New York could be made available for educational television. It would have the effect of "freezing" present ownership of tv stations in the two cities and other major markets which do not presently have an operating educational station.

These were the opinions expressed by several individuals in Washington close to the situation, including a station broker.

In asking for comments on its notice, the FCC pointed out that New York and Los Angeles, the first and third U. S. markets, are without educational tv. "This lack is all the more regrettable in view of the abundant resources available in both these cities for educational tv programming and the fact that over 13% of the total population of the country resides within the service area of the [14] commercial vhf stations operating in those cities," the commission said. The agency continued:

"In view of the incalculable benefits which non-commercial educational services could bring to the vast populations in both the Los Angeles and New York areas, the commission believes it urgently desirable in the public interest to inquire into available means by which it could enhance the opportunities for the provision of such services, and in particular to assess the possibilities for attaining this objective by making available for non-commercial, educational broadcasting one of the seven vhf channels in each of those areas now used for commercial broadcasting."

Comments, which are due May 1, were invited as to the methods by which etv could obtain a vhf channel in New York and Los Angeles "and the bases on which it would be appropriate to select the channel to be so reassigned and reserved." Rule-making and renewal and sale hearings were mentioned prominently as "methods."

At This Time ▪ The inquiry is confined to the two cities "at this time," the commission said, because in all other cities with four or more vhf channels (except Washington) there already is a suitable etv allocation.

A hidden threat which it was felt would curtail station sales was a proposal before the commissioners to bring etv into the picture in the proposed transfer of any vhf station in the largest markets which do not presently have an etv station. It would specify that hearings be scheduled on such transfers to include the question of a possible reallocation of the channel in question to educational tv. This course of inquiry was tabled in favor of the action announced.

With the new chairman a strong advocate of the advancement of etv, it was pointed out that there is nothing to prevent the commission from taking such an action in some future sales. This, it was felt, is the strong deterrent which could cause both the seller and buyer in such a circumstance to think twice before entering into a contract.

claimed to have "Wall Street support," announced it plans to make an offer shortly.

But conspicuous by their absence were bids for a tv station in the richest market in the country from such station group operators as Corinthian, Westinghouse Broadcasting and Time Inc. Stations.

What They Say ▪ A check of station brokers and officials of station group operators reveals that their disinterest in WNTA-TV boils down to this: they think it would be difficult to operate an independent station in the highly competitive New York market, where there are three network stations and three formidable independent outlets. Their consensus: WNTA-TV was low man on the totem pole, economically, and the investment needed to buy the station and then to program it with the "block-buster" shows necessary to compete effectively would be "astronomical" and "uneconomical."

It's known certain group owners occasionally have been approached by WNTA-TV management, but they have shown apathy toward negotiating a deal. One station broker commented: "It makes no sense for a 'sophisticated' group owner, who can make money with a network affiliation in a two-or-three-station market, to pour his money into an independent, particularly WNTA-TV, in a seven-station market. Ordinarily, a New York outlet would be desirable—but not in this situation."

Obviously, Messrs. Landau, Susskind and other current commercial bidders disagree.

The decision to sell WNTA-TV as well as WNTA-AM-FM was made at an NTA board meeting Feb. 16 for the declared purpose of reducing the company's short-term indebtedness, said to total about $6.5 million. Mr. Landau resigned as NTA board chairman at that time to bid for the broadcasting properties.

Industry observers claim WNTA-TV and its predecessor station, WATV-(TV), have been "consistently a losing proposition." Oliver A. Unger, who succeeded Mr. Landau as board chairman, acknowledged last month that WNTA-TV operated at a loss until the fall of last year but said it's "now in the black."

NTA bought WNTA-AM-FM-TV in 1958 for $2,555,000, plus assumption of $455,000 in debts, from Irving R. Rosenhaus and family.

NTA had a gloomy financial picture in the last fiscal year, which ended Sept. 30, 1960. The company showed a net loss of more than $7 million. Such losses and NTA's decision to sell its broadcast properties have been questioned by some stockholders (see page 54).

The bidding for WNTA-TV has received extensive coverage in New York newspapers, and the *Times,* in an editorial last week, urged that the station be converted into an educational tv outlet. Similarly, the *World-Telegram & Sun* started publication last Thursday of a series of feature articles on the need for an educational tv channel in the New York area. In an unusual move, WMCA New York also started a series of radio editorials supporting the move.

broadcast property sales?

One spokesman said that there is a "real danger" in the Los Angeles-New York inquiry. "Once they start such a practice, it will be expanded," he said. 'We can only guess what they are trying to do." He stressed that such an inquiry will freeze present tv ownership not only in the two markets but in others where there is full network service and no etv outlet. The practice, he felt, is approaching the Avco situation which was expressly prohibited in the 1952 amendments to the Communications Act.

Commissioner Robert E. Lee, the lone dissenter to the inquiry, agreed that it will tend to curtail station sales and said that it is inconsistent with the commission's uhf project in New York. He also expressed the fear that many educational groups ready to move into uhf now will play a waiting game with the expectation of getting a more desirable vhf channel. Washington was cited as an example.

Special Meetings ▪ Chairman Newton N. Minow was the prime mover in issuing the notice and first presented his ideas to the commission formally early last week. Two special meetings, with only the commissioners present, were held prior to the regular Wednesday meeting at which final approval to the inquiry as issued was given.

"I can think of few situations where there is a greater necessity for protecting the public interest" than in educational tv, the chairman stated.

The present status of ch. 13 WNTA-TV Newark-New York was not mentioned in the official inquiry but commission sources admitted that it played a role in their discussions and that it was a motivating factor. "Now seemed to be a good time to press the issue," it was stated.

WNTA-TV is actively seeking buyers and several bids have been received, including one for $5.5 million from New York educators (see separate story, page 33).

When the present WNTA-TV licensee, National Telefilm Assoc., purchased ch. 13 (then WATV [TV]) in 1957 New York educators requested rulemaking to reserve the channel for education. The commission delayed approval for several months at the educators request but the petition was withdrawn after running into organized opposition from northern New Jersey universities.

Oliver A. Unger, NTA board chairman, declined to comment on the FCC notice of inquiry. John A. White, president of the New York Educational Tv & Radio Center which is cooperating with a civic group in bidding for ch. 13, was "gratified" by the FCC move. He said the notice indicates that etv is entitled to "competitive" consideration with commercial tv in the use of the vhf band.

Sen. Jacob K. Javits (R-N.Y.) specifically mentioned WNTA-TV in a wire to Chairman Minow endorsing the commission proposal. 'I approve very much your proposed inquiry in regard to educational tv," the senator said. "This question has great pertinence in New York where a citizens' educational group is seeking to acquire WNTA-TV, ch. 13, for this purpose. I hope very much it will prove possible to work out this utilization of so important a channel and will, of course, give all appropriate support open to me to this citizens' effort."

Will FCC approve 11 applications in file?

Nestled in the jam-packed files of the FCC are 11 applications for the sale of broadcast properties which add up to $64 million riding on the commission's nod.

This is virtually two-thirds of the dollar volume of all the sale transactions of radio and television stations in 1960.

The pending applications bid fair to make 1961 a feature year in the buying and selling of radio-tv properties. This is the consensus of most brokers who deal in negotiating between buyers and sellers in the broadcast field—although all raise a modicum of doubt about this bonanza. This finger-crossed attitude was expressed by one, who prefaced his estimate of 1961 with the words: "If the FCC doesn't throw any more monkey wrenches into the works . . ."

The transactions awaiting FCC ap-

proval involve major broadcast properties. They are bellwethers for 1961. They include:

- The sale of WMGM New York to Crowell-Collier Publishing Co. for $11 million—the largest sum ever paid for a single radio station.
- The purchase of KMBC-AM-TV Kansas City, KMOS-TV Sedalia and KFRM Concordia, Kan. by Metropolitan Broadcasting Corp. for $10.25 million. KMOS-TV and KFRM are being resold.
- The sale of WINS New York to Storer Broadcasting Co. for $10 million.
- The transfer of WROC-TV Rochester, N. Y., to WVET Inc. of that city for $6.5 million, and the concomittant purchase of WVET's half interest in ch. 10 by WHEC Inc. for $3.8 million. Both WVET-TV and WHEC-TV have shared Rochester's ch. 10 since 1953.
- The purchase of KJEO (TV) Fresno, Calif., by Shasta Telecasting Corp. (KVIP-TV Redding, Calif.) for $3 million in cash. This is the largest sum ever to be paid for a uhf station.

And the biggest gulp of all. Awaiting FCC action for a year is the estimated multi-million multiple transaction involving NBC and RKO General Inc. This proposes to swap evenly NBC's WRCV-AM-TV Philadelphia for RKO General's WNAC-AM-TV Boston, the sale of NBC's WRC-AM-FM-TV Washington to RKO General for $11.5 million, the purchase by NBC of KTVU (TV) San Francisco for $7.5 million, and the sale by RKO General to Crowell Collier of the former's WGMS-AM-FM Washington for $1.5 million. The network's Philadelphia stations are valued at $22 million; RKO General's Boston outlets at $20 million.

Past Is Prologue ▪ The business transactions which are on the government's books awaiting action are an indication of the high level of the station sale market. It is an aspect of broadcasting which is extremely significant in the economy of the radio-tv industry.

The sale of broadcast properties over the past few years has amounted to a $125 million annual business. Last year, however, for the first time in four years, this total dollar volume slumped (see chart).

Close to $100 million was involved in radio-tv station transactions approved by the FCC last year. The largest sum still related to ownership changes is radio outlets, amounting to over $50 million in 1960. Almost on a par were the dollar volume from radio-tv combination sales and those involving tv-only stations; $24.6 million for the former and $22.9 million for the latter.

Whereas total money volume slid downward in radio-only and combination radio-tv sales, the dollar volume in tv-only sales rose. The $22.9 million figure for tv-only transactions in 1960 was $7.7 million more than the gross volume for tv-only station sales in 1959. Interestingly enough, the number of tv-only stations which changed hands in 1960 was exactly the same as those changing ownership in 1959—25.

One of the reasons for the high dollar total in the tv-only station sales in 1960 is the relatively high price paid for individual properties. Seven of the tv-only transactions were for over $1 million. One, the highest, was $4 million (for KFJZ-TV Fort Worth).

Although the number of tv-only stations changing hands remained the same in 1960 as in 1959, the number of such changes in both radio-only sales and in combination radio-tv transactions was below the comparable 1959 figures.

The highest price paid for a broadcast property in 1960 was the $9.75 million paid by Transcontinent Television Corp. to National Theatres for WDAF-AM-FM-TV Kansas City.

Fm Leaps Forward ▪ If anything 1960 might be considered the year fm caught fire. Not exactly a blaze, really, perhaps a spark. It was the year when fm became a property to be bought and sold like its heftier brothers and sisters.

In 1960 there were 34 fm-only stations sold. The total dollar volume reached $1.5 million, with the largest sale that of the five upstate New York Rural Radio Network stations changing hands for $438,000. The highest price paid for a single fm station was the $225,000 paid for KFMU (FM) Los Angeles. The next highest price was the $100,000 for KFMN (FM) San Bernardino, Calif.

The largest number of fm-only stations sold, 11, was in California; next in numbers were three in Florida and the same number in Texas.

One of the reasons fm is considered on the road to capital gains maturity is that the sale of fm-only stations in previous years has been nonexistent, or at best negligible.

One station broker, asked about his fm business, thought for a minute and then replied: "In 1959 I think I had one fm sale. Last year I had six. Yes, I think fm is coming into its own."

Small Boom Seen ▪ It may be ironic, but the FCC's attack on the buying and selling of radio and tv stations—through its proposal to deter what it calls "trafficking" in station licenses—may set off one of the biggest years ever in station sales.

The commission has proposed that a hearing be obligatory whenever a licensee sells a station he has owned for less than three years. There are some exceptions to this proposal. At the moment the proposal is just that, since the FCC's final determination has not been made.

To a man, brokers agree that if the FCC ever puts such a rule into effect there is going to be a major spurt in the number of properties placed on the market.

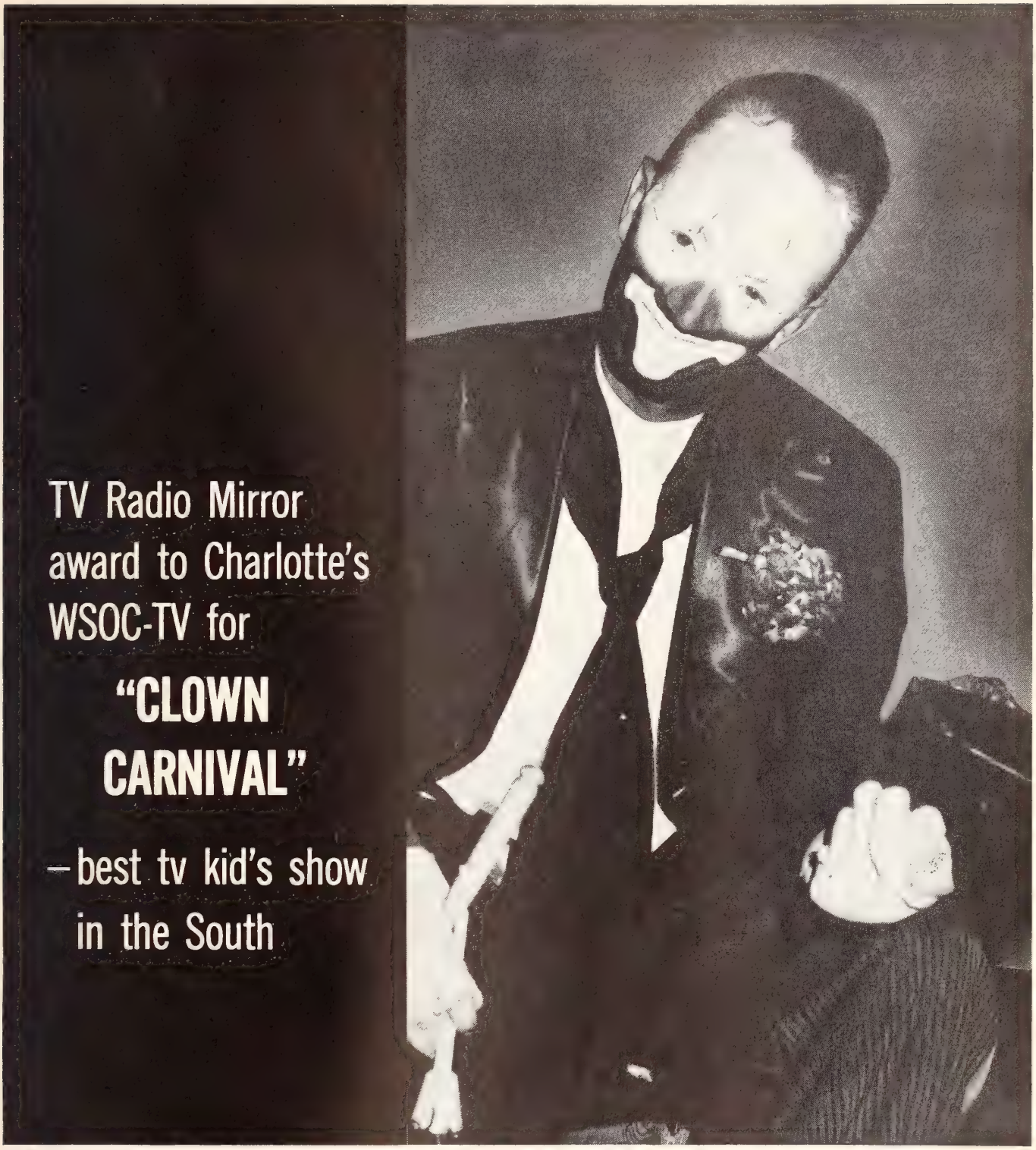
This will come about, they explain, because many owners will want to unload before the new law becomes operative. The key owner, it is explained, is the broadcaster who buys a station, upgrades it, and then sells in order to buy into a larger market.

There's never any cloud that doesn't have a patch of sunlight glinting through. Although they oppose the FCC's suggested regulation, brokers believe this would at the same time help them meet one of their prime problems. This is the

Number of stations in the trading

	Radio Only		Combined Radio-Tv		Tv Only	
	Control	Minority	Control	Minority	Control	Minority
1954	187	66	18	6	27	10
1955	242	106	11	2	29	3
1956	316	111	24	8	21	8
1957	357	62	28	2	38	5
1958	407	82	17	4	23	8
1959	436	29	15	2	21	4
1960	345	76	10	1	21	4
Totals	2,290	532	123	25	180	42

Note: In computing the number of stations in the trading an am-fm facility was counted as one radio unit; an am-only or fm-only transaction similarly was counted as one radio unit.



It's a happy time for advertisers. Each weekday when Joey, the WSOC-TV Clown, gathers his live audience around, many thousands of other Carolina young are with him—and his sponsors—on Charlotte's channel 9. This award-winner is typical of the local programming that changed audience patterns here in America's 19th largest tv market. Buy WSOC-TV—a better buy.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by **H-R**

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton

limited number of stations on the market for sale. This has been true for many years.

"Our number one function," one broker said the other day, "is to find the stations. We've got plenty of buyers. Always have."

All Is Not Glee ▪ On the other hand, all those who make their living negotiating broadcast station sales agree also that after this sudden spurt some lean years can be expected.

This dour attitude is predicated on the fact that much of the interest in broadcasting is due to its high rate of return and rapid appreciation of property worth.

If a buyer must hold onto his property for at least three years before selling, this thinking goes, the interest of many potential buyers—especially the outside investment money that has become intrigued with broadcasting—is going to wane.

There is also another cloud on the horizon, no bigger than a wisp at the moment. This is the New Frontier.

One of the reasons why broadcast properties have been so much in demand is the cash flow which accrues to the owner. These are the emoluments above and beyond the net book values which makes broadcast ownership an interesting proposition, especially in most of the smaller markets.

If the Kennedy administration puts its tax-tightening program into action, these benefits may diminish to such an extent that station ownership may lose that special financial glow.

There are other elements of the national administration which give pause to those who study the broadcast station market. One of these is the economy as a whole. Undoubtedly, what's bad for business generally is bad for broadcasting station sales too.

The current economic recession is a case in point. If this roll-back, softening, or what-you-may-call-it really gets serious, there is a belief that this will result in a heavier seller's market. Since there are and probably always will be buyers interested in good broadcast property, this too may bring an upswing in sales.

This upbeat, if it comes, may not be any bonanza for station owners who are selling. Already, according to several brokers, the trend is for buying to seek smaller down payments and longer payouts. Where payments used to run three to five years, it was pointed out, many buyers are now looking for six to eight year notes.

Above all, a softening of the general economy means, it is emphasized, that the buyer becomes more and more interested in the overall quality of the property and of the market. This has not been exactly true up to now.

Brokers, nevertheless, are on the whole sanguine. The past year, they all say, was good, and 1961 will be better—if. The conditional conjunction mirrors the uneasiness felt by those who do their work in this field of broadcasting.

BROADCAST ADVERTISING

When tv viewing's up, reading's down

TV, MAGAZINES ARE BOTH COMPLEMENTARY, COMPETITIVE, NMS FINDS

Television viewing rises as reading decreases and vice versa. The first analyses of Nielsen Media Service research bear this out and fit into the A. C. Nielsen Co. thesis that television and magazines are complementary as well as competitive. Or, stated in terms of the controversy NMS created when it set out to measure both audiences last year, you don't compare apples and oranges. You eat them both.

Darrell B. Lucas, marketing professor who has been consulting with Nielsen on the project, underlined this point last week after a New York presentation. He said NMS will make media choices easier by enabling buyers to spot their audiences, pick out "the dupes, the cumes, the combos" and other refinements. He appeared with Nielsen people who showed sample NMS data gathered the last half of 1960 to a large group of time and space customers, broadcasters and publishers.

To illustrate the contrary patterns of viewing and reading, Don McGlathery, NMS sales manager, analyzed a dual schedule. For one week the advertiser bought 19 daytime and 8 evening prime-time tv network participations and a four-magazine campaign made up of one weekly issue, a monthly, Sunday supplement and woman's magazine. For his money he got 38.1 million tv homes (28.8 million of them contacted more than once) and 37.3 million magazine homes. Of the tv homes, 10.5 million were missed by magazines and of the magazine homes, 9.7 million were missed by tv. Here is the viewing-reading pattern, in millions of homes, with the right-hand column showing that the number of homes reached by magazines declines as volume of viewing (number of tv contacts) increases:

Television Homes Reached	Number of Tv Contacts	Magazines Homes Reached
9.3	1	6.6
9.1	2	6.7
6.8	3	5.0
5.7	4	4.1
5.2	5&6	3.5
2.0	7	1.7
—		—
Totals 38.1		27.6

Magazine Homes Not Reached By Tv Schedule 9.7
Total 37.3

Of the 9.7 million homes missed by the broadcast schedule, 6.7 million were tv homes and 3.2 million were non-tv.

Viewing-reading tendencies followed the same converse course in print variations of the same tv schedule as shown by Mr. McGlathery. Case histories showing how the advertiser can use NMS to narrow down a schedule to his specific market—car-owning males, young females or whoever—also were part of the presentation.

The Nielsen executive touched, too, on an area where NMS has only scratched the surface—audience patterns within the two media—showing, for instance, that within age groups, situation comedies and weeklies exercise a similarly strong pull on younger audiences and taper off in the other groups (see graph on page 40). An analysis of income groups shows no such obvious inter-media parallel, but within tv demonstrates a lower-income preference for westerns and a dominance of situation comedies and mystery drama in middle and upper income homes (see graph on page 40). The three classes of magazine follow similar income patterns; reading takes a dramatic spurt in middle and upper income homes.

Rod Shearer, Nielsen vice president who introduced the presentation, joined Mr. McGlathery in emphasizing that NMS only measures audiences and makes no attempt to determine sales efficiency or response. NMS is a continuing survey of major consumer magazines and tv program audiences conducted in the same national panel of

KRON is TV in SF

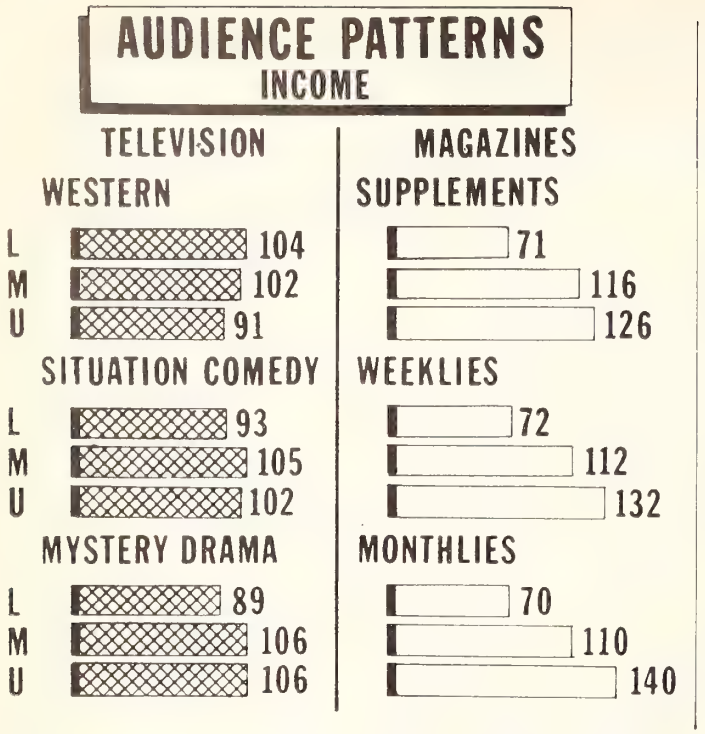


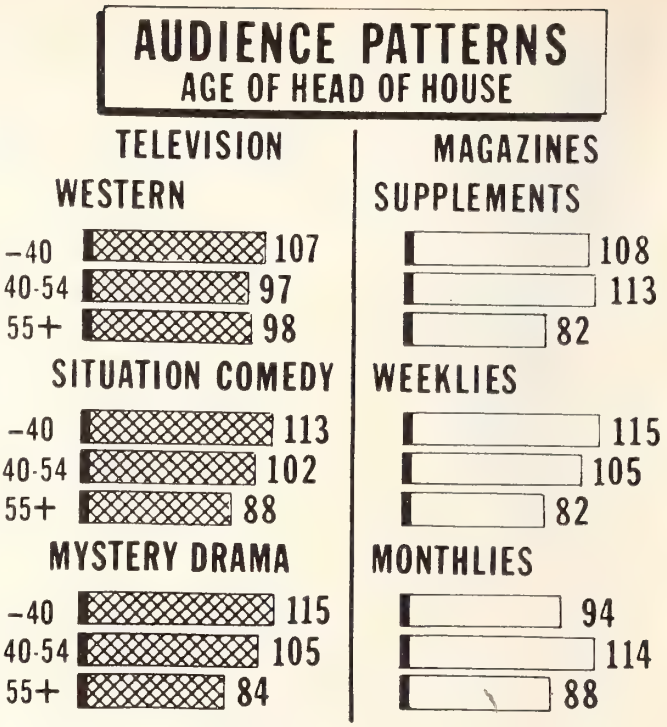
San Franciscans are sold on KRON-TV

KRON/TV
S. F.'s #1 TV Station
for 38
Consecutive Months
(ARB, JAN., '58—Jan./Feb., '61, overall avg. share, total homes)

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

SEAL OF GOOD PRACTICE





2,500 homes. The tv check employs the standard Nielsen combination of "Audilog" and "Recordimeter" in homes. Magazine reading is determined by a "personal interview/interest method" that identifies what the subject has read. Magazines measured are *American Weekly, Better Homes & Gardens, Good Housekeeping, Ladies' Home Journal, Life, Look, McCall's, Parade, Reader's Digest, This Week, Saturday Evening Post* and *True Story*.

SCHEDULE CHANGES

Only a few holes left open as networks firm fall tv plans

Next fall's network tv schedule has a firmer look to it now as compared to only a few weeks ago (see fall schedule chart, BROADCASTING, March 13, pages 28 and 29).

Additional advertisers and programming decisions now are final with few show "holes" left.

The pertinent changes are capsulated as follows:

Sunday ▪ The 7:30-8:30 period on ABC-TV is in doubt with Kaiser expected to continue as one of the advertisers in the period. Alberto-Culver (Compton) and Singer (Young & Rubicam) have joined Brown & Williamson (Bates) as sponsors in *Bus Stop* (9-10) with some availabilities remaining. *Asphalt Jungle* slated for 10-11 now has given way to *Las Vegas* (Warner Bros.) with Brown & Williamson (Bates) and Miles (Wade) each with an alternate half hour. CBS-TV that night is solid now with Revlon and P. Lorillard (Lennen & Newell) joining Colgate-Palmolive in *Ed Sullivan* (8-9). NBC-TV has no change.

Monday ▪ Johnson & Johnson (Young & Rubicam) has joined the sponsors for *Surfside Six* at 9 p.m. on ABC-TV, and Alberto-Culver (Compton) has bought into *Adventures in Paradise* at 10. Bristol-Myers and R. J. Reynolds, for now, are out of *I've Got a Secret* (10:30) on CBS-TV. NBC-TV has *87th Precinct* firm for 9-10, and Sterling Drug (D-F-S) is added as a sponsor of *Thriller* at 10-11.

Tuesday ! *Las Vegas* is out of 9-10 on ABC-TV with *The New Breed* replacing it. Advertisers are Scott Paper (J. Walter Thompson) and Johnson & Johnson (Young & Rubicam) each with alternate half hours and leaving a half available. *Tom Ewell* is out of 9-9:30 on CBS-TV with *Ichabod* replacing it, and advertisers Quaker Oats and P & G remaining. On NBC-TV R. J. Reynolds (Esty) is joining the advertiser list in *Laramie* at 7:30, and Reynolds Metals (Lennen & Newell) has signed for an alternate hour of Dick Powell, leaving a half available in that 9 p.m. period.

Wednesday ▪ On ABC-TV *The Force* is now in doubt at 7:30-8:30. Alberto-Culver (Compton) joins in sponsoring *Hawaiian Eye* at 9, and A. C. Spark Plugs (D. P. Brother) is in *Naked City* at 10, leaving only one third of the show available. On CBS-TV *Alvin and the Chipmunks* now is sold out at 7:30-8 with General Toy Corp. joining General Foods. Scott Paper Co. (JWT) is in *Father Knows Best* which follows. *Wagon Train* on NBC-TV is firm with R. J. Reynolds, National Biscuit and Ford at 7:30-8:30. The *Joey Bishop Show* is being considered for the previously open but Lever and American Tobacco-sponsored 8:30-9 period on NBC-TV, while the *Bob Newhart Show* (MCA package) at 10-10:30 has Sealtest (Ayer) signed and is to be followed at 10:30 by *Brinkley's Journal.*

Thursday ▪ *Ozzie & Harriet* is out of 7:30 on ABC-TV and *Room For One More* (Warner) is in. Johnson & Johnson (Y&R) is an added sponsor to *Donna Reed* at 8-8:30. *Frontier Circus* is identified as the 7:30-8:30 show for CBS-TV while *The Investigators* is the show selected for 9-10 on the same network. NBC-TV's lineup: Brown & Williamson (Bates) is joining the advertisers of *The Outlaws* (7:30-8:30) leaving but one-third available. *Dr. Kildaire* (MGM-TV) will follow, 8:30-9:30 with Liggett & Meyers (McCann-Erickson) and Sterling Drug (D-F-S) signed for portions of the program. Buick (M-E) has made it a sell-out for *Mitch Miller* at 10.

Friday ▪ ABC-TV has placed *Ozzie & Harriet* (Stage 5 Productions) in for *Room For One More* at 7:30. *The Chimps* is the title now for *The Hathaways* at 8. American Chicle (Bates), Whitehall (Bates), Ritchie (Kenyon & Eckhardt), R. J. Reynolds (Esty), all have renewed *77 Sunset Strip* at 9, making that program sold-out. Union Carbide (Esty), Alberto Culver (Compton) and duPont (Ayer) now are signed for *The Corrupters* though there's still some time unsold in that 10-11 show on ABC-TV. CBS-TV's moves include participating advertisers already in *Rawhide* at 7:30-8:30. *Route 66* moves up to 8:30-9:30. *Father of the Bride,* a General Mills (BBDO) owned and sponsored half-hour follows at 9:30. *Twilight Zone* following at 10, may be expanded to an hour format. NBC-TV's changes: an untitled taped circus show at 7:30-8:30, an open hour action period (three shows considered are *Las Vegas Beat, Porto-*

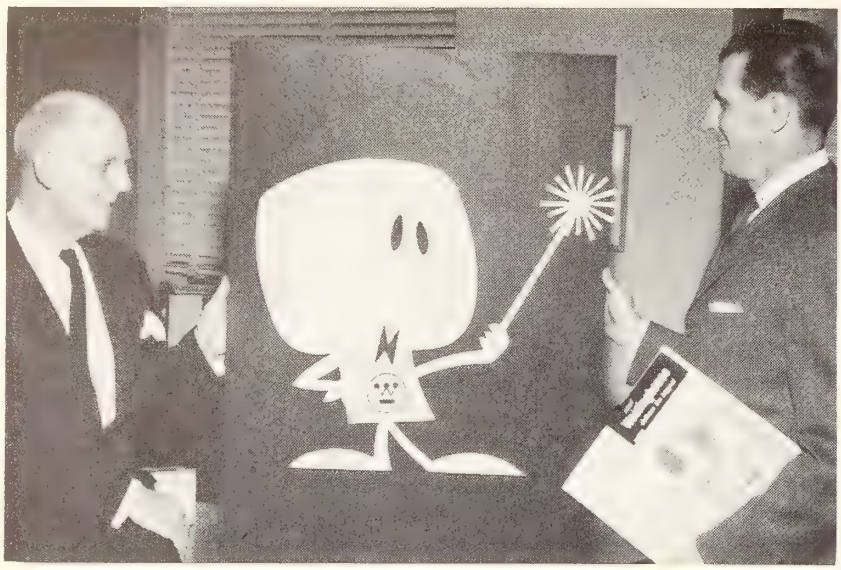
ARE YOUR ONE MINUTE COMMERCIALS OUT AT SEA?

LOS ANGELES is famed for ingenuity — but even in Los Angeles, no one has discovered how to put a 60-second commercial into a 20-second availability.

Thus your minutes are forced to fringe times on some Los Angeles stations. Or, marooned within inferior programming on other stations.

To give greater selling effectiveness to your minutes in Los Angeles, just turn the page . . .





New light bulb salesman for Westinghouse

Westinghouse Lamp Division, Bloomfield, N. J., is heralding its new caricature light bulb salesman, Lamp Lighter, soon to be featured in the company's television commercials, newspaper and magazine ads and in trade journals. Lamp Lighter, Westinghouse says, resembles its new shape eye-saving light bulb. H. E. Plishker (l), lamp division merchandising manager, and Charles E. Erb (r), division marketing manager, give Lamp Lighter his final once-over.

fino and *House of the Rue Riveria*) follows. And at 9:30-10:30, 13 hours of Dinah Shore will be sponsored by American Dairy Assn. AT&T (Ayer) will sponsor *Telephone Hour* on alternate weeks. A public affairs show is slated for 10:30-11.

Saturday ▪ Few changes, excepting *Lawrence Welk* is fully sponsored by J. B. Williams (Parkson) 9-10, and similarly the fights at 10 will be fully sponsored by Gillette (Maxon), ABC-TV. On CBS-TV, *The Defenders* is in and *Checkmate* is out and the advertisers stay put at 8:30-9:30. NBC-TV has no Saturday changes.

New tv viewing record set

February is the month for breaking tv viewing records. Television Bureau of Advertising said last week that a new all-time high in viewing was set in February this year, surpassing the previous peak viewing month of February 1958.

On an average U.S. tv home viewing basis the difference was only one minute—six hours and eight minutes per day vs. six hours and seven minutes per day.

The jump in 1961 viewing was attributed to the daytime where all time periods showed increases over February 1960. The peak daytime hour was Monday through Friday, 5 to 6 p.m., when 39.4% of tv homes had sets in use.

Lever Bros. to be in 9 summer television shows

Lever Bros., New York, will have sponsorship in at least nine nighttime tv network programs this summer—reportedly a record tv program summer total for the company. Lever last week added two programs each from ABC-TV and CBS-TV to its list of five current shows which continue through the summer months.

Lever's new order is for one-minute weekly participations on behalf of its Swan Liquid, Lifebuoy, Pepsodent and Air-Wick products. The programs, and Lever's starting dates, are: *Hawaiian Eye* (ABC-TV, Wed. 9-10 p.m.), for 26 weeks starting April 5; *Adventures in Paradise* (ABC-TV, Mon. 9:30-10:30 p.m.), for 11 weeks starting July 3; *Father Knows Best* (CBS-TV, Tue. 8-8:30 p.m.), for 25 weeks starting April 4, and *Gunslinger* (CBS-TV, Thur. 9-10 p.m.), for 13 weeks starting April 6.

Summer carryovers for Lever products include: *Candid Camera, Holiday Lodge* (summer replacement for the *Jack Benny Show*), *Checkmate,* and *Have Gun—Will Travel,* all on CBS-TV, and *Price Is Right* on NBC-TV. *Holiday Lodge,* which starts June 25 (Sun. 9:30-10 p.m. EDT), is a comedy series starring Wayne & Shuster. (See BROADCASTING, March 27, for complete schedule of summer tv programs.)

4A sets pr campaign for ad industry

After examining public attitudes, leaders of the advertising agency business have decided that advertising needs a public relations program. So they're preparing to launch one. It will have two objectives: first, "to build confidence in the integrity of advertising," and second, "to spread understanding of advertising's vital role in our economy of plenty."

This was announced last week by the American Assn. of Advertising Agencies. It said the new program had been adopted by the AAAA board of directors and operations committee and would be presented in detail to the membership at a closed meeting April 20 during the association's annual meeting at the Greenbrier, White Sulphur Springs, W. Va.

The program was recommended by Hill & Knowlton, public relations counsel to the AAAA, after "a four-month study and analysis of public opinion toward advertising." The announcement said "This study included a series of depth interviews of opinion-trend leaders in six key areas, including university economists and sociologists, business executives, writers, government officials and clergymen. It took into account recent opinion polls, current literature and opinions within the advertising industry. The firm also examined existing and proposed action programs for improvement and for increasing public understanding of advertising.

Denver 'Truth Symbol' gets mixed reception

Introduction of a Truth Symbol in advertising by the Better Business Bureau of Denver has resulted in mixed emotions from advertisers and agencies. The move supposedly would end alleged "ill practices" in advertising.

To participate in the program, a minimum charge of $180 is assessed. This provides membership in the BBB, mats, promotional material and the Truth Symbol. Thus far of the 100 or so advertisers who have subscribed, more than 90% are considered small with low budgets.

Main objection to the Truth Symbol plan is the effect of reverse thinking. By not belonging to the plan, objectors feel that they will be prejudiced against —that their advertising is not honest because the Truth Symbol is not displayed. The dissenters also do not feel that five persons (the BBB) should have the right to censor the advertising of other individuals, firms and competitors.

The plan, made operational over the



ON KTTV... YOUR MINUTE COMMERCIALS ARE IN PRIME-TIME BIG-TIME SHOWS

Your minutes are "captain" of the channel on KTTV.

In Southern California, only KTTV can give you this combination:

1. Full Minute Commercials...
2. Throughout Prime Evening Hours...
3. In An Every-Night Schedule of Important Programs*

Check the shows on KTTV. Check the caliber of the accounts within the shows. Your minutes will get the time... the treatment... and the audience they deserve on KTTV.

KTTV

Times-Mirror
Broadcasting Company
5746 Sunset Boulevard
Los Angeles 28

*Such as Great Music, Blue Angels, Suspicion (starts this month), Tightrope, M-Squad, Cimarron City (starts this month), Divorce Court.



Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

opposition of the National Better Business Bureau, New York, has for the most part, united the smaller advertising elements while leaving the larger entities in a pretty much undecided situation.

Five stations change reps from networks

Three CBS affiliates and two from NBC today are announcing changes in their national sales representatives—an outgrowth of the FCC order that network spot sales organizations get out of the rep business.

The CBS affiliated trio—WTOP-TV Washington, WBTV (TV) Charlotte, N. C., and WJXT (TV) Jacksonville—has appointed Television Advertising Representatives (Westinghouse Broadcasting Co. rep firm) as its new national sales organization, effective June 25. WAVE-AM-TV Louisville, formerly represented by NBC Spot Sales, switches to The Katz Agency, starting June 4 with WFIE-TV Evansville, Ind., jumping to Katz as of last Saturday (April 1).

TvAR, established in 1959 by Westinghouse to serve its five owned and operated stations (WBZ-TV Boston, WJZ-TV Baltimore, KDKA-TV Pittsburgh, KYW-TV Cleveland and KPIX [TV] San Francisco) was represented in the negotiations with the three CBS affiliates by President Larry Israel. The deal, in the wind for several months (CLOSED CIRCUIT, Jan. 30), will bring an estimated joint billings total of $7 million to TvAR.

Business briefly...

Liggett & Myers Tobacco Co., through Dancer-Fitzgerald-Sample, N. Y., has purchased part sponsorship of the hour long *Dr. Kildare series* produced by MGM-TV which will broadcast on NBC-TV Thursdays 8:30-9:30 p.m. starting in the fall. The company recently announced it will not continue its sponsorship of ABC-TV's *The Untouchables* after this season. Following picketing and boycotting by the Federation of Italian-American Democratic Organization in protest over alleged overemphasis of Italians as gangsters (BROADCASTING, March 20, 27).

American Gas Assn., N. Y., will sponsor a series of eight hour-long live dramas adapted from motion pictures owned by the Selznick Co. on NBC-TV next season. Scheduled to be colorcast on a one-a-month basis from October 1961 through May 1962, the movie titles are: "Intermezzo," "Rebecca," "Spellbound," "Portrait of Jennie," "The Paradine Case," "The Farmer's Daughter," "The Spiral Staircase" and "Notorious." Agency: Lennen & Newell, N. Y.

American Medical Assn., in cooperation with **Merck, Sharp & Dohme Div. of Merck & Co., Phila.,** will sponsor an NBC-TV special entitled *Doctor B* on June 27 (Tue. 10-11 p.m. NYT). The program, which will coincide with AMA's annual meeting in New York, will depict medical practice as seen through the eyes of a family physician. Based on actual incidents and filmed on location in New Jersey, *Doctor B* was produced by Ben Park and directed by Harold Mayer with the cooperation of the Hunterdon Medical Center in Flemington, N. J. The network tv order is Merck, Sharp & Dohme's first, and the business was placed direct.

Procter & Gamble Co., Cincinnati, which previously bought one-half of ABC-TV's "Oscar" awards telecast on April 17 (BROADCASTING, March 13), has also signed for a remaining available quarter sponsorship. **Kitchens of Sara Lee,** via Cunningham & Walsh, had taken one quarter. P&G's agency: Benton & Bowles Inc., N. Y.

Pabst Brewing Co., Chicago, will sponsor CBS Radio's exclusive coverage of "The Triple Crown of Racing" in May and June. The races and broadcast times are: Kentucky Derby (May 6, 5:15-5:45 p.m. EDT); the Preakness (May 20, 5:45-6 p.m. EDT), and the Belmont Stakes (June 2, 4:45-5 p.m. EDT). Agency: Kenyon & Eckhardt Inc., Chicago.

Mattell Toys, through Carson/Roberts, Beverly Hills, Calif., will sponsor a new series of 156 animated cartoon programs based on the comic book characters "Beany Boy" and "Cecil, the Seasick Sea Serpent" created by Bob Clampett, on ABC-TV starting in January 1962. The series will be produced by Snowball Inc., cartoon producer, with Television Artists & Producers Corp. financing and distributing the cartoons. Production budget for the full series was set at $2 million.

U. S. Brewers Assn., N. Y., will sponsor *Summer on Ice—1961"* on NBC-TV June 6 (Tue. 10-11 p.m. EDT).

Rep appointments...

- WAVE-AM-TV Louisville, Ky.: The Katz Agency, N. Y., effective June 4.
- WLKW Providence, R. I.: Foster & Creed as New England rep.
- KTHT Houston and WTAC Flint, Mich.: Robert E. Eastman, N. Y.

NIELSEN

TOP 10 NETWORK PROGRAMS

First Report for March, 1961
(Based on two weeks ending March 5, 1961)

TOTAL AUDIENCE (†)

Rank		Rating % U.S. Tv homes	No. homes (000)
1.	Wagon Train	39.4	18,479
2.	25 Years of Life	38.2	17,916
3.	Gunsmoke	38.0	17,822
4.	Rawhide	34.1	15,993
5.	Andy Griffith Show	33.5	15,712
6.	Have Gun, Will Travel	33.4	15,665
7.	Candid Camera	32.6	15,289
8.	77 Sunset Strip	32.4	15,196
9.	Ed Sullivan Show	32.2	15,102
10.	Walt Disney Presents	31.3	14,680

AVERAGE AUDIENCE (‡)

Rank		Rating % U.S. Tv homes	No. homes (000)
1.	Gunsmoke	36.3	17,025
2.	Wagon Train	33.7	15,805
3.	Have Gun, Will Travel	31.2	14,633
4.	Andy Griffith Show	31.1	14,586
5.	Candid Camera	30.5	14,305
6.	Real McCoys	29.4	13,789
7.	Dennis the Menace	28.1	13,179
8.	Rawhide	28.0	13,132
9.	My Three Sons	27.9	13,085
10.	Garry Moore Show	27.5	12,898

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
(‡) Homes reached during the average minute of the program.

Background: The following programs in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Candid Camera (CBS-175): Bristol-Myers (Y&R), Lever (JWT), Sun. 10-10:30 p.m.
Dennis the Menace (CBS-167): Kellogg (Burnett), Best Foods (GBB), Sun. 7:30-8 p.m.
Walt Disney Presents (ABC-171): General Mills (DFS), Luden's (Mathes), Canada Dry (Mathes, Derby (M-E), Simoniz (DFS), American Chicle (Bates), Dow (NCK), Norwich (B&B), Sun. 6:30-7.30 p.m.
Andy Griffith Show (CBS-177): General Foods (B&B), Mon. 9:30-10 p.m.
Gunsmoke (CBS-201): Liggett & Myers (DES), Remington Rand (Y&R), Sat. 10-10.30 p.m.
Have Gun Will Travel (CBS-164): Lever (JWT), American Home Products (Bates), Sat. 9:30-10 p.m.
Garry Moore (CBS-161): Chrysler Corp. (Ayer), S. C. Johnson (NLB). Polaroid (DDB), Tues., 10-11 p.m.
My Three Sons (ABC-188): Chevrolet (C-E), Thur. 9-9:30 p.m.
Rawhide (CBS-202): Philip Morris (B&B), National Biscuit (M-E), Bristol-Myers (Y&R), Drackett (Y&R), General Foods (B&B), Colgate-Palmolive (L&N), Fri. 7:30-8:30 p.m.
Real McCoys (ABC-171): P&G (Compton), Thur. 8:30-9 p.m.
Ed Sullivan (CBS-181): Golgate-Palmolive (Bates), Eastman Kodak (JWT), Sun. 8-9 p.m.
77 Sunset Strip (ABC-174): American Chicle Whitehall (both Bates), R. J. Reynolds Esty), Beecham Products (K&E), Fri. 9-10 p.m.
25 Years of Life (NBC-166): Life (Y&R), Thur., March 2, 9:30-11 p.m.
Wagon Train (NBC-186): R. J. Reynolds (Esty), Ford (JWT), National Biscuit (M-E), Wed. 7.30-8.30 p.m.

The boilers in the television spot pot

TVB REPORTS FIVE SPENT $21 MILLION OR MORE IN FIVE YEARS

There are ten U.S. brand advertisers which have at least this in common: Each has spent over $16 million in gross time billings over the past five years in spot television. Of the ten, five accounted for more than $21 million each.

The leading brand, Lestoil, an all-purpose liquid household detergent, has totaled $41,990,640 in billings. The other nine and their totals: Maxwell House coffee, $28,304,900; Alka Seltzer, $25,345,500; Kellogg cereals, $21,479,900; Viceroy cigarettes, $21,340,428; Robert Hall clothes, $19,938,610; Coca-Cola, $19,165,120; Anahist, $17,994,450; Colgate dental cream, $16,650,620, and Duncan Hines cake mixes, $16,098,880.

Unique Listing ▪ The "top 10" in spot over five years is believed to be a unique listing, made possible with the release of a special report prepared by the Television Bureau of Advertising and the N. C. Rorabaugh Co. which compiles the information.

The new data reflects a five-year chronicle of the measured growth of spot tv, to be published in the fifth annual spot tv report (TvB-Rorabaugh). Reporting of the data was begun in 1955 by the two organizations because a "disproportionately scant amount of information existed about spot tv, unlike network tv which was documented since its inception."

As explained by TvB President Norman E. Cash, it would not be possible to "overestimate" the contribution of the reports in the five years because the information "has enabled us to bring in new advertisers and increase spot tv budgets of others." Stations which have cooperated in compiling the information, Mr. Cash says, have rendered essential support to TvB and others in promoting spot tv sales.

Though the report did not contain the listing of the top 10 for the five years, the compilation was made possible by the inclusion of 1960 figures (which will be published in full soon) And while these totals were not contained in the special report, a multitude of points are; for example:

Upward Climb ▪ Total spot tv gross time expenditures increased more than 50% in the five years, from over $397.6 million in 1956 to $616.7 million in 1960. Procter & Gamble, the largest tv advertiser, tripled its spot tv budget from over $17.5 million in 1956 to a little over $54 million in 1960.

Miles Labs, the report notes, was No. 10 in 1956. But last year Wm. Wrigley, the No. 10 advertiser that year, grossed over $7.8 million or 46% above Miles' level. The 100th largest advertiser almost doubled: from $797,330 in 1956 (American Bakeries) to over $1.3 million in 1960 (Standard Oil of California). The average spot tv advertiser, meanwhile, increased expenditures by nearly 80% in those five years, from $90,000 in 1956 to $162,000 in 1960.

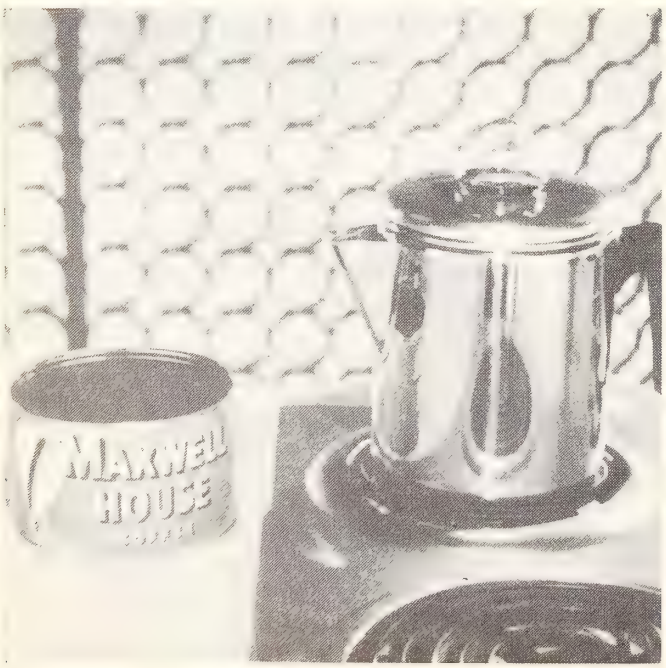
The flexibility pattern would appear to be represented in dollars in this way: spot tv's announcements and participations amounted to over $266.9 million in 1956 but to more than $466.5 million in 1960.

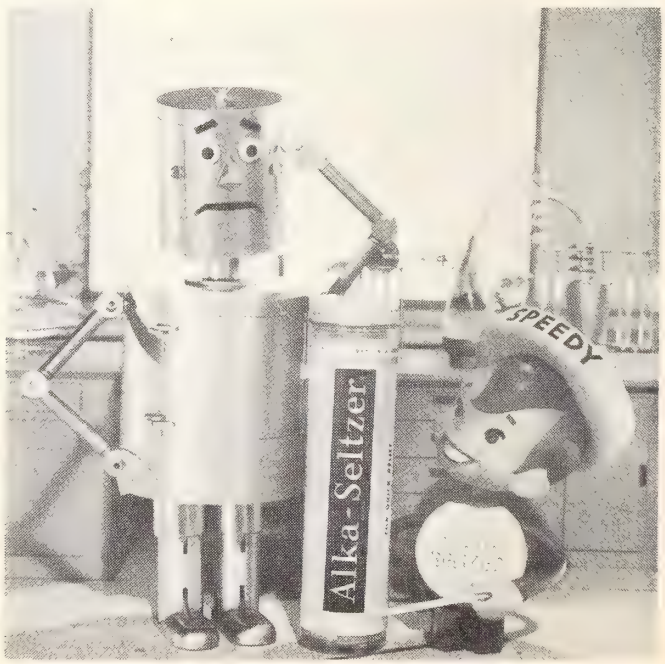
In the overall top 10, Maxwell House coffee and Alka Seltzer have been on the "honor roll" (first 10) all five years; Robert Hall and Lestoil made it over a four-year period; Coca-Cola and Kellogg over three years; Viceroy and Anahist over a two-year stretch; Duncan Hines and Colgate dental cream but one year.

Still others qualifying for the magic top 10 (but not cumulatively for the five-year period): Bulova, L & M cigarettes, Zest, Kent and Mr. Clean (all two years), and Texize, Wonder Bread, Wrigley, Marlboro, Philip Morris, Nabisco, Kool, Ford cars, Yuban and Folger, at least one year.

Enter Wrigley ▪ Newcomers in the top 10 list for 1960 only: Wrigley—also No. 1 in the brand listing for the year and a first appearance in the top 10—increased its spending from under a million dollars in 1956 to more than $7.8 million in 1960; Ford cars, and Yuban coffee.

The report finds an expanding competition through new brands in many product classes, which TvB interprets also as possibly caused, in part at least, by an expansion of the brands' use of spot tv. In the five years, cigarette brands went up from 23 to 36; spray





negative

Stations become important to people for the things they avoid as well as the things they do. Accentuating the negative: the noisy intruder, the meager news coverage, the lack of constructive programming based on local needs, the quick device in place of the sound service. A more positive approach over the years has helped bring each of our radio and television stations the most responsive audience in its coverage area. People listen. People watch. People know.

THE WASHINGTON POST
BROADCAST DIVISION

WTOP-TV CHANNEL 9 WASHINGTON, D. C.
WJXT CHANNEL 4 JACKSONVILLE, FLORIDA
WTOP RADIO, WASHINGTON, D. C.

Madow report may quiet ratings critics

TURNING PROBE TO EXPERTS FAVOR TO SERVICES

The so-called Madow Report on television ratings (BROADCASTING, March 27), which many people had expected to light a fire under the rating services, seems on examination more apt to have the effect of a fire extinguisher.

Now that the report has been in circulation for 10 days and is beginning to be read, the consensus is that its chief effect will be to make it harder for rating service critics to continue the attacks they like best to make. These are the attacks—especially frequent in the past couple of years—based on charges that survey samples are too small, that different findings by two different services automatically mean that one or both services are wrong, that ratings are hypoed beyond reality by special promotions, that ratings put "good" programs off the air or keep "bad" ones on, or that ratings are just plain "evil."

On all these points the report gives the rating services a reasonably clean bill of health, and in that respect it may be expected to quiet (but not necessarily silence) the most vocal critics. It is not expected to do much more than that. But this does not mean that more will not be done.

For one thing, the report, while it also went into so-called "policy" questions regarding the use of ratings, is designed basically as "an examination and evaluation of the statistical methods" used by the services. It is therefore essentially technical.

FTC Probe Different ▪ This apparently is not at all the case in another investigation currently in progress—the thus far little publicized study being conducted by the Federal Trade Commission (BROADCASTING, May 9, 1960). FTC has not officially revealed what it's after, but the agency's very nature justifies speculation that the FTC is hunting misusage of ratings. This might be either on its own motion or on the basis of complaints filed by stations or others, and presumably would be directed at alleged misuse of rating information in station advertising or, possibly, alleged abuse of ratings by agencies in their buying practices.

If this is the case and if FTC proceeds to make specific charges—or even to draw up standards for the use of ratings in advertising—then the result could be much more than the Madow Report itself seems apt to lead to, and explosive to boot.

There is, of course, at least a mathematical chance of further action based on the momentum of the Madow Report alone. The report offers a long list of recommendations having to do mostly with spelling out more clearly the range of accuracy or inaccuracy of the figures in any given rating report and with procedures that the services should introduce and/or follow to insure that their techniques are accomplishing what they purport to accomplish.

These recommendations could conceivably be written into law, but there has been no indication that any such attempt will be made. On the contrary, Rep. Oren Harris (D-Ark.), who up till now has seemed wedded to investigation of the rating services and for whose Regulatory Agencies Subcommittee the Madow Report was prepared, said that he expected no legislative proposals to result from it.

Moreover the report itself says that its recommendations "should not be applied only to the rating services" but also to "market research surveys in general," which would be a far bigger can of worms for a legislative committee to sort out.

Monroney Interested ▪ In Congress, that leaves the Senate, where Sen. A. S. Mike Monroney (D-Okla.) has shown more avid interest in ratings than anybody on either side of Capitol Hill. With Sen. Warren Magnuson (D-Wash.), who as chairman of the Senate Commerce committee has indicated no desire to yield sole custody of the ratings question to colleagues on the House side, Sen. Monroney could continue to push for an investigation there. But to do so the Senators would be almost compelled to ignore the existence of the Madow Report or, recognizing it, to push into areas that it treats slightly if at all.

The report also contains one proposal—aside from the technical procedures for the rating services—

starches from none in 1956 to nine last year; U.S. auto brands from 18 to 26 and liquid detergents from 2 to 8.

Other material in the report:

A widely differing use of the medium by competing products: In the cigarette field, TvB reports, Lucky Strike spent 76.1% of its spot tv budget in the first six months, while Viceroy spent 60.2% of its spot tv budget in the second six months of 1960. Among headache remedies, Anacin was active by 92.8% in nighttime periods, while St. Joseph Aspirin was 92% in daytime; in beer, 62.9% of Anheuser-Busch's budget was for announcements, Falstaff's budget was largely for programs (51%) and Carling had a near even split among three: announcements, IDs and programs.

An ability to promote ideas: more than 35 associations, councils and bureaus used the medium in 1960, including coffee, lamb, cherries, pine, tea, wine, seeds, insurance, cement, motor boats, oil heat and savings banks.

And strong in selling expensive, "considered" purchases: 125 household appliance companies, 56 makes of automobiles, 4 farm tractors, 7 trucks, 3 swimming pool companies, 5 motor boat advertisers and 8 foreign airlines, all in 1960 alone.

Other data in the report studies spot tv's market-by-market flexibility, including regional differences in marketing. In numbers alone, 530 advertisers used spot tv in early 1949, the 2,000 level had been reached by 1953, 3,000 by 1955, the 4,000 level in 1956; the number dropped to 3,807 in 1960, the slight decline coming from advertisers spending under $20,000 annually (and the greatest spending increase coming from advertisers above the $1 million level).

Announcements and participations increased by 75% in billing volume over the five-year period; ID's by 42%; programs remained about the same. As for the total share of the spot tv dollar: announcements-participations rose from 67 cents to 76 cents; programs were down from 21 cents to 13.6 cents and ID's from 11.8 cents to 10.8 cents.

Here is the TvB look at the top 10 brands in 1960's spot tv:

No. 1, Wrigley Chewing Gum hit the top 10 at the top first time, increased from under a million dollars in 1956 to $7,810,000 in 1960; No. 2, Lestoil is down from $17,627,000 in 1959 but is still spending $7,107,000 in spot tv. Back in 1956 when all its dollars were in spot tv, all it had was $807,630; No. 3, Maxwell House coffee has been in the top ten all five years, is now at its all-time high; No. 4, Kellogg cereals has been in the top ten for three of the past five years, up a million dollars from 1956; No. 5, Mr. Clean spends $5,043,000 in 1960 and wasn't even on the market in 1956 or

which it recommends on an industry-wide basis. This is the formation of an Office of Research Methodology which would conduct or commission research designed to improve both audience research techniques and the use of ratings information and also, presumably, help keep the various rating services on their toes.

This idea seems to have fair support and insignificant chances. Few agency or media researchers who have given it any thought will argue that the idea is bad.

The report finds a lot of deficiencies in rating services, but it does not say much that the services have not been willing to acknowledge all along. It says local ratings, especially those in the smaller markets, are apt to be less accurate than national ratings, but the people who do, buy or use research are familiar with this phenomenon. They also know, as the report points out, that small markets and small stations are more likely to get hurt—however inadvertently—by rating errors, and they also know, and the report acknowledges, that accuracy could be improved at all levels by more expensive surveys.

Expense an Item ▪ But who wants to pay more when the studies already cost as much as anybody cares to put up and the chief users are not demanding anything more sophisticated anyway? The answer is practically nobody and the report seems to concur.

One recommendation would completely overhaul a cornerstone of current advertising lingo. It proposes that the term "dollars per thousand," usually called "cost per thousand," be abolished. Computations on this basis, the report contends, can produce dollar estimates that are "seriously too high" if the survey sample was relatively small and the rating involved was less than 5 or even 10. Instead, the report advocates the term "homes per hundred dollars, or perhaps even better, audience per hundred dollars" with the estimate including "not only the estimate of homes but also the estimate of people and the composition."

Formidable ▪ Word of this recommendation apparently was slow to gain circulation. There was little reaction to it last week, although it was acknowledged that "40,000 homes per $100," instead of "$2.50 per thousand homes," could sound pretty formidable aside from any mathematical advantages it might have.

But neither this nor the other recommendations in the report will give much aid and comfort to those who have bludgeoned ratings systems the most. It's conceivable but not likely that they could try to discredit the Madow committee. The fact that the committee was set up through the American Statistical Assn., not to mention the standing of the committeemen themselves—Dr. William G. Madow of Stanford Research Institute, Dr. Herbert Hyman of Columbia U. and Dr. Raymond Jessen of Ceir Inc.—would tend to discredit any discrediting attempt before it started.

1957, reached $421,300 in 1958.

No. 6, Alka Seltzer is another five-year top ten brand, spending $4,846,000, almost a million under last year but ahead of 1956; No. 7, Kent with $4,667,000 in 1960 spent only $188,280 automobile to reach the top ten brands: in 1956; No. 8, Ford cars is the only was regional in 1956 with total spot No. 9, Yuban Coffee with $4,615,000 automobile to reach the top ten brands; television budget of $65,670; No. 10, Folgers Coffee is regional and spending over 2½ times more than in 1956.

Agency appointments...

▪ Westinghouse Broadcasting Co., N. Y., appoints Grey Adv., that city, as its advertising agency. Grey will also represent the newly-formed WBC Productions Inc., Television Advertising representatives Inc., and AM Radio Sales, all WBC subsidiaries.

▪ Chesbrough-Pond's Ltd. appoints BBDO International as agency in the United Kingdom for two additional Vaseline products—Vaseline medicated shampoo and Vaseline hair tonic. Television, newspapers and magazines will be used for both products.

▪ Bali Brassiere Co., N. Y., to Fletcher Richards, Calkins & Holden Inc., N. Y.

▪ Import Motors of Chicago Inc., Northbrook, Ill. (Volkswagen), to Doyle Dane Bernbach Inc., Chicago. Midwest radio is to be used.

▪ Blue Magic Co., Lima, Ohio (Easy Monday laundry products), to Garfield Adv. Assoc., Detroit. Radio-tv are to be used.

▪ Peugeot Inc. (imported cars) to Papert, Koenig & Lois, N. Y., switching $250,000 account from Needham, Louis & Brorby.

STOCKHOLDERS, TOO

L&M president questioned about 'Untouchables' axing

The polemic ABC-TV crime series *The Untouchables,* which Liggett & Myers Tobacco Co. will not renew in October, came under stockholder questioning during the cigarette company's annual meeting for stockholders held last week in Jersey City, N. J. A young stockholder, identified as Evelyn Y. Davis, and one of the more than 250 in attendance, asked William A. Blount, company president, if the tv program had been cancelled because of "public pressure." The L&M executive denied the contention and blamed ABC's insitence on shifting the program from its present Thursday, 9:30-10:30 p.m., EST time slot to a proposed Thursday, 10-11 p.m., EST period (BROADCASTING, March 20, 1961) for the cancellation. Mr. Blount declared that on any night, excepting Friday or Saturday, 10 p.m. was not considered prime time. "We were paying for prime time and not getting it," he said.

Miss Davis then asked if the company had "so little influence that it can be pushed around by the network?" Mr. Blount replied that there wasn't much that could have been done about the situation and compared it with buying advertising space in a newspaper. "I can no more tell the publisher of *The New York Times* where to place my ad than I could dictate to ABC," he declared. He labelled the network's decision to change the series' time slot, an "arbitrary" one and asserted that he hated being the "guinea pig" in an experiment.

Mr. Blount went on to add that the background of *The Untouchables,* which concerns itself with the lawless prohibition era of the '20's, also influenced the cancellation. He said that when the tv series was first bought, two years previous, it set out to cover an historical period. "We think the program covered it honestly and faithfully," the company official said, "but after two years we realized that it couldn't cover the period historically anymore—it had to be fictionalized." He pointed out that this caused concern among Italian-American groups.

"The last thing in the world we wanted," Mr. Blount claimed, "was to cast any reflection against the Italian people. They have made too many contributions for that. We're sorry if any of them took offense."

Members of the Federation of the Italian-American Democratic Organizations of New York, who were scheduled to picket the meeting failed to make an appearance (see story, page

Trick beer consuming devices on television

CODE BOARD SAYS THEY'RE USED TO GET AROUND RULES

NAB's Tv Code Review Board stepped in last week with a warning that beer advertisers are getting around the code ban against on-camera consumption by using photographic tricks. This practice "seems to be on the increase," it said.

The board also issued a warning covering contests or promotions intended solely to "buy" an audience with prizes, a code-violating practice. And it cautioned code subscribers to pay special attention to commercials for bulk or liquid weight-reducing products.

What the board is shooting at in beer commercials, it indicated, are such gimmicks as tilting a glass to the side of the screen with implication the contents are being drunk, flip-flop techniques by which a full glass suddenly is empty though the holder hasn't put it to his lips, and the use of glasses equipped with a tiny hole in the bottom and a suction device that slowly withdraws the contents.

"The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion," the board reminded in citing the long-standing code rule. "No instances of the actual on-camera consumption of the product has been brought to the board's attention recently. However, the use of special photographic techniques which show first a full glass of beer and then an empty one seems to be on the increase.

"It is the board's opinion that to imply consumption of the product by such devices is at variance with the spirit and intent of the good taste provisions. . . . Any commercials which seem to subvert the language or spirit of the code through 'implied' drinking sequences should be seriously reconsidered before broadcast." The board urged subscribers to review wine or beer commercials that make "covert appeals to younger people."

Directing its attention to weight-reducers, the board advised subscribers to check these points: any implication of a specific weight loss over a given period of time for all users; unqualified reference to satisfying the appetite and to a weight reduction that is quick and easy; implication that consumers can or should use any product for the total diet without proper medical guidance; encouragement of self-diagnosis."

As to audience buying, the board noted "a minor rash" of such programming had developed on the West Coast and now has moved into the Midwest. "The usual formula has been tied in with late movies," the board said. "Viewers are rewarded with prizes for being able to identify something connected with the program such as the leading star, or a specific scene. The station calls viewers at random and those who can answer the question come out winners.

"Other contests are variations of this fundamental pattern. What causes these contests to cross the code is that it is almost impossible to answer the question correctly without viewing the station."

Most contests of this type have been modified in consultation with the code staff so they now meet code acceptance, and others have been dropped, according to the board.

Prudential to renew 'Twentieth Century'

The Prudential Insurance Co. of America next fall will continue *The Twentieth Century* series on CBS-TV it has sponsored the past four years. The only change: the time period will be moved from 6:30-7 p.m. to 6-6:30 p.m. Sundays.

Earlier this year, Reach, McClinton, Prudential's advertising agency, had indicated a study was made to find a program to create even greater "agent motivation" for Prudential representatives (BROADCASTING, March 17, 1961). Among the several shows Prudential considered buying but finally rejected was ABC-TV's *Room for One More.*

Prudential's president, Louis R. Menagh, said the company decided to renew *The Twentieth Century* series because of its "high public service and educational values"; that Prudential believes it can make a "greater public contribution by informing as well as entertaining."

It was disclosed, moreover, that reaction from the field, from the company's agents and from the public, supported the firm's decision to stay with the show.

The series last year cost the company approximately $3.8 million in time and talent.

Ad Council may start overseas propaganda

The Advertising Council is thinking of adding national propaganda overseas to its functions and has named Henry M. Schachte, executive vice president of Lever Bros., to head an exploratory committee. Mr. Schachte, with council chairman Leo Burnett, President Theodore S. Repplier and a dozen others are looking into ways and means.

The Ad Council board acted to set up the "Overseas Information Exploration Committee" following a proposal by Mr. Repplier saying there is a dangerous public relations vacuum in the U.S. government. Already the council acts as an unpaid public relations department with such campaigns as those to bolster economic confidence, define national goals and teach the public about communism.

Referring to communist world gains, Mr. Repplier said the U.S. Information Agency "can scarcely do the all-out propaganda job that our national interest requires." The Advertising Council could bring advertising skill to bear and become the focal point for overseas propaganda requests, producing such specific aids as university kits and anti-communist films, he said.

Doner wins art awards

W. B. Doner & Co., Baltimore, took top honors in last month's 11th Annual Baltimore Art Directors Club Competition winning 14 of the 33 awards. A total of 600 entries was received from sources throughout the Baltimore area. Doner swept both television firsts (for 10- and for 20-second spots) with Ed Trahan the producer on each occasion. The 10-second spot was for Wilkens coffee. Allegheny Pepsi-Cola Bottling Inc. was the 20-second client. Other 31 awards were outside the broadcast field.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week March 23-29 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

Date	Program and Time	Network	Rating
Thur., March 23	**The Untouchables** (9:30 p.m.)	ABC-TV	22.8
Fri., March 24	**Flintstones** (8:30 p.m.)	ABC-TV	22.2
Sat., March 25	**Gunsmoke** (10 p.m.)	CBS-TV	30.3
Sun., March 26	**Candid Camera** (10 p.m.)	CBS-TV	26.2
Mon., March 27	**Danny Thomas** (9 p.m.)	CBS-TV	21.2
Tue., March 28	**Garry Moore** (10 p.m.)	CBS-TV	25.3
Wed., March 29	**Perry Como** (9 p.m.)	NBC-TV	17.7

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LEFT TO RIGHT: FARRELL SMITH, 1-3 PM / BILL OWEN, 4-6 AM / CHARLIE GREER (STANDING), 11 AM-1 PM / SCOTT MUNI, 10 PM - 12 AM / JACK CARNEY, 3-6:30 PM / HERB OSCAR ANDERSON, 6-10 AM / CHUCK DUNAWAY, 7:15-10 PM

THE BIG 7 SWING INTO SPRING

They're the Swingin' 7 from 77... New York's Going-Places Station...with the big bright, beautiful sound of Radio WABC! Hear them every day on Channel 77 with Your Kind of Music...First Person News... First Person Features...It's the listening fun with the sound difference...

THE SOUND OF NEW YORK...RADIO WABC

CHANNEL 77 on your sound dial

52). Instead stockholders were greeted by a lone picket who was demonstrating against *The Untouchables* on behalf of Michael Esposito, a politician who is running for councilman in Jersey City. If the stockholders were cheered by the absence of a large force of pickets they quickly sobered when the meeting started. They were told, among other things, that sales and earnings for the first quarter of this year will decline from a like period in 1960.

Boycott against L&M called off by FIADO

The Federation of Italian-American Democratic Organizations of New York was reported last week to have called off its boycott of Liggett & Myers products. It said the tobacco company had met its demands regarding sponsorship of *The Untouchables.*

Rep. Alfred E. Santangelo (D-N.Y.), president of the state federation, said the tobacco company, which had already announced plans not to renew sponsorship of the high-rated ABC program next fall, had agreed on March 24 to withdraw immediately from those programs to which the federation objects. These are programs with an abundance of Italian-named characters in fictionalized situations.

This means, according to the congressman, L&M will sponsor only five remaining *Untouchables* episodes—on April 13, April 27, May 11, May 25 and June 8. The March 30 episode was also approved by the federation for L&M participation.

Reports circulating in New York and Washington to the effect that the cease fire was agreed to because of pressure put on Rep. Santangelo by persons connected with the program were denied by the congressman. "We called off the boycott because we got what we wanted," he said. "We're satisfied with what L&M is doing." Plans to picket the L&M board of directors meeting in Jersey City, N. J., last week were cancelled for the same reason, he added.

He also reported that the proposed boycott of another *Untouchables* sponsor, Armour & Co., is still pending. The decision to move against Armour was voted by the federation two weeks ago (BROADCASTING, March 27), but action has not yet been taken.

Meanwhile, differences that arose between the federation and the Italian-American League over handling of *The Untouchables* case (BROADCASTING, March 27) were reported settled.

Ray Conniff to produce radio-tv commercials

Ray Conniff, composer, arranger and conductor, has expanded his musical endeavors to include commercial production for both radio and television. Mr. Conniff hopes to offer a "new sound" to singing commercials and musical backgrounds.

His records in the past two and a half years reportedly have grossed over $10 million in sales. Mr. Conniff plans to create sounds to fulfill the desired image of each individual advertiser.

More information may be obtained by writing to Ray Conniff Enterprises, 15022 Ventura Blvd., Sherman Oaks, Calif. Telephone: State 9-8101.

Motion picture ad budget

American International Pictures has set an advertising and exploitation budget of approximately $7.5 million to promote its new pictures. They will be released under a new policy of "one motion picture blockbuster a month," during the company's seventh anniversary year, AIP president James H. Nicholson announced. Television, included in the AIP advertising schedule for the first time, will get approximately 35% of the over-all budget. Another 15% will go for radio and the remainder for national newspaper supplements and magazines. The Goodman Organization, Los Angeles, is the AIP agency.

GMM&B acquires Chicago's Western agency

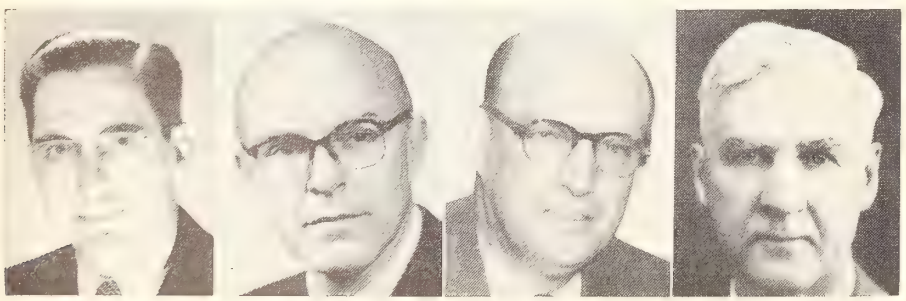
MERGER MEANS $6 MILLION INCREASE IN BILLINGS

In its second merger move in six months, Geyer, Morey, Madden & Ballard Inc., New York, has acquired the $6 million billings of Western Advertising Agency Inc., Chicago. In a joint announcement today (April 3), Sam M. Ballard, president of GMM&B, and G. B. Gunlogson, board chairman of Western Adv., said the merger is effective immediately. Mr. Gunlogson becomes director and member of the executive committee of GMM&B.

With the merger, Western Adv. becomes a division of GMM&B, and will continue its present operations in Chicago and in Racine, Wis. Donald J. Powers, senior vice president of GMM&B and manager of the Chicago office, becomes chairman of the Western division executive committee. Lee H. Hammett, Western Adv.'s president, will retain his title. Western Adv. was founded in 1915, Geyer in 1911.

The addition of Western's billings of some $6 million raises GMM&B's total volume to approximately $40 million, Mr. Ballard disclosed. Late last year the agency acquired The Caples Co., also a Chicago agency (BROADCASTING, Nov. 7, 1960).

Mr. Gunlogson said a primary reason for his agency's interest in joining with GMM&B was "the opportunity to expand our services to our clients through the Geyer facilities." Geyer maintains regional offices in Detroit, Dayton, Chicago, Omaha, Los Angeles and Portland, Ore.

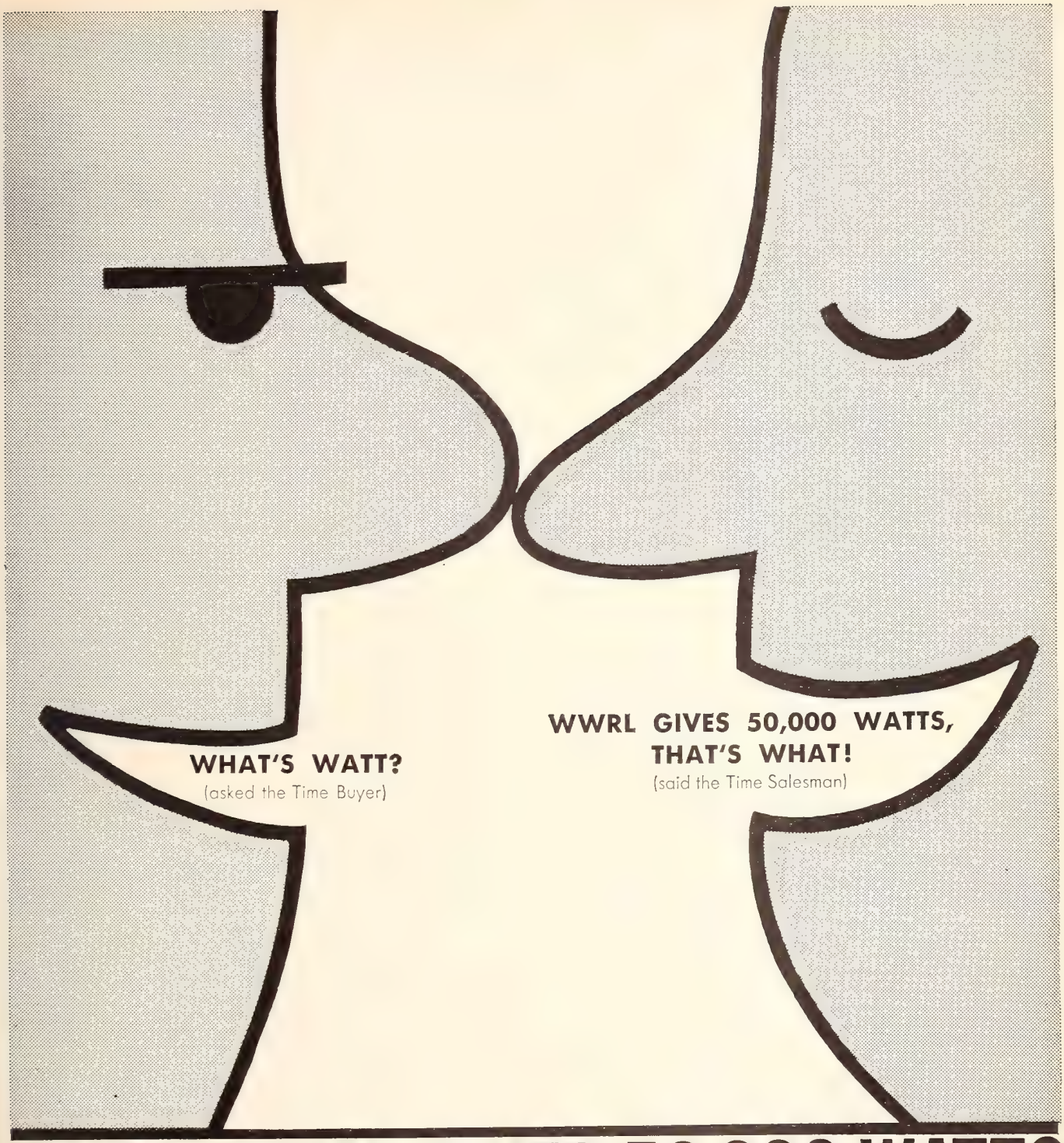


Mr. Ballard Mr. Powers Mr. Hammett Mr. Gunlogson

Timebuyer creativity

NBC Spot Sales has sent questionnaires to 1,200 media people in its eighth Timebuyer Opinion Panel, this one devoted to "Creativity in Timebuying." Richard H. Close, vice president of NBC Spot Sales, said last week the study would be one of the most meaningful so far, serving to help establish more definitely the position of the timebuyer in the broadcasting industry today.

Bill Fromm, new business and promotions manager of NBC Spot Sales, who created the Timebuyer Opinion Panels in 1958, is supervising the new study, offered as a service to the industry. Sample questions deal with the timebuyer's information on an account's distribution, marketing position, campaign strategy and copy and the timebuyer's discretionary power to re-allocate money, to exercise judgment in buying and to take into consideration rating services other than those subscribed to by the agency.



NOW! WWRL GIVES 50,000 WATTS

(Effective Radiated Power)

There's a big new sound in town . . . aimed at New York's big Negro/Puerto Rican market. And WWRL gets to the heart of this market with 50,000 watts of effective radiated power (thru high efficiency antenna array) in its major lobe . . . the area where most Negro/Puerto Rican families live. Remember: your dollar buys *sell* on WWRL.

New power! Louder & clearer to reach New York's big Negro/Puerto Rican Market

PROXY FIGHT SEEN AT NTA MEET TODAY

Stockholders hint skulduggery in WNTA-TV sale, other moves

A turbulent annual meeting of National Telefilm Assoc.'s shareholders is expected today (April 3) in New York. Sharp questioning is expected from some stockholders who challenge the company's intention to sell WNTA-TV New York and some who say they'll ask about the company's relationship with National Theatres & Television, once the parent company and now the holder of 38% of NTA's outstanding stock.

Two shareholders of both NTA and NT&T last week told why they launched a proxy fight against NT&T (BROADCASTING, March 27). The leaders in the proxy battle are Leonard Davis, a New York group insurance consultant, and Philip L. Handsman, a New York attorney. They said they solicited proxy votes from about 20,000 NT&T shareholders asking support at that company's annual meeting in Beverly Hills April 11. Messrs. Davis and Handsman asked that they be elected to NT&T's board and that David Berdon & Co., certified public accountant, be appointed to conduct an independent investigation "into the maze of private dealings which we believe . . . were not at arms length."

Support Claimed ▪ Messrs. Handsman and Davis said shareholders in both companies will ask some "sharp questions" at both annual meetings. The two oppose the sale of WNTA-TV, which they call "a major asset" of NTA. Mr. Davis warned that if the station is sold without the consent of two-thirds of the stockholders, he may consider starting a stockholder's derivative court action.

In their proxy solicitations, Messrs. Davis and Handsman sharply criticized NT&T management. They said NT&T's earned surplus slumped from $12 million to $8 million and attributed this decline to the NTA "debacle." (NT&T acquired 88% interest in NTA in 1959, but last September spun off all but 38% to shareholders).

An NTA proxy statement to stockholders lists these officers who received more than $30,000 remuneration in 1960: Ely A. Landau, resigned as board chairman to bid for WNTA-TV, $52,000; Oliver A. Unger, president of the company last year and now board chairman, $45,000; Ted Cott, vice president, station operations, $45,000, and Samuel P. Norton, director and vice president, business and legal affairs, $32,250.

Emphatically denying the Davis-Handsman charges that NT&T is being run as a "private club for the benefit of certain directors," NT&T President Eugene V. Klein asserted Wednesday (March 29) that "Mr. Davis is using our company only as a vehicle to further his whim of turning from the insurance business into movie and television production, via NTA in which we have 38% of the stock."

Mr. Klein made his comments in Los Angeles immediately after statements by Mr. Davis.

'Half-Truths' ▪ Mr. Klein described Mr. Davis' statements as "only half-truths," and said that within the last six months NT&T shareowners have received stock dividends equal to 90 cents per share; that in the 1960 fiscal year the company paid a cash dividend of 12½ cents per share and two 2% stock dividends with current market values totaling 40 cents.

The statement that NT&T sold $15 million worth of theatre properties "is completely incorrect," Mr. Klein said, denying implications that the sales were forced to meet losses on NTA. Conditions change with the times, he commented, and downtown theatres, once very profitable are not so today. NT&T theatres with a net book value of $4,134,000 and which had been operating at a loss, were sold for $5,448,000, he said. "We never sold a theatre to raise cash," Mr. Klein stated, reporting that NT&T now has on hand $11 million in cash and short term Government securities. NT&T has been purchasing drive-in theatres and sites and is negotiating for other such properties, he said.

Charges that NT&T directors had been using their positions in the board to feather their own nests were indignantly and explicitly denied. Such charges, Mr. Klein said, are unwarranted "character assassination" of individuals who have given service to the company over the years.

the sales we reject . . . prove our worth

In selling or buying a broadcast property, one of your greatest protections is Blackburn's often *demonstrated* willingness to reject a sale rather than risk our reputation. For our business is built on confidence, and no single commission can be worth as much as our good name. Why hazard the risks of negotiating without benefit of our knowledge of markets, of actual sales, of responsible contacts?

BLACKBURN *& Company, Inc.*

RADIO • TV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.	CHICAGO	ATLANTA	BEVERLY HILLS
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	Calif. Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Ave.	Robert M. Baird	9441 Wilshire Blvd.
Washington Building	Chicago, Illinois	Healey Building	Beverly Hills, Calif.
STerling 3-4341	Financial 6-6460	JAckson 5-1576	CRestview 4-2770

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ KPRO Riverside, KROP Brawley, KREO Indio and KYOR Blythe, all California: Sold by Morris Pfaelzer and Sherrill C. Corwin to Tom E. Foster, Tolbert Foster, W. E. Dyche Jr., John Blake and Edgar B. Younger for $450,000. Messrs. Foster and Dyche own

KGUN Tucson and KDET Center (Tex.). Stations, all constituting Imperial Broadcasting System, have following facilities: KPRO, 1 kw on 1440 kc; KROP, 1 kw day and 500 w night on 1300 kc; KREO, 250 w on 1400 kc; KYOR, 250 w on 1450 kc. Broker was Blackburn & Co.

▪ WTAW College Station, Tex.: Sold by Lee Glasgow and Hardy Harvey to John H. Hicks Jr. and associates for $109,000. Mr. Hicks and group own KOLE Port Arthur, Tex. WTAW will be managed by Bill Watkins, now at KOLE. The College Station outlet is 1 kw daytime on 1150 kc.

▪ WFCT Fountain City, Tenn.: Sold by James Welsh, J. Francke Fox and others to Robert K. Richards and Frederick L. Allman for $60,000 plus assumption of $15,000 in liabilities. Messrs. Richards and Allman own one-third each of WKBZ Muskegon, Mich., and 50% each of WKYR Keyser, W. Va. WFCT is 1 kw day on 1430 kc. Broker was J. Porter Smith.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 89).

▪ WSAZ-AM-TV Huntington, W. Va.: Sold by Huntington Publishing Co. to WJR, The Goodwill Station Inc., for $5.4 million for 89% (see page 33).

▪ KVOS-TV Bellingham, Wash.: Sold by Rogan Jones and associates to Wometco Inc. for $3 million (see page 33).

Time Inc. income up in '60, profit up too

Notification to Time Inc., that its Minneapolis station WTCN-TV, would lose its ABC-TV affiliation this month, had an immediate effect on the earning power and value of the station. This was acknowledged in a footnote to the Time Inc. 1960 financial statement issued in New York last week.

No breakdown was made for the broadcasting division in the annual report, which showed total earnings for magazines, stations, books and other enterprises of $287,121,000, up 6% from $271,373,000 the year before. Net income was $9,303,000 in 1960 or $4.75 a share on 1,957,029 shares, compared with $9,004,000 or $4.60 a share on 1,955,779 shares in 1959.

The footnote on loss of the ABC affiliation was attached to an intangible assets listing on the consolidated balance sheet for Time Inc. "Goodwill and network affiliations, etc." are put at $15,014,000 for 1960 and $15,068,000 the year before. The note states that "It is the opinion of management that the aggregate value of intangible assets identified with broadcasting operations is more than the amount included in the consolidated balance sheet."

WTCN-TV is operating as an independent now and has secured exclusive tv coverage of the new American League baseball club, the Minnesota Twins, stockholders are told in a review of the broadcasting division. This section notes that the company might add a fifth vhf station if an attractive investment opportunity arises. Time is shopping broadcast opportunities abroad, too. Recent expansion of domestic program and news operations also were covered in the report.

Time Inc. stations are KLZ-AM-TV Denver, WFBM-AM-TV Indianapolis, WTCN-AM-TV Minneapolis and WOOD-AM-TV Grand Rapids. WFBM-TV and WOOD-TV are NBC affiliates. KLZ-TV is on ABC.

KTTV's income dropped in '60

Times-Mirror Broadcasting Co., operator of KTTV (TV) Los Angeles, operated at a profit during 1960, although its gross revenue dropped to $8,154,785 from the 1959 gross of $8,777,090, according to the annual report of the Times-Mirror Co., owner of Times-Mirror Broadcasting Co. and publisher of the *Los Angeles Times* and the *Los Angeles Mirror*. Richard A. Moore, president of the broadcast division, attributed the decline to reduced income in the last quarter of 1960. Total, he said, covered receipts from program syndication and from the taping of commercials for use other than on KTTV as well as from the station's broadcast operations. Net income of the division was not revealed.

50-kw daytime outlet starts in Providence



Mr. Lowe

WLKW Providence begins operations today (April 3). Owned by Radio Rhode Island Inc., the 50 kw daytime station on 990 kc, has a good music format.

General manager is Mowry Lowe, formerly with WEAN Providence. Other personnel: F. H. Elliot Jr., sales manager; T. Keith Pryor, chief engineer; Peter T. Barstow, program manager; David S. Wolfenden, production manager; Joe Postar, news editor.

STATIONS FOR SALE

EAST

Ideal station in Northern New England for owner-operator. Brand new equipment. 1961 gross will hit $100,000 easily. Priced to sell.

WASHINGTON, D. C.
1737 DE SALES STREET, N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

SOUTH—$95,000

DAYTIMER

Beautifully equipped, one station market serving over 200,000 people, presently holding its own, just waiting for aggressive ownership and management to take advantage of an unbelievable potential. This is a radioman's dream.

DALLAS
1511 BRYAN STREET
RIVERSIDE 8-1175
DEWITT 'JUDGE' LANDIS
JOE A. OSWALD

MIDWEST—$185,000

Suburban daytimer with 1960 cash flow in excess of $40,000. Priced at $185,000 with 29% down payment.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

WEST—$175,000

Fulltime radio station located in one of the most highly desirable areas of California. Operating well in the black with tremendous potential for even greater profits. Equipment in excellent condition. Priced at $175,000 with 29% down and balance on terms.

SAN FRANCISCO
111 SUTTER STREET
EXBROOK 2-5671
JOHN F. HARDESTY
DON SEARLE—Los Angeles

Hamilton-Landis & Associates
INC.
NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING

IT'S METROMEDIA
Metropolitan stockholders vote to change firm name

Stockholders of Metropolitan Broadcasting Corp. approved a company proposal last week to change the corporate name to MetroMedia "to reflect more accurately" the nature of the organization's business.

John W. Kluge, board chairman-president, told stockholders before the voting that the change of name is advisable because of the company's expansion into outdoor advertising through acquisition of Foster & Kleiser. Metropolitan Broadcasting Corp. no longer accurately describes the nature of the company, Mr. Kluge said, since broadcasting constitutes only about 50% of the company's business.

The action came at the company's annual meeting in New York; stockholders also voted to increase to 3.6 million the number of shares of stock authorized to be issued; approved and ratified an employe stock option plan and re-elected 13 members of the board. It was pointed out that the increase in authorized capitalization is advisable for future expansion, although there is no present intention to issue any of the newly-authorized shares.

As presently constituted, MetroMedia will have three divisions—Metropolitan Broadcasting, with three vhf and two uhf tv stations and three radio stations; World Wide Broadcasting, international short-wave radio operation; and Foster & Kleiser Div.



The "MM" logo Board Chairman-President John W. Kluge is holding stands for MetroMedia Inc, the new company name of Metropolitan Broadcasting Corp.

A proxy statement sent to stockholders in advance of the annual meeting shows that total payment to Mr. Kluge during 1960 was $99,519. Other officers paid in excess of $30,000: Laurence H. Odell, president of the Foster & Kleiser Division, $70,833; Bennet H. Korn, executive vice president for television operations and general manager, WNEW-TV New York, $70,000; John V. B. Sullivan, vice president and general manager, WNEW New York, $70,000; Benedict Gimbel Jr., vice president of the corporation, $35,000.

New WFAA studios have biggest stereo system

The new $3.5 million communications center at WFAA-AM-FM-TV Dallas, to be formally opened this Wednesday, has among its equipment a General Electric four-channel stereo audio system described as the largest ever installed by an individual station.

Custom-built for WFAA, the all-transistorized audio system makes possible concurrent live broadcasting, network programming, recording and rehearsals. The nerve center—also custom-built—is a transistorized stereo master control switching unit for am, fm and tv sound. It consists of 22 monophonic input channels.

Besides furnishing practically all electronic equipment for the 68,000-square-foot facility, GE also has equipped the station's mobile television unit and has supplied WFAA with five continuous motion film projection systems, one for color.

The projectors, too, are extra special—injecting new life into old film by a diffused light system, which eliminates most ill effects of scratches and dirt particles. The improved 16mm projectors were designed by Eastman Kodak Co., Rochester, N. Y., and marketed by G.E.

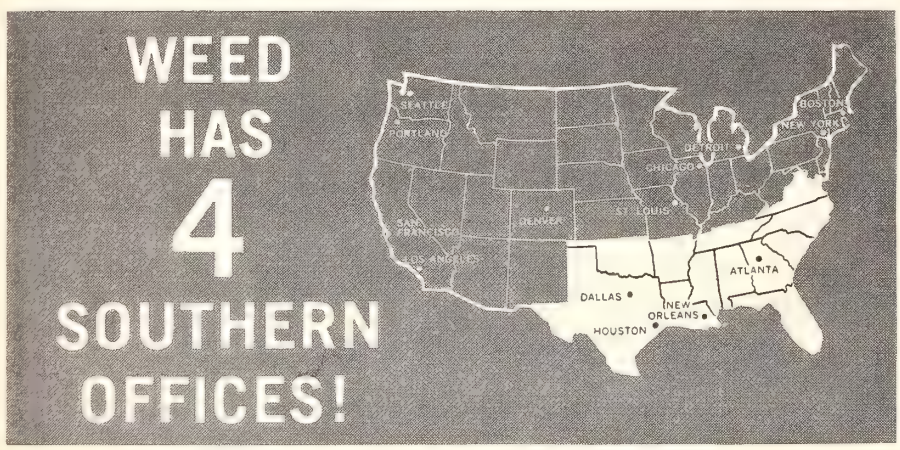
Engineers at NAB meet to hear Gen. Medaris

Maj. Gen. J. B. Medaris, former space chief of the Army and now president of Lionel Corp., will address the Tuesday engineering luncheon of the NAB's May 7-10 convention in Washington. His selection as a speaker was anounced April 2 by A. Prose Walker, NAB engineering manager, and Virgil Duncan, WRAL-TV Raleigh, N. C., chairman of NAB's Engineering Conference Committee.

Gen. Medaris was responsible for development and production of the Jupiter IRBM missile and deployment of the Redstone ballistic missile. He managed successful completion of Explorer I, first U.S. satellite.

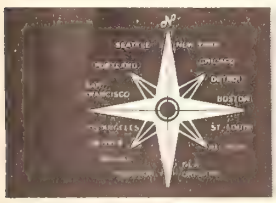
NAB's Engineering Conference is held simultaneously with the management-ownership convention.

Dr. Edward Teller, atomic scientist and "father of the hydrogen bomb," now a physics professor at U. of California, will speak at the Wednesday luncheon of the engineering group.



This territory is IMPORTANT
This territory is ACTIVE
This territory is DEMANDING

That's why 4 of Weed's 14 offices are located here. Only direct face-to-face salesmanship and constant servicing can produce maximum results in the South.



Wherever a buying decision is made...
a WEED man IS THERE!

The experienced eye is an important measure of quality at Collins. Of course, electronic devices test broadcast equipment, too. But, as in all great products, the final measure of quality at Collins is made, not by a machine, but by a man—a man with a very experienced eye.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA



NBC reported losing three vice presidents

Two NBC vice presidents, Burton H. Hanft and George Matson, were reported last week to be planning to leave the network for as yet unannounced positions elsewhere.

Mr. Hanft is vp in the talent and contract administration area, which is now headed by James A. Stabile since his return from duty as head of NBC's standards and practices unit. Mr. Matson formerly was vp and general manager to the tv network but most recently has been vp and special projects assistant to President Robert E. Kintner. With B. Lowell Jacobson's departure from the personnel vice presidency to Pepsi-Cola (see FATES & FORTUNES, page 83) the resignations of Messrs. Hanft and Matson bring to three the number of upper-echelon executives leaving or in the process.

Mr. Matson is known to be considering a number of offers in the field of financial management.

Network authorities emphasized, however, that all three were leaving for their own personal reasons having nothing to do with either NBC's current period of belt-tightening or the repeated reports—which have been just as repeatedly denied—that changes are afoot in the network's top management.

The belt-tightening, they said, is part of a pattern which occurs every year about this time with all departments asked to review their operations and make whatever curtailments may be justified. This annual review has more than a seasonal justification this year, they added, because while selling for the fall season is moving "nicely and ahead of schedule," sales for the first and second quarters are showing some effects of the slump in the nation's general economy, compared to sales a year ago. But they stressed that the review, while general ,is routine for this season and that no quotas have been set for cutbacks in any department.

Auditors plan association of financial officers

Later this year an organization of broadcast station financial officers will be formally incorporated and membership invitations will be sent to television and radio station controllers, treasurers, auditors and others involved in fiscal administration. A decision looking toward these steps was made in Chicago last week by an informal meeting of station financial executives.

To be patterned after the publishing industry's Institute of Newspaper Controllers & Financial Officers, the proposed new broadcast organization would hold meetings and exchange information on such subjects as station accounting procedures, problems of agency billings, taxation, amortization of television film and station equipment, insurance and personnel.

Other business fields long have had such financial organizations, it was noted by Henry W. Dornseif, assistant treasurer of WCCO-AM-TV Minneapolis, and the need has long been felt in broadcasting. Mr. Dornseif generated interest in the move by writing to 500 stations and group operators. Of 360 replies, he said, "The overwhelming majority were in favor." The Chicago group voted to proceed with organization and Mr. Dornseif was named chairman of a 12-man steering committee, comprised of three subcommittees.

Membership of the subcommittee on incorporation and bylaws includes Chairman Tom Carroll, WFBM-AM-TV Indianapolis; John Herklotz, WGN-AM-TV Chicago, and John Hinkle, WISN-AM-TV Milwaukee. Membership Subcommittee: Chairman Richard S. Stakes, WMAL-AM-TV Washington; Joseph Madden, Metropolitan Broadcasting Corp., New York, and James Flynn, WPIX (TV) New York. Subcommittee on objectives and purposes: Chairman Arthur H. Hertz, Wometco Enterprises Inc., Miami; Charles A. Hart, WHDH-AM-TV Boston; Norman C. Hadley, CBS Television Stations, New York, and Herbert J. Mayes, WOR New York.

Media reports...

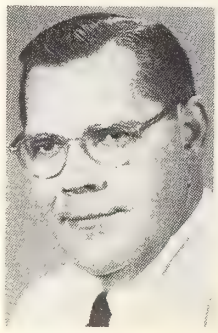
Pitch for radio ▪ A reminder to advertisers that all radio can do the job for a sponsor has been circulated by WGRD Grand Rapids, Mich. Following claims of rivals to leadership in local ratings, the station sent letters to all local advertisers and agencies denying the claims and saying in effect that radio was the best media—whether or not WGRD was purchased. Reaction to WGRD's letter seemingly was favorable, even from its competition.

Special honor ▪ The Kelo-Land stations (Midcontinent Broadcasting Co.) KELO-AM-TV Sioux Falls, KDLO-TV Watertown and KPLO-TV Reliance, all South Dakota, were honored last month by that state's legislature for their tv coverage of the body in session. The stations were cited for their complete coverage of the House of Representatives and for furnishing free closed circuit television to the overflow crowd.

Community heart ▪ Some 140 to 160 free announcements by WCHL Chapel Hill, N. C., on behalf of a family whose home had been destroyed by fire drew impressive response from listeners. The home of a family of nine, which the father had built himself, burned down leaving the family destitute. The same day the station sent out pleas for help and got over 200 contributions of household goods—many of them practically new—as well as checks from civic organizations. In fact there was a sufficient surplus to help out another smaller family in a nearby town that had also been made homeless by fire.

Storer creates standards dept.

Storer Broadcasting Co. today (Monday) is to announce the formation of a Broadcast Standards Dept. to cope with what it terms the multitude of standards and complex regulatory considerations now facing the industry. The announcement was made by Stanton P. Kettler, executive vice president, operations, SBC.



Mr. Kockritz

Mr. Kettler added, "we have been studying such a plan for nearly a year. Frankly, it's an outgrowth of Storer's Quality Control Department (BROADCASTING, Nov. 28, 1960), which more than paid for itself in improved programming product, uniformity of rule and code interpretation, music control and other factors."

Heading the new standards department is Ewald Kockritz, SBC vice president and national program director for television, who will be freed from his programming responsibilities to assume the new position. He will report directly to Mr. Kettler.

Mr. Kockritz, who has served Storer in various capacities since joining the organization in 1941, has been a vice president since 1954. He will continue to headquarter in Storer's Miami Beach home office.

The Broadcast Standards Dept. will consolidate matters relating to FCC rules and the Storer program manual. It will operate quality control, review community needs and program interests in each market and will be responsible for station procedures for clearance of program content and advertising copy. "This isn't a 'watch dog' department," concluded Mr. Kettler, but a new approach through which we hope to relieve many of the burdens placed on our station personnel.

Storer stations are WJBK-AM-TV Detroit; WJW-AM-TV Cleveland; WSPD-AM-TV Toledo; WITI-TV Milwaukee; WAGA-TV Atlanta; WIBG Philadelphia; WGBS Miami; WWVA Wheeling, W. Va. and KGBS Los Angeles. Pending before the FCC is an application to purchase WINS New York.

VIEWMANSHIP!
The big difference is WMAR-TV

In the huge and growing Baltimore-Maryland market, WMAR-TV delivers VIEWMANSHIP . . . the key to an alert and receptive audience that means more to the advertiser! WMAR-TV VIEWMANSHIP means quality as well as quantity.

One of the many long-time favorites with WMAR-TV viewers is Baltimore's top-rated daytime program "DIALING FOR DOLLARS" . . . a money-giveaway show that has consistently held leadership in its time segment—9:40 A.M.-10:00 A.M., Monday thru Friday. (ARB—Jan. 1960 thru Jan. 1961)

In 1960 "Mr. Fortune" on "DIALING FOR DOLLARS" made 783 telephone calls and had 156 winners—a whopping 19.9% who had to be intently tuned to the program.

This amazing record was achieved in a Baltimore and Suburban market area with over 415,000 listed telephones.

THIS IS VIEWMANSHIP at its best . . . the indefinable ingredient in WMAR-TV programming that means acceptance in the public eye.



In Maryland Most People Watch

WMAR-TV

SUNPAPERS TELEVISION
BALTIMORE 3, MARYLAND

CBS TELEVISION NETWORK

Represented Nationally by THE KATZ AGENCY, INC. **CHANNEL 2**

Watchdog may follow bark with bite

LEGISLATION LOOMS AS RESULT OF THREE-DAY CAMPAIGN HEARING

The Senate Watchdog Subcommittee wound up three days of hearings last week that are bound to produce recommendations for new legislation or regulations, or both, to govern political broadcasts.

FCC Chairman Newton N. Minow, the lead off witness, told the three-man unit headed by Sen. Ralph Yarborough (D-Tex.) that broadcasters had been "scrupulously fair" in their coverage of the presidential and vice presidential campaign.

But then Joseph M. Nelson, chief of the commission's Renewal & Transfer Div. took the stand. He recounted more than 40 complaints the commission had received about broadcasters during the 1960 political campaign. The complaints had been selected, in cooperation with the Watchdog staff, from some 200 in the FCC files.

Key Points ▪ At the conclusion of his testimony on Wednesday, these were the questions that seemed to have held the most interest for Chairman Yarborough and his subcommittee colleagues, Sens. Gale McGee (D-Wy.) and Hugh Scott (R-Pa.):

▪ The manner in which the FCC handles complaints and the need for additional staff to speed up the process.

▪ The FCC power, or lack of it, in redressing wrongs allegedly done candidates by radio or television stations.

▪ The need for clarifying the rules regarding editorials, particularly those for or against candidates.

▪ The refusal of some stations to sell, let alone give, time for political broadcasts.

In case after case discussed by Mr. Nelson, FCC action was shown to have come weeks, and sometimes months, after a complaint had been received. Mr. Nelson said the delays were due largely to the tremendous volume of work for which only seven men are responsible.

He said the seven—an assistant section chief, five lawyers and a law clerk—had to process the 200 complaints along with their regular work, which involved 1,700 renewal applications.

In his opening remarks, Chairman Minow said the need for additional help would be developed in the hearings, and before the first day was over, the subcommittee members were agreeing with him.

FCC Needs More Muscle ▪ The Senators' questions in a number of cases indicated their view that the FCC should have—or use—more muscle in requiring a station to be fair to opposing candidates. The action taken by the commission in many cases—a reminder to an accused station that it must observe fairness and a warning that its record would be reviewed at license-renewal time—was far from satisfactory to Sens. Yarborough and McGee. "After a man has been defeated it's little comfort in saying he shouldn't have been," Sen. McGee said.

Sen. McGee thought the commission ought to have the power to carry out "whatever finding it makes in a case." Mr. Nelson said the commission lacked this power now. Then making it clear he was speaking for himself, he agreed "it might be helpful" if the FCC could invoke sanctions—for instance, the issuance of a cease and desist order—for violations of commission policy. Chairman Yarborough promptly asked Subcommittee Counsel Creekmore Fath and Mr. Nelson to draft legislation to provide this authority.

Several times during the hearing Sen. McGee expressed the view that FCC regulations should distinguish between editorials and editorial endorsements. He felt the rules regarding the latter should be tightened.

A case in point was the editorial broadcast by WMCA New York and WBNY Buffalo endorsing John F. Kennedy in the presidential contest. The subcommittee commended the station's management, Nathan Straus, chairman of the board, and his son, R. Peter Straus, for their pioneering in the field of broadcasting editorializing.

Who Designates the Spokesman? ▪ But the senators questioned what appeared to be the Strauses' insistence that the station had the right to name a rebuttal spokesman when Vice President Nixon declined an offer to reply in his own behalf.

This position was objected to most strenuously by Sen. Thurston Morton (R-Ky.), chairman of the National Republican Committee and a member of the parent Commerce Committee who sat with the Watchdog unit during the discussion of the WMCA case. He said it wasn't always possible for an opposition candidate to reply to an editorial and that some official party leader should have the right to designate a spokesman.

Eventually, R. Peter Straus said that what he and his father were concerned about was a case in which neither the candidate nor a spokesman designated by him was available to reply.

Another Question ▪ The WMCA case also raised another point—that of whether a station had a right to ad-



Counsel Fath and Sen. McGee



FCC's Joseph M. Nelson



Sen. Morton and Councel Boehm

vertise, in the press, a political editorial. Sen. Morton said the WMCA ad promoting the Kennedy editorial was "clever political propaganda disguised as a business expense."

However, he didn't get very far with this argument. Mr. Nelson said, in his view, the FCC can regulate what a station broadcasts, not what it advertises in the press. Nor did Sen. Morton get much support from his Democratic colleagues.

Cheers for WMCA ▪ Despite these conflicts, the WMCA presentation regarding political broadcasting won applause from the subcommittee. Senator McGee said the station had "cut a swath through the jungle" and that its record could well be examined as a basis for future policy. Its endorsement of President Kennedy was believed to be the first ever broadcast in favor of a presidential candidate.

Refusal to Sell Time ▪ The refusal of stations to sell time for political broadcasts came up several times during the hearing, and it was developed at some length in the testimony of M. S. Novik, a radio-television consultant who has worked with the International Ladies Garment Workers Union, AFL-CIO, in its political campaigns since 1940.

He said that during the 1960 campaign about one fifth of all ABC Radio network stations turned down a paid political program he produced for the union in support of the Democratic presidential candidate.

He said this was by far the highest turn-down rate he had ever encountered in six presidential campaigns and ascribed it local stations' devotion to record shows. He expressed the view that broadcasters must, as a condition for keeping their license, "allocate equal and adequate time for political discussions, free and paid."

The hearings, as one observer put it, provided the subcommittee with "a good education" as to the workings of Sec. 315, the political broadcasting section of the Communications Act. One of the lessons they learned was that debate shows were not, in the FCC view, exempted from the equal-time rule when Congress amended the act in 1959 to exclude news programs and panel news shows.

In a case involving an *American Forum of the Air* program broadcast over WBZ Boston last fall, the FCC ruled that the Democratic opponent of Sen. Styles Bridges (R-N.H.), who appeared on the show, was entitled to equal time.

Sen. Scott felt this ruling was based on "sparse reasoning," in view of the fact that such shows as *Capitol Cloak Room, Meet the Press,* and *Face the Nation* were exempt from the equal time requirement. However, Mr. Nelson said if Congress had intended to exempt debates, it would not have been necessary to pass legislation last year to make the Kennedy-Nixon encounters possible.

One complaint that failed to develop the controversy expected was that involving the series of eight U.S. Steel commercials broadcast over CBS-TV last fall. The Democratic National Committee had contended that these commercials, narrated by Lowell Thomas, were designed not to sell steel but to bolster Republican campaign arguments that the nation's economy was booming.

This complaint, one of the last to be taken up on Wednesday, was hurriedly disposed of as the subcommittee members were anxious to get back to the Senate for important votes on the sugar bill. However, the complaint is expected to raise a number of questions in the future, including:

▪ The connection between Carroll Newton's position as vice president of BBDO and head man on the U.S. Steel account and as chief of Campaign Associates, a public relations firm established to handle the Republican national campaign.

▪ CBS' contention that it had not received any complaints until early November (the series began in September) and that it would have reviewed the series—and possibly taken some remedial action—if it had received complaints earlier. The Democratic National Committee, according to Mr. Fath, had objected to the commercials early in October and had been told subsequently by CBS that it had reviewed the series and determined it had been designed only to promote the sponsor's product.



R. Peter Straus and Nathan Straus of WMCA and WBNY

GOP leaders protest JFK's agency reports

Congressional grumbling about President Kennedy's request for monthly reports from federal agencies continued last week, this time at the weekly news conference of the House and Senate Republican leaders.

Rep. Charles A. Halleck (R-Ind.) and Sen. Everett M. Dirksen (R-Ill.) said the White House request violates the laws under which the agencies were created and should be withdrawn. They also asked that all reports issued so far be turned over to appropriate Congressional committees for the public record.

They said the presidential action weakens the independence of the agencies, noting that the memorandum calls for inclusion in the reports of "important policy and administrative actions taken or proposed."

They said "not since the days of the New Deal" has a President tried to "usurp the authority or influence the policy-making powers of these independent agencies."

Too Far ▪ The Republican leaders did not dispute the President's right to information about the agencies and their needs. But the Kennedy memorandum, they insisted, went too far.

Earlier, Rep. William Avery (R-Kan.) kept up the attack he has launched on the presidential order by requesting Rep. John E. Moss (D-Calif.), chairman of the Freedom of Information Subcommittee, to cooperate in an effort to pry the reports loose from the White House.

Noting that Presidential News Secre-



'Welcome to the club, Mr. Minow'

Approximately 200 attended a reception March 24 in honor of new FCC Chairman Newton N. Minow at the Broadcasters Club in Washington. Above, the chairman cuts a huge cake with the inscription "Welcome, Mr. Chairman" as Broadcasters Club President Ben Strouse (WWDC Washington) watches approvingly. Special guests at the reception were professional members of Mr. Minow's personal staff.

tary Pierre Salinger had said the reports would not be made public, Rep. Avery said in a letter to Rep. Moss, "I am convinced you are dedicated to the principle that all appropriate information should be made available to Congress," especially from agencies under its jurisdiction.

Rep. Moss said later he had referred Rep. Avery's letter to the subcommittee staff and that no decision had yet been made as to what action would be taken on it.

FCC cites 'scandalous material' in petition

What the FCC termed "scandalous material" was hit by the agency last week in refusing to reconsider a Dec. 29, 1960, order which set aside grant of three vhf repeater stations in Bloomfield, N. M., but allowed the stations to continue operation pending a hearing.

Target of the commision's wrath was Aztec Community Tv Inc. which protested the original grant to Boomfield. Aztec serves that city and Blanco, N.M., with catv signals of the three Albuquerque stations. The catv operator maintained that the Bloomfield repeaters were only 500 yards from its off-the-air pickup station which therefore caused technical interference and were constructed illegally.

"Aztec's petition contained scandalous material," the commission charged, "and if the attorney [John P. Cole Jr. of Smith & Pepper] who is counsel for the petitioner again files pleadings containing such material in this or any other proceeding before the commission, specific measures will be considered to prevent any further repetition." A one-day hearing on the Aztec protest was held last Tuesday (March 28) in Bloomfield.

The language in the petition for reconsideration, filed Jan. 30, which drew the commission's ire stated the FCC "need not be remainded of the long and sad history surrounding the vhf booster situation. It cannot be reasonably denied that the same type of illogical and dilatory action, as has been applied here, is largely responsible for this history. A failure to meet and dispose of the problem with affirmative action in its initial stages is precisely what permitted the present chaotic state of affairs to blossom forth."

Chairman Newton N. Minow did not participate and Commissioners Rosel Hyde and Robert Bartley abstained in the Bloomfield action.

Harris to keep eye on reorganization plans

Chairman Oren Harris (D-Ark.) of the House Commerce Committee served notice last week that he is still concerned about the Landis report and intends to look closely at any government reorganization plans coming from the White House.

He made his remarks last week during debate preceding House action in passing the Government Reorganization bill and sending it to the President. The bill, passed earlier by the Senate, permits the President to submit reorganization plans which become effective within 60 days unless vetoed by either House of Congress.

Rep. Harris told the House he believes several of the proposals in the Landis Report on regulatory agencies would compromise the independence of those agencies and tend to make them "subservient" to the White House. James M. Landis, who wrote the report, is now the President's advisor on regulatory agencies.

"Consequently," Rep. Harris added, "I am watching and I am going to watch and our committee is going to watch very carefully and keep a constant check." He also said that if "some of these far-reaching plans" are presented to Congress, his committee will hold hearings with a view to making recommendations on them.

WSAY fears monopoly in Rochester tv sales

WSAY Rochester, N. Y., last week asked the FCC to disapprove the sale of WROC-TV that city to Veterans Broadcasting Co. and the contingent sale of Veterans' WVET-TV to WHEC Inc.

The am station said the sale would weaken its position in competing with newspapers and tv for advertising revenue. Veterans owns an am; Gannett newspapers own WHEC Inc. The two formerly shared time on WVET-TV (ch. 10). WSAY said the sale would lead to a "combination of control" of media in Rochester that would restrict advertisers in the selection of media. It added that it and the general public would "suffer from extension of the monopolistic influence of Gannett Co."

This was the second protest to the FCC against the combination sale. Two unions earlier complained that the sale contracts discriminated against labor (At Deadline, March 20).

You can't say gypsum in a headline,

or Son of WMT Strikes Back

Imagine a Fort Dodge station advertising in *Broadcasting*. They must be loaded, people will say.

That's a calculated risk we'll have to take, because the time has come to tell the world that the gypsum one George Hall used to perpetrate his "Cardiff giant" canard came from a bed just east of Fort Dodge.

Many a pear-shaped canard has flowed under the bridge since 1868, when Hall carved his hunk of gypsum and buried it in Onondaga County, New York. One we'd like to de-hoax forthwith goes something like this: "Who needs a daytimer in the county seat of Webster County, 85 mi N by W of the state capital, located on the picturesque Des Moines River, served by four railroads, an airline, and assorted highways, with a large trade in grain, gypsum and clay products, with a commission form of government, that was named after Col. Henry Dodge (1782-1867)?"

You do, if you want to fill the gap left by the signals of stations on the periphery of our North-Central Iowa coverage area. Slop-over's fine for hog pens but it's no way to cover the big state of Iowa, where people live everywhere. This is a job for coverage stations like K-WMT, whose 5,000 watts, newly acquired, push the 2 mv/m line past Iowa's western and southern boundaries, and make our 0.5 mv daytime coverage area the largest of any station in Iowa.

Lagniappe: Advertisers running schedules on K-WMT concurrently with schedules on WMT can combine to earn frequency discount on K-WMT.

K-WMT • *Represented by*
Everett-McKinney, Inc.
540 kc • Iowa's finest frequency • 5,000 watts
Mail Address: Fort Dodge, Iowa
Affiliated with
WMT AM & TV, Cedar Rapids—Waterloo;
WEBC, Duluth.



NEW BROADCAST LICENSING CRITERIA?

Antitrust actions pertinent in Philco-NBC case—Justice

A number of blue-chip broadcast licensees last week were studying intently a statement by the Dept. of Justice that implies the FCC has been neglecting its duty to take a look at all licensees who have signed antitrust consent decrees or pleaded no defense in antitrust cases.

This contention was set forth by the Justice Dept. in a brief filed March 24 with the U. S. Court of Appeals in Washington (AT DEADLINE, March 27). It was presented at the request of the court, which is considering the fight by Philco Corp. against NBC's Philadelphia tv station.

Both the FCC and NBC are preparing replies to the Justice Dept.'s position.

The government memorandum, written by Richard A. Solomon, one-time FCC assistant general counsel, takes issue with the commission's position that it acted correctly last year in denying Philco's request for an evidentiary hearing on its protest against the 1957 license renewals of NBC's WRCV-AM-TV Philadelphia.

The FCC initially dismissed the Philco protest, holding the Philadelphia radio-tv-appliance manufacturer has no standing. The appeals court reversed that position. The FCC then allowed Philco oral argument, but last July dismissed the complaint again. The FCC also denied Philco's request for an evidentiary hearing against NBC based on two recent consent decrees (and one plea of *nolo contendere*) resulting from government suits against RCA. The first suit, in 1954, was aimed at RCA patent licensing practices; the second, in 1956, at allegations of pressures by NBC in persuading Westinghouse to swap stations (Westinghouse's Philadelphit outlets for NBC's Cleveland stations, plus $3 million).

In both cases, RCA entered into consent decrees. RCA also pleaded *nolo contendere* in the criminal suit involving patent licensing.

The FCC intimated, said the Justice Dept., that neither the consent decrees nor the no contest plea involved adjudication or admission of guilt.

Must Consider Pleas ▪ The FCC, the Justice Dept. argued, is obligated to give "appropriate" consideration to both consent decrees and *nolo* pleas in judging the qualifications of its licensees.

Neither of the two actions can be considered an acquittal or a finding of non-violation, the Justice statement said.

This is especially true, the government memorandum said, "when it is recognized that *nolo* pleas and consent agreements to drop offending practices are most likely to result where the conduct was most clearly in violation of the antitrust laws."

The FCC has not held a hearing on NBC's qualifications since 1931, the Dept. of Justice pointed out. Although the commission might feel the network still qualifies as a licensee despite the RCA-NBC antitrust record, the agency cannot deprive Philco of its "statutory right" to attempt to prove that NBC is not qualified to be a licensee, Justice said.

Philco attacked NBC's Philadelphia position from a new front last May by filing a complete application for the ch. 3 facility now licensed to NBC. The license is up for renewal in August.

In accepting a consent judgment in the Philadelphia-Cleveland swap case, NBC agreed to divest itself of the Philadelphia tv station under attack by Philco. Philco claims NBC cannot sell WRCV-TV until a comparative hearing is held. NBC has agreed to exchange WRCV-AM-TV with RKO General for the latter's Boston stations (WNAC-AM-TV).

Finger Points ▪ The Justice Dept.'s position, if sustained, means the FCC must institute a hearing whenever a licensee's qualifications are challenged because of consent judgments or *nolo contendere* pleas in its record.

At the top of the list of such licensees are Westinghouse and General Electric, both recently convicted and fined for engaging in price fixing. Other major licensees falling in this category are American Broadcasting-Paramount Theatres Inc. (ABC) and Paramount Pictures Inc. (KTLA [TV] Los Angeles).

Too much time?

The FCC often has heard the complaint that its processes are bogged down in delay but the agency had a ready reply for one congressional inquiry last week. A member of the House called on Tuesday (March 28) to ask why no action had been taken on an application for approval of the sale of a certain radio station.

A quick check by commission officials showed that the application had been filed the previous Friday—only two working days before the congressman's call. In fact, the transfer had not even been announced as "tendered for filing," the first step on all such applications.

The congressman received a promise that the commission would keep him informed regarding any action on the application.

FCC takes steps on space policy problem

The first step into space communications high policy was taken last week by the FCC.

It issued a notice of inquiry into the administrative and regulatory problems relating to space communications.

In short: What shall the policy of the United States be in the fast coming age of space communications relaying—competitive, duplicating companies, the historic U.S. policy for off-shore carriers; a single favored "flag" company with a monopoly on space communications, or a consortium to include the half dozen or so American companies capable of financing, installing and operating a space relay system.

Requesting that comments be submitted by May 1, the FCC notice asked that they be addressed to these major questions:

▪ Assuming that a single or limited number of satellite systems is authorized, how can equal access by existing and future international communications common carriers and others be assured? Should manufacturers of space communication equipment be permitted to participate in the operation of such a communication system?

▪ How would either type of plan comply with the Communications Act and the antitrust statutes? What changes in the law, if any, would be necessary?

▪ To what degree would each of the various parties involved in a space communications system be subject to regulation by the FCC?

▪ Extent of participation, if any, by respondents?

The commission's notice indicates significant interest in the proposal, submitted earlier this year by Lockheed Aircraft Co., that a single integrated system, comprising an amalgamation of carriers, is the best method.

What worries the FCC, it was obvious, is how this might be accomplished without violating existing antitrust laws and how this could be justified in the light of the country's traditional policy of competitive carriers.

The notice, the work of space Commissioner T. A. M. Craven and his chief aide in this field, Paul M. McDonough, calls attention to the fact that international cooperation and agreements on frequency allocations are also necessary before a system can come into being.

The FCC already has another space inquiry underway; this involves space frequency needs and the sharing of space communications with other services.

To add "atmosphere" to the sales pitch . . .
RCA Special Effects!



French chef sprite is electronically . . .



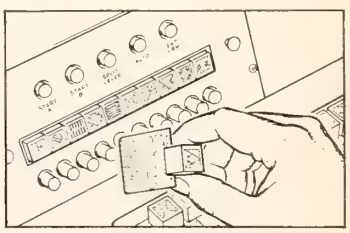
fitted into a backyard scene

Products of your local sponsors can be given that "distinctive" appeal with intriguing traveling matte effects. Using RCA Special Effects equipment, exciting slide or film backdrops can easily be inserted into commercials. You can place an animated figure into a moving background or add "atmosphere" details that give results, very simply. The system will accept signals from several sources to produce a variety of effects.

In addition to traveling matte backgrounds, RCA can provide modules for 154 special effects, including wipes, split screens, block, wedge, circular and multiple frequency patterns. Any ten effects may be preselected—simply plug ten modules into the control panel. You get the right effect to add that extra sell to your programs and commercials every time!

Your RCA Special Effects will sell itself to advertisers and give your station a competitive edge. See your RCA Representative. Or write to RCA, Broadcast and Television Equipment, Dept. T-22, Building 15-1, Camden, N. J. for descriptive booklet. In Canada: RCA VICTOR Company Limited, Montreal.

RCA Broadcast and Television Equipment • Camden, N. J.



RCA Special Effects Panel

RCA®

The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA

Harris now sending complaints to NAB

The House Commerce Committee is now relaying the complaints it receives about television and radio programs to the NAB as well as the Federal Communications Commission. The purpose, according to Committee Chairman Oren Harris (D-Ark.), is to support NAB President LeRoy Collins' "drive for improved programming."

The offer of cooperation—and its acceptance—was contained in an exchange of correspondence between Rep. Harris and Mr. Collins.

In a letter dated March 20, Rep. Harris lauded Mr. Collins for his "strong stand" on broadcasters' responsibility for improved programming—"especially with regard to the need for eliminating excessive violence and for increasing 'blue ribbon' programming." In view of this stand, the letter added, the Commerce Committee "will be glad to assist you in your efforts" by transmitting copies of the complaints it receives. The committee has long followed the policy of sending such complaints to the FCC, with the request that they be considered at license-renewal time.

Rep Harris also said that he has always felt that broadcasters themselves, rather than the federal government, should bear primary responsibility for better programming and that he shares Mr. Collins' view that NAB can help raise programming standards.

The offer was "gratefully" accepted in a letter dated March 23. "I feel confident this information will prove helpful in administering the self-regulatory efforts of the radio and television codes," write Mr. Collins.

KMED favored for ch. 10 after okay of dropouts

FCC Hearing Examiner H. Gifford Irion last week issued an initial decision which would grant ch. 10 in Medford, Ore., to Radio Medford Inc. (KMED). The decision was made possible by Chief Hearing Examiner James D. Cunningham's approval on March 1 of KMED's agreement with its two competitors to pay a portion of their expenses in return for dropping out (BROADCASTING, March 6).

Under agreement KMED would pay TOT Industries Inc. $6,700 and Medford Telecasting Corp. $9,300. These amounts represent most of the two companies' expenses in prosecuting their applications for ch. 10. TOT said in January its expenses were more than $9,000; Medford Telecasting said it spent more than $10,000.



The FCC last week...

▪ Was asked, in a joint petition by all five applicants for ch. 8 Moline, Ill., for oral argument to be scheduled at the commission's "earliest convenience." It was originally slated for March 1, then postponed "indefinitely" on the FCC's own motion. The applicants pleaded that the case should not be delayed to await disposition of the Springfield-Peoria deintermixture proceeding, but that it should be considered separately on its own merits.

▪ Wired KDUB-TV Lubbock, Tex., that the station is legally free to furnish replacement time for a paid political broadcast prevented by technical difficulties. The station had requested interpretation of Sec. 315 in connection with failure to make a telecast supporting Maury Maverick Jr. for senator. The FCC reminded the station it is still obliged to provide equal time at equal rates to the opposition.

▪ Agreed to enlarge issues in the proceeding for an am in Del Rio, Tex., to include the character qualifications of Val Verde Broadcasting Co. and whether its application was in good faith or merely to block that of Queen City Broadcasting Co. (BROADCASTING, Jan. 16). Commissioners Lee and Craven concurred but would add the issue of misrepresentation; Commissioner Cross dissented. The FCC denied the petitions of KDLK Del Rio to enlarge issues to include whether the city can support another station and the financial qualifications of Queen City. It also denied KDLK's request to dismiss Queen City's application or postpone the proceedings.

▪ Was asked by Lester Kamin, 55% owner of KBKC Kansas City, KIOA Des Moines and KAKC Tulsa, to add ch. 5 to Houston as a fourth commercial vhf channel at shorter than regulation mileage separation. He said the need for a competitive independent vhf station justifies the waiver. WENS (TV) Pittsburgh asked the FCC to assign ch. 6 as a fourth commercial vhf in that city, shifting it from Johnstown, Pa. (WJAC-TV).

Rep. Avery to new post

Rep. William H. Avery (R-Kan.) left the House Commerce Committee last week to fill the vacancy on the Rules Committee left by the death of B. Carroll Reece (R-Tenn.).

Rep. Peter H. Dominick (R-Col.) was named by the House to Rep. Avery's Commerce Committee seat. Rep. Dominick is a first termer.

The Commerce Committee had not yet announced at week's end who would replace Rep. Avery on the Communications Subcommittee.

MICHIGAN MARCHING FORWARD

MICHIGAN WEEK MAY 21-27



YOU MAY NEVER PAY $29,400 FOR A DOG*—

BUT... People Cost Only Pennies Per Thousand On WKZO Radio For Kalamazoo-Battle Creek And Greater Western Michigan!

7-COUNTY PULSE REPORT

KALAMAZOO-BATTLE CREEK AREA — JULY, 1960

SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	29	19	9
12 NOON - 6 P.M.	28	17	8
6 P.M. - 12 MIDNIGHT	32	17	8

**$29,400 was bid for a 3-year-old Golden Pekingese champion in Montreal, January, 1956.*

For only a few cents per thousand, WKZO Radio sends your announcements to the largest radio audience offered by *any* station in Kalamazoo-Battle Creek and Greater Western Michigan.

WKZO walloped all competition by landing the No. 1 position in *all* 360 quarter hours surveyed, 6 a.m.-Midnight, Monday through Friday, in the latest Pulse Report (see left).

And when you're selecting radio markets, remember that Kalamazoo *alone* is expected to outgrow all other U.S. cities in personal income and retail sales between now and 1965. *(Source: Sales Management Survey, July 10, 1960.)*

Talk to Avery-Knodel soon about WKZO Radio!

AM-TV-FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

CHALLENGE TESTIMONY

Subcommittee told censorship won't change delinquency

Recent testimony before a Senate subcommittee linking television and movie violence with juvenile delinquency (BROADCASTING, March 13, 20), has been challenged by the dean of the New York Institute of Criminology, Donal E. M. MacNamara. And a New York U. sociology professor, Paul W. Tappan, denounced the idea that censorship could solve the delinquency problem.

The views of both men have been added to the record of the Senate Juvenile Delinquency Subcommittee. Last month that group heard a report from the National Council on Crime & Delinquency which asserted that constant exposure to television and movie violence and crime could adversely affect the behavior and development of a young viewer.

In a letter to subcommittee chairman Thomas J. Dodd (D-Conn.), Mr. MacNamara said that while some television programs are "immoral and unnecessarily sadistic," there is no research or case material showing a causal relationship between such shows and acts of violence by either adult or juvenile viewers.

He said criminologists are generally agreed that crime is the "product of multiple factors" and "attempts to explain changes in crime statistics by giving exaggerated importance to any single factor are suspect as unscientific."

Dr. Tappan, in a telegram to the subcommittee, opposed the view "that the problem of delinquency can be met in any degree by measures of official censorship. The control of children's exposure to mass media should be left to the judgment of their parents, and not to a governmental agency," he said.

Saw No Movie-Violence Connection ▪ The NYU professor, a former chairman of the U. S. Board of Parole, told a New York State legislative committee two years ago that he "never encountered (a law offender) of normal mentality and emotions whose law violation could be blamed on movies." He also said at that time that while delinquency is sometimes the result of defective intelligence and deviated emotions, "these are not induced by mass media or recreation."

In discussing the statements of Mr. MacNamara and Professor Tappan, subcommittee staff members recalled Sen. Dodd's assertion that he is "against censorship." They also agree that in studying the causes of juvenile delinquency many factors must be considered. But they maintain, in this connection, that television and movies are legitimate areas of inquiry.

Dates for hearings involving the mass media have not yet been set and probably won't be for several weeks, perhaps months. But it is understood that separate hearings on television and movies will be held, with those on television to be scheduled first.

As part of its preparation for these hearings, the subcommittee staff is monitoring tv shows. Staff director Carl L. Perian said the objective is to determine how closely the networks are adhering to the NAB code.

Meanwhile, in response to another viewer complaint about tv violence—this time wrestling matches—FCC Chairman Newton N. Minow said the commission has no authority to tell a tv station what and what not to show.

Sen. Clifford Case (R-N.J.) had recently forwarded to Mr. Minow a letter from a constituent who complained about what he described as the unprecedented brutality of wrestling matches televised from Washington. The FCC chairman, in a letter made public by the senator, suggested that the viewer write the station involved and urge it to discontinue the show he dislikes.

FCC 'oversight' cited by Broadcast Bureau

An oversight by its bosses was brought to the attention of the members of the FCC by the Broadcast Bureau last week in the Feb. 28 grants of power increases from 250 watts to 1 kw to WHAT Philadelphia and WMID Atlantic City. The bureau pointed out that the renewal applications of both stations are under investigation and this fact was not included in the pleading for power increases.

"We do not believe the commission would knowingly have stamped approval upon the qualifications of these applicants—as the subject grants imply—while inquiry is pending concerning the renewal of the existing licenses of the two applicants," the bureau said. WHAT is being investigated on Sec. 317 (sponsor identification) matters and WMID on character qualifications.

The bureau first asked the commission to set aside the power increases but later amended this to specify that a proviso be added that such increases would not prejudice any commission action on the independent investigations.

WIBC again requests ch. 13 joint trusteeship

WIBC Indianapolis last week renewed its request to the FCC to establish a joint trusteeship on ch. 13 there (WLWI [TV]). The case is pending before the commission after a long and turbulent history.

The first initial decision on the case was issued June 7, 1955. On March 8, 1957, the FCC decided to grant the channel to Crosley Broadcasting Corp. (BROADCASTING, March 11, 1957) on a 4-3 vote. Favoring Crosley were Chairman George C. McConnaughey, Commissioners Richard A. Mack, John C. Doerfer and T. A. M. Craven; opposed were Commissioners Rosel H. Hyde, Robert E. Lee and Robert T. Bartley. In 1958 the U.S. Court of Appeals vacated the Crosley grant and WIBC offered to buy Crosley's physical properties and investment in the channel. The offer was refused.

WIBC made its first request for joint trusteeship on Sept. 26, 1958, and the FCC turned it down Nov. 21, 1958.

In its petition WIBC objected to the Crosley operation without an effective grant and asked that WIBC be allowed to participate in operating the channel pending the FCC's final decision.

Collins endorses federal aid to etv

NAB President LeRoy Collins has endorsed educational-television legislation now pending before Congress, but with the cautionary note that etv must not develop at the expense of the present free-enterprise system of commercial broadcasting.

In a letter to Lawrence E. Dennis, chairman of the Joint Council on Educational Broadcasting, Mr. Collins said federal aid, as provided for in the bills that have been introduced, would stimulate states to greater etv activity.

However, he also said that etv should develop "with careful regard" for the preservation of the free-enterprise system of commercial broadcasting. Commercial television and etv have separate functions and the strength of each depends on maintaining this separateness, he said.

The correspondence between Messrs. Collins and Dennis has been entered into the record of the House Communications Subcommittee, which held hearings two weeks ago on a number of etv bills (BROADCASTING, March 20).

Meanwhile, Rep. Oren Harris (D-Ark.), chairman of the parent Commerce Committee, has contacted the 50 state governors, asking what plans their states have for federal etv funds.

All of the bills now under consideration would provide $1 million to each state for capital expenditures, either in the form of outright grants or on a matching-funds basis. But all require the states to provide the operating funds. And Rep. Harris said at the hearings he is reluctant to approve the granting of federal money until he knows how

MASTERY

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the states will use it.

Secretary of Health, Education and Welfare, Abraham A. Ribicoff, who opposed the etv bill passed by the Senate (BROADCASTING, March 20), is expected to testify on the House bills after the requested information is received from the state governors. One of the reasons for HEW opposition to the Senate measure was its failure to require the states to appropriate operating funds.

AT&T Appeals for Share ▪ In another development last week, the American Telephone and Telegraph Co. urged the subcommittee to give it and similar companies an opportunity to participate in the business that would develop from passage of an etv bill.

John M. Landry, assistant vice president in charge of marketing, filed a statement with the subcommittee asking that any bill it approves be amended to provide for the leasing of interconnecting facilities as well as their purchase. All the bills now under consideration would authorize funds only for the purchase of such facilities

A number of witnesses at the etv hearings said they felt that leasing coaxial cable or microwave radio equipment would be more expensive than purchasing it. And Rep. John E. Moss (D-Calif.), a subcommittee member, was adamantly opposed to a proposed amendment to permit.

Bureau backs WSAZ-TV in claims against AT&T

The FCC Common Carrier Bureau has backed WSAZ-TV Huntington, W. Va., in its complaint that AT&T's Long Lines Dept. overcharged the station for use of lines between Huntington and Columbus, Ohio, in the summers of 1958-59 (BROADCASTING, Oct. 24, 1960). The bureau recommended that AT&T pay WSAZ-TV the $14,541 in damages asked.

The station paid for services at AT&T's "occasional" rate rather than at the rate charged for NBC (which used other routing to Columbus). WSAZ-TV claimed the rate was unfair. AT&T replied that the station asked the telephone company "to provide two services for the price of one."

Ratings bill fails again in New York legislature

The New York State Assembly, before its adjournment March 25, returned to committee a bill to restrict the use of radio and tv ratings (BROADCASTING, March 27), thus repeating the fate of a similar bill in the assembly a year ago.

The ratings bill, introduced by Assemblyman Bruce Manley, would have made unlawful the issuance of any unexplained ratings in terms of the percentages or number of listening or viewing audiences when ratings are used to influence the purchase or sale of advertising. A false statement of the results of audience polling would constitute a misdemeanor.

The Manley Bill was sent back to the committee on codes without any floor debate. As the possibility of assembly passage began to grow more imminent in the last two weeks of the session, resistance also increased. The state's radio-tv broadcasters association, following the recommendation of NAB President LeRoy Collins, agreed on a position of neutrality to avoid a split within the state association. Dr. Frank Stanton, president of CBS Inc., sent telegrams to the assemblymen, giving reasons why CBS opposed the bill.

WDKD wants its hearing held in Washington

WDKD Kingstree, S. C., ordered to hearing by the FCC on its renewal application because of alleged "coarse, vulgar, suggestive and susceptible of indecent double meanings . . ." statements aired by one of its disc jockeys, made three specific requests of the FCC last week.

The station asked (1) that the hearing be held in Washington rather than Kingstree as now scheduled; (2) that it be given a bill of particulars as to specific charges, and (3) that the issues be enlarged to include the manner in which the licensee has met its public service responsibilities. The hearing now is scheduled to begin in Kingstree May 9 and was ordered because of aired statements of Charlie Walker, who since has been discharged by WDKD (BROADCASTING, March 20).

"Deliberately scheduling this hearing in Kingstree seems in the nature of a punishment to the applicant, which must be avoided," WDKD charged in asking for a change in venue. The station said that the nature of the case is such that a local trial will invite newspaper publicity which could be avoided were the hearing held elsewhere. Also, WDKD said, a Kingstree locale will mean "an unnecessary expense to the applicant who has local Washington counsel [Daly & Ehrig] . . ." and to the government which would have to send attorneys there to try the case.

WDKD, owned by E. G. Robinson Jr., also asked that it be supplied with a copy of the report of commission investigators; a tape recording of Mr.



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 71% SHARE OF AUDIENCE

According to November 1960 ARB we average 71% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: Eastgate Shopping Center, one of four major shopping centers in Monroe, Louisiana.

Dairymen Provide 28% of Food Supply For 19 Cents Out of Each Food Dollar

Milk Products Offer An Unusual Bargain For American Homemakers In Both Poundage And Nutritional Values

We Eat 1,488 Pounds Of Food Per Person

Each American, on the average, consumed 1,488 pounds of food in 1960, according to estimates made by the United States Department of Agriculture. This is based on the retail weight of the foods as purchased. The 1960 total is a decline from the 1,525 pounds consumed per person in 1950 and 1955's 1,514 pounds.

Milk and products made from milk, with the exception of butter, provided approximately 28% of the total food supply, or 414 pounds. This, again, is based on the actual weight of the products as purchased, not on the weight of the equivalent amount of milk. Included in the total in 1960 were about 342 pounds of fluid milk and cream (around 159 quarts), over 5 pounds of cottage cheese, in excess of 8 pounds of other types of cheese, 11.5 pounds of evaporated milk, over 6 pounds of nonfat dry milk, and almost 18.5 pounds of America's favorite dessert, ice cream. Other frozen desserts made from milk and other forms of milk accounted for the balance of the 414 pounds. In addition, butter consumption per person was approximately 8 pounds.

The 1960 consumption of dairy products is below 1955's 422 pounds but is above the 411 pounds in 1950. Most of the decline from 1955 to 1960 occurred on evaporated milk and cream use.

Market Basket Costs Family $1,051 in 1960

Using as a base the retail cost of average quantities of farm foods purchased per urban wage-earner and clerical-worker family in 1952, the USDA calculated that the total "market basket" cost in 1960 was $1,051.70. In this total are included $275.33 for meat products, which supplied 178 pounds of the 1,488 total food poundage per person in 1960; $237.29 for all fruits and vegetables; $90.29 for poultry and eggs; $164.51 for bakery and cereal products; $40.74 for fats and oils; $43.97 for miscellaneous items.

About 19 cents out of each market basket dollar, or a total of $199.57 out of the $1,051.70, was spent to provide the dairy products, exclusive of butter.

In view of the very high nutritional value attributed to dairy products, this clearly suggests the American homemaker knows a food bargain when she sees one. Milk and milk products are the chief source of calcium in the American diet, and they also supply a large share of the high-quality animal protein and riboflavin. Although these three essential food nutrients are the ones for which milk is most highly praised, other required nutrients supplied by milk include thiamine, vitamin A, small amounts of ascorbic acid, and vitamin D when it has been added to the milk. Since there is practically no waste of any kind in the preparation and use of dairy products, the homemaker gets a full pound of usable product for each pound she buys!

The Farmers' Share Of Food Dollars Is 39%

In 1960 farmers received about 39% of the retail price paid for farm produced foods. This was a slight gain over 1959 but is still far below the 1947-49 average of 50% of the retail dollar going to farmers. An increasingly larger share of the food dollar has gone into processing and distribution of the foods after they leave the farm.

Labor costs, which increased 4% from 1958 to 1959, for example, account for about 47% of the total marketing bill. Since 1950 average hourly earnings have risen over 50%, with part of this offset by increased output per man-hour. Rail and truck transportation charges accounted for 10% of the total food marketing bill in 1959. Profits of corporations marketing farm food products were 6% of the total marketing bill in 1959. Profits, over half of which are paid to the government as income taxes, increased 38% from 1950 to 1959 while the total marketing bill was increasing 63%. Other cost items—fuel, electric power, rents, interest on borrowed capital, taxes other than those on income, etc.—increased 8% in 1959 over 1958.

Major reasons cited for increases in the total marketing bill are inflation, higher unit costs which arise from higher labor and non-farm material costs, and an increase in the amount of "built-in maid service" provided for consumers.

Dairy Foods Are Original "Convenience" Products

"Built-in maid service" is nothing new for customers of the dairy industry, of course, since most dairy products have been for many years, offered in ready-to-use, highly convenient forms requiring little or no preparation in the home. While there have been many improvements in dairy product handling and packaging, most of the trend has been toward assuring higher quality in the old and familiar products. Thus, pre-packaging of cheese, as one example, has made it possible for every food store to handle top-quality cheeses without risk of heavy spoilage through drying-out. Dairy product processing and distribution improvements have usually increased efficiency of operations and have not resulted in greatly increased costs for consumers.

There are many ways to measure whether or not a product is a bargain, but from almost any veiwpoint the dairy industry today is providing the American consumers a family of food products that certainly qualify in anyone's bargain list. American families receive tremendous health values through very high quality dairy products that are distributed conveniently in every part of the nation at a cost far below what might reasonably be expected for the nutritional benefits and flavor contributions made by milk products to the diet.

AMERICAN DAIRY ASSOCIATION

The Voice of the Dairy Farmers in the Market Places of America

20 North Wacker Drive
Chicago 6, Illinois

Walker's broadcasts and the name of the party supplying the tape, and copies of all letters and written documents connected with the case. "It is impossible to defend against undetermined accusations," WDKD argued. "It is fundamental that the accused must know of what and by whom he stands accused."

The hearing issues are limited to the performance of a particular disc jockey no longer with the station, WDKD pointed out in asking that the hearing encompass its total operation. "The fate of WDKD should not rest within such narrow borders but should include a review of the station's entire performance and the good which WDKD has done for its community," the renewal applicant said. "Mr. Robinson's whole future should not be judged by one isolated set of circumstances out of his 12 year history of broadcasting in Kingstree."

Lemoore citizens charge KLAN isn't serving city

Citizens and business leaders of Lemoore, Calif., have asked the FCC to require KLAN Lemoore "to live up to its license and operate for the public interest and convenience of Lemoore instead of Hanford." The 100 citizens who signed the petition charged KLAN has made no attempt to serve the Lemoore area and instead operates as a Hanford outlet.

They said that all operations are centered in Hanford, that the station's transmitter is located nearer that city and that several promises to Lemoore and the FCC have not been fulfilled. For example, the petitioners said that instead of *Today in Lemoore,* which KLAN listed as a planned program in its original application, the station features a group of disc jockeys called the "Klansmen." Other programs promised but not delivered, they charged, were *Lemoore Reporter* and coverage of Lemoore's civic, public service and religious activities.

KLAN's programs and announcements, "instead of being from Lemoore rarely mention the name of our city," they charged, and all KLAN personnel live and work in Hanford. KLAN went on the air last summer and received its first license Nov. 4, 1960. The station is owned by Joseph E. Gamble and Fred W. Volken.

EQUIPMENT & ENGINEERING

Hoffman says laws on spectrum archaic

The U. S. electronic industry is being hampered by an "archaic management of our frequency spectrum, dictated by a 1934 law written before 95% of the things we are doing today were even dreamed of," H. Leslie Hoffman, president of Hoffman Electronics Corp., said Monday (March 27) in an address to the annual spring meeting of National Business Publications at Palm Springs, Calif.

"The basic problem," Mr. Hoffman said, "is that we do not have a single authority to speak for our country on either the national or international usage of the spectrum and no technical evaluation to determine whether the spectrum is being used properly by both government and non-government users. Wide segments of our spectrum are frozen because of a usage contemplated 20 years ago; other segments are overcrowded."

"There have been more than five studies made over the last 13 years, all recommending a single authority under the executive head to allocate frequencies between government and non-government usage and with the FCC, which is answerable to Congress, administering the non-government frequencies in the best interests of the public. These studies have pointed out that there is more than enough room in our spectrum if it is properly used. This problem is now being examined again and we are hopeful that the action will be taken to unlock this great potential for electronic development."

Foreign competition is another major problem for the electronic industry, Mr. Hoffman said. Using Japan as an example, he noted that the cost of labor in that country, at all levels, is about one-sixth that in the U.S.; that "we find ourselves in the peculiar position of paying an 80% import tariff when we ship goods into Japan but allowing them to ship goods into our country with a 12% duty"; that "Japan today has 25% more transistor capacity than we have in the United States." The U.S., he commented, "is in a delicate position. We need the Japanese as both economic and military allies so we certainly cannot solve anything by simply slamming shut the trade doors on our friends."

A third problem is the price-profit squeeze, which has the business community puzzled, and rightly so, Mr. Hoffman said. "Certain members of the electrical industry are packed off to jail for fixing prices, while the government itself, both executive and legislative, participates in fixing the price of labor, the greatest single element in the final price of most products."

ABC broadcast device improves sets sound

ABC Radio announced in New York last week that its own stations soon will be equipped with a new engineering device called a dynamic equalizer, which will improve the reception of a station's signal in home radio speakers. WABC New York will be the first outlet to put the device into regular operation.

Under development by ABC engineers nearly two years, the dynamic equalizer automatically compensates for the relatively limited cycle range in radio speakers and enables them to reproduce a fuller, richer, more even sound, ABC Radio says. The predetermined equalization of the signal offers the most noticeable improvement in the sound of low quality home radios and in car radios. Higher quality home speakers already have sound controls built in, ABC engineers said at a demonstration last Tuesday (March 28).

In the normal home radio receiver, it was explained, the speaker cannot reproduce fully the low and high frequency ranges of the program material. The dynamic equalizer unit will automatically give a 10 db boost to the weaker extreme ends of the frequency band, making an equalized line in signal output. The device creates a greater sound of "presence" in all program material. ABC engineers have not ruled out similar sound improvement in network radio, fm and tv.



The picture above shows Frank Marx (r), ABC vice president in charge of engineering, demonstrating the dynamic equalizer to Harold Neal, vice president in charge of WABC New York.

Technical topics...

Animating the news ▪ Cellomatic Corp., N. Y., reported last week that WABC-TV New York has purchased a Cellomatic animation projector.

New vhf tv translator ▪ Adler Electronics Inc., New Rochelle, N. Y., has introduced a new vhf to vhf translator. Called the VST-1 the new model is designed for unattended off-the-air pick-up on any vhf tv channel. It has a one watt output, heterodyne conversion, remote control facility and uses standard vhf receiving and transmitting antennas. Price $2,100.

Practical automation ▪ The STEP System, produced by Chrono-log Corp., Philadelphia, Pa., automatically switches video and audio sources during complex station breaks without need for human intervention. More than sixteen steps can be programmed to follow in automatic sequence by marking a paper template. Price $6,000.

Admiral explains '60 losses

Abnormally high costs stemming from "extraordinary development problems on government contracts," plus marketing problems in the appliance field, were cited by Admiral Corp. last week as partial reasons for the first annual operating loss in the history of the Chicago radio-tv and appliance manufacturer. The loss topped $1.7 million for 1960, as against a net profit of $4.1 million in 1959.

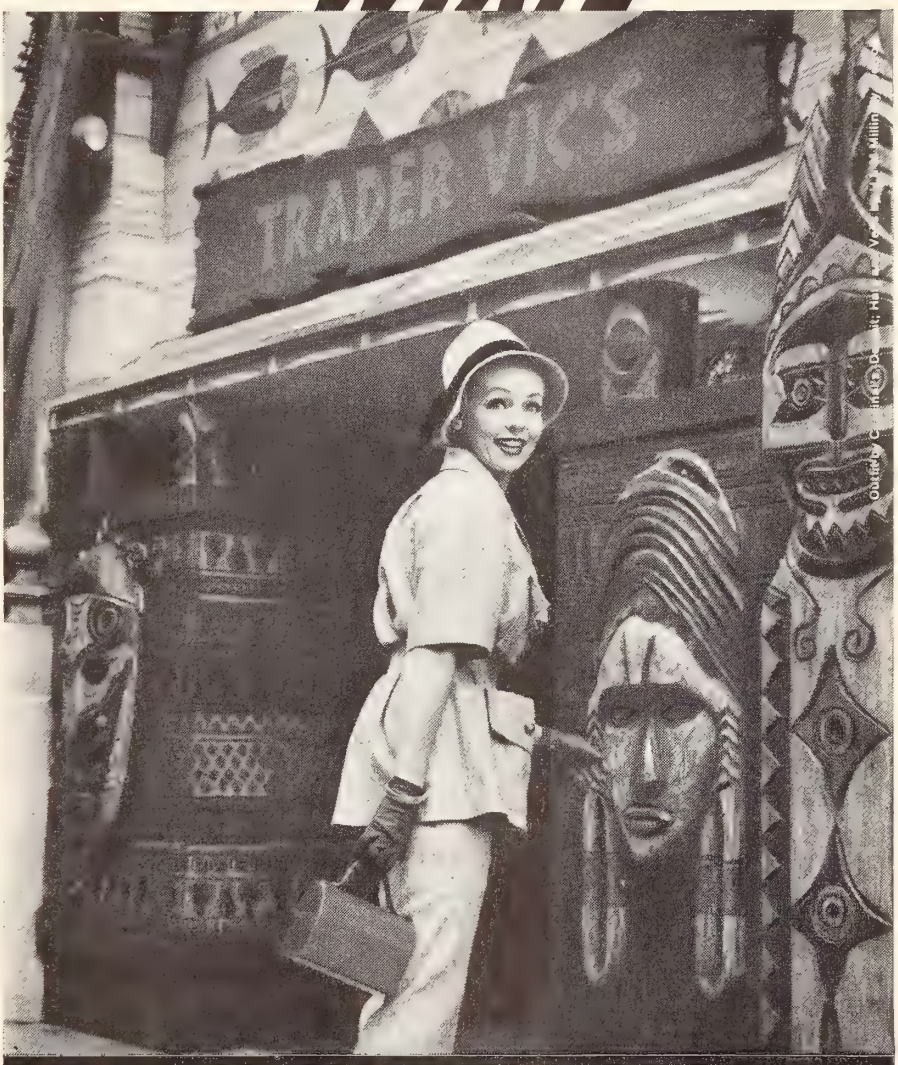
Consolidated net sales last year amounted to $187.8 million, compared with $199.6 million in 1959. Substantially higher sales in am and fm tube radios were recorded in 1960, and transistor set sales held their previous level. Admiral's line of 19-inch and 23-inch tv sets started off well in 1960 but the market later softened, the report said. The firm claimed "increasing interest," however, in its color tv and tv-radio-phonograph combinations.

Hoffman drops tv, stereo

Hoffman Electronics Corp., Los Angeles, is dropping its tv and stereo manufacturing and converting those facilities to expanded production of military, semi-conductor and industrial products. H. Leslie Hoffman, president, announced, "We are retiring from the tv and stereo field because we find that we cannot build traditional Hoffman quality into those products to sell at the prices now prevailing and still obtain a proper profit on our stockholders' investment in that activity." Hoffman will continue to market radios, with emphasis on solar powered transistor sets.

GO PLACES

WIXIE



WXYZ IS ON THE MOVE...

WXYZ's leading newscaster, Lee McNew, has just returned from eight days in the Congo where he took exclusive footage and interviews that give insight into the basic problem of the Congo... its newly emancipated people. Aired as "Inside The Congo" this ½ hour special received such wide acclaim, WXYZ is making it available for syndication. This "on tap" practice is what keeps WXYZ-TV "on top"... dominating the audience with 20 of the top 25 shows! *

Tap your Blair man now for the top station in Detroit.

*Nielsen, Jan., Feb., 1961

WXYZ-TV abc CHANNEL 7 DETROIT

OWNED AND OPERATED BY AMERICAN BROADCASTING—PARAMOUNT THEATRES

Wrather registers for public stock sale

Jack Wrather is offering stock in a part of his farflung broadcasting empire for public sale. Wrather Corp. last week filed for registration at the Securities & Exchange Commission of broadcast and non-broadcast enterprises. Mr. Wrather also owns substantial interests in Transcontinent Television Corp. and in Jerrold Electronics, not included in the issue.

Wrather Corp. filed 350,000 shares of common stock to be offered on an all or none basis through underwriters headed by Lee Higginson Corp., New York.

What is Wrather Corp? The consolidation of such diverse Wrather-controlled properties as Disneyland Hotel, two private clubs in California, the *Lassie, Lone Ranger* and *Sgt. Preston of the Yukon* tv series, a boat company, the Muzak background music and Programatic automatic radio broadcasting services, an fm station, and other lesser interests. The corporation was formed in January.

Income from tv films, motion pictures and related operations was $4,666,103 for the year ended June 30, 1960, compared with $4,399,432 for the comparable 1959 year. Net income for this group of the corporation was $260,915 in 1960 against a loss of $433,059 in 1959. Total income from all enterprises: $9,732,988 in 1960; $8,566,508 in 1959.

Muzak-Programatic is licensee of WBFM (FM) New York, which is one way of providing subscribers with the music service (in addition to telephone lines). Income from the fm station is not substantial, the statement said.

In addition to the three film series above (*Lassie,* sponsored by Campbell's Soup is the most profitable), Wrather Corp. has interests in *Four Just Men* and *Interpol Calling,* syndicated series produced in Europe and distributed in this country.

Jack D. Wrather Jr., president and board chairman, owns 26.7% of the common stock; General Television Inc., 75% owned by Mr. Wrather and his mother, Mazie, owns 23.3%. John L. Loeb, a director, owns 9.4% (and holds of record 29.8%). Mr. Loeb is associated with Mr. Wrather in Jerrold Electronics and other ventures.

Mr. Wrather's salary for 1960 (as president of Lassie Programs Inc.) was $67,500. William Shay, vice president of the programming company, earned $34,681.

Funds from the stock issue will be used primarily for hotel properties.

Blanc firm organized

Formation of Mel Blanc Assoc., Hollywood, to work creatively with advertising agencies in devising, developing and producing humorous television and radio commercials has been announced.

Mel Blanc, president, has been an actor and voice specialist 25 years and is best known as the voice of Bugs Bunny and as a regular on the *Jack Benny Show.*

Other staff members include: Noel Blanc, production director; Henry Marx and Richard Clorfene, script writers; Johnny Burton, animation consultant.

The firm's address: 819 Taft Building, Hollywood, Calif. Telephone: HO 6-6127.

MGM, Kalvar to exploit new no-darkroom film

MGM and the Kalvar Corp., makers of photographic products, have formed a jointly-owned organization to exploit film which needs no chemical processing.

The new corporation will have the exclusive right to make the film and sell it in motion pictures, television and some still amateur fields.

Kalvar, headed by Alfred Jay Moran, hopes to take photography "out of the dark room" with its new process. Films are exposed by light to form the latent photographic image, then heated to develop the image. The opaque area of the film is composed of light-scattering centers rather than the light-absorbing ones of conventional photographic film.

Commercial use of the Kalvar system currently is limited to microfilm copying in industry and government. MGM and Kalvar say they will provide quality film that saves time and money in movies and tv film production.

Broadway show finds angelic tv audience

A backers' audition for a theatrical production was held for the first time on tv last week and the results could revolutionize Broadway's fund-raising methods.

The prospective musical, "Kicks & Co.," was previewed on NBC-TV's *Dave Garroway Show* March 28 (7-9 a.m., EST). Shortly afterward the producers, Robert Barron Nemiroff and Dr. Burton Charles D'Lugoff, were besieged by telephone calls, telegrams and personal entreaties from hundreds of people over the country who want to invest in the musical.

Dr. D'Lugoff said the show, budgeted at $400,000 for a late October Broadway production, had backing of approximately $360,000 prior to the telecast. Since then, he claims that well over $100,000 more has been pledged by tv viewers. He emphasized, however, that they are just pledges and have to be checked out. He expects the pledges will total more than $200,000.

Mr. Garroway devoted his entire two-hour program to "Kicks & Co.," presented without sets by the show's author, Oscar Brown Jr., lyricist and composer; Alonzo Levister, a pianist; and Zabethe Wilde, a singer. Mr. Brown narrated the book portions and joined Miss Wilde in singing the lyrics. Dr. D'Lugoff describes the production as an "inter-racial, musically integrated play, which is both comic and sardonic." He said Mr. Brown first appeared on the Garroway show last Feb. 21, when he was virtually unknown to tv audiences. His singing performance brought a record NBC mail response.

Program notes...

Telenews adds six ▪ Telenews, newsfilm service produced by Hearst Metrotone News., N. Y., added six new subscribers last week. Buying *The Daily Telenews* service WTVP (TV) Decatur, Ill., TV Espanola, Madrid, Spain and Vene-Vision, Carcacas, Venezuela; *This Week In Sports:* KHVH-TV Honolulu and KREX-TV Grand Junction, Colo., *Weekly News Review:* KTVB-TV Boise, Idaho. Vene-Vision also bought the sports service.

100 years ago ▪ WAAF Chicago starts a new daily one-minute Civil War feature today (April 3) in cooperation with the Chicago Historical Society. Titled *Civil War Diary,* the capsule report will relate events on the same day 100 years ago. The series will run seven days weekly for four years.

'Off-network' splurge ▪ MCA TV reports it is offering its *Staccato* half-hour tv series for syndication to stations, representing the fifth off-network program MCA TV has made available to tv outlets in the past month. Twenty-seven half-hours of *Staccato* (formerly on NBC-TV and ABC-TV) are in the package. It has been "pre-sold" to WNEW-TV New York, KTTV (TV) Los Angeles, KTTG (TV) Washington D. C., WTVH (TV) Peoria, Ill.; KOVR

(TV) Stockton, Calif., and WTVP (TV) Decatur, Ill.

Disney confab ▪ Special stockholders' meeting of Walt Disney Productions has been called for May 16 to consider merging into the company its wholly owned Disneyland Inc. and ratification of certain agreements between the company and Walter E. Disney and between Disneyland and WED Enterprises. Walt Disney Productions last month completed paying off AB-PT for its interest in Disneyland, ending the long association of the two organizations (BROADCASTING, March 27).

Newly-offered ▪ Screen Gems plans to place into syndication a series of 13 half-hour psychological suspense dramas under the title of *The Web,* which the company produced in 1957 as the summer replacement for the *Loretta Young Show*. In summer 1958, the series was called *Undercurrent* and was the replacement for *The Lineup*. Screen Gems made a pre-syndication sale of *The Web* to WNBC-TV New York, which slotted the series in the time period created by the withdrawal in mid-March of *Jackpot Bowling* from NBC-TV (Mon. 10:30-11 p.m.).

First on tv ▪ The world premiere of a new American oratorio, *The Eagle Stirred,* will take place on a special CBS-TV broadcast Sunday, April 9 (10-11 a.m., EST). The work, written by an American composer, Ezra Laderman, with a libretto by Clair Roskam, was commissioned by the Public Affairs Dept. of CBS News in connection with the Jewish celebration of the Passover. The oratorio concerns itself with the Biblical story of the Exodus from Egypt. The special broadcast will preempt *Lamp Unto My Feet* and *Look Up and Live* on the April 9 date only.

Playing games ▪ *Stop the Camera,* a live game show with special prize features for home viewers is being readied by NBC-TV as a half-hour series for presentation in prime evening time during the 1961-62 season. *Stop the Camera* will be packaged by Harry Salter, who will also serve as executive producer of the new series.

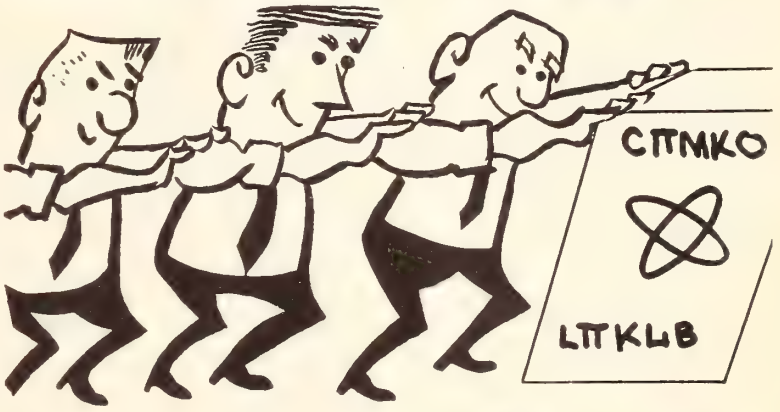
Doc for NET ▪ Beginning in mid-April, National Educational Television will telecast a new series *Family Doctor* on its affiliated non-commercial stations. The series, now in production, consists of six half-hour programs featuring Dr. Martin Cherkasky, director of the Montefiore Hospital in New York. Dr. Cherkasky will discuss, in layman's language, contemporary family medical problems. The series is being produced under a grant from Mead Johnson Labs., Division of Mead Johnson & Co., Evansville, Ind.

They Like It ▪ National Telefilm Assoc. *Play of the Week* series has been renewed for a second year in 11 markets. The company reports that a second-year cycle of the two-hour taped dramatic programs has been bought by KCOP (TV) Los Angeles; KOA-TV Denver; WTIC-TV Hartford; WGN-TV Chicago; WBAL-TV Baltimore; WBEN-TV Buffalo; KING-TV Seattle; WILL-TV Champaign, Ill.; WSJV (TV) Elkhart-South Bend, Ind.; WFMY-TV Greensboro, and WROC-TV Rochester, N. Y.

Free fashions ▪ The International Ladies Garment Workers' Union is sending out the third film in its bi-annual series to publicize the ILGWU label. The 16mm color half-hour, "Fashion—Spring and Summer," shows union members at work as well as the models they produce. Modern Talking Picture Service, 3 E. 54 St., New York 22, N. Y., is circulating 50 prints over the next four months.

Headless horseman ▪ WMAL-TV Washington last week presented the tv premiere of "The Headless Horseman," silent movie adaptation of "The Legend of Sleepy Hollow." Will Rogers starred as Ichabod Crane. The original film classic was produced in 1922 by Carl S. Clancy, now a resident of suburban Washington, who turned over the only remaining print to Theodore N. McDowell, WMAL-TV's program manager. Earl Sharits provided organ background music.

GET THAT EXTRA



PUSH

You know that it's the extra push that makes the difference between an average campaign and a *"Red-Letter Success."* You get that EXTRA PUSH when you buy WOC-TV. WOC-TV effectively specializes in co-ordinating and merchandising your buy at every level — the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

This "togetherness" sells products in the nation's 47th TV market. More than 2 billion dollars in retail sales ring on the retailer's cash register Over 438,000 TV homes are within the 42 counties of WOC-TV's coverage area.

WOC TV channel 6

PRESIDENT Col. B. J Palmer
VICE-PRES. & TREASURER D. D. Palmer
EXEC VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pax Shaffer

THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL

PETERS, GRIFFIN, WOODWARD, INC
EXCLUSIVE NATIONAL REPRESENTATIVES

To the National Advertiser, WOC-TV offers the greatest amount of local programming—over 33 hours each week — and the finest talent in the area put these programs across.

Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today.

A syndicator is to sell, not win Emmys

SO HENRY SAPERSTEIN CONCENTRATES ON FILMS THAT PLEASE PUBLIC

Take a Hollywood syndicator who can sell his new tv series to another tv station every day. How does he evaluate television business?

Take Henry Saperstein, Television Personalities president, for instance:

"We aren't in business to win Emmys. And I'm just as happy to have it that way. Win an Emmy and there's only one way to go—down. But with our bread-and-butter, grassroots kind of shows we can go on and on and on. They're the backbone of television."

There are those who might argue about Mr. Saperstein's somewhat sweeping statement, but there is no argument that the programs to which he was referring have provided a very sturdy spine for his tv packaging company. *Championship Bowling* is now in its seventh year on the air; *Ding Dong School* is as old or older and *All-Star Golf* is going around the course the fourth time. Two new vertebrae have been added to TP's backbone—*Mister Magoo* and *Dick Tracy*—through Mr. Saperstein's acquisition of UPA Pictures, the animation company which won fame a decade ago through its creation of Gerald McBoing-Boing and the near-sighted Mister Magoo as theatrical cartoons. In the UPA deal, Mr. Saperstein was joined by a longtime friend, Peter DeMet, also a tv syndicator, with some "bread-and-butter" shows of his own: *Women's Bowling, National Pro Football Presents* and *Major League Baseball Presents.*

"In 1959, UPA made six Magoo cartoons for theatrical showing. By June 1961, after six months of selling, we'll have sold better than $5 million worth of UPA cartoons to tv. And that's conservative," so said Mr. Saperstein.

The Man ▪ Tall (6 feet), solid (188 lbs.), dark-haired Henry Saperstein projects a personality that is positive but pleasant. He speaks rapidly but his words are well organized, giving every indication that his mind is working faster than his lips, which between words are apt to be wrapped around a long, slim cigar (Schimmel Penninck Duet is the brand). Another personality tip-off: his office has no desk, but three telephones. He prides himself on doing what has to be done there and never taking his work home with him. At home, his life is shared by his wife, Mary Jane (who prefers to be called M.J.), and four children, Richard, 14; Hank, 13; Joan, 12, and Patty, 1.

New York, Chicago, Los Angeles are "atypical" markets and no criterion for what will go any place else, he declares. Raleigh, Peoria, Memphis, Omaha are much better guides to what will be welcomed or rejected in other American communities, yet "this is a lesson Madison Avenue never seems to learn. We had a show that in seven years never had less than a 22 rating but the agency boys still won't buy it. As the old phrase goes, 'Nobody likes it but the people.' "

Just as he believes that stations should not syndicate their own creations, Mr. Saperstein is equally convinced that the syndicator should not create the shows he distributes. "I want to make mountains out of molehills, but I don't want to create the molehills to begin with. That's something I learned a long time ago when I was selling 16mm home movies. I had a bunch of Mickey Mouse and Donald Duck cartoons and I never had to waste any time telling the dealer what they were. The principle holds for television just as well."

Practice ▪ How that theory works in practice is being effectively demonstrated by a five-man sales force headed by Alvin Unger, TP vice president in charge of sales for UPA's tv programs, who may have set a syndication sales record by selling the 104 five-minute *Mister Magoo* programs to over 100 stations, totalling about $1.5 million. With an unknown product that could not have happened; only *Mister Magoo's* dozen years of theatrical success made it possible. And only that record persuaded stations to pay up to 25% more than they'd ever paid for any other animated cartoon series. A similar result is anticipated for *Dick Tracy,* which will be based on the comic strip that has been appearing in the nation's newspapers for more than 25 years. Two week's sales effort produced sales of over $500,000, locating the program in 15 markets.

Unique feature of the *Dick Tracy* package is a tie-in with the Post Cereal Div. of General Foods whereby Post will buy a certain number of spots on every station that takes the program. Benton & Bowles, New York, is the agency. Other available commercial periods in the show can be sold by the station in the open market.

Henry Saperstein is that oft-mentioned but seldom-met individual who almost literally was born into the theatre business. This was in 1918 on Chicago's West Side, where his father owned a group of neighborhood theatres. "I passed out programs before I was seven and as time went by I had every job there was in a movie house. Then I got outside as a film salesman."

Meanwhile, young Hank was getting his formal education at Chicago's public schools and at the U. of Chicago, and Illinois Institute of Technology



Mr. Saperstein (l) shows Govindlal Saraiya, director of the films division, ministry of information and broadcasting for the government of India, the story boards of two cartoons in the 'Mister Magoo' series.

A CHANNEL 5 QUIZ

TEST YOUR MARKETING SKILL
ON THIS FIVE-FINGERED
TELEVISION QUIZ



Q—*Who's got the "look women love" in the Flint-Saginaw-Bay City viewing area?*

Q—If you had only one match and entered a room where there was a lamp, an oil heater and some kindling wood, which would you light first?

Q—*What's the quickest and lowest cost way to display my wares to more than 400,000 television families in Eastern Michigan?*

Q—Only ONE station can give you dominant coverage of Flint-Saginaw-Bay City . . . the multi-city market of Eastern Michigan. Can you name the station?

Q—*How far can a dog run into the woods?*

NBC CHANNEL 5 Grant
WNEM-TV
serving FLINT • SAGINAW • BAY CITY
EASTERN MICHIGAN'S FIRST VHF STATION—
ALL WAYS!

where he majored in aeronautical and electronic engineering. This got him out of Chicago and out of the movie business in 1940, when he went to Los Angeles to work for Lockheed. During the war, when he was an instructor with the rank of technical sergeant, he sold the family theatres. "I couldn't operate them from the Air Force, so I had no choice. It was a good thing I didn't have a choice because theatre prices have never been as good since.

"I've seen a lot of movie history in my 42 years," he recalls. "I saw the silent pictures, which made money hand over fist for the theatre operators, get a kick in the pants from radio and radio, get the same treatment from sound pictures. Then, when the theatres put on double- and even triple-feature bills to get people to come in (and I remember one theatre that gave sandwiches to eat while you watched), I knew that something else was about to happen, but I didn't know it was going to be television."

New Start ▪ After the end of the war, Hank Saperstein joined Hollywood Film Enterprises to sell home movies but soon he was leasing films to tv—at $1 a reel. "I got the tv rights to baseball training-camp films, all-star games and the top major league players and put together a half-hour pilot, but I was ahead of my time; $2,500 was too much money in 1951 and no one would buy it despite the all-star sports appeal."

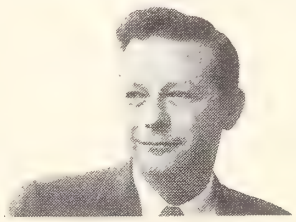
He picked up an assortment of old western movies and other films of equal vintage that the producers had written off long before and were "tickled to death to unload them on a sucker like me who didn't know they weren't worth anything. I sold one package a month after I bought it and quickly doubled my money. To show you how smart I was, it's still playing tv and has been a goldmine for the man I sold it to."

With his foot in the tv door, it was inevitable that Mr. Saperstein would want to get further inside. But how? "I didn't have enough dough to buy stations and become a broadcaster, or to buy programs like the networks, so I went into merchandising tv programs and personalities." He formed Television Personalities, persuaded ABC-TV's *Super Circus* to let him license manufacturers to use its name on their merchandise. Then came *Ding Dong School, Lone Ranger, Lassie, Wyatt Earp,* Elvis Presley, *The Rifleman.* For Presley, TP set what may still be a merchandising record, moving $30 million worth of merchandise from lipsticks to lingerie to bobby sox in 90 days. Today, TP still represents all of those plus the *Three Stooges,* Debbie Reynolds, Freedomland USA, *Gale Storm* and *Fury.*

From merchandising, TP was pushed

A CHANNEL 5 WHIZ

OUR CHANNEL 5 WHIZ IS
MIKE JAMES, YOUR
PETRYMAN IN NEW YORK



A—*The station with the magnetic personality in this multi-city market is WNEM-TV. An average high of nearly 40,000* feminine viewers take channel 5 to their hearts . . . afternoons, Monday through Friday. (*ARB, Nov., 1960)*

A—The match.

A—*To get in solid with this buying force of more than $2 billion dollars, you need Channel 5, Eastern Michigan's first VHF station, consistently delivering viewer-buyers at the lowest cost-per-thousand of any single media serving this rich and diversified area.*

A—WNEM-TV is your solid buyway to Michigan's $2 billion dollar Second Market . . . now officially rated nationally as the Nation's 19th industrial area.

A—*Halfway. After that he's running out of the woods.*

NBC CHANNEL 5 Grant
WNEM-TV
serving FLINT • SAGINAW • BAY CITY
EASTERN MICHIGAN'S FIRST VHF STATION—
ALL WAYS!

into the premium field by clients who wanted something exchangeable for boxtops as well as saleable for cash. "We're the largest merchandising and premium firm in the country," Mr. Saperstein asserts. "We've made and distributed more guns of one kind and another than the U. S. Army has purchased in its entire history. American kids have used more *Lone Ranger* bullets than American troops did real ones during the Korean War."

The Formula ▪ The Saperstein operating formula is a simple one and it's the same for merchandising and for syndicating. "First we find a program or personality we want and go to its owners. They put up the property; we're responsible for production and distribution; the profits are split 50-50."

What happened to the movies is starting to happen to television and the only way to stop it is to take program control away from the networks, Mr. Saperstein fervently believes. "Ten years ago program people were allowed to experiment. We had Garroway from Chicago, *Kukla, Fran & Ollie* and others who gave tv new, interesting, different programs. But not today. Now we have good business but not enough good entertainment—and by entertainment I mean anything from the *Three Stooges* to the "Great Debates," good documentaries as well as good westerns and good comedies. Entertainment is anything that diverts Joe Schmoe from his worries about mortgage payments, poor business or the fact that his mother-in-law is coming for a visit.

"But the network executives aren't thinking about that. They're looking at rating reports, studying flow charts, worrying about what show should lead into what, whether to make Tuesday 'comedy night.' An advertiser buys a pilot and can't get it on the air because it doesn't fit into the network concept of overall programming. Ratings are the controlling factor in network decisions. Yet for the sponsor, ratings aren't the answer; it's sales. It's customers, not viewers, that count with him.

"And not all sponsors want the same thing from a program. Take *All-Star Golf*, the only tv show with 15,000 directors. We get mail from company presidents complaining about the way the fourth hole was played.

"Reynolds Metals feels that *All-Star Golf* is reaching a great number of those prime industrial prospects who account for heavy tonnage each year. As long as those industrial executives continue watching *All-Star Golf* and the show keeps them reminded of Reynolds Aluminum, this sponsor, of course, will remain happy."

'Experts' ▪ "But for Miller's High Life the company's own salesmen were the target. They got an advance rundown on each week's match so they can go into a tavern and tip the bartender to the fact that Middlecoff is going to blow a birdie with a missed putt on the sixth but will make up for it with a miraculous pitch on the 14th and wind up the winner. On Saturday afternoon this knowledge makes the bartender a golf expert to the men watching from the other side of the bar, so he adds an extra five cases of High Life to his order.

"No, all advertisers aren't looking for the same thing from their tv advertising. Some of them want a straight hard sell, others a purely institutional approach. But the networks don't seem to be at all concerned about that, or about anything but whether our program gets a higher rating than our competition's. Look at the programs that were almost dropped after 13 weeks and then went on to become outstanding successes by the end of 39, just because they built slowly as viewers told their neighbors what a swell show it was. Rod Serling's *Twilight Zone* is a good example. Now look at the number of shows that were dropped for January replacements. Is it progress when we go from firm 39-week commitments to 13-week deals plus options? Is it good practice to keep the writers, directors, producers, actors on tenterhooks wondering if the option's going to be picked up and when it is going to have to rush the next 13 into production? Does the public get good tv programs when the only thing that's firm is the $3 million network time order?

"What can be done about it? Well, if a sizable group of stations got together and formed a buying combine, with a buyer in Hollywood to look at all new product and pick what's best for them and their markets, it might help. But barring that, pay tv seems like a must. And when it comes it will stimulate programming for a while, but about five years after it's hit full stride it will fall into the same pit as free tv."

Screen Gems shows more profit in last half of '60

Screen Gems Inc., tv subsidiary of Columbia Pictures Corp., showed a net profit of $970,000 for the 27-week period ended Dec. 31, 1960, which was a gain of more than $300,000 over the 26-week period ended Dec. 26, 1959. These figures were contained in a company's comparative consolidated earnings statement released last week.

The statement also showed earnings per share of common stock on basis of 2,250,000 shares outstanding on Dec. 31, 1960 at 43 cents, up 14 cents from the comparable period in 1959, and common stock earnings on the basis of 2,538,400 shares now outstanding at 38 cents, up 13 cents from 1959. The additional shares represent the 288,400 shares recently issued and sold on a rights offering to holders of Columbia Pictures Corp. Stock earnings for the first quarter ended Sept. 24, 1960 were $153,000 after taxes, which was equivalent to six cents per share on the basis of the number of shares presently outstanding.

20th-Fox sells 88 post-'48s to 7-Arts

In its second major sale in the post-'48 feature area, Twentieth-Century Fox Films Corp. announced last Thursday (March 30) that Seven Arts Productions, New York, has purchased 88 post-'48 Fox films for $6.4 million. Spyros Skouras, Fox president, said Seven Arts obtains all world and U. S. rights to the features.

NBC last month selected and bought 30 Fox features at a price estimated to be $6 million (BROADCASTING, Feb. 20 *et seq.*) and plans to schedule them in the 9-11 p.m. time period on Saturday next fall. Seven Arts obtained rights to 122 post-'48 Warner Bros. features for approximately $11 million last fall and has placed 40 in tv release. They have been sold in 63 markets.

The latest Fox group includes films starring Marilyn Monroe, Gregory Peck, Betty Grable and Jennifer Jones.

Telemeter sets pay tv showing of Broadway play

As the highlight in a schedule of expanded programming (BROADCASTING, Jan. 30, 1961), International Telemeter Co. was to present the first "live" telecast of a Broadway show to pay-tv subscribers last night (Sunday). The firm, which is conducting a pay-tv experiment in Canada at Etobicoke, a Toronto suburb, televised *Show Girl*, starring Carol Channing, direct from the Eugene O'Neill Theatre in New York, where the musical is currently playing. Pay-tv subscribers were charged $1.50 per household for the performance.

Simultaneously with the "live" telecast, *Show Girl* was to be taped for subsequent showings to the Etobicoke pay-tv audience for seven nights and two matinees beginning today (April 3). Six cameras—five in the theatre and one in the lobby—were to be used in the telecast, with microphones concealed in the stage scenery.

The musical is the second of a series of new programs which International Telemeter, a division of Paramount Pictures, is producing for its 6,000 pay-tv subscribers in Etobicoke. Previously, during the week of March 16-22, Gian-Carlo Menotti's *The Consul*, a 2 hour, 13 minute musical drama, was televised.

THANK YOU, CONGRESSMAN OREN HARRIS . . .

CHAIRMAN, HOUSE SPECIAL SUBCOMMITTEE ON LEGISLATIVE OVERSIGHT

ARB wishes to commend you and your committee on the objective and non-partisan manner in which the recent comprehensive statistical evaluation of audience measurement services was conducted. A complete description and comparison of ARB methodology with that of other services is most welcome to us and should be one of the most important research documents in our industry. This is especially true because of the outstanding qualifications of those who prepared the report.

While we do not agree in principle with the necessity for Congressional inquiry, ARB feels that you have performed a most valuable service for the industry.

We take particular note of one of the committee's major recommendations—that which advocates complete disclosure of methodology and sample size in each printed report. ARB, and only ARB in the television field, has consistently furnished this information fully and clearly in every copy of every report. We will continue to do this as well as work toward implementing the other recommendations of the committee.

AMERICAN RESEARCH BUREAU, INC.



AMERICAN RESEARCH BUREAU, INC.

WASHINGTON 4320 Ammendale Road, Beltsville, Md., WE 5-2600
NEW YORK 1 Rockefeller Plaza, New York 20, N.Y., JU 6-7733
CHICAGO 1907 Tribune Tower, Chicago 11, Ill., SU 7-3388
LOS ANGELES 2460 W. Whittier Blvd., Montebello, Calif., RA 3-8536



A tv sneak preview in San Diego

Television star Jackie Cooper and KFMB-TV San Diego joined forces in an experiment they describe as a tv first. Mr. Cooper, producer of *Charlie Angelo, AFC,* a proposed new series, took a calculated gamble as he presented the pilot in a specially promoted show on KFMB-TV. The viewers were asked to call in their reaction—either yes or no. The station flashed results of the vote in presidential election fashion. Fortunately for all, the new series favorably impressed 89% of the 23,000 who called. In photo, Jackie Cooper (l), and James Komack, star of *Charlie Angelo, AFC,* help out with the phone calls.

WRGB
puts your
MESSAGE
WHERE
THE SALE
BEGINS

The number 1 voice and picture in Northeastern New York and Western New England. 992-11

WRGB 6
CHANNEL
A GENERAL ELECTRIC STATION
ALBANY • SCHENECTADY • TROY

Big telegram to JFK

WONG Oneida, N. Y., proved the flexibility of radio last month when it rallied its community to save 6,200 jobs in an area already reeling in the wake of serious unemployment.

The station, with no previous announcement, managed to obtain over 10,000 signatures for a giant, 52-foot telegram to President Kennedy condemning the move of an Air Force base which was providing jobs to a major element of the community. In addition to the signatures, over $2,000 was raised in the effort—$500 used to defray the cost of sending the telegram.

Richard Mills, owner of WONG and chairman of the area's military affairs committee, instigated the effort and personally conducted the one-man, one-day saturation program that proved the might of radio—and in particular his station.

Heart Fund skate marathon

Two small Colorado radio stations joined hands for the Heart Fund. Results: a lot of fun and a lot of money.

Triggering the action was a personal roller derby duel between Mason Dixon, general manager of KFTM Fort Morgan, and Al Ross, general manager of KGEK Sterling. The hard-pressed rule was that neither would sit down during the 10-hour promotion.

While they skated, listeners were to call special telephones in each city with a pledge for the Heart Fund. The effort netted $2,400.

KTVU (TV) promotes with 'soft Schell' spots

KTVU (TV) San Francisco-Oakland is serving its on-the-air promos on the soft Schell these days. Produced by Don Arlett, audience promotion director, and directed by Walt Harris, production manager, the spots were recorded in KTVU's tape studios by comedian Ronnie Schell and the most extensive farce props since Olsen shot down a flock of ducks over Johnson's head.

A spot for the *Paul Coates show* opens with a hat tree-coat rack standing alone in the middle of the picture. Schell walks in, tries on one coat, finds it's too big. The second is a ladies coat. The third one fits. He looks around, picks up the other two and runs off camera. He comes back and shouts, "Don't forget. Paul Coates tonight at 10:30," and runs off again. Then he comes back, picks up the coat rack, looks full camera and shouts, "On Channel 2" as he exits—rack in hand.

In a baseball spot, as "Lefty Schell, National League pitcher," he has a running feud with an off-camera umpire on his pitches. On the fourth call of "Ball" he tells the audience the ump is the worst in the league. The ump throws in a new ball, but this one is a hand grenade which blows up with a magnificent studio reproduction that resembles Bikini at the height of the A-bomb tests.

Six 60-second spots have been re-

For the first time

WLW Cincinnati last month celebrated its 39th birthday—for the first time—and made a gala promotion of it with television star, Jack Benny, who has celebrated that age on many occasions.

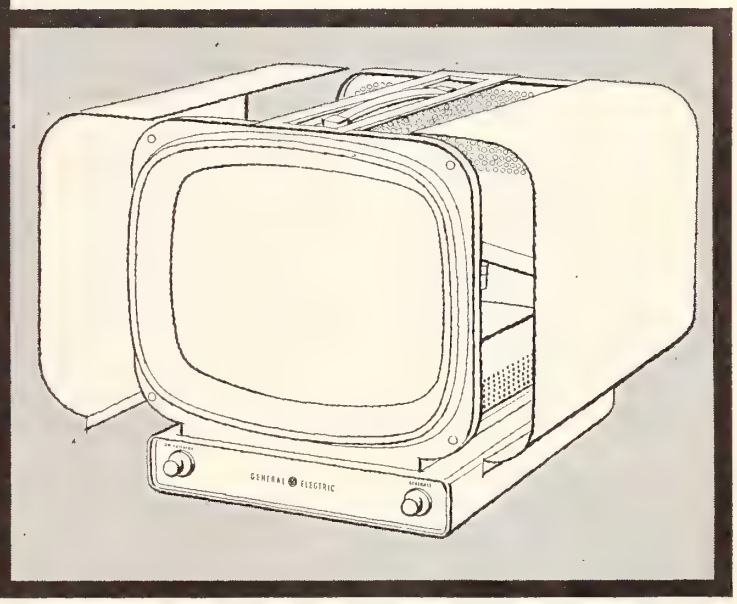
The station wrote to Mr. Benny, seeking his aid for its birthday promotion. It held little hope that Mr. Benny would be available—but he was. And thus was born a 20-second beeper phone message that WLW used in a one-day saturation campaign.

It turned out—like Mr. Benny's 39th birthdays—to be a prosperous one for WLW. But the real show, according to the station, will be 1962 when it becomes 40.

New General Electric Monitors

HIGH RESOLUTION AND BRIGHTNESS — STABLE — LOW MAINTENANCE

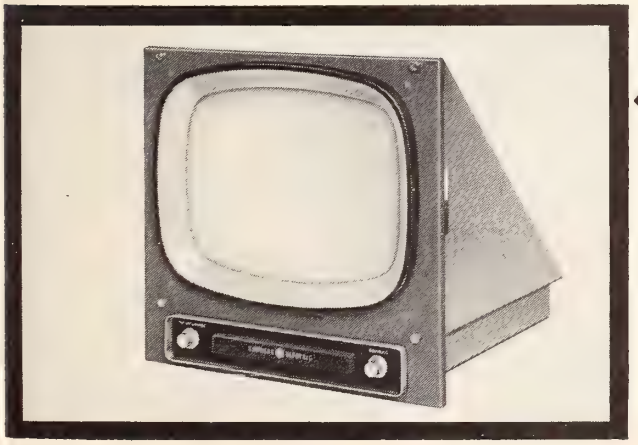




Cabinet Monitors available in 14, 17 and 21 inch screen sizes using the same chassis for each. Excellent low frequency response gives uniform picture backgrounds with no smear. There are no interactions between controls. Size, focus and linearity controls are operated individually and adjustment of one has no effect on the others.

High picture brightness is achieved without blooming. Picture tube voltage of 20 Kv combined with good regulation provides highest brightness while maintaining 800 line resolution. A polarized safety glass faceplate (optional) minimizes reflections in strongly lighted areas and improves picture contrast ratio.

Quick set up and servicing. No major disassembly is required for any normal servicing. Each side panel on cabinet models is held with just two screws, exposing the chassis. As a result, you can adjust the set and look squarely at the tube at the same time. The picture tube is inserted or removed from the front. Four screws release the faceplate for cleaning.



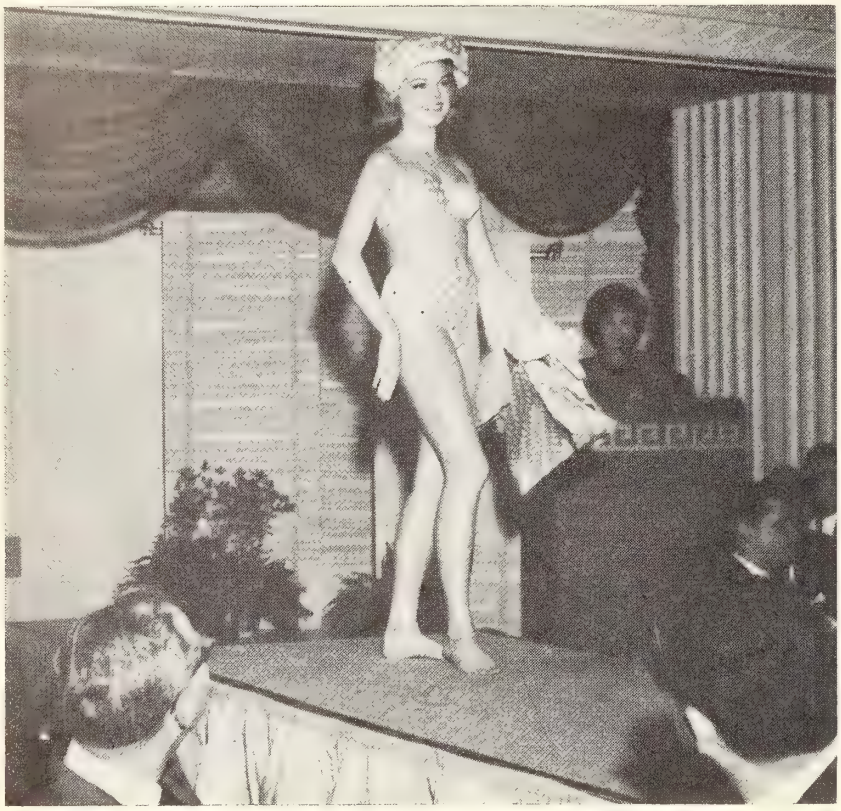
Rack mounted models are available in 14, 17 and 21 inch sizes. Image stability is excellent. Sharp focus with no focus drift is attained through the use of a low voltage electrostatic focus type picture tube. The wide band video amplifier (10 Mc ± 1 db) produces sharp, clear pictures. Picture interference from ground currents is eliminated.

Differential gain of the video amplifier is less than 5 percent on a 50 percent white, 50 percent black picture. Geometric distortion is less than ± 2 percent.

For complete data on these new monitors — and the full line of G-E transistorized audio equipment and other broadcasting and telecasting equipment — write to Section 4841-3, Technical Products Operation, General Electric Company, Lynchburg, Va.

GENERAL ELECTRIC

Summer fashions promote KABC-AM-TV



To celebrate the first full day of spring (March 21), ABC and its Los Angeles stations, KABC-AM-TV, joined hands with Rose Marie Reid to give some 500 of the city's advertising fraternity and their wives a look at the very freshest spring fashions in beachwear.

Produced by Jack Brembeck, promotion-publicity director of KABC-TV, with Red McIlvaine, KABC personality, and Shirley McWilliams, Rose Marie Reid advertising manager, as commentators, the display of fashionably, if scantily, clad beauties was matched by the adroit program tie-in of the commentary. To wit: "And now for an undersized eyeful called 'Trifle,' shaped as no bikini before it ever thought of being, boasting the Circolair Bra for the first time. And speaking of bras —and we were, you know—KABC's Wendell Noble keeps you abreast of what's new in magazines, books and newspapers . . . at 2:15 daily. We know that Los Angeles listeners have found Wendell Noble a wee more than a 'trifle' interesting and we think the same goes for time buyers, that is, if the bare facts were known."

WRGB puts your MESSAGE WHERE THE SALE BEGINS

The number 1 voice and picture in Northeastern New York and Western New England. 992-11

WRGB 6 CHANNEL
A GENERAL ELECTRIC STATION
ALBANY • SCHENECTADY • TROY

leased and viewers are asking for more, says KTVU, which has a new 90-second spot ready to air. The tapes are played all over the schedule, to reach all segments of the audience. George Tashman, tv critic of *The Independent,* reviewing the spots in his column, said: "These spots by Schell are funnier than any of the full-length comedy shows on the air."

Drumbeats...

Charm of chimes ▪ CKVL Verdun, Quebec, in considering sound as natural to station promotion, has come up with a bellringer—the sound of bells. Schulmerich Carillons Inc., Sellersville, Pa., has installed an electrically-operated carillon in CKVL's main hall. Carillon concerts are featured each night on CKVL-FM from 11:30 to 12 midnight, while on the am outlet, Westminster chimes, which are part of the installation, sound the hour at 8 a.m., noon, and at 6 and 11 p.m. CKVL also plans to install a loud speaker outside the studio building for the carillon to be heard in the surrounding area as well as on the air.

Television record ▪ The NBC-TV interview series, *Wisdom,* has been collated by Decca Records, and is now available on two 12-inch long playing albums. The series of interviews, duplicated on the records, features Carl Sandburg; Jawaharlal Nehru; David Ben-Gurion; Frank Lloyd Wright, and Bertrand Russell, among others.

Wide coverage ▪ Wingate's department store, Olivia, Minn., bought sponsorship of *Fashion* on WCCO-TV Minneapolis-St. Paul (about 100 miles away) and found the results most rewarding. Using 12 non-professional models from Olivia and six surrounding towns for its Easter promotion of fashions, the store said it was literally swamped and that the "experiment" of big city television advertising was more than successful.

Critic contest ▪ WIIC (TV) Pittsburgh gave its listeners a chance to be critics and the opportunity paid off big dividends to some 16 people. The contest required selecting correctly the station's (ch. 11) top 11 programs in a particular month based on ARB rating results. Nick O'Data, the winner, selected nine and won a trip to Europe and $500 spending money for his good judgment. Fifteen others received prizes ranging from color television sets to sets of enclyclopedias for their efforts in the "Be The Critic Contest."

CCA posters ▪ WLOS Asheville, N. C., has injected a new twist in the Community Club Awards program there. It is giving CCA points for preparing posters and placing them in high traffic areas. To date 57 stores and supermarkets in the Asheville area are graced with CCA commercial posters.

BROADCAST ADVERTISING

Robert P. Clark, treasurer, Doherty, Clifford, Steers & Shenfield, N. Y., elected to agency's board of directors.

Francis E. Brennan, formerly art advisor to editor-in-chief, Time Inc., N. Y., joins McCann-Erickson, that city, as vp and account director.

H. H. (Bob) Marshall, who was copywriter with Ogilvy, Benson & Mather, N. Y., from 1953-54, rejoins agency as vp and copy supervisor.

Harry E. Sandford, account executive, professional division, Doherty, Clifford, Steers & Shenfield, N. Y., elected vp.

Lewis Snyder, formerly of Leo Burnett, Chicago, joins J. M. Mathes Inc., N. Y., as vp and copy director.

Milton J. Sutter, formerly director of production-traffic for Cunningham & Walsh, New York, appointed vp.

John D. W. Barnetson named vp of Fitzgerald Adv., New Orleans. Others named as vps were: **Walter K. Collins, Harold R. Huffman, Joseph L. Killeen Jr., Dan MacMillan, James J. McMahon, John J. O'Connell,** and **Mildred Thomas.** Mrs. Thomas, Mr. Huffman, Mr. Killeen Jr., Mr. McMahon and Mr. O'Connell are account executives. Mr. Collins is tv creative director and Mr. MacMillan is print creative director.

Irving Weber, head of art department, Brown & Crane Inc., N. Y., appointed vp and director of agency. **Howard Watts,** account supervisor on Isodine Pharmacal Corp., named vp. **Donald Blackburn,** formerly of Tatham-Laird, N. Y., joins agency as copy supervisor.

Paula Van Brink appointed assistant production manager of Neale Adv. Assoc., Los Angeles. Mrs. Van Brink was formerly with J. Walter Thompson, New York, and KGBS Los Angeles.

Rosemary Vordenberg, formerly with Stockton-West-Burkhart, to Ralph H. Jones Co., Cincinnati advertising agency, as director of market and media analysis. **Maurice Oshry** named director of contract department.

Al Buffington, account executive with Young & Rubicam, to Beckman • Koblitz Inc., Los Angeles, as creative director.

Barbara Walters, formerly of Tex McCrary Inc., N. Y., joins The Rowland Co., pr firm, that city, as director of tv and radio department. **Richard Gilbert** and **John R. Winter** join firm as account executives.

Glenda Sullivan, formerly account executive, Ben Sackheim Inc., N. Y., appointed vp.

Norval B. Stephens Jr., for four years marketing supervisor with Needham, Louis & Brorby, Chicago, named account executive.

Albert C. Mullen, formerly account executive and copywriter with Earle Ludgin & Co., to copywriting staff of Reach, McClinton & Co., Chicago. **James Abramic,** formerly art director with Fuller, Smith & Ross, joins art staff of Reach agency.

Ralph H. Major Jr., formerly vp in charge of pr at BBDO, N. Y., joins John Moynahan & Co., that city, as vp.


Mr. Turnbull

Richard Turnbull appointed senior vp of American Assn. of Advertising Agencies. Mr. Turnbull, who previously was vp, has been member of AAAA staff for 35 years. He will continue in charge of association's work on agency administration, agency personnel and print production.

Jules Bundgus, vp and director of tv and radio, Kastor, Hilton, Chesley, Clifford & Atherton, N. Y. resigns.

David O. MacKenzie, assistant trade promotion manager for Quaker Oats Co.'s corn goods and Flako products, named advertising manager for these products. He headquarters in Chicago.

Muriel Franko, formerly of Sid DuBroff Assoc., N. Y., joins Regal Adv., N. Y., as account executive.

Jack De Celle, formerly of Compton Adv., San Francisco, joins Kenyon & Eckhardt, that city, as copy chief.

David Fleischhaker, joins Fuller & Smith & Ross, N. Y., as tv and radio department copywriter.

Prudence Dorn, formerly director of home economics and women's services, Kenyon & Eckhardt, N. Y., joins American Home Foods, that city, as director of home economics publicity.

William L. Christensen, formerly of Chemway Corp., N. Y., joins William Pearson Corp., that city, as advertising promotion manager.

Patricia Cameron, formerly of Young & Rubicam, N. Y., joins Kenyon & Eckhardt, that city, as copywriter.

William J. Wiggins, formerly with United Feature Syndicate, joins Henry J. Kaufman & Assoc., Washington, as account executive.

THE MEDIA


Mr. McIntosh

Robert J. McIntosh elected president of Coahoma Broadcasting Co., parent organization of WKDL Clarksdale, Miss., of which he also will be general manager. He formerly was station manager of WWJ Detroit and sales manager before that.

George S. Milroy, formerly account executive for WDTM Detroit, promoted to sales manager.

Jack Drees and **Jim Smith,** present co-owners of WKAB Mobile, become president and vp respectively, of WNVY Pensacola following purchase of same. **Jack Howat,** formerly of WKAB, becomes new general manager of WNVY and **Don Griffith** joins sales and sports department.

Beulah Funk, member of sales development staff of Blair-TV, N. Y., promoted to sales development director. Before joining Blair-TV in 1957, Miss Funk had been with WOR, that city, as assistant in sales service and

THE NEXT SOUND YOU HEAR WILL BE
Ecco-Fonic

station relations from 1951-54 and assistant film manager of WOR-TV from 1954-57.


Mr. Barris

Charles H. Barris, on staff of daytime programming department of ABC-TV, promoted to manager of tv daytime programming. He joined network in 1959 as program supervisor of Dick Clark's *American Bandstand*. Previously, he was with closed circuit division of TelePromTer Corp.

Franklin Sisson, formerly local sales manager of WOOD-TV Grand Rapids, Mich., to WWJ Detroit as station manager.

William F. Schnaudt promoted to station manager of WKNB New Britain, Conn., succeeding **Norton Virgien** who leaves broadcasting field. Mr. Schnaudt has been station's general sales manager.

Wally McGough, formerly general manager of WKRC-TV Cincinnati, to ABC International Div. as director of station operations. In newly created position, Mr. McGough will act as consultant in all areas of station management to stations affiliated with ABC International.

WRGB puts your MESSAGE WHERE THE SALE BEGINS

The number 1 voice and picture in Northeastern New York and Western New England. 992-11

WRGB CHANNEL 6
A GENERAL ELECTRIC STATION
ALBANY • SCHENECTADY • TROY

William C. Gillogly, director of sales for ABC-TV Central Div. since 1957, promoted to vp in charge of sales, Chicago office, succeeding **James W. Beach,** who is leaving and will announce new plans shortly.

Dale Morgan appointed program director of KHOW Denver. He is broadcasting veteran in that area, having served as program director of KFEL and KLZ, both Denver.

David S. Garber, formerly studio manager at Universal International for 13 years, joins KTTV (TV) Los Angeles in similar capacity.

Jack Pavis, formerly account executive at Theodore Sills Public Relations, Chicago, to KABC Los Angeles in charge of advertising, research and promotion. He succeeds **David Nowinson** who transfers to station's news staff.

Charles (Big Pete) Peterson, air personality at KLO Ogden, Utah, promoted to program director. **Vern Stevenson,** formerly with KALL Salt Lake City, joins KLO as news director.

Michael Dix, formerly newsman at WBBM Chicago, to KNX Los Angeles, in similar capacity.


Mr. Mackie

Stuart I. Mackie, formerly of Avery-Knodel Inc., Chicago, named manager of Detroit office. Mr. Mackie, whose appointment is effective today, has been with A-K for four years. Previously, he was a time salesman for Minnesota stations, and with Chicago Title & Trust Co., with sales promotion and public relations duties.

Ted Hepburn, local sales manager of WHLO Akron, Ohio, promoted to general sales manager. Earlier, (BROADCASTING, March 27) it was incorrectly reported that Mr. Hepburn was promoted to general manager.

Hugh LaCrosse named chief engineer of WKRC-AM-FM Cincinnati. Mr. LaCrosse has served in various engineering capacities with station since 1942.

Les Lindvig named sales manager of KOOL-TV Phoenix. He formerly served in similar capacity with KPHO-TV, that city.

Althea Line, previously media director of Coleman-Parr Adv., Los Angeles, joins KDAY Santa Monica, as account executive.

Alton J. Lenoce, formerly commercial manager of WBRY Waterbury, named business manager of WNAB Bridgeport, both Connecticut.

George M. Kroloff, formerly pr director and newscast producer for WAIT Chicago, joins pr staff of Chicago Assn. of Commerce and Industry.


Mr. Murphy

Shaun F. Murphy named vp and general sales manager of KTVI (TV) St. Louis. He had previously served as national sales manager and prior to that was manager of WTVP (TV) Decatur, Ill. Mr. Murphy began his broadcasting career in 1947, joining, what was then, WHOT South Bend as salesman.

John Hathcock and **Leon Tatham** named continuity director and air personality respectively of KIZX Amarillo, Tex.

Doug Harris named promotion director of WRDW-TV Augusta, Ga. He previously was assistant promotion director of WLOS-TV Asheville, N. C.

Wayne D. Costner, formerly commercial manager of KYSN Colorado Springs, to KTUX Pueblo, Colo., in similar capacity.

Allen Ludden, director of program services, CBS Radio owned and operated stations, named to newly-created position of consultant for creative services, CBS News. In new post, Mr. Ludden will be concerned with creation and development of information-related programs, and techniques for their presentation. He will also serve as liaison between CBS News and program departments of both CBS-TV and CBS Radio.

Glenn Gilbert, formerly manager, Avery-Knodel office in Detroit, joins AM Radio Sales, that city, in same capacity.

George H. Fuchs, since August 1960 vp, labor relations, at NBC, appointed vp, personnel, succeeding **B. Lowell Jacobsen,** who resigned to become director of industrial relations for Pepsi-Cola.

William Aronson, formerly of General Artists Corp., joins ABC-TV as account executive.

Rog Birkeland appointed sales manager and assistant general manager of KGHM Brookfield, Mo. He formerly was account executive at KYSM-AM-FM Mankato, Minn.

Robert Carpenter appointed assistant tv sales manager of WOOD-TV Grand Rapids, Mich. Mr. Carpenter had been saleman for WOOD prior to his promotion.

William Carpenter, formerly of Ziv-TV, N. Y., joins H-R Representatives,

that city, as account executive, tv sales.

Joseph R. Briscoe Jr. and **Robert Streider** join KPLR-TV St. Louis as account executives. Mr. Briscoe was formerly account executive and announcer for KWRE Warrenton, Mo., while Mr. Streider was account executive for KCFM (FM) St. Louis.

Richard Douglas joins WIP Philadelphia, news department. He was formerly with WISH Indianapolis and WAKY Louisville.

Ray Nardoni, tv director of KVAR (TV) Phoenix-Mesa, Ariz., for five years, to KMOX-TV St. Louis as producer-director. He succeeds **Ernest Byrne,** who resigned for tv post in Ireland.

Gwinn Owens appointed public affairs coordinator for WJZ-TV Baltimore.

Billye F. Ransdell joins KVOO-TV Tulsa, as continuity director. **Ron Stone,** formerly of KSWO-TV Lawton, Okla., and **Budd Dailey** of KKTV (TV) Colorado Springs, join news department.


Mr. Swearingen

George R. Swearingen Jr., account executive, CBS-TV Spot Sales, Atlanta, named manager of Atlanta office. Mr. Swearingen transferred from N. Y. office in 1959. Prior to that he was manager of Atlanta office for CBS Radio Spot Sales; manager of Weed & Co., and Weed Television Corp., Atlanta, and national sales manager, Teleways, Hollywood.

Julian Anthony, ABC News correspondent, elected president The Working Press Foundation New York. Organization is composed of working newsmen from press, radio and tv in New York area.

Jon Sherwood Schulbeck, formerly newscaster with WJR Detroit, to news staff of WGN-AM-TV Chicago as editor.

James Stevenson, publicist with WBBM-TV Chicago since last August, named national sales service representative at CBS-owned outlet. **Henry Roepken,** former press information director and audience promotion manager for WBBM, joins news staff of WBBM-TV as editor. **Thomas Walsh,** for two years manager of The Lakeview Business Center of Junior Achievement of Chicago, added to WBBM-TV information services department as publicist.

J. A. West Jr., general manager of KDMS El Dorado, Ark., elected president of UPI Broadcasters Assn. of Arkansas. **Hi Mayo,** general manager of KBRI Brinkley, elected vp while **John S. Haslam,** UPI bureau manager in Little Rock, was named secretary.



DuPont winners receive awards

Winners of the 1960 Alfred I. duPont Radio and Television Awards (BROADCASTING, March 20) announced at formal presentation ceremonies March 24 that their $1,000 checks would be donated for appropriate scholarships in broadcast education. At the annual awards banquet in Washington (l to r): Edward P. Morgan, ABC commentator receiving plaque from Professor O. W. Riegel, director of the Lee Memorial Journalism Foundation and awards curator; Washington & Lee U. President Fred Cole presenting award to Jerome R. Reeves, general manager, KDKA-TV Pittsburgh, winner of the television award, and W&L President-emeritus Francis P. Gaines presenting the radio station award to Daniel W. Kops, president and general manager, WAVZ New Haven, Conn., the second DuPont award for that station.

Michael A. Wiener, formerly writer, ABC-TV sales development department, joins H-R Representatives Inc., N. Y., as assistant director of sales promotion. Mr. Wiener, who was with ABC-TV for two years, previously served Television Bureau of Advertising, N. Y., in various capacities.

Paul E. Yoakum named operations director of WBNS-TV Columbus, Ohio, replacing **Arthur D. Vittur** who resigned to become advertising director of Midwestern Volkswagen Inc.

Philip Thornton named staff director of KNXT (TV) Los Angeles.

Gilbert G. Wagi joins meteorological department of WRCV-TV Philadelphia. Prior to joining station Mr. Wagi served as meteorologist with U.S. Navy.

Dwight Weist and **Frank Blair,** announcers, join WNBC New York, as daytime newscasters.

Tony Brunton, WICC Fairfield, Conn., named news director.

Arch Yancey, from KNUZ Houston, to WERE Cleveland, as air personality. **Johnny McKinney** from KQV Pittsburgh; **Jerry Miller** from KONO San Antonio and **Mike March** from WIZE Springfield, Ohio, all join KNUZ as air personalities.

Jay Wood, formerly air personality with WDNC Durham, N. C., resigns to join Target Recording Studios, that city, as recording technician and producer.

Gene Norman joins KRHM (FM) Los Angeles as air personality.

Johnny Canton, formerly air personality with KZIX Fort Collins, Colo., to WNOW York, Pa., in similar capacity.

PROGRAMMING


Mr. Payette

William C. Payette, general sales manager of United Press International, named manager of UPI's southwest division, headquartered in Dallas. He will be in charge of UPI news and business operations in nine states from Louisiana to Wyoming, and also will continue as member of UPI board of directors. No successor was named. Mr. Payette established UPI Movietone News, film service for television stations, in early 1950s and since then has had number of executive posts in New York.

Het Manheim, signed by Format Films, animated film firm, Hollywood,

to head agency's new program department.

Marshall Stone, director, joins Filmex Inc., N. Y., as production manager and director.

Carl Miller, formerly of United Artists Associated, joins Independent Television Corp., Seattle, Western Sales Div.

Paul Kasander named national sales manager of Animation Center, newly created commercial div., of Felix the Cat Productions, New York.

Keith Gaylord, formerly with Artists Attractions, to Fred Niles Productions, Chicago, as assistant director.

Joseph A. Fiorelli and **Norton T. Gretzler** join On Film Inc. (producers of commercial tv and industrial motion pictures), Princeton, N. J. Mr. Fiorelli has been named producer while Mr. Gretzler takes on duties of commercial coordinator.

EQUIPMENT & ENGINEERING

Burnis M. Kelly appointed assistant to president of Stancil-Hoffman Corp., manufacturer of Minitape recorders.

Alfred H. Canada named manager of engineering for Raytheon Co's Santa Barbara division, succeeding **Stanley D. Crane,** resigned.

William R. Tincher, former associate director of Bureau of Litigation, Federal Trade Commission, joins Westinghouse Electric Corp., N. Y., new antitrust section of Westinghouse law department.



Mr. May



Mr. Battison

Russell P. May and **John H. Battison,** Washington consulting engineers, announce formation of May & Battison, Sheraton Building, that city. Mr. May is among founders of Assn. of Federal Communications Consulting Engineers. Mr. Battison formerly was assistant chief allocations engineer at ABC.

GOVERNMENT

John V. Buffington appointed assistant to chairman of Federal Trade Commission. He formerly served as assistant general counsel in charge of division of special legal assistants.

INTERNATIONAL

D. A. Poyntz elected director of Walsh Adv. Co. Ltd., Toronto.

J. Hugh Dunlop, manager of CKDH Amherst, N.S., to CKDM Dauphin, Man., in similar capacity, succeeding **Jack M. Henderson** who resigned.

Thomas H. Tonner, formerly manager of CKCW Moncton, N.B., named manager of CHSJ Saint John, N.B.

Donald H. Hartford, manager of CFAC Calgary, Alta., promoted to vp and general manager.

Sydney L. Capell, manager of radio-tv electronics department of Zenith Radio Corp. of Canada, elected vp.

Leonard George Hayden, 54, chief engineer of Crowell-Collier Broadcasting Corp. (KFWB Los Angeles, KEWB Oakland-San Francisco, KDWB Minneapolis-St. Paul) died March 27 in Minneapolis.

Dan Thompson, 56, member of radio pioneers and for 14 years radio-tv director of National Safety Council, Chicago, died March 29 at his home in Lombard, Ill., after long illness.

DEATHS

Powell Crosley Jr., 74, radio pioneer and one-time owner of Crosley Broadcasting Corp., died of heart attack at his home in Cincinnati March 28. Mr. Crosley established WLW, that city, in 1921 and then sold his interests to Aviation Corp. (Avco) in September 1945.

Joseph P. Duchaine, 58, president of Bay State Broadcasting Co., (WBSM-AM-FM) New Bedford, Mass., died March 24 following heart attack.

TV NETWORK SHOWSHEET

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships. All times EST. Published first issue in each quarter.

SUNDAY MORNING

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Lamp Unto My Feet,* sust., 10:30-11 *Look Up and Live,* sust.
NBC-TV No network service.

11-12 noon

ABC-TV No network service.
CBS-TV 11-11:30 *UN In Action,* sust.; 11:30-12 *Camera Three,* sust.
NBC-TV No network service.

SUNDAY AFTERNOON

Noon-1 p.m.

ABC-TV 12-12:30 *Meet the Professor,* sust. ends May 14; 12:30-1 *Pip the Piper,* Gen. Mills.
CBS-TV 12-12:30 *Washington Conversation,* sust.; 12:30-12:55 *Accent,* sust.; 12:55-1 *News,* sust.
NBC-TV No network service.

1-2 p.m.

ABC-TV 1-1:30 *Directions '61,* sust. ends June 25; 1:30-2 *Issues and Answers,* sust. ends April 9.
CBS-TV No network service.
NBC-TV 1-1:15 *News,* sust.; 1:15-1:30 No network service; 1:30-2 *Frontiers of Faith,* sust.

2-3 p.m.

ABC-TV No network service.
CBS-TV *Baseball Game of the Week,* part., begins April 15.
NBC-TV *Major League Baseball,* various regional.

3-4 p.m.

ABC-TV No network service.
CBS-TV *Baseball,* cont.
NBC-TV *Baseball,* cont.

4-5 p.m.

ABC-TV 4-4:30 *Roundup, U.S.A.,* sust.; 4:30-5 *Issues & Answers,* sust.
CBS-TV *Baseball,* cont.
NBC-TV *Baseball,* cont.

5-6 p.m.

ABC-TV 5-5:30 *Matty's Funday Funnies,* Mattel; 5:30-6 *Rocky & His Friends,* Gen. Mills, American Chicle, Peter Paul.
CBS-TV 5-5:30 *Ted Mack and the Original Amateur Hour,* J. B. Williams; 5:30-6 *GE College Bowl,* Gen. Elec.
NBC-TV 5-5:30 *Celebrity Golf,* Kemper; 5:30-6 *Chet Huntley Reporting,* Kemper.

SUNDAY EVENING

6-7 p.m.

ABC-TV 6-6:30 No network service; 6:30-7:30 *Walt Disney Presents,* part.
CBS-TV 6-6:30 *I Love Lucy,* Block Drug, Clairol; 6:30-7 *Twentieth Century,* Prudential.
NBC-TV 6-6:30 *Meet the Press,* co-op; 6:30-7 *People Are Funny,* E. R. Squibb.

7-8 p.m.

ABC-TV 7-7:30 *Walt Disney Presents,* cont.; 7:30-8:30 *Maverick,* Kaiser, Armour, Noxzema, R. J. Reynolds, DuPont.
CBS-TV 7-7:30 *Lassie,* Campbell Soup; 7:30-8 *Dennis the Menace,* Best Foods, Kellogg.
NBC-TV *Shirley Temple,* Malto, Beechnut Life Savers, Walt Disney, Fedders, Gen. Food.

8-9 p.m.

ABC-TV 8-8:30 *Maverick,* cont.; 8:30-9 *Lawman,* R. J. Reynolds, Whitehall.
CBS-TV *Ed Sullivan Show,* Colgate, Eastman Kodak.
NBC-TV 8-8:30 *National Velvet,* Rexall, Gen. Mills; 8:30-9 *Tab Hunter,* P. Lorillard, Westclox.

9-10 p.m.

ABC-TV 9-9:30 *The Rebel,* P&G, Liggett & Myers; 9:30-10:30 *The Asphalt Jungle,* Speidel, Gillette, Amer. Chicle, Beecham, Cluett Peabody, Pepsi Cola.
CBS-TV 9-9:30 *GE Theatre,* Gen. Elec.; 9:30-10 *Jack Benny Program,* Lever, State Farm.
NBC-TV *Chevy Show,* Chevrolet.

10-11 p.m.

ABC-TV 10-10:30 *Asphalt Jungle,* cont.; 10:30-11 *Winston Churchill: The Valiant Years,* Dalton.
CBS-TV 10-10:30 *Candid Camera,* Lever, Bristol-Myers; 10:30-11 *What's My Line,* Kellogg, Sunbeam.
NBC-TV 10-10:30 *Loretta Young Show,* Toni, Warner-Lambert, alt.; 10:30-11 *This Is Your Life,* Block Drug.

11-11:15 p.m.

ABC-TV No network service.
CBS-TV *Sunday News Special,* Whitehall, alt. with Carter.
NBC-TV No network service.

MONDAY-FRIDAY MORNING

7-8 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV *Today,* part.

8-9 a.m.

ABC-TV No network service.
CBS-TV 8-8:15 *CBS News,* sust.; 8:15-9 *Captain Kangaroo,* part.
NBC-TV *Today,* cont.

9-10 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV No network service.

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *I Love Lucy,* part.; 10:30-11 *Video Village,* part.
NBC-TV 10-10:30 *Say When,* part.; 10:30-11 *Play Your Hunch,* part.

11 a.m.-noon

ABC-TV 11-11:30 *Morning Court,* part.; 11:30-12 *Love That Bob,* part.
CBS-TV 11-11:30 *Double Exposure,* part.; 11:30-12 *Surprise Package,* part.
NBC-TV 11-11:30 *The Price Is Right,* part.; 11:30-12 *Concentration,* part.

MONDAY-FRIDAY AFTERNOON, EARLY EVENING AND LATE NIGHT

Noon-1 p.m.

ABC-TV 12-12:30 *Camouflage,* part.; 12:30-1 *Number, Please,* part.
CBS-TV 12-12:30 *Love of Life,* part.; 12:30-12:45 *Search for Tomorrow,* P&G; 12:45-1 *Guiding Light,* P&G.
NBC-TV 12-12:30 *Truth or Consequences,* part.; 12:30-12:55 *It Could Be You,* part.; 12:55-1 *News,* Gen. Mills.

1-2 p.m.

ABC-TV 1-1:25 *About Faces,* part.; 1:25-1:30 *Midday News,* sust.; 1:30-2 No network service.
CBS-TV 1-1:05 *News,* sust.; 1:05-1:30 No network service; 1:30-2 *As the World Turns,* part.
NBC-TV No network service.

2-3 p.m.

ABC-TV 2-2:30 *Day In Court,* part.; 2:30-3 *Seven Keys,* part.
CBS-TV 2-2:30 *Face the Facts,* sust.; 2:30-3 *Art Linkletter's House Party,* part.
NBC-TV 2-2:30 *Jan Murray Show,* part.; 2:30-3 *Loretta Young Theatre,* part.

3-4 p.m.

ABC-TV 3-3:30 *Queen For A Day,* part.; 3:30-4 *Who Do You Trust?,* part.
CBS-TV 3-3:30 *The Millionaire,* part.; 3:30-4 *The Verdict Is Yours,* part.
NBC-TV 3-3:30 *Young Dr. Malone,* part.; 3:30-4 *From These Roots,* part.

4-5 p.m.

ABC-TV *American Bandstand,* part.
CBS-TV 4-4:15 *The Brighter Day,* part.; 4:15-4:30 *The Secret Storm,* part.; 4:30-5 *Edge of Night,* part.
NBC-TV 4-4:30 *Make Room For Daddy,* part.; 5:40-5 *Here's Hollywood,* part.

5-6 p.m.

ABC-TV 5-5:30 *American Bandstand,* cont.; 5:30-6 *Rocky & His Friends,* (Tue., Thur.); *Rin Tin Tin* (Mon., Fri.); *Lone Ranger,* (Wed.), part.
CBS-TV No network service.
NBC-TV No network service.

6-7:30 p.m.

ABC-TV 6-6:15 *News,* sust.; 6:15-7:30 No network service, except Tue., 7-7:30 *Expedition,* Ralston Purina.
CBS-TV 6-6:45 No network service; 6:45-7 *News,* part.; 7-7:30 No network service.
NBC-TV 6-6:45 No network service; 6:45-7 *Huntley-Brinkley News,* Texaco; 7-7:30 No network service.

11:15-1 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV *Jack Paar Show,* part.

MONDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8:30 *Cheyenne,* Union Carbide, P&G, Ralston, Bristol-Myers, R. J. Reynolds, duPont, Pepsi Cola, Warner-Lambert, Mennen.
CBS-TV *To Tell the Truth,* American Home, Helene Curtis.
NBC-TV 7:30-8:30 *The Americans,* Dow, Pepsi-Cola, Max Factor, Readers' Digest, Block Drug.

8-9 p.m.

ABC-TV 8-8:30 *Cheyenne,* cont.; 8:30-9:30 *SurfSide 6,* Brown & Williamson, Whitehall, Johnson & Johnson, Pontiac.
CBS-TV 8-8:30 *Pete & Gladys,* Goodyear, Carnation; 8:30-9 *Bringing Up Buddy,* Scott.
NBC-TV 8-8:30 *The Americans,* cont.; 8:30-9 *Wells Fargo,* American Tobacco, Beechnut.

9-10 p.m.

ABC-TV 9-9:30 *SurfSide 6,* cont.; 9:30-10:30 *Adventures in Paradise,* Whitehall, J. B. Williams, Noxzema, L&M, Amer. Chicle, Union Carbide.
CBS-TV 9-9:30 *Danny Thomas,* Gen. Foods; 9:30-10 *Andy Griffith,* Gen. Foods.
NBC-TV 9-9:30 *Acapulco,* R. J. Reynolds, Warner-Lambert; 9:30-10 *Concentration,* P. Lorillard, starts April 17.

10-11 p.m.

ABC-TV 10-10:30 *Adventures in Paradise,* cont.; 10:30-11 *Peter Gunn,* Bristol-Myers, R. J. Reynolds.
CBS-TV 10-10:30 *Hennessey,* Gen. Foods, P. Lorillard; 10:30-11 *June Allyson Show,* duPont.
NBC-TV 10-10:30 *Barbara Stanwyck Theatre,* Alberto-Culver, Amer. Gas Assn.; 10:30-11 No network service.

TUESDAY EVENING

7:30-8 p.m.

ABC-TV *Bugs Bunny,* Gen. Foods, Colgate.
CBS-TV No network service.
NBC-TV 7:30-8:30 *Laramie,* Pittsburgh Plate Glass, Beechnut, Amer. Gas Assn., Union Carbide, Pepsi-Cola, R. J. Reynolds, Gold Seal.

8-9 p.m.

ABC-TV 8-8:30 *Rifleman,* P&G; 8:30-9 *Wyatt Earp,* P&G, Gen. Mills.
CBS-TV 8-8:30 *Father Knows Best,* Gen. Foods, Scott, Lever; 8:30-9 *Dobie Gillis,* Pillsbury, Philip Morris.
NBC-TV 8-8:30 *Laramie,* cont.; 8:30-9 *Alfred Hitchcock,* Mercury, Revlon.

9-10 p.m.

ABC-TV *Stagecoach West,* Brown & Williamson, Simoniz, Gillette, Miles, Ralston, Gen. Foods.
CBS-TV 9-9:30 *Tom Ewell Show,* Quaker Oats, P&G; 9:30-10 *Red Skelton,* Pet Milk, S. C. Johnson.
NBC-TV *Thriller,* All-State, Glenbrook, American Tobacco, Beechnut.

10-11 p.m.

ABC-TV 10-10:30 *Alcoa Presents,* Alcoa; 10:30-11 No network service.
CBS-TV *Garry Moore Show,* Polaroid, S. C. Johnson, Plymouth.
NBC-TV *Specials,* part.

WEDNESDAY EVENING

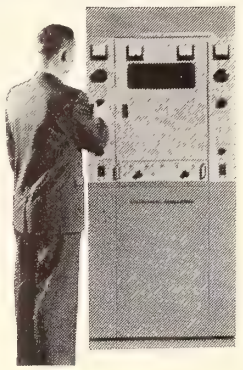
7:30-8 p.m.

ABC-TV 7:30-8:30 *Hong Kong,* Armour, Kaiser, Brillo, Derby, duPont, Coleman, P. Lorillard.
CBS-TV 7:30-8:30 *Malibu Run,* Lorillard, Amer. Home.
NBC-TV 7:30-8:30 *Wagon Train,* R. J. Reynolds, Revlon, National Biscuit.

8-9 p.m.

ABC-TV 8:8:30 *Hong Kong,* cont.; 8:30-9 *Adventures of Ozzie & Harriet,* Eastman Kodak, Coca-Cola.
CBS-TV 8-8:30 *Malibu Run,* cont.; 8:30-9 *Danger Man,* Brown & Williamson, Kimberly Clark.
NBC-TV 8-8:30 *Wagon Train,* cont.; 8:30-9

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TV SPECIALS FOR APRIL, MAY & JUNE

ABC-TV

April 14: 10:30-11 p.m.
Close-Up!, Bell & Howell.
April 17: 10:30 p.m.-12 Midnight
Oscar Awards, P&G, Sara Lee.
April 18: 10-10:30 p.m.
Close-Up!, Bell & Howell.
April 20: 8:30-9:30 p.m.
Pat Boone Show, Bulova.
April 20: 10:30-11 p.m.
Ernie Kovacs Show, Dutch Masters.
April 27: 10:30-11 p.m.
Close-Up!, Bell & Howell.
May 9: 10-10:30 p.m.
Close-Up!, Bell & Howell.
May 16: 8:30-9 p.m.
Close-Up!, Bell & Howell.
May 18: 10:30-11 p.m.
Ernie Kovacs Show, Dutch Masters.
May 30: 10-10:30 p.m.
Close-Up!, Bell & Howell.
June 13: 10-10:30 p.m.
Close-Up!, Bell & Howell.
June 15: 10:30-11 p.m.
Ernie Kovacs Show, Dutch Masters.
June 22: 10:30-11 p.m.
Close-Up!, Bell & Howell.

CBS-TV

April 8: 5-6 p.m.
25th Masters Golf Tournament, American Express Travelers Insurance.
April 9: 3-4 p.m.
Young People's Concert, Shell.
April 9: 4-5:30 p.m.
25th Masters Golf Tournament, American Express Travelers Insurance.
April 20: 8-9 p.m.
Highlights of the 1961 Circus, Top Value Stamps.
April 21: 8:30-10 p.m.
Million Dollar Incident With Jackie Gleason, Timex.
April 27: 9-10 p.m.
Family Classics (Jane Eyre), John H. Breck.
May 19: 8:30-9:30 p.m.
Arthur Godfrey Show, Bulova.

NBC-TV

April 7: 9-10 p.m.
Sing Along With Mitch, Ballantine.
April 9: 6:30-7 p.m.
Trial of Adolph Eichmann, sust.
April 11: 10-11 p.m.
JFK #2, P&G.
April 12: 9-10 p.m.
Bob Hope Buick Show, Buick.
April 13: 4-5 p.m.
Purex Specials for Women, Purex.
April 14: 9-10 p.m.
Bell Telephone Hour, AT&T.
April 16: 5-6 p.m.
Omnibus, Aluminium.
April 16: 10-11 p.m.
NBC White Paper #5, Timex ½.
April 18: 10-11 p.m.
Cry Vengeance, Purex.
April 21: 9-10 p.m.
Sing Along With Mitch, Ballantine.
April 22: 9:30-10 p.m.
Equitable's Our American Heritage, Equitable.
April 25: 10-11 p.m.
Dean Martin Show, sust.
April 28: 10-11 p.m.
Jane Powell Show, Pepsi Cola.
May 5: 8:30-10 p.m.
Hallmark Hall of Fame, Hallmark.
May 7: 5-6 p.m.
Las Vegas Golf, Kemper, Wilson.
May 9: 10-11 p.m.
The Chet Huntley Special, sust.
May 13: 8:30-9:30 p.m.
Bob Hope Buick Show, Buick.
May 13: 9:30-10 p.m.
Equitable's Our American Heritage, Equitable.
May 16: 10-11:30 p.m.
Emmy Awards, P&G.
May 23: 10-11 p.m.
NBC White Paper #6, Timex ½.
May 30: 10-11 p.m.
The Peculiar People, Purex.
June 6: 10-11 p.m.
Summer on Ice, Brewer's Foundation.
June 13: 10-11 p.m.
TV Guide Awards, Lever.
June 20: 10-11 p.m.
JFK #3, Lever.
June 27: 10-11 p.m.
Dr. B, Merck, Sharp & Dohme.

Price Is Right, Lever.

9-10 p.m.

ABC-TV *Hawaiian Eye*, Whitehall, American Chicle, Beecham, Carter, Lever, P. Lorillard, Corn Products.
CBS-TV 9-9:30 *Angel*, S. C. Johnson, Gen. Foods; 9:30-10 *I've Got a Secret*, R. J. Reynolds, Bristol-Myers.
NBC-TV *Perry Como Show*, Kraft.

10-11 p.m.

ABC-TV *Naked City*, Amer. Chicle, Brown & Williamson, Bristol-Myers, Derby, Warner-Lambert, Ludens, DuPont, Haggar Slacks.
CBS-TV *U. S. Steel Hour-Circle Theatre*, U. S. Steel alt. with Armstrong Cork.
NBC-TV 10-10:30 *Peter Loves Mary*, P&G; 10:30-11 No network service.

THURSDAY EVENING

7:30-8 p.m.

ABC-TV *Guestward Ho*, Ralston, Seven-Up.
CBS-TV *December Bride*, sust., last program April 20; then 7:30-8:30 *Summer Sports Spectacular*, Schlitz.
NBC-TV 7:30-8:30 *Outlaws*, Warner-Lambert, Beechnut, Colgate, DuPont, Brown & Williamson.

8-9 p.m.

ABC-TV 8-8:30 *Donna Reed Show*, Johnson & Johnson, Campbell Soup; 8:30-9 *Real McCoys*, P&G.
CBS-TV 8-8:30 *Sports*, cont.; 8:30-9 *Zane Grey*, S. C. Johnson, P. Lorillard.
NBC-TV 8-8:30 *Outlaws*, cont.; 8:30-9 *Bat Masterson*, Sealtest.

9-10 p.m.

ABC-TV 9-9:30 *My Three Sons*, Chevrolet; 9:30-10:30 *The Untouchables*, L&M, Armour, Whitehall, Beecham, Corn Products.
CBS-TV *Gunslinger*, R. J. Reynolds, Gillette.
NBC-TV 9-9:30 *Bachelor Father*, American Tobacco, American Home; 9:30-10 *The Ford Show*, Ford.

10-11 p.m.

ABC-TV 10-10:30 *The Untouchables*, cont.; 10:30-11 *Silents, Please*, Dutch Masters, Campbell, Quaker.
CBS-TV *Face the Nation* and *CBS Reports*, alt., sust.
NBC-TV 10-10:30 *The Groucho Show*, Block Drugs, Toni; 10:30-11 No network service.

FRIDAY EVENING

7:30-8 p.m.

ABC-TV *Matty's Funday Funnies*, Mattel.
CBS-TV 7:30-8:30 *Rawhide*, Nabisco, Parliament, Gen. Foods, Drackett, Bristol-Myers.
NBC-TV *Happy*, DuPont, Brown & Williamson.

8-9 p.m.

ABC-TV 8-8:30 *Harrigan & Son*, Reynolds Metals; 8:30-9 *Flintstones*, Miles, R. J. Reynolds.
CBS-TV 8-8:30 *Rawhide*, cont.; 8:30-9:30 *Route 66*, Philip Morris, Sterling Drug, Chevrolet.
NBC-TV 8-8:30 *Five-Star Jubilee*, Massey-Ferguson, (starting May 12: *Whispering Smith*); 8:30-9 *Westinghouse Playhouse*, Westinghouse, (starting May 12 *Five Star Jubilee*, Massey-Ferguson).

9-10 p.m.

ABC-TV 77 *Sunset Strip*, American Chicle, Whitehall, Beecham, R. J. Reynolds.
CBS-TV 9-9:30 *Route 66*, cont.; 9:30-10 *Way Out*, L&M.
NBC-TV *Bell Telephone Hour*, alt. weeks, AT&T; starting May 12: 9-9:30 *Lawless Years*, Brown & Williamson, Alberto-Culver; 9:30-10 *Westinghouse Playhouse*, Westinghouse.

10-11 p.m.

ABC-TV 10-10:30 *Robert Taylor in the Detectives*, P&G; 10:30-11 *Law & Mr. Jones*, P&G, Simoniz, P. Lorillard.
CBS-TV 10-10:30 *Twilight Zone*, Colgate; 10:30-11 *Eyewitness to History*, Firestone.
NBC-TV *Michael Shayne*, P. Lorillard, Dow, Oldsmobile.

SATURDAY MORN. & AFTERNOON

10-11 a.m.

ABC-TV No network service.
CBS-TV *Captain Kangaroo*, part., ends April 8, then 9:30-10:30 *Captain Kangaroo;* 10:30-11 *Mighty Mouse Playhouse*, Colgate.
NBC-TV 10-10:30 *Shari Lewis Show*, National Biscuit, Remco, American Doll & Toy; 10:30-11 *King Leonardo & His Short Subjects*, Gen. Mills, Sweets.

11 a.m.-noon

ABC-TV 11-11:30 No network service; 11:30-12 TBA.
CBS-TV 11-11:30 *Magic Land of Allakazam*, Kellogg; 11:30-12 *Roy Rogers Show*, Nestle Co.
NBC-TV 11-11:30 *Fury*, Miles, Nabisco, Sweets; 11:30-12 *Lone Ranger*, Gen. Mills.

Noon-1 p.m.

ABC-TV 12-12:30 No network service; 12:30-1 *Pip the Piper*, Gen. Mills.
CBS-TV 12-12:30 *Sky King*, Nabisco; 12:30-1 *Saturday News with Robert Trout*, sust.
NBC-TV 12-12:30 *My True Story*, Glenbrook, Dow, Simoniz; 12:30-1 *Detective's Diary*, Glenbrook, Simoniz.

1-2 p.m.

ABC-TV No network service.
CBS-TV 1-1:30 *Robert Trout & The News*, sust. After April 15 No network service; 1:30-2 No network service.
NBC-TV 1-1:30 *Mr. Wizard*, sust.; 1:30-2 No network service.

2-5 p.m.

ABC-TV No network service.
CBS-TV *Baseball Game of the Week*, starts April 15, part.
NBC-TV *Major League Baseball*, various regional.

5-7:30 p.m.

ABC-TV 5-6 *All Star Golf*, Reynolds Metals, Armour ends April 22; 6-7:30 No network service.
CBS-TV No network service.
NBC-TV 5-5:30 *Bowling Stars*, Gen. Mills starts April 8; 5:30-6 *Captain Gallant*, Gen. Mills, starts April 8; 6-7:30 No network service.

SATURDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8:30 *Roaring Twenties*, Warner-Lambert, Gillette, Simoniz, Mennen, Derby.
CBS-TV 7:30-8:30 *Perry Mason*, Parliament, Colgate, Sterling Drug, Drackett, Moores.
NBC-TV 7:30-8:30 *Bonanza*, American Tobacco, RCA.

8-9 p.m.

ABC-TV 8-8:30 *Roaring Twenties*, cont.; 8:30-9 *Leave It to Beaver*, Ralston, Colgate.
CBS-TV 8-8:30 *Perry Mason*, cont.; 8:30-9:30 *Checkmate*, Brown & Williamson, Lever, Kimberly Clark.
NBC-TV 8-8:30 *Bonanza*, cont.; 8:30-9 *Tall Man*, R. J. Reynolds, Block Drug.

9-10 p.m.

ABC-TV *Lawrence Welk*, Dodge, J. B. Williams.
CBS-TV 9-9:30 *Checkmate*, cont.; 9:30-10 *Have Gun, Will Travel*, Lever, Whitehall.
NBC-TV 9-9:30 *Deputy*, Gen. Cigar, Bristol-Myers; 9:30-10:30 *The Nation's Future*, sust.

10-11 p.m.

ABC-TV 10-10:45 *Fight of the Week*, Gillette, Miles; 10:45-11 *Make That Spare*, Brown & Williamson, Gillette.
CBS-TV 10-10:30 *Gunsmoke*, L&M, Remington Rand; 10:30-11 No network service.
NBC-TV 10-10:30 *The Nation's Future*, cont.; 10:30-11 No network service.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: March 23 through March 29. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—Special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

Existing tv stations

CALL LETTERS ASSIGNED

KYMA (TV) Flagstaff, Ariz.—Coconino Telecasters Inc.

KLMC-TV Lamar, Colo.—Televents Inc.

KWHT-TV Goodland, Kans. — Standard Electronics Corp. Changed from KBLR-TV.

KWBC-TV Gallup, N. M.—Televents Inc.

KOXO (TV) Portland, Ore.—Fisher Bcstg. Co.

WAND-TV Pittsburgh, Pa.—Agnes J. R. Greer. Changed from WKFJ-TV.

WSVI (TV) Christiansted, V. I.—Supreme Bcstg. Co. of Puerto Rico.

New am stations

ACTIONS BY FCC

Marianna, Ark.—Lee Bcstg. Co. Granted 1460 kc. 500 w., DA, D. P.O. address Clyde Andrews, Wiley Bldg., Marianna, Ark. Estimated construction cost $20,636, first year operating cost $26,538, revenue $36,000. Principals are **Ross A. Hayes,** 25%, **Lon Mann, Clyde S. Andrews, W. H. Gerrard** and **Emerson Newbern,** each 18.75%. Mr. Hayes is in cotton ginning. Mr. Mann is farmer. Mr. Andrews is CPA. Mr. Gerrard is farmer. Mr. Newbern is cotton broker. Action March 29.

Hillsville, Va.—Carroll Bcstg. Co. Granted 1400 kc. 250 w. P.O. address c/o Rush L. Akers, Box 248 Hillsville, Va. Estimated construction cost $5,200, first year operating cost $20,871, revenue $31,234. Applicants are **Dale W. Gallimore** and **Rush L. Akers,** equal partners. Mr. Gallimore was formerly employed by WPAQ Mt. Airy, N. C. Mr. Akers formerly was in automobile agency business; engineering condition and program tests not to be authorized until permittee has submitted evidence to show that Mr. Gallimore has severed all connection with WPAQ. Chmn. Minow and Comr. Ford dissented. Action March 29.

APPLICATIONS

Vandalia, Ill. Peter-Mark Bcstg. Co.—1500 kc, 250 w. P.O. address 216 Ferguson St., Jerseyville, Ill. Estimated construction cost $13,685.63, first year operating cost $36,000, revenue $48,000. **Wilbur J. Meyer,** sole owner, is majority stockholder of WJBM Jerseyville, Ill. Ann. March 29.

Existing am stations

ACTIONS BY FCC

KRXK Rexburg, Idaho—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Chrm. Minow not participating. Ann. March 29.

KSIG Crowley, La.—Granted increased daytime power on 1450 kc from 250 w to 1 kw; continued nighttime operation with 250 w; remote control permitted; engineering conditions. Ann. March 29.

KNOC Natchitoches, La. — Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Comr. Ford dissented. Ann. March 29.

KWRE Warrenton, Mo.—Granted increased power on 730 kc, D, from 500 w to 1 kw; engineering conditions. Ann. March 29.

WGBG Greensboro, N. C.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Ann. March 29.

WSIC Statesville, N. C.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Chrm. Minow not participating. Ann. March 29.

KMHT Marshall, Tex.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Chrm. Minow not participating; Comr. Bartley dissented. Ann. March 29.

WRON Ronceverte, W. Va.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Ann. March 29.

WLOG Logan, W. Va.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering condition. Ann. March 29.

APPLICATIONS

WMSL Decatur, Ala.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400kc) Ann. March 24.

KIBE Palo Alto, Calif.—Cp to increase power from 1 kw to 5 kw and install new trans. (1350kc) Ann. March 29.

WDBF Delray Beach, Fla.—Cp to change hours of operation from D to Unl., using power of 500 w, 5 kw-LS and employing DA-N and D (DA-2). (1420kc) Ann. March 24.

KAYS Hays, Kans—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400kc) Ann. March 24.

KRTN Raton, N. M.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490kc) Ann. March 24.

WDOE Dunkirk, N. Y.—Mod. of license to change station location from Dunkirk, New York to Dunkirk-Fredonia, New York. (1410-kc) Ann. March 29.

WFLS Fredericksburg, Va.—Cp to increase power from 500 w to 1 kw and make changes in ant. system (increase height). (1350kc) Ann. March 24.

WLPM Suffolk, Va.—Cp to increase daytime power from 1 kw to 5 kw, install new trans. and change from employing DA-N only to DA-2. (1460kc) Ann. March 29.

WPDR Portage, Wis.—Cp to increase power from 1 kw to 5 kw, install new trans. and DA-D. Ann. March 29.

WRIG Wausau, Wis.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400kc) Ann. March 24.

CALL LETTERS ASSIGNED

KATO Safford, Ariz.—Willard Shoecraft.

KVEE Conway, Ark.—Central Ark. Bcstrs.

KLIP Fowler, Calif.—Morris Mindel.

WSWN Belle Glade, Fla.—Seminole Bcstg. Co. Changed from WEAS.

WYNZ Windermere, Fla. — Windermere Radio Co.

WEAS Savannah, Ga.—WJIV Inc. Changed from WJIV.

KFLI Mountain Home, Idaho.—Northwest Bcstrs. Inc.

WMLO Beverly, Mass.—United Bcstg. Co.

KESM El Dorado Springs, Mo. — Paul Vaughn.

KVEG Las Vegas, Nev.—Las Vegas Electronics.

WCNS Canton, Ohio—Dover Bcstg. Co. Changed from WAND.

KMAD Madill, Okla.—Herbert J. Pate.

WJES Johnston, S. C.—Edgefield-Saluda Radio Co.

KBBZ Laramie, Wyo.—Laramie Bcstrs. Changed from KLME.

New fm stations

ACTIONS BY FCC

Ridgecrest, Calif. — Ridgecrest Bcstg. Co. Granted 105.5 mc, 432 w. Ant. height above average terrain —264 ft. P.O. address P.O. Box 696. Estimated construction cost $5,681, first year operating cost $2,000, revenue $3,200. **Israel Sinofsky,** sole owner, is manager, owner and chief engineer of KRKS Ridgecrest. Action March 29.

Poughkeepsie, N. Y.—Hudson Valley Bctsg. Corp. Granted 101.5 mc, 4.4 kw. Ant. height above average terrain 850 ft. P.O. address P.O. Box 410. Estimated construction cost $13,634. Fm applicant will duplicate WEOK Poughkeepsie. Action March 29.

APPLICATIONS

Palo Alto, Calif. Golden Bay Bcstg. Co.—95.3 mc, 860 k. Ant. height above average terrain —139.1 ft. P.O. address 555 La Sierra Drive, Sacramento, Calif. Estimated construction cost $6,350, first year operating cost $13,200, revenue $36,000. Principals are **John Paul Breznik** (33⅓%), **Robert E. Stofan** (33⅓%), and **William Wentworth Auxier** (33⅓%). All three are officers of KSFM (FM) Sacramento. Ann. March 28.

Mount Pleasant, Mich. Paul A. Brandt.—94.5 mc, 16.1 kw. Ant. height above average terrain 237 ft. P.O. address Maple St. Estimated construction cost $14,300, first year operating cost $3,000, revenue $2,000. Mr. Brandt is licensee of WCEN Mt. Pleasant, and WBFC Fremont, both Michigan. Ann. March 24.

Fredericksburg, Va. Star Bcstg. Corp. 93.3 mc. 41.5 kw. Ant. height above average terrain 333 ft. P.O. address 305 William St. Estimated construction cost $30,052.50, first year operating cost $8,000, revenue $10,000. Star Bcstg. is owned by Free Lance-Star Publishing Co., Fredericksburg, whose principals include **Charles S. Rowe** (38%) and his brother **Josiah P. Rowe III** (43%). Star Bcstg. owns WFLS Fredericksburg. Ann. March 24.

Existing fm stations

ACTIONS BY FCC

KBIQ (FM) Los Angeles, Calif.—Granted mod. of license to change station and main studio location to Avalon, Calif. Ann. March 29.

EDWIN TORNBERG
& COMPANY, INC.
NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
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WEST COAST
860 Jewell Avenue
Pacific Grove, California
FRontier 2-7475
WASHINGTON
1625 Eye Street, N.W.
District 7-8531

CALL LETTERS ASSIGNED

WKUL-FM Cullman, Ala.—Cullman Bcstg. Co.

WARF-FM Jasper, Ala.—Walker County Bcstg. Co.

WAJM (FM) Montgomery, Ala.—Advertiser Co.

WGNB (FM) Gulfport, Fla.—World Christian Radio Foundation Inc.

WVKC (FM) Galesburg, Ill.—Knox College.

WBEL-FM South Beloit, Ill.—Beloit Bcstrs. Inc.

KWBB-FM Wichita, Kansas—Wichita Beacon Bcstg. Co.

WVCA-FM Gloucester, Mass. — Simon Geller.

WVGR (FM) Grand Rapids, Mich.—Regents of U. of Mich.

WDCX (FM) Buffalo, N. Y.—Donald B. Crawford.

WXEN-FM Cleveland, Ohio—Tuschman Bcstg. Co. Changed from WABQ-FM.

WZAK (FM) Cleveland, Ohio—Ohio Music Corp.

WSBA-FM York, Pa.—Susquehanna Bcstg. Co.

KXOL-FM Fort Worth, Tex.—KWOL Inc.

KGTS (FM) College Place, Wash.—Walla Walla College.

Ownership changes

ACTIONS BY FCC

KSDA Redding, Calif.—Granted (1) renewal of license and (2) transfer of control from **Wilford B. Moench** to **J. L. Carpenter, J. R. Short** and **R. E. Welch**; consideration $59,500 for 100% by Mr. Welch who will issue 39% of stock to Mr. Carpenter and 10% to Mr. Short for which they have agreed to give five years of service. Ann. March 29.

KMLB-AM-FM Monroe, La.—Granted assignment of licenses to **KMLB Inc. (Leon S. Walton,** president, owns KOPY Alice, Tex., WNOO Chattanooga, Tenn., and has interest in KJET Beaumont, Tex.); consideration $140,000. Ann. March 29.

WBEC Pittsfield, Mass.—Granted assignment of license to **WBEC Inc. (Richard S. Jackson, Henry Hovland** and **Henry W. Steingarten)**; consideration $195,000. Ann. March 29.

WGUS North Augusta, S. C.—Granted transfer of control from **Henderson Belk** to **Martha White Mills Inc., H. C. Young Jr.** (has interest in WENO Madison, Tenn., and WYAM Bessemer, Ala.), and **Jerome Glaser** (has interest in WYAM); consideration $53,111. Martha White Mills Inc. will own 90% of stock. Ann. March 29.

WEMB Erwin, Tenn.—Granted assignment of license from **Max M. Blakemore** to **WEMB Inc.** (V. F. Jackson, president); consideration $55,000. Ann. March 29.

KVOS-TV Bellingham, Wash.—Granted assignment of licenses (1) to **Rogan** and **C. W. Jones, Ernest E. Harper, Joseph Bloom** and **David Mintz,** individual stockholders of assignor, in exchange for surrender of part of their stockholdings and (2) from Jones et. al., to **KVOS Tv Corp.** for $3,000,000. Sole stockholder of KVOS Tv Corp. is Wometco Enterprises Inc., licensee of WTVJ (TV), Miami, Fla., and interest in WFGA-TV Jacksonville, Fla., and WLOS-AM-FM-TV Asheville, N. C. Comr. Bartley dissented. Ann. March 29.

WHMS Charleston, W. Va.—Granted assignment of license to **Edgar L. Clinton**; consideration $95,000 and agreement not to compete for 5 years within 50 mile radius of Charleston. Chmn. Minow not participating. Ann. March 25.

WSAZ-AM-TV Huntington, W. Va.—Granted transfer of control from **Huntington Publishing Co.** to **WJR Inc.** (WJR-AM-FM Detroit, and WJRT [TV] Flint, Mich.); consideration $5,471,862 for 89% interest. Ann. March 29.

APPLICATIONS

WHYS Ocala, Fla.—Seeks assignment of license from **Associated Bcstrs. Inc.** to **Robert L. Gilliam** for $75,000. Mr. Gilliam is in investment business in Ocala. Ann. March 24.

WALG Albany, Ga.—Seeks transfer of control from **James S. Ayers** to **Allen M. Woodall.** Consideration $23,000. Mr. Woodall has interests in WDAX McRae, Ga., WAYX Waycross, Ga., WMOG Brunswick, Ga., WDAK Columbus, Ga. He is also in real estate and in corporations operating Howard Johnson restaurants. Ann. March 28.

WGTA Summerville, Ga.—Seeks assignment of license from J. Bradley Haynes, temporary receiver of **Tri-State Bcstg. Co.,** to Tri-State Bcstg. Co. Principal is **William B. Farrar** (100%). Mr. Farrar paid $60,600 for all stock in competition with former coowner **E. C. Pesterfield** at public auction. Ann. March 28.

KWEI Weiser, Idaho—Seeks assignment of license from **Inland Broadcast Co.** to **Oxbow Broadcast Co.** for $50,000 plus exchange of stock. Principals are **Mervin V. Ling** (52%) and **Edwin C. Miller** (47.8%). Mr. Ling has controlling interests in KAYT Rupert, Idaho, and KACI The Dalles, Ore. Ann. March 28.

KAGE Winona, Minn.—Seeks transfer of control from **Mr. and Mrs. Albert S. Tedesco** to **James B. Goetz** (50%), **Merlin J. Meythaler** (25%), and **Rex N. Eyler** (25%). Consideration $105,000. Mr. Goetz owns gas station. Mr. Meythaler has interests in KMAQ Maquokita, Iowa, and WFAW-FM Atkinson, Wis. Mr. Eyler has no other business interests. Ann. March 28.

KTOO Henderson, Nev.—Seeks assignment of license from **Advertising Dynamics Corp.** to **KTOO Bcstg. Co.** for $110,000. Principals are **Henry V. Crosby** (50%), **Harold Newman** (16⅔%), **Reginald P. Newmann** (16⅔%), and **Samuel Komsky** (16⅔%). Mr. Crosby is in wholesale drugs. Newman brothers own iron and metal business. Mr. Komsky has interest in accounting firm. Ann. March 29.

WEEW Washington, N. C.—Seeks assignment of permit from **WOOW Inc.** to **WEEW Inc.** in stock exchange and for assumption of $12,500 debt of WOOW. Principals are **James B. Newman** (30.19%), **Mary L. Stiles** (45.28%) and **WOOW** (24.53% on consummation of transfer). Mr. Newman is announcer for WOOW. Mrs. Stiles is officer of WOOW. President of WOOW, John P. Gallagher will be president of WEEW. He owns 79.8% of WOOW and has interests in KARA Albuquerque, N. M.; KDUB-AM-TV Lubbock, KPAR-TV Sweetwater, and KEDY-TV Big Spring, all Texas. Ann. March 24.

WOHI-AM-FM East Liverpool, Ohio—Seeks assignment of license from **East Liverpool Bcstg. Co.** to **Constrander Corp.** No consideration is involved; East Liverpool Bcstg. is wholly owned by Constrander. Principals are **Joseph D. Coons** (60%), **David E. Kurland** (15%), **Norman L. Mauser** (15%) and **Charles E. Stuart** (10%). They have no other business interests. Ann. March 24.

KBOY-AM-FM Medford, Ore.—Seeks assignment of licenses from **KBOY Bcstrs.** to **KBOY Bcstrs. Inc.** No consideration involved. Principals are **Mr. and Mrs. Kenneth R. Card** (99%). They have no other broadcast interests. Ann. March 28.

KINT El Paso, Tex.—Seeks transfer of control from **Odis L. Echols Jr.** to **G. E. Miller and Co.** Consideration $12,000. Principal stockholder is **Giles E. Miller** (34.2%). He has interests in KBUY Amarillo, Tex., and KOKE Austin, Tex. Ann. March 24.

WCMS Norfolk, Va.—Seeks transfer of control from **Cy Blumenthal** to **George A. Crump.** Consideration $40,500. Mr. Crump is general manager of WAVA-AM-FM Arlington, Va. Ann. March 24.

WLOW Portsmouth, Va.—Seeks transfer of control from **John Quincy, Arthur E. Haley, Richard Maguire,** and **J. Joseph Maloney Jr.** to **Providence Radio Inc.** Consideration $175,500. Providence Radio is 73.9% owned by Akron Bcstg. Corp. Principals of Akron are **Edwin Elliot** (58%) and his son **Edwin T. Elliot** (40.4%). Providence Radio is licensee of WICE Providence, R. I., and WKJD (FM) Warwick, R. I. Ann. March 29.

Hearing cases

FINAL DECISIONS

■ By memorandum opinion and order commission granted petition for reconsideration by Triangle Publications Inc., severed from consolidated proceeding and granted its application to increase daytime power of station WNHC New Haven, Conn., from 250 w to 1 kw, continued operation on 1340 kc, 250 w-N, conditioned to accepting such interference as may be imposed by (1) other existing class IV stations in event they are subsequently authorized to increase power to 1 kw, and (2) WNLK, Norwalk, in event of grant of its application to increase daytime power, and without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Section 317 of Communications Act. Ann. March 23.

■ Commission gives notice that Jan. 30 initial decision to grant application of S & S Bcstg. Co. to change operation of WTAQ La Grange, Ill., on 1300 kc from 500 w, DA-N, U, to 500 w-N, 1 kw-LS, DA-2, became effective March 21. Ann. March 23.

■ Commission gives notice that Jan. 31 initial decision to grant application of Northside Bcstg. Co. for new am station to operate on 1450 kc, 250 w, U, in Jeffersonville, Ind., conditioned that permittee shall submit prior to authorization of program tests complete non-directional proof of performance to establish that radiation has been limited to substantially 75 mv/m for power of 250 watts, as proposed, became effective March 22. Ann. March 23.

■ By memorandum opinion and order, commission granted joint petition for reconsideration and granted without hearing applications of WSTV Inc. to increase daytime power of station WBOY Clarksburg, W. Va., from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N, and Community Radio Inc. for new station to operate on 1400 kc, 250 w-N, 1 kw-LS, in Spencer, W. Va., each conditioned to accepting such interference as may be imposed by other existing 250 w class IV stations in event they are subsequently authorized to increase power to 1 kw. Ann. March 29.

■ By memorandum opinion and order, commission granted petition for reconsideration by Friendly Bcstg. Co., and granted its application to increase daytime power of WJMO Cleveland Heights, Ohio, from 250 w to 1 kw, continued operation on 1490 kc, 250 w-N, engineering condition and subject to accepting such interference as may be imposed by other existing 250 w class IV stations in event they are subsequently authorized to increase power to 1 kw. Ann. March 29.

■ By memorandum opinion and order, commisison granted joint petition of following applicants for reconsideration, severed from consolidated proceeding, and granted applications of Donald M. Donze for new am station to operate on 1400 kc, 250 w, U, in Festus, Mo., KSIM Sikeston, Mo., WDWS Champaign, Ill., WEOA Evansville, Ind., and KFRU Columbia, Mo., to increase daytime power from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N, and WFIW Fairfield, Ill., to increase power from 500 w to 1 kw, continued operation on 1390 kc, D; each conditioned to accepting such interference as may be imposed by other existing 250 w class IV stations in event they are subsequently authorized to increase power to 1 kw. Comr. Ford dissented, with statement, in which Chmn. Minow joined; Comr. Bartley dissented. Ann. March 29.

■ By memorandum opinion and order, commission granted joint petition for reconsideration by KWYN Wynne, Ark., KCLA Pine Bluff, Ark., and KELD El Dorado, Ark., severed from consolidated proceeding and granted their applications to increase daytime power from

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250 w to 1 kw, continued operation on 1400 kc, 250 w-N, each conditioned to accepting such interference as may be imposed by other existing 250 w class IV stations in event they are subsequently authorized to increase power to 1 kw. Comr. Ford dissented. Ann. March 29.

INITIAL DECISIONS

■ Hearing examiner H. Gifford Irion issued initial decision looking toward granting application of Radio Medford Inc. for new tv station to operate on ch. 10 in Medford, Ore. Ann. March 29.

■ Hearing examiner Millard F. French issued initial decision looking toward denying application of Northeast Radio Inc. to increase power of WCAP Lowell, Mass., from 1 kw to 5 kw, continued operation on 980 kc, D. Ann. March 29.

■ Hearing examiner Herbert Sharfman issued initial decision looking toward granting application of Pier San Inc. for new am station to operate on 1290 kc, 500 w, D, in Larned, Kans., and denying applications of Francis C. Morgan Jr. for same facilities in Larned and Wilmer E. Huffman for new station in Pratt, Kans., to operate on 1290 kc, 5 kw-D, 500 w-N, DA-2. Ann. March 29.

■ Hearing examiner Walther W. Guenther issued initial decision looking toward granting application of Peoples Bcstg. Corp. for new class B fm station to operate on 94.5 mc; ERP 20 kw; ant. height 238 ft.; engineering conditions. Ann. March 29.

OTHER ACTIONS

Kenneth G. and Misha S. Prather, Boulder, Colo.; KDEN Denver, Colo.—Designated for consolidated hearing applications of Prather for new am station to operate on 1360 kc, 500 w, DA, D, and KDEN to increase daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; made KDEN party with respect to its existing operations and KGHF Pueblo, Colo., party to proceeding. Ann. March 29.

■ By memorandum opinion and order, commission denied petition by Howard C. Gilreath, tr/as Radio Metter, for reconsideration of condition attached to Jan. 25 grant of his application for new am station (WMAC) to operate on 1360 kc, 500 w, D, in Metter, Ga., which stipulated that program tests not be authorized until Gilreath has submitted proof to show that he has severed all connections with station WVOP Vidalia, Ga. Ann. March 29.

Sands Bcstg. Corp., WIFE Corp., Hoosier Bcstg. Corp., Independent Indianapolis Bcstg. Corp., Indianapolis, Ind.—Designated for consolidated hearing applications for new am stations to operate daytime only on 1150 kc, 1 kw, DA. Ann. March 29.

WHOW Clinton; Loves Park Bcstg. Co., Loves Park; Lake Zurich Bcstg. Co., Lake Zurich; WWGE Wheaton; Radio Joliet, Joliet, all Ill.—Designated for consolidated hearing application of WHOW to increase daytime power on 1520 kc from 1 kw to 5 kw with 1 kw during critical hours, and remaining applications for new am stations—Loves Park to operate on 1520 kc, 500 w, D, Lake Zurich on 1520 kc, 1 kw, D, WWGE on 1520 kc, 1 kw, DA, D, and Radio Joliet on 1510 kc, 500 w, D; made KOMA Oklahoma City, Okla.; WKBW Buffalo, N. Y.; WHOW Clinton, Ill.; WAUX Waukesha, Wis.; and WOPA Oak Park, Ill., parties to proceeding with respect to their existing operations, and WOPA party with respect to its application to increase power from 250 w to 1 kw.

Vernon E. Pressley, Canton, N. C.; WTCW Whitesburg, Ky.; B. E. Bryant, Asheville, N. C.—Designated for consolidated hearing applications of Pressley and Bryant for new am stations to operate on 920 kc—Pressley with 500 w, D, and Bryant with 1 kw, DA, D, and WTCW to increase power on 920 kc, D, from 1 kw to 5 kw; made WLIV, Livingston and WJCW, Johnson City, both Tenn., parties to proceeding. Ann. March 25.

Coast Bcstg. Co., Georgetown, S. C.; WLSC Loris, S. C.; WMYB Myrtle Beach, S. C.; WWOK Charlotte, N. C.—Designated for consolidated hearing applications of Coast for new am station to operate on 1470 kc, 500 w, D, WLSC to change frequency from 1570 kc to 1480 kc, continued operation with 1 kw, D, WMYB to change facilities from 1450 kc, 250 w, U, to 1480 kc, 1 kw-N, 5 kw-LS, DA-N, and WWOK, on 1480 kc, to change from 1 kw, D, to 5 kw, U, DA-2. Ann. March 29.

■ By memorandum opinion and order in remand proceeding on applications of Young People's Church of Air Inc., and WJMJ Bcstg. Corp. for new class B fm stations in Philadelphia, Pa., commission (1) denied petition for reconsideration of WJMJ application; (2) granted in part petition by Young People's insofar as accepting amendments to show certain steps taken to replace the participation of Dr. Percy Crawford (deceased) and addition of Robert Anderson as general manager and program director in place of Dr. Crawford; and (3) afforded 30 days from release of memorandum opinion for filing of any stipulation covering matters discussed in memorandum opinion, to be signed by counsel for both applicants and for Broadcast Bureau, and ordered that in event no such stipulation is timely filed commission will issue appropriate order remanding proceeding to hearing examiner. (On May 11, 1960 commission granted application of Young People's and denied WJMJ, and on Nov. 18, 1960, pursuant to motion filed by WJMJ, Court of Appeals remanded case to commission "in order that commission may determine effect of death of Dr. Percy Crawford upon its decision in this case." Chrm. Minow not participating; Comr. Lee dissented with statement, in which Comr. Craven concurred. Ann. March 29.

■ By three separate memorandum opinions and orders in proceeding on applications of Queen City Bcstg. Co. and Val Verde Bcstg. Co. for new am stations in Del Rio, Tex., commission: (1) denied petition by KDLK Del Rio, party to proceeding, to dismiss Queen City application or postpone the proceedings; Chrm. Minow not participating; (2) granted Queen City petition to the extent of enlarging issues to determine whether application of Val Verde was filed in good faith, or was filed solely or in part to strike or block Queen City application; Chrm. Minow not particapating; Comrs. Lee and Craven concurred but would add issue on misrepresentation; Comr. Cross dissented; and (3) denied KDLK petition to enlarge issues as to Queen City's financial qualifications and as to whether Del Rio can support additional station. Ann. March 25.

■ By order, commission granted petition by Broadcast Bureau and made Federal Aviation Agency and Navy parties to proceeding on applications of Coastal Television Co. for new tv station to operate on ch. 12 in New Orleans, La., and Supreme Bcstg. Co. Inc. for mod. of cp of WJMR-TV New Orleans to operate on ch. 12 instead of ch. 20. One of issues in proceeding involves possible hazards to air navigation. Ann. March 25.

■ By memorandum opinion and order, commission struck petition by protestant Aztec Community TV Inc. for reconsideration of that portion of Dec. 29, 1960 memorandum opinion and order which permitted Bloomfield Non-Profit Tv Assn. to continue operation of three vhf tv repeater stations on chs. 2, 6 and 30 to serve Bloomfield, N. M., pending decision after protest hearing on its applications for temporary authority; reaffirmed Dec. 29 memorandum opinion but, on commission's own motion, substituted language in paragraph 6 thereof to read "In view of foregoing, in accordance with provisions of sect. 309 of Communications Act of 1934, as amended, above-captioned applications are designated for hearing on following issues." Aztec's petition contained scandalous material, and if attorney who is counsel for petitioner again files pleadings containing such material in this or any other proceeding before Commission, specific measures will be considered to prevent any further repetition. Chrm. Minow not participating; Comrs. Hyde and Bartley abstained from voting. Ann. March 25.

■ By memorandum opinion and order, commission denied joint petition for reconsideration, severance and grant of applications of Robert F. Neathery for new am station to operate on 1450 kc, 250 w, U, in Fredericktown, Mo., and Paducah Bcstg. Co., to increase daytime power of station WPAD Paducah, Ky., from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N. Comr. Ford concurred, with statement, in which Chrm. Minow joined. Comr. Cross dissented. Ann. March 29.

Routine roundup

ACTIONS ON MOTIONS
By FCC

■ Commision on March 27 granted petition by committee on education of legislative council of state of Kansas and extended from March 27 to May 25 time to file reply comments in tv rule-making proceeding involving Superior, Kearney, Albion, Nebraska, and others. Ann. March 28.

■ Commission on March 28 granted petition by WROC-TV Rochester, N. Y., to extent of extending from March 31 to April 18 time to file comments and to April 28 for replies in Syracuse and Rochester, N.Y., tv rulemaking proceedings. Ann. March 29.

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By Chairman Newton N. Minow

■ Granted petition by Northwest Broadcasters Inc., and corrected in various respects transcript of oral argument, held March 3, in proceeding on its application and that of Rev. Haldane James Duff for am facilities in Bellevue and Seattle, Wash. Ann. March 27.

By Commissioner John S. Cross

■ Granted petition by Suncoast Cities Bcstg. Corp., and extended to April 20 time to file exceptions to initial decision in Largo, Fla., tv ch. 10 proceeding. Action March 20.

■ Granted petition by WRMN Elgin, Ill., and extended to March 25 time to reply to North Suburban Radio Inc., Highland Park, Ill., opposition to WRMN's motion to clarify or enlarge issues in consolidated am proceeding. Action March 20.

■ Granted joint motion by Creek County Bcstg. Co. and M. W. Cooper and extended to March 29 time to file petition for review of hearing examiner's order, released March 15, denying petition to reopen record in proceeding on their applications for new am stations in Sapulpa and Midwest, Okla. Action March 21.

■ Granted petition by Des Plaines-Arlington Bcstg. Co. and extended to April 10 time to file exceptions to initial decision in proceeding on its application for am facilities in Des Plaines, Ill. Action March 27.

■ Granted petition by Broadcast Bureau and extended to April 3 time to respond to petition to enlarge issues in San Angelo, Tex., tv ch. 3 proceeding. Action March 28.

■ Granted petition by Broadcast Bureau and extended to April 20 time to file exceptions to initial decision in proceeding on applications of WBUD Inc. and Concert Network Inc. for new fm stations in Trenton, N. J. Action March 28.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled hearings in following proceedings on dates shown: May 1: am applications of Olean Bcstg. Corp. and WIRY Inc., Plattsburg and Lake Placid, N. Y.; May 8: fm applications of Lorenzo W. Milam and L. N. Ostrander and G. A. Wilson d/b as Eastside Bcstg. Co., Seattle, Wash.; May 9: On applications of Palmetto Bcstg. Co. for renewal of license of station WDKD Kingstree, S. C., and for license to cover cp; May 10: am applications of KGFJ and Sun State Bcstg. System Inc., Los Angeles and San Fernando, Calif.; May 15: am applications of George Shane, Victorville, Calif., Bar None Inc., and Independent Bcstg. Co., Dishman and Spokane, Wash.; May 22: In matter of revocation of license of Roger S. Underhill for WIOS Tawas City-East Tawas, Mich.; May 31: am applications of Wagner Bcstg. Co., Woodland, Calif. Ann. March 23.

■ Granted petition by Dornita Investment Corp. to extent that it seeks dismissal of its application but dismissed with prejudice its application for new tv station to operate on ch. 3 in San Angelo, Tex. Ann. March 23.

■ Granted petition by Edward L. Waterman to extent that he seeks dismissal of his application for fm facilities in Park Forest, Ill., but dismissed application with prejudice. Ann. March 23.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING March 30

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,529	34	135	800
FM	792	68	189	119
TV	486[1]	56	83	97

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING March 30

	VHF	UHF	TV
Commercial	464	78	542
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC Jan. 31

	AM	FM	TV
Licensed (all on air)	3,522	758	486[1]
Cps on air (new stations)	30	71	54
Cps not on air (new stations)	128	204	83
Total authorized stations	3,680	1,033	635
Applications for new stations (not in hearing)	622	73	29
Applications for new stations (in hearing)	170	28	64
Total applications for new stations	792	101	93
Applications for major changes (not in hearing)	550	45	34
Applications for major changes (in hearing)	256	4	22
Total applications for major changes	806	49	56
Licenses deleted	0	0	0
Cps deleted	0	0	1

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

■ Granted joint petition by Hennepin Bcstg. Assoc. and Robert E. Smith, applicants for new am stations to operate on 690 kc, 500 w, D, in Minneapolis, Minn., and River Falls, Wis., approved agreement whereby Hennepin would pay Smith $5,051 for expenses incurred in connection with his application, in return for its dismissal; and dismissed Smith's application with prejudice; granted Hennepin's application for new am station to operate on 690 kc, 500 w, D, DA, and terminated proceeding. Action March 22.

■ Granted petition by WQXR New York, N. Y., for leave to intervene with reference to application of North Penn Bcstg., Quakertown, Pa., in am proceeding. Action March 22.

■ Granted petition by applicant, dismissed application of WLUK-TV Marinette, Wis., and terminated proceedings heretofore ordered on its application. Action March 22.

■ Granted petition by Wilmington Television Co. for dismissal of its application for new tv station to operate on ch. 12 in Wilmington, Del.; dismissed application with prejudice. Action March 23.

■ Ordered that Asher H. Ende, in lieu of David I. Kraushaar, will preside at May 22 hearing in matter of revocation of license of Roger S. Underhill for am station WIOS Tawas City-East Tawas, Mich. Ann. March 27.

■ Granted petition by KWHW Altus; Okla., and accepted its appearance filed late in proceeding on its am application. Ann. March 28.

■ On own motion, scheduled oral argument for March 30 with reference to series of pleadings in proceedings on am applications of John Laurino, Waynesboro, Va. Ann. March 28.

■ Denied petition by applicant for leave to file motion to strike and reply to proposed findings submitted by Broadcast Bureau in proceeding on application of Eleven Ten Bcstg. Corp. for renewal of license of KRLA and aux., Pasadena, Calif., and for license to cover cp. Ann. March 28.

■ Scheduled hearings in following proceedings on dates shown: May 1: In matter of mod. of license of KERO-TV (ch. 10) Bakersfield, Calif.; May 19: am applications of WISV Viroqua, Wis.; June 5: On application for renewal of license of KORD Pasco, Wash. Ann. March 29.

■ Granted joint petition by Norman A. Thomas and Greene County Bcstg. Co. applicants for new am stations to operate on 1450 kc, 250 w, U, in Greeneville, Tenn., approved agreement whereby Greene County would pay Thomas $2,500, in partial payment of out-of-pocket expenses incurred in

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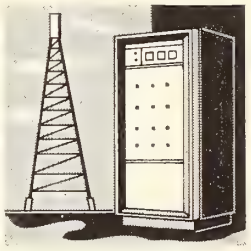
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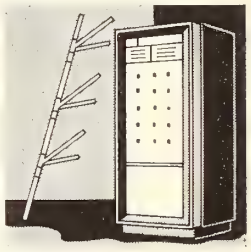
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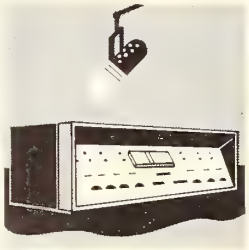
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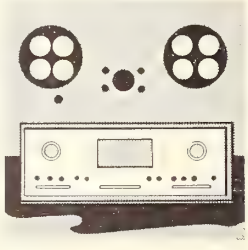
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connection with his application, in return for its withdrawal; granted petition by Thomas for dismissal of his application without prejudice only to extent that it involves dismissal but dismissed application with prejudice; retained Greene application in hearing status and it will be subject of initial decision by presiding hearing examiner. Ann. March 29.

By Hearing Examiner David I. Kraushaar

■ Issued order after March 23 prehearing conference in proceeding on application of High-Fidelity Bcstrs. Corp. for am facilities in Norristown, Pa., scheduled procedural dates which shall govern future conduct of proceeding, and continued April 17 hearing to June 12. Ann. March 23.

■ On own motion, scheduled prehearing conference for April 12 in proceeding on am applications of KSFJ Los Angeles and Sun State Bcstg. System Inc., San Fernando, Calif. Ann. March 27.

■ Granted motion by Rodio Radio and continued April 3 hearing to May 26 in proceeding on its application for new am station in Hammonton, N. J. Ann. March 29.

By Hearing Examiner Forest L. McClenning

■ Upon request by Crittenden County Bcstg. Co., extended from March 20 to March 22 time to file proposed findings and from April 3 to April 5 to file replies in proceedings on its application and that of Newport Bcstg. Co., for am facilities in West Memphis, Ark. Ann. March 24.

■ By order, formalized certain agreements reached at March 16 prehearing conference, scheduled certain procedural dates, and on own motion, continued May 2 hearing to May 16 in proceeding on applications of Gila Bcstg. Co., for renewal of license of KCKY Coolidge, Ariz. Ann. March 27.

By Hearing Examiner Jay A. Kyle

■ Pursuant to March 22 prehearing conference, rescheduled March 30 hearing for May 24, to be held at New Orleans, La., hour and place to be announced in subsequent order, in matter of revocation of license of Leo Joseph Theriot for KLFT Golden Meadow, La. Ann. March 24.

■ Pursuant to March 28 prehearing conference, scheduled further prehearing conference for May 5, and continued April 5 hearing to June 12 in proceeding on am applications of Burlington Bcstg. Co., Burlington, N. J. Ann. March 29.

By Hearing Examiner Annie Neal Huntting

■ Continued March 28 prehearing conference from 10 a.m., to same date at 2 p.m. in proceeding on application of Aspen Bcstg. Co. for new am station in Aspen, Colo. Ann. March 24.

By Hearing Examiner Charles J. Frederick

■ As result of agreements reached at March 16 hearing, severed into two separate proceedings group 3 applicants, first to be Sayger Bcstg. Co., Tiffin, Ohio, and shall include application of Malrite Bcstg. Co., Norwalk, Ohio, and second separate proceeding to be known as WMRC Inc. WBIR Knoxville, Tenn., and shall include applications of WINN Louisville, Ky.; WCPO Cincinnati, Ohio; WSFC Somerset, Ky.; WFTM Maysville, Ky.; WHIZ Zanesville, Ohio; WHBU Anderson, Ind.; and WCOL Columbus, Ohio; ordered that proposed findings of fact for Herman E. Sayger et al. be filed on or before May 4, and replies on or before May 23; and further ordered that proposed findings for WMRC Inc. et al be filed on or before April 28 and replies thereto on or before May 9. Ann. March 23.

■ As result of agreements reached at March 22 prehearing conference, scheduled certain procedural dates, and continued April 19 hearing to June 6 in proceeding on am applications of Stuart W. Epperson, North Wilkesboro, N. C. Ann. March 24.

■ Scheduled prehearing conference for April 12 in proceeding on applications of Wagner Bcstg. Co., for new am station in Woodland, Calif. Ann. March 27.

■ Dismissed as moot petition to sever and request for initial decision granting application filed by WINN Louisville, Ky. Ann. March 27.

By Hearing Examiner Isadore A. Honig

■ Issued order following March 21 prehearing conference formalizing certain agreements reached, scheduled certain procedural dates and continued April 17 hearings to May 15 in proceeding on am applications of Robert F. Neathery and Radio

Continued on page 100

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RADIO

Help Wanted—Management

Your chance to move into management from salesmanager. Small market station in sunny south Florida needs manager who can sell and do a board shift. Base plus percentage of what you sell and percentage of gross revenues. Expect long hours, hard work in this job which can be your first station management position and your stepping stone to larger markets within the chain. Resume to Box 769D, BROADCASTING.

Manager who would be willing and able to purchase minority interest medium to small market. Box 684E, BROADCASTING.

Competitive market emphasis must be on sales. Box 685E, BROADCASTING.

Excellent opportunity for man and wife team to manage daytime east coast Florida station. Profit sharing basis. In answer give complete details to Box 694E, BROADCASTING.

Strong selling station manager wanted for midwest kilowatt. Good opportunity and future! Contact Bill Tedrick, KWRT, Boonville, Missouri, immediately.

Sales

South Florida metro market. $100.00 week plus 15%. Weekly collected sales of $500.00 you get $150.00. On $1000.00 you get $250. You must have a proven record in radio time sales which will be thoroughly checked. A great opportunity for the hard working pro. Box 767D, BROADCASTING.

Keep your job! Easily earn $100 or more a week. Show fantastic new robot! It moves . . . it talks . . . it sells! Absolutely unique. Spark radio sales . . . increase personal profits! Write Box 414E, BROADCASTING.

No. 1 Pulse rated 5000 watt southeastern fulltimer, seeking creative, aggressive, loyal salesman. Excellent station acceptance, good future, top salary. Write in confidence to Box 568E, BROADCASTING.

Salesmanager-salesmen: Regional northeast. Must have proven record in sales. Send full information with recent photo first letter. Box 587E, BROADCASTING.

Opening for one experienced AM time salesman for top Connecticut station. Excellent pay plan. Top account list. Box 659E, BROADCASTING.

Health forcing our top salesman to leave. Experienced, energetic self-starter will earn $8500 commission first year. 200 miles from Chicago. Box 687E, BROADCASTING.

East Tennessee. Experienced young salesman familiar with small market operation for sales manager. Liberal salary, commission. Box 705E, BROADCASTING.

Salesman needed by leading station. Good guarantee. Announcing experience desirable. KTOE, Mankato, Minn.

Permanent opening for experienced self starter. KXGI, Fort Madison, Iowa.

Wanted immediately, salesman for progressive single station market. Guarantee plus commission. Past or present resident of south or southwest with radio sales experience. Send data to Ralph Burgess, KTEM, Temple, Texas.

Help Wanted—(Cont'd)

Sales

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Announcers

South Florida 5 kw indie needs dj. Must be fast paced, tight production, experienced in modern radio format operation. $125 week to start. Box 553D, BROADCASTING.

Announcer with first class ticket, maintenance is secondary. Box 928D, BROADCASTING.

Combo man. $125.00 week to start . . . $140 in 3 months at south Florida station. Heavy on announcing side. Experienced man only. Send full resume to Box 768D, BROADCASTING.

Move up to a top qualtiy station. Florida's #2 market is looking for an outstanding mature voiced, slick production, big smile, announcer-dj. Send aircheck tape, resume and references. Box 377E, BROADCASTING.

5,000 watt New England station has opening for two enthusiastic personalities with good rating record. Send background, salary requirements, three references to Box 555E, BROADCASTING.

Announcer, operate own board, preferably from Tennessee. Box 579E, BROADCASTING.

A good job . . . for first phone dj. Bright sound, youth appeal, intelligence. Tight board, good sell and versatility, of course. Salary to match. Send tape and photo. Now. Box 627E, BROADCASTING.

Southwest Number 1 station in large market wants morning dj. Must know modern radio format, fast paced, tight production. Send air check and resume. Box 651E, BROADCASTING.

Wanted, 1st phone combo man who knows modern radio format for midnight slot on Number 1 station. Send air check and resume. Box 652E, BROADCASTING.

DJ-newsman. Number one rated midwest metro market regional station for midnight to six a.m. shift. Send complete resume and small photo Box 681E, BROADCASTING.

Wanted: Experienced radio and television announcer for a number one operation in a growing market. Must be top flight air salesman on both radio and television. Unlimited opportunity for an ambitious, experienced broadcasting pro. Send resume, tape and photograph to Box 701E, BROADCASTING.

Experienced announcer for key station in eastern group. Mature voice, professional delivery. No screamers needed. Program standards adult music, no top 40's etc. Excellent salary. Fine opportunity for advancement to management. Car essential. Send tape, resume and photo. Box 706E, BROADCASTING.

Outdoor lover. Alaska. Hunting. Fishing. 5 kw. Good music dj. $650 start; rapid advancement. No hard drinkers. Tape, resume to Pouch 7-016, Anchorage.

Help Wanted—(Cont'd)

Announcers

KBUD, Athens, Texas needs announcer experienced gathering, writing local news.

Sign-on announcer, experienced, mature voice, 44-hour week, for middle of road music station. Immediate opening. Rush tape, snapshot, references and salary expected to Kent Roberts, Program Director, KFTM, Fort Morgan, Colorado.

Rocky Mountain 5 kw regional needs mature announcer with first phone. Join this progressive operation, soon to expand into FM. Emphasis on announcing, not maintenance. Must be above average announcer. Tight production. Will pay above average salary. Send resume with credit and character references, photo, and audition tape. Ralph L. Atlass, KIUP, Box 641, Durango, Colorado.

Announcer with country and western background for full time country and western format. Excellent year-round semi-tropical climate. Must be sober, sincere, and stable. Contact Lloyd Hawkins, KURV, Edinburg, Texas.

Top station in mid south metro market has an immediate opening for a combo man. No maintenance required. Excellent opportunity for growth and advancement with growing chain for the right man. Send tape, resume, and recent snapshot by air mail special delivery to Henry Beam, WAAY, P.O. Box 986, Huntsville, Alabama.

Announcer with first phone for progressive adult independent. Fast growing staff, part of growing group, offers all the opportunity you can make. Good pay, good future. Send tape to WDLR, Box 317, Delaware, Ohio or call Manager, 363-1107.

Experienced announcer dj shows, news, etc. Some copywriting. Immediate opening. $70 per week to start. WEPM, Martinsburg, W. Va.

Wanted, three experienced announcers. Position open April 9. Must be able to run tight board. Send tape, references and information to Nathan Frank, WHNC, Henderson, N. C. Telephone GE 8-7136. No collect calls please.

Wanted immediately, announcer with first class license. Excellent working conditions. Excellent pay. WITE, Box 277, Brazil, Indiana.

Experienced announcer with first ticket, good working conditions. Salary commensurate with ability. Send tape, photo, and resume. WJUD, St. Johns, Michigan.

Immediate opening for staff announcer. Must have experience and operate own board. Send tape, photo and resume to WKFM, 188 W. Randolph St., Chicago, Illinois.

Immediate opening for radio/tv staff man. Minimum two years commercial experience required. Radio board operation, knowledge of standard music and adjust presentation required. On-camera experience helpful. 40-hour week and all fringe benefits. No news. Address off-air tape. Resume, snapshot to Program Director. WOC-AM-FM-TV, Davenport, Iowa.

Announcer with first class ticket for 1 kw daytime station. Please send details first letter to WONG, Box 451, Oneida, New York.

Help Wanted—(Cont'd)

Announcers

Morning announcer needed immediately for fulltime adult music station. Will consider only experienced applicants. Good salary and opportunity to right man. Send full details and tape to Lou Murray, WRTA, Altoona, Penna.

Wisconsin daytimer going fulltime. Seeking announcer-newsman or announcer copywriter with first phone. Send tape, resume, to Manager, WSWW, Platteville, Wisconsin.

Immediate opening for announcer or announcer-salesman with one to three years experience. Ralph Hooks, Dixie Stations, DeRidder, Louisiana. Phone 9080.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Technical

Wanted chief engineer—for central Michigan station with CP for 5 kw. Must have plenty of know-how for construction of DA and maintenance. Good pay to right man. Box 582E, BROADCASTING.

Wanted—engineer-announcer with first class license. Maintenance a must. Salary open. KODI, Cody, Wyoming.

Need combination man and other personnel. Contact KX-RX, San Jose, California.

Wanted: Engineer-announcer for daytimer. Station WAMD, Aberdeen, Md.

Wanted, top FM engineer well conversant with multiplexing and background music systems, needed immediately. Top salary and working condition. Contact D. E. Marable, care WGH, P.O. Box 98, Newport News, Virginia.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Production—Programming, Others

News and public affairs director for radio and television. Mature creative, imaginative newsman in the age bracket of 40 years who wants to supplement network news by recruiting and either giving or supervising the presentation of local news and public affairs programming. Opening available within six months. Starting salary $200 per week. Send tape and photo with background in first letter. Box 544E, BROADCASTING.

Energetic news man for local news editor. Long hours but good job. Must write and announce area news for 1000 watt New York state Hudson Valley station. Start at $110.00. Write full details and qualifications to Box 569E, BROADCASTING.

Program director wanted for progressive radio station in Carribean. Write giving full particulars of experience, education, age, family, references, availability, salary requirements, etc. This is a good opportunity for a good experienced man. None others should apply. Box 638E, BROADCASTING.

Newsman for western Pennsylvania station. Immediate opening. Send tape, experience, salary requirements. Box 686E, BROADCASTING.

Announcer turned newsman is wanted to round out news dept. of single market station just outside Chicago. Must gather, write and air own news and may be used as swing man, announcing 2 days while working in news dept. 3 days. Versatility important. Contact Dave Davis, WKRS, Waukegan.

Help Wanted—(Cont'd)

Production—Programming, Others

Best opportunity in the midwest for female copywriter. Heavy on local. Midwest location. We'll pay if you can produce. Send sample, pix, references. Program Director, WTVO, Rockford, Illinois.

RADIO

Situations Wanted—Management

General manager available. Fifteen years experience includes all levels from announcing to management. Last eight years full management and corporate officer small and medium competitive markets. Station sale forces move. Creative, responsible, hard working 36 year old family man with finest references. Box 344E, BROADCASTING.

Manager, heavy sales. For small to medium market. Twelve years experience, ten management. Mature, thorough knowledge all phases. Best media, personal and civic references. Interview NAB or your station. Box 521E, BROADCASTING.

Manager—10 years all phases—first phone, sales, BA degree, married, 34. Excellent record, best references. Box 601E, BROADCASTING.

Problem stations . . . get a desirable position in your market . . . top stations . . . stay on top . . . General manager, emphasis on sales, 32, married, 12 years radio experience, currently employed but desires bigger market with adequate incentive. Complete knowledge of all phases of the media. Excellent references. Write Box 625E, BROADCASTING.

Manager—operations—production . . . 13 years experience, 34 years old, married, college grad. Prefer mid-Atlantic area. Write Box 632E, BROADCASTING.

Owners: Unusual sales ability, leadership! 23 years experience. Age 43, family. Box 640E, BROADCASTING.

Fourteen years negro radio—manager/sales manager. All phases, sales—creative, energetic, loyal. Family man. Like selling. Box 646E, BROADCASTING.

Manager. I know radio is still the advertiser's best investment. Willing to work overtime to prove my point. In addition to a solid background I offer loyalty and dependability. Family man, desire small to medium market, northwest or west. Box 647E, BROADCASTING.

Fifteen years experience, adult, family radio man with eight years successful management. Have first class ticket. Presently employed in the south. Box 654E, BROADCASTING.

FM owners/stockholders: Honeymoon over? Your station in 300,000 market or better is losing/breaking even: Lease to imaginative "quality" staff for percentage. Background fm, "class" program packaging. Full control program/sales brings bonanza results. Best offer takes. Guaranteed distinctive top-flight operation. Details: Box 656E, BROADCASTING.

Excellent education, experience, references. Knowledge various markets. Married. Age 40. Will travel. Available now. Box 670E, BROADCASTING.

Station manager: Experienced, energetic, successful, 40, married, three children. Available due to change in ownership of KTHT, Houston. Hal Vester, 5000 Maple, Bellaire, Texas. Phone MA 3-4279.

Sales

Position wanted: Aggressive, personable; know people, four years selling in competitive top 25 southern market. Seeking sales-manager position in southwest or California. Write to Box 635E, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Announcer-salesman, 6 years permanency in R.M. station. 25 years, married! Prefer chance of stock ownership. Box 642E, BROADCASTING.

Ideas, persistence, many calls zoom sales. Experienced, 30, midwest-west. Box 661E, BROADCASTING.

Young advertising specialty salesman desires to enter radio sales with small market station. Box 693E, BROADCASTING.

Announcer, salesman. Family man, no floater, will settle. Selesta Graham, 14 Mount Morris Park West, New York 27, N. Y. ATwater 9-1029.

Announcers

Baseball announcer, first class. Available for coming season. Excellent references. Box 997D, BROADCASTING.

Experienced, mature air-salesman. West, southwest, south. Be specific, state salary. Box 560E, BROADCASTING.

Top dj with a "live" sound looking for medium to large market. Box 631E, BROADCASTING.

Announcer want to settle down, not a floater or prima donna. Tight production, bright sound. Box 634E, BROADCASTING.

Distinctive, quality announcer 26, family. Now earning $155. Seeking metropolitan market. Box 637E, BROADCASTING.

Personality first phone dj. College, experience. Give details and salary. Box 645E, BROADCASTING.

I graduate from college in June. Trained for deejay and continuity. 22, single, with ideas. Prefer midwest. Tape, pix and resume on request. Box 648E, BROADCASTING.

Sparkling sound, colorful dj will relocate for higher salary. Excellent news, tight production. Prefer western states. Air check Box 649E, BROADCASTING.

Announcer. Solid swinger. Formula or non-formula station. Convincing. $100 plus. Box 657E, BROADCASTING.

Announcer, employed in city of 50,000, two years experience, college. Box 660E, BROADCASTING.

Night-time dj. 1½ years experience, married, 26, bright voice. Box 664E, BROADCASTING.

Versatile newsman, top flight experienced sports announcer and dj. Wish to move from medium to metro market. AP news award winner, 175 sports broadcasts to credit. Some college. 4½ years experience, one tv. Big station voice. Tape on request. Box 666E, BROADCASTING.

Sportscaster looking for heavy play-by-play, finest of references. Box 667E, BROADCASTING.

Hardworking, versatile newsman, strong background newspapers, Harvard college sports editor, 2 years Armed Forces radio network, program ideas that capture listeners and hold them. Also deejay, sports, special events. Prefer 300 miles radius New York. 30, married, children, can help you now, will come quick for interview. Box 675E, BROADCASTING.

Announcer, young, realistic, ambitious. Cheerful, adult music, news. Experienced. Tape. Box 678E, BROADCASTING.

Latin dj-announcer, young, charming, experienced, presently employed seeks position with progressive station. Speaks Spanish, English, loves hard work, adaptable. Will travel anywhere. Box 680E, BROADCASTING.

Attention . . . presently Storz dj and newsman looking. Best references. Box 688E, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer, 3 years station experience. Strong record shows, news, commercials. Sell and write. College grad, communications major. Professional musician, arranger. Married, vet, wants solid, permanent future. Midwest station. Box 690E, BROADCASTING.

Announcer, dj, experienced, tight board, smooth ad lib, a floater—no, a future—yes. Box 695E, BROADCASTING.

Announcer, disc jockey, experienced, married family man wants to settle. Box 696E, BROADCASTING.

Morning man for major market. Top ratings. Adult-teen appeal. Box 698E, BROADCASTING.

Good first phone deejay. Experienced all phases including maintenance. Box 700E, BROADCASTING.

Radio, tv news, play-by-play. Strong local news. "beeps." State pace desired. Box 702E, BROADCASTING.

Announcer-record emcee: Seven years in quality radio stations. Deep, resonant voice with professional delivery. Prepared to send tape and letter at once. Available for personal interview within thousand mile radius of Virginia. Box 703E, BROADCASTING.

Personality, audience builder, production plus, including production spots that sell, well versed in popular music, current events and local affairs, family man, large market only! Box 704E, BROADCASTING.

DJ announcer, 8 months experience. Want to settle. Prefer south. Sincere, Jim Davis, 4 North Avenue, Norwalk, Ohio. Phone 66-81584.

Combo, first phone, 26 year old family man, six month announcing experience. Wish to locate in southwest. Selling opportunity welcomed. O. H. Dunston, 2611 Maga Vista, Dallas, Texas. Phone, FR 4-6869.

Are we "in tune?" You want announcer-deejay with 3-years experience, 24, married, best references and draft exempt—willing to grow with you. He seeks production station playing pop and standards. No "top 40." He's known through upper Michigan, northeastern Wisconsin, suburban Chicago. Contact: Warren Freiberg, 5369 West 89th, Oaklawn, Illinois.

First phone—C&W deejay. C.E. and P.D. 5 years experience. Radio and two years tv. Steve French, 1838-22nd St., San Pablo, Calif. Phone BEacon 5-5988.

Midwest broadcasting school graduate desires staff announcing job. Available immediately. Clear, crisp, mature voice. 30 years old. College journalism training. General sales background. For information and tape call or write Donald Johnston, 5756 N. Fairfield Ave., Chicago 45, Illinois. ARdmore 1-1202.

Experienced engineer, top rated announcer desires permanent position. Herb Kravitz, 1913 Atlantic Avenue, Atlantic City, N. J., 2-4821.

Staff announcer, have first ticket. Some college. Slightly handicapped. Call 6539 or write Byron Kuenzel, 333 North side, Havre, Montana.

Major market disc jockey and all-around announcer with strong, happy, enthusiastic, authoritative, saleable sound available because of economy cuts. Prefer either DJ or news assignment in good competitive market in general Great Lakes or Ohio areas. Rush replies to Bob Montgomery, 16806, Lkwd. Hts. Blvd., Cleveland 7, Ohio.

Air salesmanship—listener friendship. Active, alert announcer with program dexterity and good references. Phil Patrick, R.F.D. #2, Sheboygan Falls, Wisconsin. Howard 7-6058.

Situations Wanted—(Cont'd)

Announcers

Personality fast pace dj. 1st phone. Besides light maintenance can run a production dept., or contribute my ideas to already established department. Can write own copy, work well with others. 25, single, sense of humor, don't drink or smoke, good credit. Untinged by payola. Had good ratings on sold out show. Prefer south. To make sure we're both happy, I'll drive to your station for personal interview. $125 minimum to start. Prefer no nights. Bill Taylor, CE, WKTC, Charlotte, N. C.

Experienced, like radio, people and small towns. Run own board, available immediately. Don Wilson, Winchester Rd., Cumberland, Md. PArkview 4-4603.

Technical

College man-first phone. Network video/audio. VTR. Heavy maintenance. VHF/UHF transmitter. Amateur extras. Desires NYC area. To complete graduate work. Box 552E, BROADCASTING.

First class engineer. Twelve years studio and transmitter experience. Three years chief. No announcing experience. Box 584E, BROADCASTING.

Transmitter work, 2 years dir. exp., no announcing, 1st radiotelephone. Box 650E, BROADCASTING.

Student technical school, first phone, some experience. Desire summer employment in west. Box 658E, BROADCASTING.

First phone, no experience but more than willing to learn. Will move anywhere. Contact Lloyd Cluster, Route 1, Holt, Florida.

Chief engineer. 9 years experience, complete station maintenance, available immediately. V. Daley, 1000 Markham, Vicksburg, Miss. phone 636-5525.

Production—Programming, Others

14 year vet in radio. Thorough programming, news, sports, deejay and sales background. 37, family man. $150 week minimum. Box 520E, BROADCASTING.

Newsman. Gather, write and air. In sixth year as reporter on major newspaper. College grad, 32, married. Speech training. Box 628E, BROADCASTING.

News/copywriter trainee; 34; college degree; prefer Rocky Mountain area. Box 629E, BROADCASTING.

Program director—7 years announcing, 25, married. Virginia native. Desire assuming full program director and station promotion. Box 630E, BROADCASTING.

I'm anxious to work and can produce tasteful and imaginative programming for you. Three years experience, six months commercial. All kinds of announcing, production, news, copy. Fast board, light maintenance, second ticket. Three years college, ambition. Summer only. Interested? Box 636E, BROADCASTING.

Experienced midwest newsman desires position Minnesota, Wisconsin or South Dakota. Box 641E, BROADCASTING.

Director, 33, family, no college, too busy getting 6 years experience directing commercials, newscasts, etc. Like relocate market where eventual advancement possible. Available short notice. Box 662E, BROADCASTING.

Top deejay in major market looking for opportunity as program director. Many creative ideas. Ratings guaranteed or your money back. Box 665E, BROADCASTING.

Searching . . . this DJ works for top chain station, but prefer to be P.D. in smaller market. I know what puts a station on top. Box 673E, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Program director dj—metro market background in top rated station with knowhow and proven ability to install and supervise modern sound operations—seeks affiliation with progressive concern . . . preferably in New York state area. Box 674E, BROADCASTING.

Young man seeks break in newswriting field. Exceptional journalism/publicity experience in college. Has no obligations, resume available. Box 691E, BROADCASTING.

One of country's top program men, well known in west as advisor, authority good music, top 40. Middle age, family. Desire permanent expanding chain, or large indie. Proficient on air, if required. Deliver ratings, respect. Box 697E, BROADCASTING.

TELEVISION

Help Wanted—Sales

Are you good? Independent tv station, major midwest market, in top 20, will turn over existing accounts and top potential lists to experienced account executive with proven success record. Attractive guarantee and above average opportunity. Apply in confidence to: Box 668E, BROADCASTING.

Announcers

Mature television station with a lagging kid's slot. Must be willing to accept high ratings. Non-commercial stations need not apply. Box 679E, BROADCASTING.

Chief engineer-announcer—1st phone, 1 kw directional. California top-rated radio station. References. $400.00 per month to start. KAFY, P.O. Box 6128, Bakersfield, California.

Technical

RV studio engineers. Excellent oportunities for men having knowledge of theory and aggressive interest in station operation. Group tv station corporation. Send resume to Box 856D, BROADCASTING.

TV-AM northwest needs chief with micro wave and construction experience. Salary dependent on ability. Excellent position for right man. Box 550E, BROADCASTING.

Television transmitter operator for KMVI-TV, Wailuku, Maui, Hawaii. Work 40 hours in three days, off four days every week. Write or call the station for details.

Full power vhf experienced video engineer for studio maintenance, and occasional transmitter relief. Voice over announcing ability helpful but not required. Send resume, salary requirements, picture, voice tape if possible to Amos Hargrave, C.E., KVIQ-TV, Box 1019, Eureka, California.

Maintenance supervisor for uhf station. Must have experience with studio and transmitter equipment. Send resume and photo to B. F. Gurewich, Chief Engineer, WKYT, Box 655, Lexington, Kentucky.

Production—Programming, Others

Promotion manager. All-round experience wanted, but must be strong on sales and merchandising. Plenty of materials and good personnel to assist you. You will be left alone to do your job, encouraged, and advanced provided you are the right man. Living conditions, schools, churches, climate excellent. Character and ability are musts. Salary $6500 minimum. Tell us in confidence all about yourself. Enclose photo. Respected station with strong network in upper south. Write Box 543E, BROADCASTING.

?romotion! Leading tv station, midwest market, seeking personable, aggressive, creative, conscientious, young man to handle publicity, sales promotion, and merchandising. Apply in confidence to: Box 669E, BROADCASTING.

News writers, newscasters and reporters with style and drive for expanding operation major midwestern market. Send material. Box 676E, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

News and public affairs director for radio and television. Mature, creative, imaginative newsman in the age bracket of 40 years who wants to supplement network news by recruiting and either giving or supervising the presentation of local news and public affairs programming. Opening available within six months. Starting salary $200 per week. Send tape and photo with background in first letter. Box 544E, BROADCASTING.

TELEVISION

Situations Wanted—Management

Television sales manager desires advancement opportunity in sales, management with growth organization. 7 year record competitive V mid-market. Can produce sales, station image. 13 year background includes broadcast, print, account, promotion, programming. Degree, 38, will relocate. Box 478E, BROADCASTING.

Aggressive, hard-working, self-starting tv sales executive wants management or sales management job with growth potential and future. 15 years experience in agency, radio-tv field, six as general manager AM radio; almost 3 years with present employer, but at end of road here for future advancement. Thorough knowledge local, regional, national sales. Age 39, married, have children. Box 578E, BROADCASTING.

Technical

Television engineer, available immediately, 7 years experience, including transmitter, VTR. Write Box 425E, BROADCASTING.

Studio maintenance and operation. 5½ years experience. Desire permanent position in midwest. Box 643E, BROADCASTING.

Work horse needs board and room plus above average salary. Mountain top preferred. Single, 24. Last place 1½ years at television xmtr 24 hours a day. Bill Baron, 615 Illinois Street, Butte, Montana.

Production—Programming, Others

Director with 5 years experience in commercial and ETV in midwest. Available immediately. Heavy on live commercials and news shows. Knows lighting, can announce. Excellent references. University of Michigan grad. Family. Box 492E, BROADCASTING.

Small market director-producer-announcer seeks more challenging and active market. Available whenever you are. Box 487E, BROADCASTING.

Producer-director available immediately. Complete resume and references rushed to each inquiry. Box 523E, BROADCASTING.

Program director large midwest market desires relocate west coast. Top experience all phases television management. Box 589E, BROADCASTING.

Photographer. Young, educated, with considerable professional experience in still and motion pictures. Stills published nationally in magazines, posters, filmographs. Three years with well known educational and documentary film company. Desire position with commercial or educational station. Box 616E, BROADCASTING.

If you can offer a challenging opportunity where a man can make his own future . . . I can offer 5 years of television and film directing and production experience with a major station in a major market, plus an abundance of ideas and perspiration. Will accept responsibility without excuses. I would prefer southwest, west or Hawaii. Resume, composite and references on request. Box 626E, BROADCASTING.

Producer-director—4 years experience all phases production including; lighting, camera, copy writing, prop const., etc. Experience directing news, variety, panel, and music shows. Box 644E, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

College student wants summer employment in tv production and/or writing. 4 years experience in latter. Top references. Box 655E, BROADCASTING.

Assistant production manager of top west coast station desires better position or salary with progressive, creative station. Box 663E, BROADCASTING.

Director with 4 years experience commercial in southwest major market. Knows all phases of production, also sales, can announce. 24 and single. Prefers west. Available immediately. Box 689E, BROADCASTING.

FOR SALE

Equipment

3 Utility type 180 towers standing 197'—Best offer. 3 Gates insulated sample loops. 1 Gates remote control-tone system (6 years) includes frequency monitor, hi voltage and plate current, tower lites read back. 3-3 section tower lighting chokes. 1-3 section tower lighting choke in weather proof housing. 200 ft. RG 164 cable 72 ohms. Best offer for any or all equipments. Box 503E, BROADCASTING.

Gates, BC-250-GY 250 watt AM transmitter and Collins 731A, 250 watt FM transmitter. Both now on the air. Best offer. Box 682E, BROADCASTING.

Portable Presto 6N disc recorder, 1-C cutter, 120 LPI, 87A amplifier. Best offer plus freight. Box 692E, BROADCASTING.

Concertone tape recorder model #1401. Overhauled year ago. As is. Best offer plus freighting buys. Chief, KHAS-Radio, Hastings, Nebraska.

Westinghouse 5HV, 5 kilowatt, transmitter, $4,000.00. Contact Bob LaRue, Radio Station KRAK, Hotel Senator, Sacramento, California.

RCA MI-19390 diplexer and MI-19085-H-12 sideband filter now tuned Channel 12. Contact Joe Gill, WRDW-TV, Augusta, Georgia.

RCA Model BTA-1L 1 kw transmitter, good condition, $1500; traded in on Bauer Model 707 "kit" transmitter. Write Bauer Electronics Corp., 1663 Industrial Road, San Carlos, California.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K. holders, regrinding, repair, etc. BC-604 crystals. Also A.M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Co., Box 31, Temple, Texas.

2 Presto 64-A transcription turntable, Gray equilizer and arm. Fidelity Sound, Box 5455, Jacksonville, Florida.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

George Kim & Son. Tower-painting, repairing, erection and demolishing. Ebensburg, RD#2, Pennsylvania.

TV video monitors. Metal cabinets, rack. portable remote kine, educational, broadcast, starting at $199.00. 50 different models, 8" thru 24". Miratel, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

200 foot Indeco radio tower guyed insulated for AM. Good buy, tower like new. James Rea, Hammond, Indiana. Tilden 5-0665.

Rigid transmission line, Andrews 1⅝" No. 551-3. New, unused, with hardware and fittings. Tremendous savings. Write for stock list. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

FOR SALE

Equipment—(Cont'd)

For sale—Ampex 601-2 stereo recorder. Used only three months—like new. Installing 351's. Phone or write Hilltop Records, 509 West Main Street, Ashland, Ohio. 3-1507.

RCA Model BTA-1R 1 kw transmitter, latest model, good condition, $3500; traded in on a Bauer Model 707 "kit" transmitter. Write Bauer Electronics Corp., 1663 Industrial Road, San Carlos, California.

WANTED TO BUY

Stations

Successful midwest operator wants to expand to southwest. Cash or terms at your option. Brokers protected. Confidential, of course. Box 633E, BROADCASTING.

Californian desires small station ownership through lease-purchase arrangement. Responsible-experienced. Correspondence confidential. Box 677E, BROADCASTING.

Equipment

Used 2 channel control board for AM and FM operation. At least 6 imputs—Collins 212E-1 or equivalent. Box 502E, BROADCASTING.

Wanted . . . Usable 250 watt Western Electric transmitter Model 451 grid modulated. Box 565E, BROADCASTING.

Have immediate need for RCA stab amp., type TA-9, and phase equalizer equipment. Write P. O. Box 2167, Wilmington, Delaware.

Wanted to buy — used General Radio RF bridge. P.O. Box 1671, Greenville, S. C.

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10B Pennsylvania, Tuckahoe, N.Y.

Wanted—used console in good condition. Any make or model. Should be able to be used for recording studio. Send details to Dayton Music Service, Inc., 311 Salem Avenue, Dayton, Ohio.

Want any excess AM, FM, TV equipments. Good prices. Electrofind, 440 Columbus Avenue, N.Y.C.

MISCELLANEOUS

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Comedy for deejays!—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

Want commissionable rates, late evening radio-television. 400 accounts! Gospel Radio Broadcasting, Schell City, Missouri.

BUSINESS OPPORTUNITY

Commercial production and recording studio. Finest facilities, terrific potential. ARTS, Inc., 1409-4th Street So., St. Petersburg, Florida. Phone ORange 19168 if no answer ph. 518622.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. aproved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC first class license in 5 or 6 weeks. Instruction eight hours a day, five days a week. No added charge if additional time or instruction needed, as license is guaranteed for tuition of $300.00. Professional announcing training also available at low cost. Pathfinder Method, 5504 Hollywood Blvd., Hollywood, California. Next classes June 5th and July 31.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting April 26, June 21, August 30, October 25. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. "Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course."

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

RADIO

Help Wanted—Sales

SALES MANAGER
SPECIAL PRODUCTS

Leading manufacturer of broadcast, communications and industrial electronic equipment has major opening for high level man to manage sales of jobbed equipment.

This is a challenging position for a self-starter who can assume responsibility for the operation of the entire special products department, including administration, sales forecasting, inventory and merchandising.

College degree preferred. Electronic background essential. Applicants should have experience as manufacturer's rep or with jobbed products department of electronic company.

Excellent starting salary, profit sharing, insurance program, plus many other important company benefits. Midwest location.

Send complete resume, photo and salary requirements with first letter to:

Box 557E, BROADCASTING

Help Wanted—(Cont'd)

Production—Programming, Others

$120 WEEKLY PLUS O.T.

. . . and additional benefits for reliable and ambitious newsman, experienced in rewrite, air and leg work. May become Director of 5-man News Dept. in growing midwestern market near large city. Voice and character of utmost importance. References will be checked. Send letter with full background and complete reference list to:

Box 707E, BROADCASTING

RADIO

Situations Wanted—Management

General Manager and Program Director

Singly or as a team—33 years combined experience—world of top forty—know procedure for first place rating and local and national business. Prefer west of the Rockies—but will talk. Available immediately. Top name radio chain experience. We have know how in all phases of radio and tv.

Box 683E, BROADCASTING

Announcers

WE HAVE NEW D.J.'s

All sizes, all colors, all ages, all sexes. And all willing to work—eager to please. No prima donnas. Costs you nothing to get their tapes. Tell us what you want. Placement Dept., J. B. Johnson School, 930 F St., N.W., Washington 4, D. C.

TELEVISION

Help Wanted—Technical

ASSISTANT CHIEF ENGINEER

Electronics engineer with management experience interested in assisting in direction of commercial television operation in major midwestern community. To direct and improve operation of large department of engineers and technicians. Must be well organized, conscientious, management-oriented. Salary to $12,000.

Box 671E, BROADCASTING

Production—Programming, Others

WFMY-TV

Greensboro, N. C.

Has excellent opportunity for a smart promotion-public relations man to head its Promotion Department. This must be a man with broadcast promotion experience to head a four-person department, one familiar with layout, a capable writer, and research-minded. Salary open. Good market, CBS-TV affiliated more than 11 years. Submit application with full information on experience, samples of work, and photograph to Personnel Manager, WFMY-TV. Confidential.

TELEVISION

Situations Wanted

Production—Programming, Others

NEWS SPECIALIST

Currently heading 6 man radio-tv news department in mid-Atlantic major market. Excellent voice and camera presence. Frequent network contributor. Good administrator. Experience all phases news and public affairs. Interested in top 10 markets only.

Box 699E, BROADCASTING

MISCELLANEOUS

CALL FROM EUROPE

Bolster our "NEWSOUND" with a direct report from the continent on the big story of the day. This distinctive international news service can be working for your station for less than 60 cents per day! Advertiser pays low phone charges, you reap the profits! Your "CALL FROM EUROPE" is tailored for a distinctive 5 minute package presentation. It will make your news block sparkle! For quick information write:

Box 639E, BROADCASTING

YOUR STATION DESERVES BETTER TALENT!!

We are ready to solve your talent problem. For no more money than you now pay for announcers who may not sell at all, we will custom tape hours and hours of good listening and good selling sounds for you. We'll use top personalities here in the East; men who are making money in busy metropolitan areas because of experience, warmth, sell-ability, and personality. These men can sell your sound. No tapes will be made until we know the exact sound you want. We'll record your commercials or just voice and music, or voice tracks alone, depending on your wishes. You will be protected against any duplication in your market. Your tapes will be produced with care for hours and hours of top listening. We want to know your style, your aims, your ideas as to what music is best for your market.

To you we offer the selling talent of men who have been on the air for years as top personalities at such stations as WNEW, New York and WIP, Philadelphia.

Wire—write—phone—or send a blank tape so we can send back a sample of the sparkling voice-sounds that can help you. Tell us the sound you want—we'll do the rest.

You'll get a complete price story—amazingly low, too.

DAN CURTIS COMPANY
554 Tarrington Road
Haddonfield, N. J.
HAzel 8-2287

CAPE CANAVERAL NEWS

Beeper phone reports immediately following all launchings. Complete coverage of the race for space, tailored to your requirements. Have a reporter on the scene as history is being made. A professional service for Radio-TV news.

SPACECASTERS NEWS SERVICE
P. O. Box 2 Cocoa Beach, Florida
SUnset 3-4885

FOR SALE

Equipment

FOR SALE

Television Antenna

G. E. 8 Bay Batwing Model TY70G tuned for Channed 13. In service approximately 5 years. System input capability 44 KW.

Write to: Paul Turchin
Chief Engineer
CKCO-TV
Kitchener, Ontario
Canada

SUFFERING FROM MOUNTAIN TOP FASCINATION?

Cure your problems with the MOSELEY Model RRC-10 RADIO REMOTE CONTROL SYSTEM. Complete control, telemetering and main program channel for FM transmitters with a 950 mc STL. Write to

MOSLEY ASSOCIATES

P.O. Box 3192 Santa Barbara, Calif.

EMPLOYMENT SERVICE

JOBS IN RADIO & TV
THROUGHOUT
THE SOUTHEAST

Talent scouts for the station you're looking for — free registration — confidential service. Immediate job openings for—
Announcer-Engineers
Engineer-Salesmen
Announcers-Newsmen—DJ.'s

PROFESSIONAL PLACEMENT
458 Peachtree Arcade, Atlanta, Ga.

NEED HELP?
LOOKING FOR A JOB?
SOMETHING TO BUY
OR SELL?

For Best Results
You Can't Top A
Classified Ad
in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

STATIONS — FOR SALE

CONFIDENTIAL NEGOTIATIONS
For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida
W. B. GRIMES & CO.
2000 Florida Avenue, N.W.
Washington 9, D. C.
DEcatur 2-2311

FOR SALE

D.B.A. station bldg., equipment, 5½ acres. Only station serving wide area.
WRITE:
Wenatchee, Washington
P. O. Box 445

Calif	single	fulltime	$150M	terms
Calif	single	daytimer	75M	29%
Calif	small	fulltime	68M	15dn
Calif	small	daytimer	175M	terms
Calif	small (2)	fulltime	140M	25dn
Calif	FM	fulltime	49M	13dn
Calif	metro	daytimer	175M	29%
Calif	metro	power	175M	29%

And Others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

GUNZENDORFER

ARIZONA. $70,000 with $15,000 down. Nice payout for 250 watt fulltimer. *"A GUNZENDORFER exclcsive"*

CALIFORNIA. Southern market $110,000 with $31,900 down for 1 KW daytimer. *"A GUNZENDORFER exclusive"*

CALIFORNIA FM. $50,000. Low down. Easy payout.

WILT GUNZENDORFER AND ASSOCIATES

8630 W. Olmypic, Los Angeles 35, Calif.
Licensed Brokers *Financial Consultants*

STATIONS FOR SALE

FLORIDA. Major market. Daytime. Asking $100,000. 29% down.

NORTH CENTRAL WEST. Daytime. Profitable. Fine market. Doing $70,000. Asking $90,000 with 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

To Buy or Sell Radio-TV properties, it's
PATT McDONALD CO.
Box 9266—GL 3-8080
AUSTIN 17, TEXAS

Bill Trotter	Paul Yates, Jr.
Box 5411	Box 1396
EX 7-3219	FA 2-5488
Memphis, Tenn.	Sanford, Fla.
Mrs. Gerry Switzer	Jack Koste
1620 W. 3rd	40 E. 42nd
EL 2-2163	MU 2-4813
Taylor, Tex.	New York 17, N. Y.

Continued from page 94

Company of Texas County, Houston, Mo. Ann. March 27.

■ On own motion, scheduled a prehearing conference for April 11 in proceeding on application of George Shane for am facilities in Victorville, Calif. An. March 28.

By Hearing Examiner Thomas H. Donahue

■ On own motion continued March 28 hearing to date to be determined at March 28 prehearing conference in proceeding on am applications of Marshall Rosene, Celina, Ohio. Ann. March 23.

■ Granted petition by WJWL Georgetown, Del., for leave to amend its am application to reflect assignment of license to Scott Bcstg. Corp. Action March 22.

■ On own motion, corrected in various respects transcript of record, and allowed five days for objections, in proceeding on fm applications of KBBI Los Angeles, and Benjamin C. Brown, Oceanside, Calif. Action March 22.

■ On own motion, continued April 5 hearing to date to be determined at prehearing conference to be held on that date in proceeding on am applications of WOSH Oshkosh, Wis., and WCEZ Beloit. Wis. Action March 23.

By Hearing Examiner Herbert Sharfman

■ Granted petition by WOLF Syracuse, N. Y., and Ivy Bcstg. Co. for leave to amend application to reflect assignment of license of WOLF to Ivy Bcstg. Co., and substituted Ivy for Civic Bcstg. Corp. as party-applicant in consolidated am proceeding. Ann. March 23.

■ Granted petition by Broadcast Bureau and further extended from March 30 to April 13 time to file initial proposed findings and from April 24 to May 8 for replies in proceeding on application of WHYZ-TV Duluth, Minn. Action March 22.

■ Scheduled certain procedural dates, and hearing for May 3, in proceeding on application of College Radio for am facilities in Amherst, Mass. Action March 23.

■ Granted petition by E. Anthony & Sons Inc., New Bedford, Mass., for leave to amend its application for new tv station to operate on ch. 6 in New Bedford and reinstated engineering data specifying proposed Gay Head site, specifications in height of tower and engineering data for shielding proposed tower. On own motion, corrected transcript of hearing and allowed 5 days for objections. Issuance of this order does not preclude filing by parties of motions to correct transcript, nor issuance of other orders of corrections by hearing examiner, on his own motion, covering additional corrections. Ann. March 29.

By Hearing Examiner Asher H. Ende

■ On own motion, scheduled a prehearing conference for April 4 in proceeding on application for renewal of license of WITT Lewisburg, Pa. Ann. March 23.

■ On own motion, scheduled prehearing conference for April 5 in proceeding on applications of Olean Bcstg. Corp. and WIRY Inc., for new am stations in Plattsburg and Lake Placid, N. Y. Ann. March 27.

By Hearing Examiner Basil P. Cooper

■ Pursuant to agreements reached at March 17 prehearing conference continued evidentiary hearing from April 17 to May 4 in proceeding on am application of WAMD Aberdeen, Md. Action March 20.

■ Granted joint petition by applicants and continued March 22 hearing to April 19 in proceeding on applications of WTVM (TV) and WRBL-TV Columbus, Ga. Action March 21.

■ Upon request by applicant, continued April 3 prehearing conference to April 10 and continued April 10 hearing to a date to be specified at conclusion of hearing conference which will begin on April 10 in proceeding on application of Edward Piszczek & Jerome K. Westerfield for fm facilities in Des Plaines, Ill. Ann. March 24.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Broadcast Bureau and extended to March 31 and April 21, respectively, time to file proposed findings and replies in proceeding on applications of James E. Walley for am facilities in Oroville, Calif. Ann. March 27.

■ Granted joint petition by Broadcast Bureau and WAPE Jacksonville, Fla., and extended to April 3 and 13, respectively, time to file proposed findings and replies in proceeding on WAPE's application. Ann. March 27.

■ Granted request by Earl McKinley Trabue, Myrtle Creek, Ore., accepted March 6 amendment to his application to reduce

power from 5 kw to 1 kw and removed amended application from hearing docket and returned to processing line. Ann. March 28.

By Hearing Examiner Millard F. French

■ Granted petition by Broadcast Bureau and extended from March 21 and April 11 to March 24 and April 14, respectively, time to file proposed findings and replies in Lake Charles-Lafayette, La., tv ch. 3 proceeding. Ann. March 27.

By Hearing Examiner H. Gifford Irion

■ Granted petition by KOMY Inc. for leave to amend its application for fm facilities in Watsonville, Calif., to change frequency requested from 106.5 mc to 92.9 mc and returned amended application to processing line. Action March 23.

■ On own motion, continued April 11 hearing to May 22 in proceeding on am applications of Walter L. Follmer, Hamilton, Ohio, and WQXR New York, N. Y. Action March 24.

By Hearing Examiner Walther W. Guenther

■ On own motion, scheduled further hearing for March 30 in proceeding on applications of Radio Carmichael for am facilities in Sacramento, Calif. Ann. March 28.

BROADCAST ACTIONS
by the Broadcast Bureau

Actions of March 24

■ Waived Section 4.709 (b) of rules and granted special temporary authority for following vhf tv repeater station: Saltese T. V. Association, Channel 4, Saltese, Mont. (KXLY, ch. 4, Spokane, Wash.).

WSTA Charlotte Amalie, V. I.—Granted assignment of license to V. I. Industries Inc.

WIIN Atlanta, Ga.—Granted acquisition of positive control by Sylvia Gold Cohen through purchase of stock from Arthur Long.

KATV (TV) Little Rock, Ark.—Granted mod. of license to change name to KATV.

WXYZ-TV Detroit, Mich.—Granted authority to transmit certain programs from station WXYZ-TV Detroit, Mich., to CBLT Toronto, Canada, and other Canadian stations owned by Canadian Bcstg. Corp. for period beginning March 26 and ending March 28.

WJAC-FM Johnstown, Pa.—Granted cp to install new trans.; increase ERP to 57 kw; condition.

Carroll Area Television Inc. Carroll, Iowa—Granted cp for new uhf tv translator station on ch. 78 to translate programs of KRNT-TV (ch. 8), Des Moines.

Prairie TV Club Terry, Mont.—Granted cp for new vhf tv translator station on ch. 11 to translate programs of KDIX-TV (ch. 2) Dickinson, N. D.

Village of Center Center, Neb.—Granted cp for new vhf tv translator station on ch. 7 to translate programs of KTIV (ch. 4) Sioux City, Iowa.

Actions of March 23

Kadoka Commercial Club Kadoka, S. D.—Granted cp for new vhf tv translator station on ch. 13 to translate programs of KPLO (ch. 6), Reliance.

Troy Non-Profit TV Assn. Troy, Mont.—Granted cp for new vhf tv translator station on ch. 12 to translate programs of KHQ-TV (ch. 6), Spokane, Wash.

WGTC Greenville, N. C.—Granted license to use presently licensed auxiliary trans. employing DA-N.

KTUL Tulsa, Okla.—Granted mod. of license to change name to KTUL Radio Inc.

WCHS Charleston, W. Va.—Granted mod. of license to change name to WCHS-AM-TV Corp.

KBMY Billings, Mont.—Granted assignment of license to Kenneth Nybo et al d/b under same name.

WNVY Pensacola, Fla.—Granted assignment of license to Radio Pensacola Inc.

KAJI Little Rock, Ark.—Granted cp to install new trans.

KOL Seattle, Wash.—Granted cp to install new trans.

KFTV (TV) Paris, Tex.—Granted cp to install new trans.

WBIE-FM Marietta, Ga.—Granted cp to install new trans.

WOLS Florence, S. C.—Granted cp to install old main trans. (composite) (main trans. location) as auxiliary trans.; remote control permitted.

WNBH New Bedford, Mass.—Granted mod. of cp to change type trans.

KWMT Fort Dodge, Iowa—Granted mod. of cp to change type trans.

KBKW Aberdeen, Wash.—Granted mod. of of cp to change type trans.

WHTG-FM Eatontown, N. J.—Granted mod. of cp to change type trans., type ant. and make changes in ant. system.

WINE (FM) Pittsburgh, Pa.—Granted mod. of cp to change type trans. and establish remote control point.

KLBS Los Banos, Calif.—Granted mod. of cp to change type trans. and specify remote control point.

WTCX (FM) St. Petersburg, Fla.—Granted mod. of subsidiary communications authorization to change sub-carrier frequencies from 26 kc and 65 kc to 42.5 kc and 65 kc for period ending Feb. 1, 1961.

Following stations were granted extensions of completion dates as shown: WEMJ Laconia, N. H. to May 29; WDSU New Orleans, La. to June 25; WDSU New Orleans, La. to June 25 (Aux. Trans.); WOOK Washington, D. C. to May 21; KLGN Logan, Utah to Sept. 22; KHOQ Hoquiam, Wash. to Sept. 27; KCYN Idaho Falls, Idaho to May 16; KWK St. Louis, Mo. to May 28; without prejudice to such further action as commission may deem warranted in light of Proceedings instituted under Docket 13827; WRIZ Coral Gables, Fla. to Sept. 20; WINE (FM) Pittsburgh, Pa. to June 13; KLBS Los Banos, Calif. to Sept. 27; WEEW Washington, N. C. to Sept. 13; WSOR Windsor, Conn. to May 28.

Actions of March 22

WWGS Tifton, Ga.—Granted license covering change of hours of operation and installation DA-N and new trans.

WHOO Orlando, Fla.—Granted cp to install new trans. (main trans. location) as auxiliary trans.

WAVQ (FM) Atlanta, Ga.—Granted cp to replace expired permit for fm station.

WHOS-FM Decatur, Ala.—Granted cp to install new trans.

WLIN (FM) Wausau, Wis.—Granted cp to increase ERP to 34 kw and install new trans.

WGBI-FM Scranton, Pa.—Granted cp to increase ERP to 2.3 kw, change ant. height to 1,100 ft., trans. power output to 760 w, and correct geographical coordinates.

WBNS-FM Columbus, Ohio—Granted cp to install new trans.

WAUG-FM Augusta, Ga.—Granted cp to install new trans. and increase ERP to 9 kw.

WEUP Huntsville, Ala.—Granted cp to change ant.-trans. and studio location.

WUPY (FM) Lynn, Mass.—Granted mod. of cp to change ERP to 1.40 kw; ant. height to 330 ft.; change ant.-trans. and studio location; type ant. and make changes in ant. system.

KUDY Seattle, Wash.—Granted mod. of cp to move ant.-trans. location and make changes in ground system.

WLS Chicago, Ill.—Rescinded March 8, 1961 action and re-granted license covering installation of new trans. (main); without prejudice to such further action as commission may deem warranted as result of final determinations with respect to: (1) report of network study staff; (2) related studies and inquiries now being considered or conducted; and (3) pending inquiry into compliance by broadcast licensees with Section 317 of Communications Act and related matters.

WGGO Salamanca, N. Y.—Granted request for cancellation of cp for increase in power.

WDHF (FM) Chicago, Ill.—Granted change of remote control authority.

Following stations were granted extensions of completion dates as shown: WPEL-FM Montrose, Pa. to July 1; WELF (FM) Glen Ellyn, Ill. to Aug. 28; WUPY (FM) Lynn, Mass. to June 30; KOQT Bellingham, Wash. to June 27.

Actions of March 21

WUSN-TV Charleston, S. C.—Granted assignment of license to Reeves-Southern Bcstg. Corp.

WGAL-TV Lancaster, Pa.—Granted assignment of licenses to WGAL-TV Inc.

Action of March 20

WILI Willimantic, Conn.—Granted change of remote control authority.

Action of March 24

Columbia Bcstg. System Inc. New York, N. Y.—Waived Sect. 1.334 of the rules and granted authority to make remote radio and tv pickups of three National Hockey League playoff games and direct relay of games, through arrangements with Canadian Bcstg. Corp., to following tv stations located in Canada whose signals may be received in U. S.; CJSS-TV Cornwall, Ont.; CHCH-TV Hamilton, Ont.; CHBC-TV Kelowna, B. C.; and following radio stations located in Canada whose signals may be received in the United States; CBH Halifax, N. S.; CHSJ Saint John, N. B., CJBR Rimouski, Quebec. Pickups will originate at Chicago Stadium in Chicago on March 26 and 28 and April 4; without prejudice to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of network study staff; (2) related studies and inquiries now being considered or conducted by Commission; and (3) pending anti-trust matters.

Petition for rulemaking

Telecasting Inc. Pittsburgh, Pa.—Requests assignment of vhf channel to Pittsburgh to permit operation of competitive independent station in that market, by utilization of one of three plans described below:

Plan I	Present Allocation	Proposed Allocation
Weston	5	12
Clarksburg*	12	5
Johnstown	6	12
Pittsburgh	–	6
Plan II		
Weston	5	12
Clarksburg*	12	5
Altoona	10	12
Johnstown	6	10
Pittsburgh	–	6
Plan III		
Weston	5	12
Clarksburg*	12	5
Altoona	10	12
Johnstown	6	10
Pittsburgh	11	7
Wheeling	7	11
Pittsburgh	–	6

*If Clarksburg is not made all uhf. Ann. March 24.

NARBA notifications

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to recommendations of North American Regional Broadcasting Agrement Engineering Meeting.

800 kc

CKOK Penticton, B. C.—10kwD/0.5kwN ND U. Now in operation with increased daytime power.

910 kc.

CJDV Drumheller, Alberta—10kwD/5kwN DA-2 U. (PO: 910kc 1kw DA-1) Expected in operation March 1, 1962.

1310 kc.

CJRH Richmond Hill, Ont.—10kwD/2.5kwN DA-1 U. (PO: 1310kc 1kwD/0.25kwN DA-2) Expected in operation March 1, 1962.

CHGB Ste. Anne de la Pocatiere, P. Q.—5kw DA-N U. (PO: 1350kc 1kwD/0.25 kwN) Expected in operation March 1, 1962.

CKOY Ottawa, Ontario—50kw DA-2 U (CKOY remaining 1310 kc 5kwD/1kwN DA-N) Delete assignment for increase in power.

1350 kc.

CJLM Joliette, P. Q.—1kw. DA-1 U. Now in operation.

1430 kc.

CKFH Toronto, Ontario—10kwD/5kwN DA-2 U. Now in operation with increased daytime power.

Processing line

Applications from the top of the line

BP-13495 WVLN Olney, Ill. Illinois Broadcasting Co. Has: 740kc, 250w, D. Req.: 740kc, 5kw, DA, D.

BP-13760 WMEX Boston, Mass. Richmond Brothers Inc. Has: 1510kc, 5 kw, DA-1, U. Req: 1510kc, 5kw, 50kw-LS, DA-2, U.

BP-13761 NEW, Kershaw, S. C. Kershaw Broadcasting Corp. Req: 1300kc, 500w, D.

BP-13762 WRDB Reedsburg, Wis. William C. Forrest. Has: 1400kc, 250w, U. Req.: 1400-kc, 250w, 1kw-LS, U.

BP-13764 NEW, Rapid City, S. D. John L. Breece Req.: 1150kc, 5kw, D.

BP-13775 WANS Anderson, S. C. Radio Anderson Inc. Has: 1280kc, 1kw, U. Req.: 1280kc, 1kw, 5kw-LS, U.

BP-13776 NEW, Chadbourn, N. C. William Norman Peal. Req.: 1590kc, 500w, D.

BP-13777 NEW, Makawao, Hawaii Eugene G. Panissidi. Req.: 1310kc, 1kw, U.

BP-13778 NEW, Spring Valley, N. Y. Radio Spring Valley. Req.: 1530kc, 250w, D.

BP-13780 NEW, Temple, Tex. Radio Temple Req.: 1530kc, 1kw, D.

Every minute counts. Every announcement, every element of programming that you can donate counts in the 1961 Cancer Crusade. Our Crusade messages could persuade those stricken by cancer to seek treatment before it is too late. Time is crucial in the fight to save human lives. Your cooperation also helps raise funds which will bring the ultimate conquest of cancer that much closer.

Here's how we can help you help us...

FOR RADIO we feature top stars: Perry Como, Frank Sinatra, Connie Francis, Jack Lemmon, Arthur Godfrey and others in spot announcements and 5-minute music shows.

FOR TELEVISION we feature our 1961 poster family; the animated Finchleys; the noted scientist, Dr. George N. Papanicolaou, and others, in 60, 20 and 10-second spots. Also available are telops, slides and flip cards, as well as 8, 20, and 60-second live announcements. You can see a sampling of the total output in our 10-minute presentation reel. PLUS: Half-hour film featuring Arthur Godfrey and noted scientists discussing cancer. Look and listen when the local ACS representative calls on you. Be sure your Spring schedule includes some of the Society's first-rate, life-saving materials.



American Cancer Society

OUR RESPECTS to Mark Lawrence, vp, MacManus, John & Adams, N.Y.

He's a 'professional amateur'

As I grow older I pay less attention to what men say. I just watch what they do.

Andrew Carnegie said it in a reflective moment on his way to amassing millions. But the quotation holds special meaning to a New York advertising agency executive who also seeks to think and judge for himself, and who contradicts many aspects of the term "Madison Avenue-type."

Mark Lawrence, vice president, radio and television director, MacManus, John & Adams Inc., New York, believes in Mr. Carnegie's musing philosophy and also in almost anything said by the advertising pioneer, Albert Lasker.

If for no other reason than having worked at only one agency, Mr. Lawrence would be classed as unusual—if not also a satisfied person. He had been a free lance jingle writer for several agencies before joining MJ&A in 1952 as radio-tv production manager. Mark Lawrence and Henry Fownes—the latter is now head of the New York branch of the Bloomfield Hills, Mich., agency—constituted the agency's entire radio-tv department at the time.

But Mr. Lawrence, who became a vice president in 1957, and has seen the department grow to more than 20 people, has a paradoxical nature that belies his profession and background.

How Is He Different? ▪ He rarely watches television; he doesn't own a car; he and his wife are bringing up three children not in suburbia but in a Manhattan apartment; he writes poetry and plays the piano instead of playing golf on weekends (during a two-week vacation last February, he and Mrs. Lawrence explored Aztec ruins in eastern Mexico), and he became a jingle specialist when he could have joined his father in the publishing business (he is the son of David Lawrence, editor of *U.S. News & World Report*).

Although Mark is primarily concerned with some $8-10 million annually in broadcast money, he is as likely to write copy for a newspaper ad as he is to write radio or tv commercials, not to mention activity in such allied fields as industrial films and closed circuit telecasts. Actually, he is in the process of freeing himself from many present functions to allow more time for "thinking" purposes, which would include ways to bring in new business.

Total billings at MJ&A are at the $52 million mark, but the goal is $100 million. Mr. Lawrence, who hopes to start work soon on new business presentations, is particularly resentful when MJ&A is referred to as a "one account," or an "auto" (Pontiac, Tempest, Cadillac) agency. With more than 20 meetings daily, concerning as many different products, he could sometimes wish such unknowledgeable remarks were so. Agency optimisim is high regarding acquisition of new accounts, and with characteristic self-confidence, Mr. Lawrence expresses it succinctly: "We know we have one of the best shops for ideas."

In the Future ▪ Tv programming is another area in which Mr. Lawrence hopefully will have more "say" in the near future—once he unburdens himself. The agency's tv programs in the past year have included alternate-week sponsorship of *Surfside Six, Dow Hour of Great Mysteries* and Pontiac specials. *Surfside* has been renewed for Pontiac's Tempest next season. An unannounced radio order for next season involves a major buy on Mutual for Minnesota Mining & Manufacturing Co.

Mark admits he doesn't watch much tv, and his explanation is simple: "There's too much living to be done." In a Detroit speech a year ago he said "the tv screen will never be the focal point of my life . . . I do get very emotionally involved in the problems of clients whose products I attempt to sell, willingly, because I like to—because that's the only way I know for anyone to work at what he likes best."

Living in Manhattan is an essential part of the way Mark is able to fulfill his personality needs. He enjoys city life to begin with, and fortunately, so does his family. "My kids are having a ball," he says.



MJ&A's Lawrence
He loves his job

A bachelor until the age of 30, Mark married the former Nan Hoyt, of New York City, on Oct. 15, 1951. With their three children, Wendy, 8, Mark, 6, and David, 2, the Lawrence family lives a block off Central Park and a straight-north cab ride of 38 blocks from his office at 444 Madison Ave.

Mrs. Lawrence understands Mark's abhorrence of life on a commuter's timetable. For two years before her marriage she had a two-hour trip between her home on Long Island and Bergdorf Goodman Co., where she supervised a fashion salon.

When the family wants to go for a ride Mark will rent a Cadillac or a Pontiac, but he'll leave the driving to his wife for several good reasons: "I'm glare blind, sometimes whiskey-blind, too, and I have three kids to think of."

Mark's earliest schooling was in Washington, D.C., where he was born on Jan. 14, 1921. He attended Washington's Friends School and St. Albans. For prep schooling he went to Andover, and then on to Princeton, graduating with a B.A. in English in 1942.

Artistic Talents ▪ Immediately after graduation he added Lieutenant's stripes to his sleeves and spent the next four years in the Pacific Theatre of WWII. The U.S. Naval Reservist served as deck officer on light cruisers. The duty earned him a Navy Unit Commendation Medal and six Battle Stars.

Untied from Uncle Sam, Mr. Lawrence struck out on his own in New York to exercise his artistic talents as a free lance writer, musician, composer, lyric writer and entertainer (piano, humorous songs and verse).

Mark's appreciation of music ranges from the best of radio jingles (he has several favorites, none his own) to Bach, whom he calls his "number one boy, and you have to go down a long way to the next." He likes jazz, too, but not in commercials. "It's extraneous," he says, "and seldom has much to do with the product." Duke Ellington, he claims, did more for progressive jazz by 1935 than all other jazz musicians in the past six years.

Perhaps that is just one reason why Mr. Lawrence finds more truth each year in what Mr. Carnegie said about watching what others do.

In Mark's own quiet self-appraisement after nine years at the agency: "I revere the idea that I'll always be a professional amateur—amateur in that I love what I'm doing. It's the best advantage I have."

Rating points

WITTINGLY or not, Rep. Oren Harris (D-Ark.) has effectively squelched the argument that ratings services are villainous conspiracies of cheats and frauds. The special study that he commissioned to be done by the Technical Committee on Broadcast Ratings of the American Statistical Assn. has now been brought in. It finds what every informed person already knew—that ratings services have imperfections but, on balance, are doing an acceptable and honest job. The critics will have to look for other targets, and Mr. Harris for other subjects of investigation.

A number of influential persons are made to look awkward by the ratings study report. These include Walter Winchell, Sen. A. S. Mike Monroney, FCC Chairman Newton Minow and LeRoy Collins, the new president of the NAB. All of them have darkly surmised that ratings were in one way or another corrupt or corrupting.

The whole argument against ratings has been based on false assumptions.

Mr. Winchell, a man of unconquerable ego, started his crusade against ratings when a television show of his was cancelled for lack of audience. He found it impossible to believe that measurements which showed his audience to be smaller than his competition's could be honest.

The other critics have blamed inferior programming on the ratings services. If a ratings service measured a large audience for a program that these critics personally disliked, they have held the ratings service responsible for the program. There has been no more logic to that connection of cause and effect than there would be in saying the Audit Bureau of Circulations was to blame for a distasteful scandal story in a newspaper.

It's our guess that Mr. Harris' report will clarify at least some of the addled thinking on ratings.

Television may not be all that some people would wish it to be, but whatever it is, it has not been shaped by the ratings services. The raters are only measuring audiences. They are doing nothing to attract or repel audiences. If their measurements are poorly used by broadcasters, producers, advertising agencies and advertisers, the fault can hardly be said to lie with anyone but the users.

Responsible trail-blazing

OCCASIONALLY there emerges from a congressional proceeding a byproduct more important than the legislative vehicle under consideration. It happened last week before the Senate Watchdog Subcommittee inquiring into political broadcasting during the 1960 campaign.

Nathan Straus, chairman of WMCA New York and WBNY Buffalo, and his son Peter, president of the stations, testified before the Yarborough committee. The stations had endorsed John F. Kennedy for President, establishing a precedent in political editorializing. They did it with their eyes wide open. There were the expected repercussions.

The Strauses had pioneered in editorializing on local, domestic and international issues before venturing into politics. They followed the policy of seeking out and presenting opposing points of view. GOP presidential nominee Nixon did not elect to answer the pro-Kennedy editorial. Eventually, after considerable controversy, GOP vice presidential nominee Lodge answered via tape.

Infinitely more significant than the questions on equal time and fairness was the total absence of questions about the propriety of editorializing, politically or otherwise.

Before the 1960 elections this would not have happened. The few cases of improprieties or bad judgment that may be unearthed by the Yarborough committee are more than offset by the impressive showing made by the majority of the stations and all of the neworks as attested in the opening testimony of FCC Chairman Newton Minow.

Today about half of the nation's radio stations and possibly a third of the tv stations are editorializing, principally on local and community issues.

Broadcast journalism has made important advances in the few years since the FCC lifted the lid on editorializing. This does not mean that every station should rush pell-mell into this highly sensitive field. They should have profesionals handle their editorials, responsible to management. There is no cheap or easy way to do it.

The Strauses deserve praise for blazing a trail in political editorializing. It is fortunate for broadcast journalism that the precedent was established by an organization with a background of seven years in editorializing and with a trained and responsible staff supervised by top management.

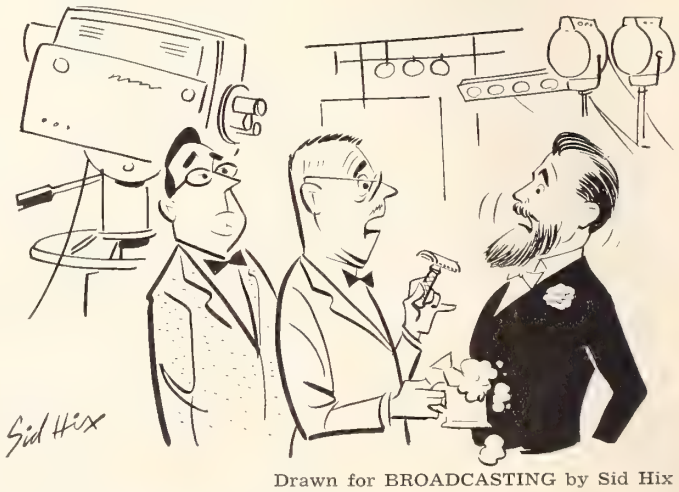
Scoop that shocked

A NUMBER of newspapers, including the usually thoughtful *New York Times,* have expressed shock over the recreation by WBAL-TV Baltimore of the deliberations of a jury that had convicted a man of murder.

What the newspapers failed to emphasize was that the station did what newspapers have been doing for years—interviewing jurors after a trial. The technique of presenting them on video tape may have been more graphic, but it differed in no other sense from the practice of quoting them at length in newspapers. If the *Times* is upset by this phenomenon, it must be troubled by the company it keeps. To our personal recollection we have seen thousands of words of juror comment in newspapers coast-to-coast.

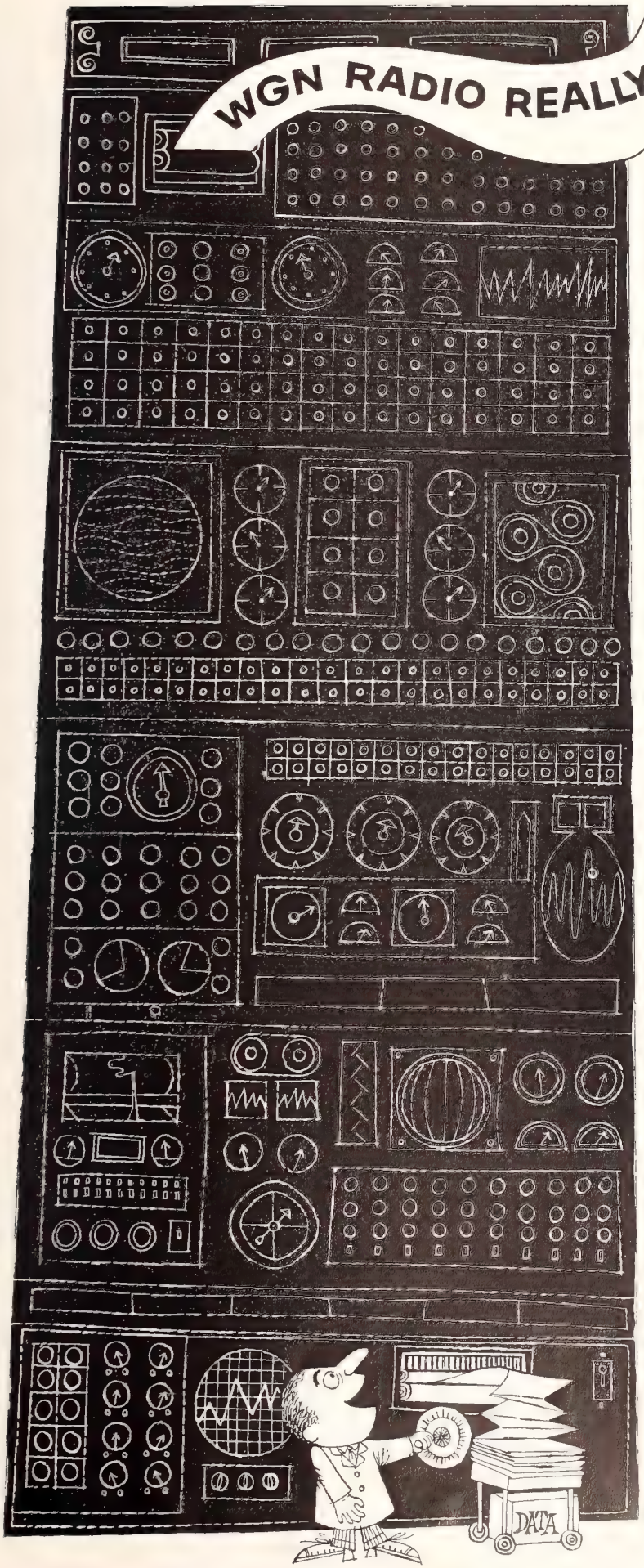
Somehow the newspapers have found in the WBAL-TV case a suggestion of obstruction of justice. The foolishness of that argument is obvious. Before the program was put on the air the jury had reached its verdict and had been discharged, and the court had rejected all defense motions for reconsideration. Only the sentencing remained, and we can hardly imagine that the trial judge would be influenced in that decision by any television show.

No matter what the outcome of this incident, the program cannot be judged as an obstruction to justice. It may have tended toward sensationalism, but it in no way distorted facts. That is more than can be said of a good many newspaper stories about crimes and criminal prosecutions.



Drawn for BROADCASTING by Sid Hix

"Commander Whitehead, with so much anti-Castro sentiment around, we wondered if you'd mind . . ."



WGN RADIO REALLY RATES IN CHICAGO

Latest rating figures* show:

WGN Radio has Chicago's most favorable image!

WGN Radio reaches more people!

WGN Radio has the highest average quarter-hour audience for entire week!

WGN Radio is No. 1 Chicago station in total audience!

WGN Radio has highest average hourly share of audience—12 midnight—6 a.m.

WGN Radio delivers an adult audience! More than 9 of every 10 listeners are adults!

For full facts on why adult listeners like WGN Radio's sound, advertising and programming, write to WGN Research for a study by Market Facts, Inc., on the images of Chicago radio stations.

*Nielsen – Dec./Jan., 1961. Pulse – Dec., 1960, Post-midnight study. Pulse –1960, Audience composition reports.

In Chicago

WGN RADIO

means quality programming and dedicated community service

Chicago: 2501 Bradley Place, LAkeview 8-2311

New York: 220 E. 42nd Street, MUrray Hill 2-7545

Represented by Edward Petry & Co., Inc., except in Chicago, New York, Philadelphia and Milwaukee

RADIO WGN TELEVISION QUALITY INTEGRITY

Member of Quality Radio Group, Inc.



More than 60 of America's leading, creative radio stations are marching ahead in their markets with **CRC'S SING ALONG JINGLES, Volume I.** And, as a result of this phenomenal acceptance and rousing success of **SING ALONG Volume I,** there's now a **SING ALONG JINGLES, Volume II . . .** 15 stirring new station promotion jingles creating an audience participation with YOUR station I.D.'s unparalleled in broadcast history. Really, they're that good! Call or wire collect TODAY for FREE audition.

Commercial Recording Corp.

Box 6726
Dallas 19, Texas
RI 8-8004

35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

APRIL 10, 1961

Living with FCC will be decidedly difficult under new regime 31

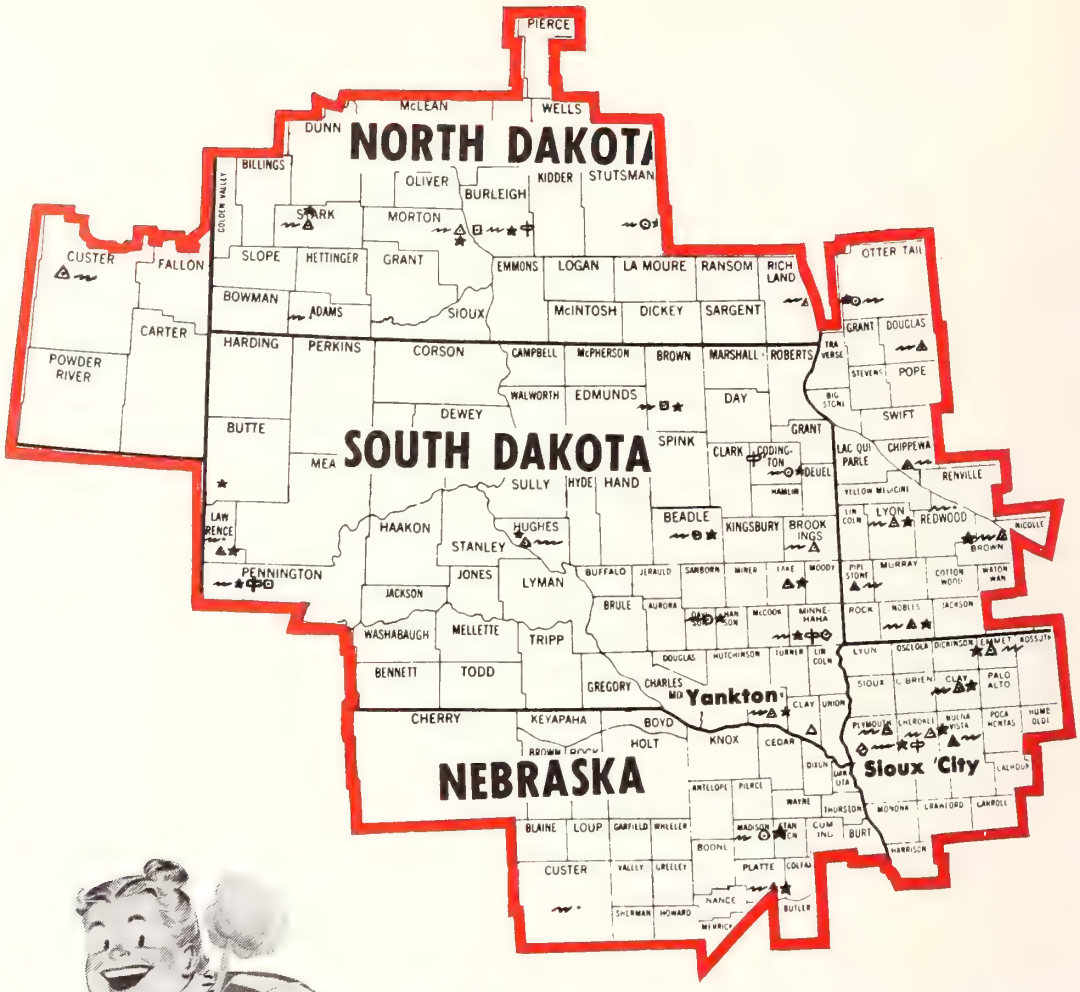
Perils of program reporting: they abound in proposed FCC form 32

Television's popularity has its price tag: pressure from special interests 34

Advertising, network programming happy to sing along with Mitch Miller 40

COMPLETE INDEX PAGE 7







THIS IS AMERICA'S 40TH RADIO MARKET ...BIG AGGIE LAND

Spreading across 175 counties in five states, WNAX Big Aggie Land embraces one of the world's richest agricultural areas. Almost 2¼ million people, over 600,000 radio homes, are included in this vast and wealthy market. These people spend $2,250,000,000 a year at the retail level.

An 84-county area Pulse Survey during January of 1961 credits WNAX with top ratings in all 360 quarter hours, delivering 3 times as many listeners as the next ranking station. That gives Big Aggie a 66.4% share of audience. Traveling Americans add another 100,000,000 annually to the WNAX-570 market coverage area . . . an area of many scenic attractions, a Big Aggie Bonus for WNAX advertisers.

WNAX-570 is the one medium that can reach and sell the nation's 40th radio market. To sell *your* product in Big Aggie Land's 175 counties, sell on the station that most people listen to — WNAX-570. Your Katz representative will handle the details.

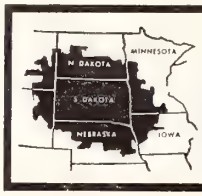
WNAX-570 CBS RADIO

PROGRAMMING FOR ADULTS OF ALL AGES

Peoples Broadcasting Corporation

Sioux City, Iowa, Sioux Falls and Yankton, South Dakota

Represented by Katz



PEOPLES BROADCASTING CORPORATION

WNAX	Yankton, South Dakota
KVTV	Sioux City, Iowa
WGAR	Cleveland, Ohio
WRFD	Columbus-Worthington, Ohio
WTTM	Trenton, New Jersey
WMMN	Fairmont, West Virginia



Good Music rings up sales*

in Southern California

46 advertisers now in their
2nd to 21st continuous year











The Music Stations
for Southern California

24-hour simultaneous
AM-FM at one low cost







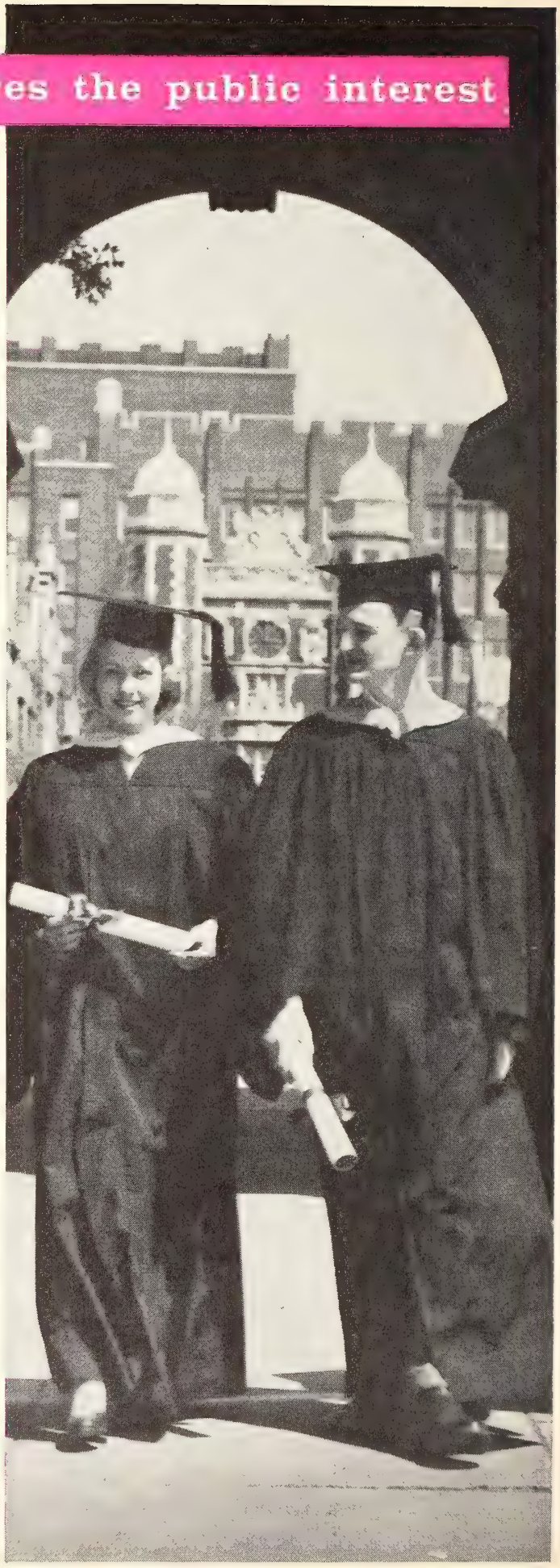


KFAC
AM-FM

PRUDENTIAL SQUARE
Los Angeles

Represented by The Bolling Co., Inc.

WGAL-TV serves the public interest



College of the Air

Now in its eighth consecutive year, this tri-weekly adult-level educational series is designed for classroom use in senior high schools, in colleges, and for home-viewing. Through close cooperation with eight colleges in the Channel 8 coverage area, WGAL-TV offers alert, diversified programming. College of the Air is just one phase of this station's many public service activities.

WGAL·TV
Channel 8
Lancaster, Pa. · NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Trek back to NAB

KPRC-AM-TV Houston, which left NAB fold nearly two years ago (with formation of Television Information Office) last week rejoined trade association. Jack Harris, vice president-general manager and president of Assn. of Maximum Service Telecasters, told NAB President LeRoy Collins his station would return because of new NAB activity under new leadership. Mr. Harris did not, however, give blanket endorsement to programming approach but felt that Gov. Collins is headed in right direction.

Another NAB holdout—WHAS-AM-TV Louisville—also may rejoin and for similar reasons, Victor A. Sholis, vice president-director of Courier-Journal *and* Louisville Times' *stations, didn't visit Gov. Collins while in Washington last week for State Dept. foreign policy briefing sessions, but has expressed approval of new approach and policy.*

Missile squeeze

Thin line dividing civilian broadcasting and military use of spectrum (see page 78), is exemplified in pending request before FCC asking that transmitter locations of two standard stations—one on east coast, other on west coast—be moved or their wattage reduced because of interference problems with nearby Nike-Zeus missile facilities. Reasons are classified, but fact that such request has been made to FCC is acknowledged.

CBS pa clearances

CBS-TV affiliates will do some soul-searching on their own at May 4-5 meeting in New York on clearances for public affairs programming. Affiliates can take or leave such programs and complaint has been that in too many instances, particularly in prime time, stations have preferred other pre-tested vehicles which do better rating-wise. Richard A. Borel, WBNS-TV Columbus, chairman of CBS Television Affiliates Advisory Board, has placed clearance issue on agenda.

Box-office bait

What many suspected has now been confirmed: pay tv was important factor, among others, in Paramount Pictures' acquisition of 50% of program packager Talent Assoc. (see story, page 88). Paramount owns International Telemeter, pay-tv operation currently in pilot stage at west Toronto. To underscore expectation of things to come, Talent Assoc. privately talks of "big" pay-tv projects to come soon.

Stereo standards

Long-awaited establishment of fm stereo standards is going to be FCC's gift to NAB convention. Standards should be issued last week in April. Decision, anxiously sought by fm broadcasters as well as manufacturing industry, should stimulate convention's fm sessions.

ABC sells Oscar show

ABC Radio has sold full coverage of "Oscar" awards (Academy of Motion Picture Arts & Sciences) on April 17, 10:30 p.m. EST. ABC's handling of awards will not be simulcast, tv portion handled separately. Radio advertiser is Coca-Cola, through McCann Erickson. (Tv sponsors are Procter & Gamble and Sara Lee Kitchens.)

Newsmen's speech circuit

Numerous radio-tv newsmen who attended unprecedented State Dept. foreign policy briefing conference in Washington last week found themselves booked back home for speeches before local organizations and groups. State Dept. had expected 300. More than 500 registered, with sprinkling of owners and managers among them. Reaction was uniformly favorable with expressed hope that briefings will be continued on regular basis.

Youth movement

FCC Chairman Newton N. Minow met last week with top brass of ABC and reiterated his interest in upgrading of programming as he has done with practically all broadcast callers. It was get-acquainted session and dealt mainly with regulatory philosophies rather than ABC *per se*. Mr. Minow indicated White House has avid interest in programming quality, probably stemming from fact that most New Frontiersmen at staff level have adolescent children.

Seminar on mass communications with emphasis on television, to be participated in by leading figures in government and industry, tentatively has been set for August 2-3 at Northwestern U., Chicago. FCC Chairman Newton N. Minow, Northwestern law school alumnus, is cooperating with law school faculty in arranging sessions.

Not enough talk

Senate watchdog subcommittee is expected to add its voice to those urging FCC to consider stations' programming. Some cases discussed in subcommittee hearings last week (BROADCASTING, April 3), were selected to point up refusal of a few stations, particularly radio, to carry political broadcasts. As result, subcommittee is believed ready to recommend that FCC clamp down on rating-conscious radio stations that broadcast recorded music to exclusion of talk—particularly political talk—programs.

Pre-convention feature

Still in firming-up stage at NAB is surprise program feature for May 6 session Assn. for Professional Broadcasting Education—exposé of Cuban station-network seizures by main victim, Goar Mestre, now exiled in Argentina. Senor Mestre operated CMQ radio-tv network, which Castro confiscated. APBE is NAB-sponsored group promoting university training of students for broadcast careers.

Shapp shape

Milt Shapp, president of Jerrold Electronics, Philadelphia, prominently identified with catv development and ownership, is serving as consultant on electronic matters to Secretary of Commerce Luther Hodges. He was prominently identified with pro-Kennedy forces before and during last year's presidential campaign.

Midwest sleeper

Kansas City will make bid for national syndication market this summer as Ray-Eye Productions completes new $2 million tv production center designed by Charles Luckman and enters market with several pilot ventures. Ray-Eye, headed by 29-year-old contractor Fred Olsen and financed by New York commercial bankers, already has half hour program titled *Builders' Showcase* package going in eight markets, will add four more within two weeks and will lineup 50 by yearend, all co-sponsored by U. S. Gypsum Co., Chicago, through Fulton, Morrissey agency there. New Ray-Eye facilities have five tv studios. Firm will concentrate on tv program and commercial production using video tape, but will do film too.

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THE NATIONAL HEADLINER EDITORIAL AWARD, 1961 GOES TO WAGA-TV FOR EDITORIAL EXCELLENCE!



HEADLINER MEDAL AWARD, 1961

WAGA-TV recently was named winner of the National Headliner Award competition for "consistently outstanding Editorials by a local TV station." The Headliner Medal was awarded on the basis of the station's public-spirited editorial policies and procedures. This kind of recognition is a tribute to the quality programming for adult audiences which continues to be a prime objective of WAGA-TV!

famous on the local scene...for public service

waga·tv 5

THE **STORER** STATION IN **ATLANTA**

WEEK IN BRIEF

Tougher and tougher. That's the way the new Washington enforcement program is shaping up as the FCC follows a policy of setting renewals for hearings and imposing other sanctions against licensees. See . . .

FCC'S STIFF ENFORCEMENT . . . 31

While we're on this regulatory subject, FCC has come up with another headache—complicated program reporting forms described as ambiguous, vague, double-talking and lacking in necessary definitions of terms. See . . .

FCC'S NEWEST BOOBY TRAP . . . 32

TV—A PRIME TARGET . . . 34

Television touches off fast and often violent reaction as pressure groups react to programming incidents. National groups frequently decry continuities or incidents they consider affronts to their interests. See . . .

Advertising's once-secret weapon, music, is now commonplace but highly effectvie in production of commercials. Sing-Along Mitch Miller has become an institution; his NBC-TV series goes weekly in the fall. See . . .

AND ALONG CAME MITCH . . . 40

It's only a month to convention time. NAB's annual industry roundup starts officially May 7 but there will be sidebar meetings by the dozen. Agenda to have international flavor, with Latin group participating. See . . .

NAB MAPS BUSY WEEK . . . 48

Don't look now, but there may be a pay tv service just around the corner, hints Martin Leeds at unveiling of Home Entertainment Co., which has National Telefilm tie. Many franchises are in the works, he explains. See . . .

PAY TV SYSTEM SHOWN . . . 84

A decade has passed and $20 million has been spent by broadcasters to carry out the government-sponsored Conelrad program designed to confuse enemy bombers. But now a question arises—Should it be junked? See . . .

HAS CONELRAD A FUTURE? . . . 60

Network coverage of professional sports is in the big-money class as cost of radio and tv rights continues to increase. NBC pays $1.2 for pro football playoffs, two years; ABC pays $2 million for 20 events. See . . .

TWO SPORTS DEALS SIGNED . . . 80

Broadcasters were given a close look at the way the government operates during a two-day briefing conducted in Washington by the State Dept. President Kennedy and other top officials were among clinic participants. See . . .

BRIEFING FOR BROADCASTERS . . . 72

The nation's space problem is getting a lot of attention in government circles as basic policies governing the use of satellites for communications is reviewed. Revised budget deletes launching facilities fund. See . . .

RE-EVALUATION OF SPACE . . . 78

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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QUALITY TELEVISION*
SELLS
RICH, RICH
SOUTHERN NEW ENGLAND



QUALITY IN THE WOODWORKER'S ART IS EXEMPLIFIED BY THIS SALEM EAGLE. FEATURED BY DEMING CRAFTSMEN OF CONNECTICUT. OCCUPYING OLD MILL POND VILLAGE IN GRANBY. DEMING CRAFTSMEN ATTRACT COUNTLESS VISITORS INTERESTED IN AMERICANA.

IN RICH. RICH SOUTHERN NEW ENGLAND. QUALITY IN TELEVISION IS THE HALLMARK OF WTIC-TV.

OH YES. WTIC-TV PROGRAMS ARE HIGHEST RATED. TOO.

WTIC TV 3 HARTFORD, CONNECTICUT

***ASK YOUR HARRINGTON, RIGHTER & PARSONS MAN**

AT DEADLINE

NAB members elect 13 to Radio Board

Thirteen broadcasters were elected to NAB Radio Board, according to ballot count at NAB headquarters Friday. They represent odd-numbered NAB districts and four at-large classifications. Their terms start at conclusion of May 7-10 NAB convention.

Those elected: district 1—Carleton D. Brown, WTVL Waterville, Me., (over Richard E. Adams, WKOX Framingham, Mass.); district 3—John S. Booth, WCHA Chambersburg, Pa., re-elected (over Roy E. Morgan, WILK Wilkes-Barre, Pa.); district 5—James L. Howe, WIRA Fort Pierce, Fla. (over Malcolm Street, WHMA Anniston, Ala.); district 7—Hugh O. Potter, WOMI Owensboro, Kentucky, re-elected (over Paul F. Braden, WPFB Middletown, Ohio); district 9—George T. Frechette, WFHR Wisconsin Rapids, Wis. (over J. R. Livesay, WLBH Mattoon, Ill., and Egmont Sonderling, WOPA Oak Park, Ill.); district 11—Odin S. Ramsland, KDAL Duluth, Minn., re-elected (over Ross E. Case, KWAT Watertown, S.D.); district 13—Boyd Kelley, KRRV Sherman, Tex., re-elected (over Dave Morris, KNUZ Houston); district 15—B. Floyd Farr, KEEN San Jose, Calif., re-elected (over John Cohan, KSBW Salinas, Calif.); district 17—Ray Johnson, KMED Medford, Ore. (over Lee Bishop, KORE Eugene, Ore.).

At-large directors elected: Large stations—John S. Hayes, WTOP Washington (over John H. DeWitt Jr., WSM Nashville); medium stations—Willard Schroeder, WOOD Grand Rapids, Mich. (over Rex Howell, KREX Grand Junction, Colo.); small stations—Ben B. Sanders, KICD Spencer, Iowa (over F. E. Lackey, WHOP Hopkinsville, Ky.); fm stations—Ben Strouse, WWDC-FM Washington (over Fred Rabell, KITT San Diego, Calif.).

Members of tally committee were Joseph Goodfellow, WRC Washington, chairman; Everett L. Dillard, WASH (FM) Washington, and Charles Roeder, WCBM Baltimore.

'Fibber's' 'Molly' dies

Marian Jordan, for over 20 years "Molly" of radio's *Fibber McGee and Molly*, which starred her husband Jim Jordan as "Fibber," died last Friday at her home in Encino, Calif. She would have been 63 on April 15.

Commercials tester

There's tv testing angle to new electronic device in use at Geyer, Morey, Madden & Ballard Inc., New York. Machine measures visual impressions for testing copy and art in tv commercials in addition to already-announced uses for package design, print advertising, billboards, posters or any other form of visual message. Split-second reactions of people watching stills from commercial storyboards, for example, are obtained by controlled illumination in machine, which consists of two rectangular boxes — similar to shadow boxes. While agency claims device will be aid to "better, more effective" commercials, it's now considered supplementary research tool only. Machine originally was built for testing package designs, but GMM&B hopes it is doing pioneering research that will benefit advertising in general.

Show occupied weekly half-hour on NBC radio from 1935 to 1953, then was week-night feature till 1956. NBC-TV carried short-lived series in 1959-60 directed by son Jim Jordan Jr. For past six years team was regular on NBC Radio's weekend *Monitor*. Jordans married Aug. 31, 1918, in Peoria, Ill.

MBS spots to stations push product categories

In unusual promotion, Mutual is broadcasting to more than 400 of its affiliated stations various "spot announcements" on behalf of various product categories, giving information on these products and their value to consumers. Service starts today (Monday) with spots ranging in length from 10 to 60 seconds, fed to stations for insertion where there are availabilities. Products covered include coffee, toothpaste, cigarettes, cereals, milk, automobiles and cosmetics and others.

Sample 10-second spot: "Cosmetics, not diamonds, are a girl's best friend. You can live without diamonds, but would you feel dressed up without make-up or perfume? Wouldn't you feel better if you put a little on right now?" Project was conceived by MBS President Robert F. Hurleigh who believes it will spell out facts about nation's economy and at the same time pinpoint value of radio for advertisers.

Bulova Watch moves $4 million to SSC&B

Bulova Watch Co., New York, is assigning its $4 million watch account to Sullivan, Stauffer, Colwell & Bayles, starting July 1, R. H. Madden, executive vice president, marketing, announced last Friday (April 7).

Account currently is at McCann-Erickson Inc., which has handled it six years. SSC&B is agency for Bulova's line of radios and phonographs and Mr. Madden noted that move is in line with company's desire to consolidate its accounts under one agency. Later this spring Bulova will sponsor two special tv programs, one featuring Pat Boone on ABC-TV and other starring Arthur Godfrey on CBS-TV, to be billed through McCann-Erickson.

NAB asks FCC authority in catv-station cases

NAB supports FCC-sponsored legislation to permit commission to step in to adjudicate conflicts between catv systems and local tv stations.

LeRoy Collins, NAB president, in letter April 6 to FCC Chairman Newton N. Minow, Sen. Warren G. Magnuson (D-Wash.) and Rep. Oren Harris (D-Ark.), said proposed Senate bill (S 1044) would serve interests of catv, tv licensees and public.

Bill would authorize FCC to step in where catv system brings in outside signals to detriment of local tv station. FCC could resolve issue, Gov. Collins said, in best interest of public.

Most catv systems provide valuable service to public, NAB letter stated, but in minority of cases, interests of catv collide with that of local tv broadcaster and in this circumstance FCC ought to have authority to settle the problem.

Business briefly...

American Pharmaceutical Co., New York, which last week named Weiss & Geller Inc., New York, as agency, will make major jump into broadcast advertising, starting with radio and tv spot drive next month in 10 Georgia and Florida cities for market testing of four new products: Nite-Rest (sleep pill), Verv (alertness capsule), SPD (analgesic linament) and Pertinex (athlete's foot remedy). Advertising will be on national basis before end of year. Company's previous broadcast activity was

more AT DEADLINE page 10

WEEK'S HEADLINERS

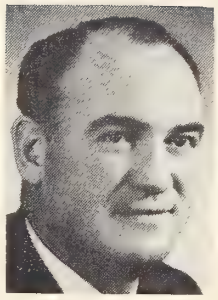

Mr. Bartlett

George W. Bartlett, assistant manager of NAB engineering department since 1955, promoted to acting manager. He succeeds A. Prose Walker, (BROADCASTING, Feb. 13, 1961) who resigned as manager of department to join Collins Radio Corp., Cedar Rapids, Iowa. He has been active in such NAB projects as remote control development, automatic logging, video tape, NAB *Engineering Handbook* and annual NAB Engineering Conference. Before joining NAB he was chief engineer of WDNC-AM-FM Durham, N. C., and acted as technical consultant to tv stations applicants. He is native of New Bedford, Mass., senior member of Institute of Radio Engineers, member of Society of Motion Picture & Television Engineers and is licensed radio amateur.

Carl Spielvogel, director of pr, Interpublic Inc., promoted to director of personnel for New York offices of Interpublic (including McCann-Erickson Inc., McCann-Marschalk Co. and Communications Affiliates Inc.). He also is vp of McCann-Erickson and continues with pr responsibilities. He had been personnel-pr director on staff *New York Times* for 10 years and was advertising columnist at time he joined M-E as vp in 1959.

Jerry N. Jordan, N. W. Ayer & Son account supervisor, elected vp in connection with New York service, and **Norman H. McMillan,** associate managing director of plans and marketing department, elected vp in that post. Mr. Jordan, who continues account work in new position, joined Philadelphia agency in 1953 and moved to N. Y. office following year. His 1951 thesis for M.S. in psychology at U. of Pennsylvania, "Long Range Effect of Television and Other Factors on Sports Attendance," was published that year by Radio-Tv Manufacturers Assn. and sequel reports followed annually through mid-fifties. Mr. McMillan, formerly with George A. Hormel & Co., has been with Ayer since 1954.

Harold B. Simpson and **Frank J. Mahon** have been appointed associate media directors of William Esty Co., N. Y. Mr. Simpson, spot timebuyer, has been with Esty 12 years. Last year he was named "Silver Nail Timebuyer Of The Year" in annual Station Representatives Assn. poll. Mr. Mahon, formerly spot buyer, more recently has been media supervisor and has served 10 years with Esty agency.


Mr. O'Neil

Thomas F. O'Neil elected chairman of board of General Tire & Rubber Co., succeeding his father, William F. O'Neil, founder of firm and board chairman until his death last year. Mr. O'Neil has been member of General Tire's board since 1948 and has served as vice chairman since last year.

John McArdle, vp and general manager of WTTG (TV) Washington, promoted to newly-created post of vp and director of sales for tv stations owned by Metropolitan Broadcasting Corp. (WTTG, WNEW-TV New York, WTVH [TV] Peoria, Ill.; KOVR [TV] Stockton, Calif., and WTVP [TV] Decatur, Ill.) He will begin his duties on May 1 at Metropolitan's New York headquarters. Replacing Mr. McArdle at WTTG is **Donn Colee,** vp and general manager of WTVH, while **Bob King,** vp and general manager of WTVP assumes additional responsibilities at WTVH relinquished by Mr. Colee. His wife, **Lee Colee,** general sales manager of WTVH, named to new post of general sales manager of WTTG.

For other personnel changes of the week see FATES & FORTUNES

limited amount of co-op advertising with dealers.

Edward Dalton Co. (Metrecal), Evansville, Ind., has applied final touches to plans to expand into tv this spring (BUSINESS BRIEFLY, March 27). Liquid dietary product is participating in eight daytime shows on ABC-TV and four evening programs on both ABC-TV and NBC-TV: *Roaring 20s, Walt Disney Presents, Hawaiian Eye* and *77 Sunset Strip,* all ABC-TV; *Thriller, The Americans, Whispering Smith* and *Michael Shane, Detective,* all NBC-TV. Participations will run through June. Agency: Kenyon & Eckhardt, N. Y.

DuBonnet Aperitif (Schenley Industries Inc.), N. Y., is dipping toe into radio again after long absence, and using some tv, too. Kleppner Co., New York agency for DuBonnet, is ready to launch saturation campaign of 30-second and minute spots on five New York radio and two tv stations, using both day and night periods for 13 weeks. Part of schedule is "Mantovani" orchestra simulcast starting Saturday (April 14) on WNTA-AM-TV New York-Newark, N. J. Schedule follows three-station radio campaign in Baltimore. Other markets are to be added on basis still to be decided.

Fall changes

Latest on composition of network fall schedule: Sunday—ABC-TV *Maverick* now slated for 6:30-7:30, and new show, *Follow the Sun* (20th Century) at 7:30-8:30, and *Adventures in Paradise* formerly set in Monday, 10 p.m. period, has been moved to Sunday, at 10 p.m.; Monday—ABC-TV *Ben Casey,* new hour show, set for 10 p.m. (Bing Crosby Production); Tuesday — *Garry Moore,* appears nearly sold in 10-11 berth on CBS-TV, advertisers including Johnson's Wax (Foote, Cone & Belding) and R. J. Reynolds (William Esty), with Plymouth (N. W. Ayer) expected to sign soon.

Republicans criticize 'Ev and Charlie' tv show

Senate Minority Leader Everett M. Dirksen (R-Ill.) and House Minority Leader Charles A. Halleck (R-Ind.) were forced to defend "Ev and Charlie" show Friday against criticism from both wings of GOP.

Sen. George D. Aiken (Vt.), representative of liberal wing, said leaders' weekly news conferences, which are taped for television, are creating a "status quo" image of party.

WAMV-AM-FM sold: $350,000

Sale filed Friday for FCC approval: WAMV-AM-FM East St. Louis, Ill., sold by Hess-Hawkins Co. to Stanlin Corp. for $350,000. Stanlin principals include Lawrence W. Picus and Simpson R. Walker Jr. (33⅓% each) and 10 others. Messrs. Picus and Walker hold 47½% each of WOBS Jacksonville, Fla. WAMV is 500 w day, 250 w night on 1490 kc. WAMV-FM is 37 kw. on 101.1 mc.



If you don't have it to sell,
you can't sell it.
UPI provides the complete,
salable news package.


ha
ha
(Y)
(Z)



he laughs best (◉) who laughs last

Some people started laughing right off the bat when they heard we planned to concentrate on comedy this season. They were sure it wouldn't work. These days they're not laughing so hard—but the nation's viewers are, and so are the sponsors of our comedy programs. The audiences attracted by the average comedy program on the three networks this season tell the story: Network Y—7.3 million homes... Network Z—8.9 million homes...CBS Television Network, 9.5 million homes.* Moreover, in the latest Nielsen report three of our funniest shows are in the Top 10—and two of them are brand new this season.† But the thing that keeps all our advertisers smiling is that the CBS Television Network attracts the biggest average audiences in every category of entertainment, laughs or no laughs. * Nationwide Nielsen, 6-11 pm, AA, 1 Oct. 1960—1 Mar. 1961 † 1 Mar. 1961, AA (CBS: 7 of Top 10)

CBS Television Network

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

April 9-12—Fourth Public Service Programming Conference for broadcasting industry produced and sponsored by the Westinghouse Broadcasting Co. Pittsburgh-Hilton Hotel, Pittsburgh, Pa.

April 10-13—National Premium Buyers 28th annual national exposition, Navy Pier, Chicago. Also Premium Adv. Assn. of America one-day conference, same site.

April 11—Business Council for International Understanding, session group dinner, Fairfax Hotel, Washington, D. C. Ralf Brent, president of WRUL New York, is speaker.

*April 11-12 — Illinois Broadcasters Assn., spring meeting, St. Nicholas Hotel, Springfield. Speakers include Vincent T. Wasilewski, NAB vice president.

*April 12—Western States Advertising Agencies Assn., meeting. The Nikabob, Los Angeles, 6 p.m.

*April 13—Assn. of Maximum Service Telecasters, technical committee meeting. Washington, D. C.

April 13-14—New York State Educational Radio & Television Assn., and Eastern Education Network, combined conference. Tom Sawyer Motor Inn., Albany, N. Y.

April 13-14—Atlanta Ad Institute, sponsored by Atlanta Advertising Club. Speakers include Max Freedman, *Manchester Guardian* Washington correspondent; John D. Yeck, Yeck & Yeck, Dayton, Ohio, and John G. Mapes, Hill & Knowlton, New York. Dinkler Plaza Hotel, Atlanta, Ga.

April 14 — Mississippi UPI Broadcasters Assn., annual meeting. Buena Vista Hotel, Biloxi.

April 14—Veterans Hospital Radio & Television Guild, anniversary ball. Essex House, New York.

*April 14-15—Kansas Assn. of Radio Broadcasters, annual convention, Jayhawk Hotel, Topeka. Speakers include FCC Commissioner Frederick W. Ford; Dr. Kenneth McFarland, General Motors, banquet speaker; "24 Hours of Prime Time a Day," Stephen B. Labunski, WMCA New York; "Radio Broadcasting: The Positive and the Negative," Vincent T. Wasilewski, NAB vice president; "What the FCC Inspector Wants to Know," H. W. Bourell, engineer in charge, FCC field office in Kansas City. Other topics include automation; radio sales, with Pat Rheaume, Radio Advertising Bureau, and Conelrad.

*April 15—Phoenix chapter, Academy of Televisions Arts & Sciences, April workshop. KPHO-TV studios, 10 a.m. Subject: "News Photography." KPHO-TV's new Fairchild "Cinephonic 8" camera and processor, which is first equipment to allow extensive use of 8 mm film on tv, will be explained.

April 15—West Virginia AP Broadcasters meeting, Charleston.

April 15-16—Mississippi Broadcasters Assn., spring convention. Speakers include John F. Meagher, radio vp, NAB and Ernest B. Cummings, Cummings Adv. Co., Memphis. Buena Vista Hotel, Biloxi.

April 16-19—Assn. of National Advertisers, spring meeting. Sheraton Park Hotel, Washington, D. C.

RAB SALES CLINICS

April 10—Baton Rouge, La.
April 10, 11—San Francisco.
April 11, 12—Fort Worth, Tex.
April 12, 13—Seattle, Wash.
April 13—Memphis, Tenn.
April 14—Nashville, Tenn.
April 24—Raleigh, N. C.
April 25, 26—Richmond, Va.
April 27—Washington, D. C.
April 28—Philadelphia.
May 1—Portland, Me.
May 2,3—Boston.
May 4—Syracuse, N. Y.

April 17—Institute on Musical Copyright Law in the Music Industry, Vanderbilt U., Nashville, Tenn., under sponsorship of Tennessee Bar Assn., Nashville Bar Assn., Nashville Symphony Assn., Country Music Assn., and Tennessee Assn. of Broadcasters.

April 17—Academy of Motion Picture Arts & Sciences Oscar award ceremonies. Santa Monica (Calif.) Civic Auditorium. The presentation will be telecast by ABC-TV.

April 17-20—International Advertising Assn. Waldorf-Astoria Hotel, New York City.

*April 18—Comments due in FCC rulemaking to add vhf channel to Syracuse-Rochester, N. Y.

April 18—Radio & Television Executives Society, Peabody Awards luncheon. Hotel Roosevelt, Grand Ballroom, New York City.

*April 18-19—Institute of Radio Engineers, Los Angeles section, lecture series, "Recent Advances in Electron Devices." April 18—California Polytechnic College Auditorium, Pomona. April 19—Rodger Young Auditorium, 936 W. Washington, Los Angeles. Weekly lectures continue for six weeks at same locations. Series tickets available from IRE, 1435 S. LaCienega Blvd., Los Angeles 35.

April 19-22—1961 American Film Festival, sponsored by Educational Film Library Assn. at Barbizon-Plaza Hotel, New York City.

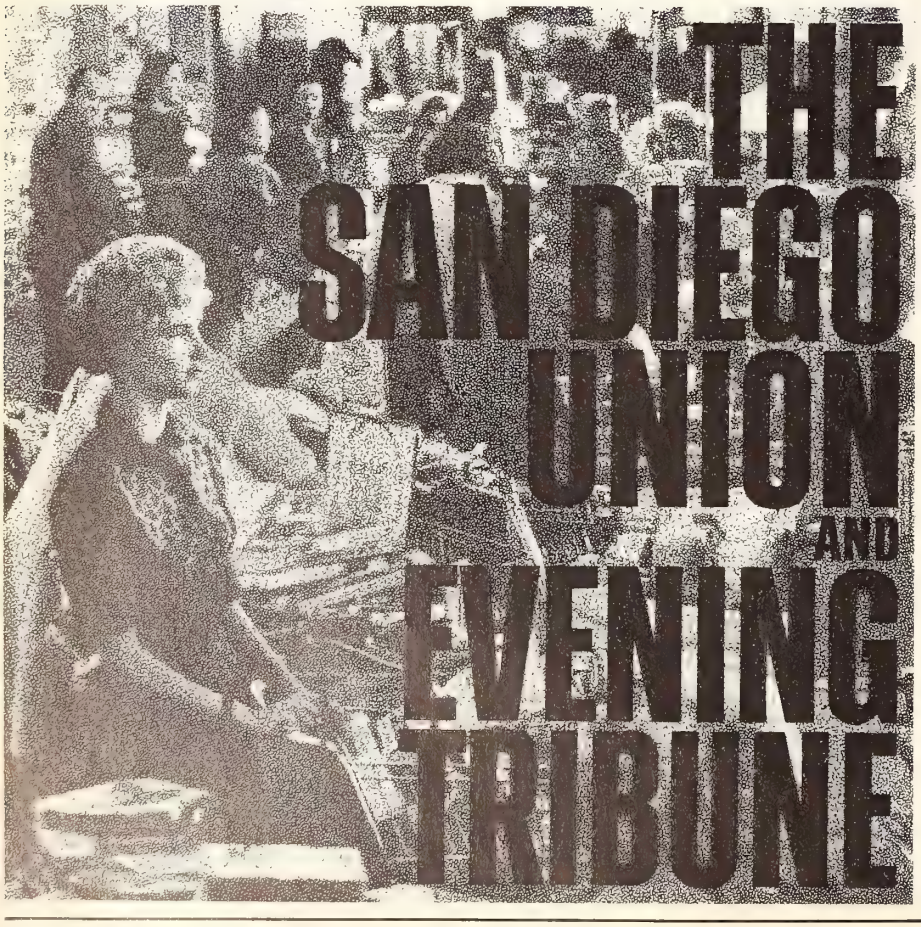
April 20-21 — Pennsylvania AP Broadcasters Assn. Sheraton Hotel, Philadelphia.

April 20-22—American Assn. of Advertising Agencies annual meeting. The Greenbrier, White Sulphur Springs, W. Va. The annual dinner will take place on Friday evening, April 21.

April 20-22—Alabama Broadcasters Assn. spring convention. The Holiday Inn Riviera, Dauphin Island, Ala.

April 21-22—National Assn. of Educational Broadcasters, Region II (southeast) annual meeting. Hotel Thomas Jefferson, Birmingham, Ala.

*April 22—UPI Broadcasters Assn. of Connecticut, fifth annual convention. Silver-



NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

Sell San Diego County — the nation's 20th largest market in food store sales*—through **The San Diego Union** and **Evening Tribune**.

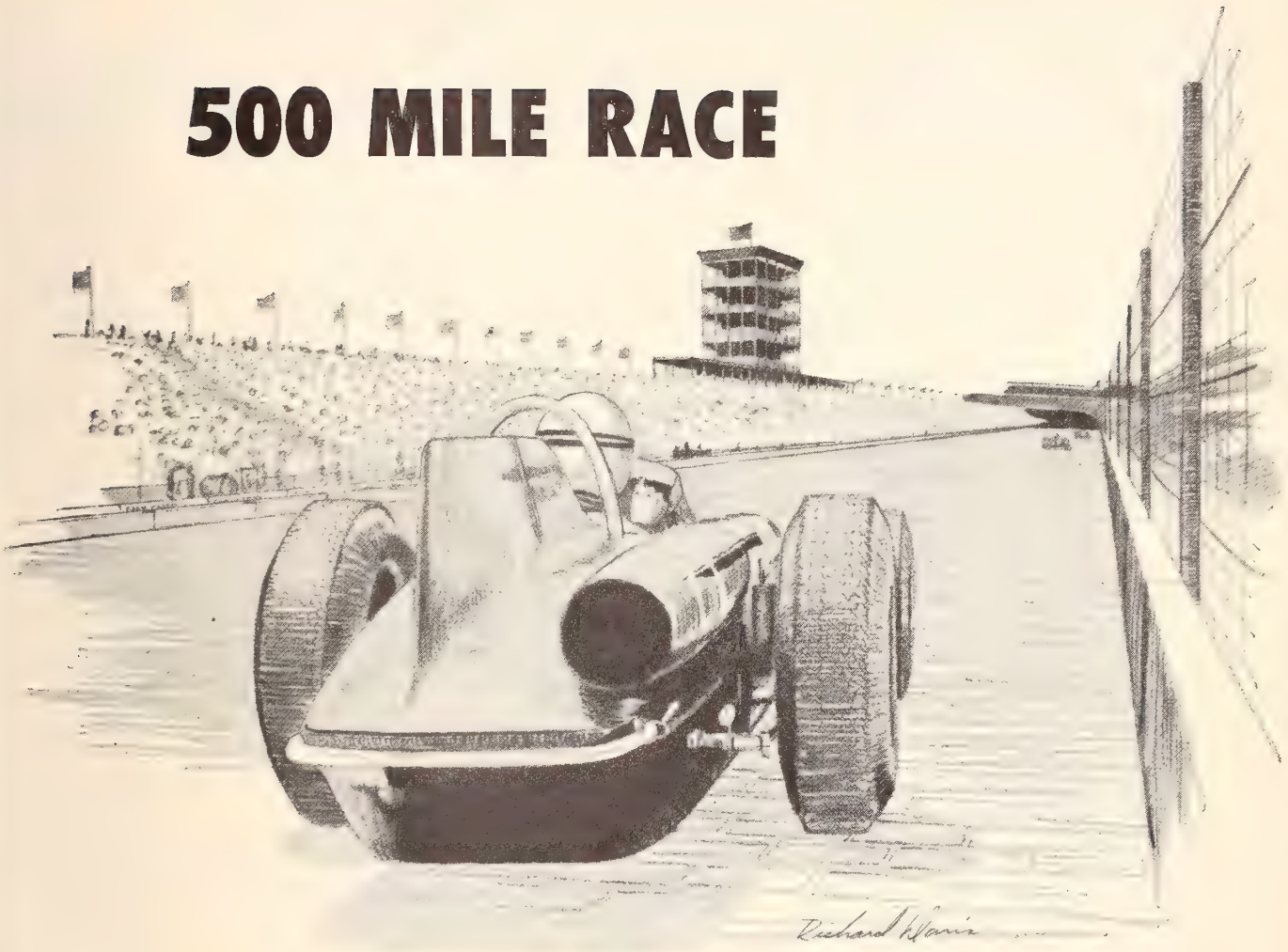
"The Ring of Truth" Copley Newspapers

Copley Newspapers: 15 Hometown Daily Newspapers covering San Diego, California — Greater Los Angeles — Springfield, Illinois — and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service. REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC. (Nelson Roberts & Associates)

*1960 SALES MANAGEMENT SURVEY OF BUYING POWER

The San Diego Union
EVENING TRIBUNE

500 MILE RACE



WHAT'S FIRST WITH HOOSIERS IS FIRST WITH WFBM-TV

Spectacular Coverage

During the month of May, a task force of 40 men is assigned to cover the events surrounding Indianapolis' world famous 500 Mile Race, 500 Festival and $50,000 Golf Tournament. Few network special events involve the logistics of men and equipment the WFBM Stations have committed to this elaborate coverage.

What's first with Hoosiers is truly first with WFBM-TV. And unequalled manpower* and facility* give this station the opportunity to report the interests of the area we serve intensively, excitingly. Your product deserves this kind of selling climate. Ask your Katz man.

CHANNEL 6
WFBM TV
INDIANAPOLIS

BASIC NBC-TV AFFILIATE

* 20-man News-Information Services Department. Three news cruisers, giant mobile TV unit, *two* color-equipped television tape recorders.

A service of TIME-LIFE Broadcast
Represented Nationally by the KATZ Agency

The Care and Feeding...

This is the first of a series of ads devoted to facts about communism. It coincides with a continuing series of prime time announcements on WKY RADIO and TELEVISION telling these and many more facts about communism to viewers and listeners.

Altruistic? No. This effort might even be on the selfish side because we, as you, can exist only in a free economy.

Alarmist? Aren't people already anti-communist and pro-American? Certainly! Spiritually and emotionally. But there is a void of factual truth about the hard core of communist action. The communists know this. They continually attack this soft spot with "Dr. Jekyll's" words that rationalize "Mr. Hyde's" actions.

The threat to freedom is not so much in what the communists DO, as in what Americans DON'T do. One of the most serious "DON'TS" is not arming ourselves with facts to back up our belief in democracy.

This is part of our effort to tell these facts.

Prime Communicators to 1½ Million Oklahomans



THE COST OF FREEDOM—One of a series

and COST of Freedom!

Part of the Cost of Freedom is to understand the War of Words. When they say "Peace"... what do they really mean?

Lenin said:

"Every peace program is a deception of the people and a piece of hypocrisy unless its principal object is the explanation to the masses of the need for a revolution, and to support, aid and develop the revolutionary struggle of the masses that is starting everywhere (ferment among the masses, protests, strikes, fraternization in the trenches, demonstrations . . .)."

—V. I. Lenin, General Committee Proposals Submitted to the Socialist Conference, April, 1916, Selected Works, International Publishers, New York, 1943, vol. V, pg. 237.

But Lenin is dead... or is he?

J. Edgar Hoover has said . . . "I, for one, find no reason to doubt the word of Nikita S. Khrushchev when he asserts that the injunctions of Lenin must be the guide to all communist activity."

We aren't trying to preach. We are simply trying to strengthen the muscles of freedom of speech through exercising that freedom to the limits of our sphere of communications. Perhaps there will be facts in this series you can use in your sphere of influence.

WKY

RADIO AND TELEVISION

OKLAHOMA CITY

The WKY Television System, Inc.
WTVT, Tampa-St. Petersburg, Fla.
Represented by the Katz Agency



WAVE-TV gives you
28.8% more AVID EATERS

—and they gobble up 28.8% more of EVERYTHING that's edible!

WAVE TV

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
NBC SPOT SALES, National Representatives

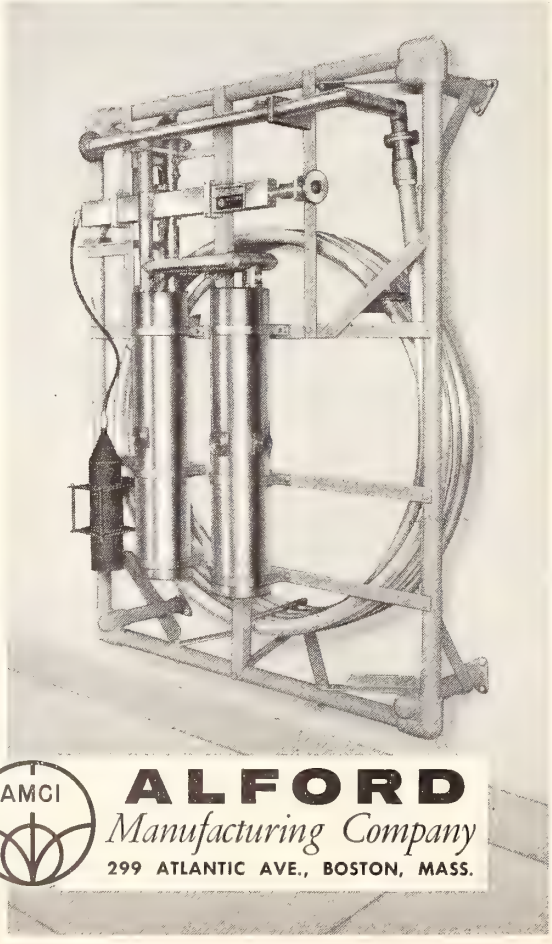
ANTENNA SYSTEMS — COMPONENTS — AIR NAVIGATION AIDS — INSTRUMENTS

AMCI
VESTIGIAL
SIDEBAND
FILTERS

Channels 2 thru 13

- Constant Impedance
- No Field Tuning Required
- 5 kw Peak Visual Power
- Proven in Service

Write for information and catalog.



AMCI
ALFORD
Manufacturing Company
299 ATLANTIC AVE., BOSTON, MASS.

mine Tavern, Norwalk.

April 22—**Intercollegiate Broadcasting System,** national convention. Carnegie Institute of Technology, Pittsburgh, Pa.

April 24—Annual meeting and luncheon, **The Associated Press Members.** Principal luncheon speaker: Secretary of Defense Robert S. McNamara. Waldorf-Astoria, New York City.

April 24—Deadline for return of nominations ballots for **National Academy of Television Arts & Sciences** Emmy awards competition.

April 24-25—**Nebraska Broadcasters Assn.,** convention. Blackstone Hotel, Omaha.

April 24-28—U. of Florida third annual Communications Week. Broadcasting Day, April 24. Advertising Day, April 25. Other days devoted to photojournalism, print media and public relations. Gainesville, Fla.

April 25—American Marketing Assn., New York chapter marketing workshop: Management use of marketing research, advertising agencies. Lever House auditorium, New York. 4 p.m.

*April 25-27—**Sales Promotion Executives Assn.,** annual conference. Benjamin Franklin Hotel. Philadelphia. Speakers include Hickman Price Jr., assistant secretary, U.S. Dept. of Commerce.

April 26-28—Seventh Region Technical Conference, Institute of Radio Engineers. Hotel Westward Ho, Phoenix, Ariz.

April 26-29—Institute for Education by Radio-Television, Deshler-Hilton Hotel, Columbus. Ohio.

April 27—**Georgia Assn. of Broadcasters,** management conference. Dinkler Plaza Hotel, Atlanta.

*April 28—Nationwide **Conelrad** drill in which all radio and tv stations will participate.

April 28—**Arizona Broadcasters Assn.,** spring meeting. Wild Horse Ranch Resort, near Tucson.

April 28—UPI Broadcasters of Massachusetts, spring meeting. U. of Massachusetts, Amherst.

April 28—Deadline for entries in 15th annual achievement awards competition of **the Los Angeles Advertising Women Inc.** Open to women in 13 western states and western Canada. Entry blanks available from Los Angeles Advertising Women Inc., 4666 N. Forman Ave., North Hollywood, Calif.

April 28-29 — **Tennessee AP Broadcasters,** radio news clinic. Nashville.

April 28-30—Alpha Delta Sigma, professional advertising fraternity, national convention. U. of Minnesota, Minneapolis-St Paul.

April 29-30 — **UPI Broadcasters Assn.** of **Texas,** annual meeting. Baker Hotel, Dallas

April 30—**UPI Broadcasters of Missouri,** annual meeting. Governor Hotel, Jefferson City.

April 30-May 3—U. S. Chamber of Commerce annual convention, Washington.

MAY

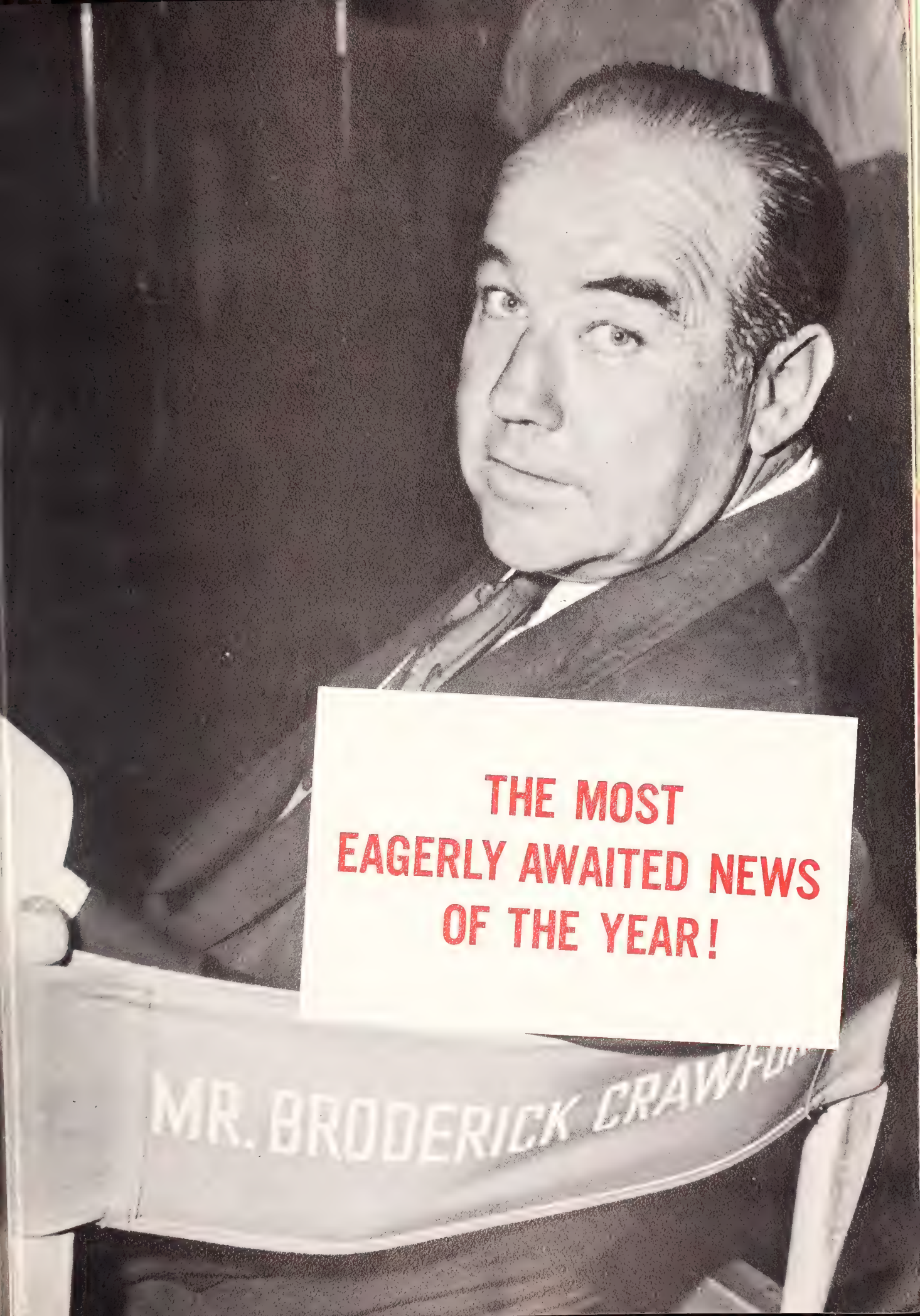
May 1-31—National Radio Month.

*May 1—Comments due in **FCC** rulemaking to revise program reporting forms in original, renewal and sale applications.

*May 1—Comments due to **FCC** in space

TvB Sales Clinics

May 2—Pittsburgh.
May 4—Washington, D. C.
May 9—Buffalo.
May 11—Boston.
May 16—Salt Lake City.
May 18—Portland, Ore.
May 23—San Francisco, Cincinnati.
May 25—Los Angeles, St. Louis.
May 30—Jacksonville, Fla.
June 1—Charlotte, N. C.
June 6—Minneapolis-St. Paul.
June 8—Chicago.
June 13—Omaha.
June 15—Oklahoma City.
June 20—San Antonio.
June 22—New Orleans.


THE MOST
EAGERLY AWAITED NEWS
OF THE YEAR!
MR. BRODERICK CRAWFO

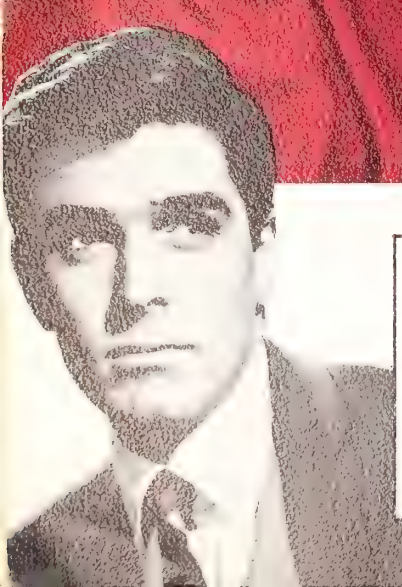
ZIV-UA'S EXCITING NEW

BRODERICK

STARS IN

"KING OF DIAMONDS"

SECRET AGENTS! DIAMOND THIEVES! ...and the fight to end the traffic in stolen gems!



WITH

A SENSATIONAL NEW SIDE-KICK

RAY HAMILTON

as Al Casey



ACTION-ADVENTURE SERIES!

CRAWFORD

America's Favorite TV hero stars as

JOHN KING

chief of security for the diamond industry.

HIS... THE MOST DANGEROUS AND EXCITING JOB IN THE WORLD!



BRODERICK CRAWFORD Now . . . in a brilliant role CERTAIN TO SURPASS HIS TRIUMPHS in "HIGHWAY PATROL" . . . for years the nation's #1 syndicated show!

United Artists INC.

ZIV

ZIV-UNITED ARTISTS, INC.
488 MADISON AVENUE
NEW YORK 22, N.Y.

ZIV-UA's

BIG, BIG SHOW OF THE YEAR!

BIG FOR VIEWERS!

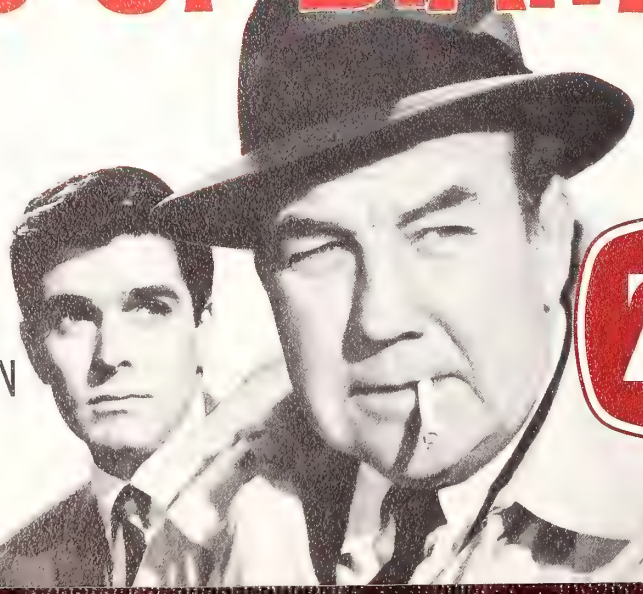
BIG FOR STATIONS!

BIG FOR ADVERTISERS!

A Powerful
SALES AND PROMOTION PLAN
helps you excite your salesmen, dealers and customers... opens the door to greater sales and profits!

"KING OF DIAMONDS"

starring
BRODERICK CRAWFORD
as John King
with
RAY HAMILTON
as Al Casey



The new power in TV programs

United Artists
ZIV

ZIV-UNITED ARTISTS INC.
488 MADISON AVENUE
NEW YORK 22, N. Y.

policy inquiry.

*May 1—Comments due on **FCC** request for suggested "methods" of reserving one vhf channel in both Los Angeles and New York for educational tv.

May 1—Deadline for submissions of 100-200 word abstracts and 500-1000 word detailed summaries of papers for the 1961 Western Electronic Show & Convention (WESCON). Send to the attention of E. W Herold, WESCON Northern California Office 701 Welch Road, Palo Alto, Calif.

May 1-3—**Assn. of Canadian Advertisers** Royal York Hotel, Toronto, Ont., Canada.

May 2-4 — **Electronic Components Conference. Jack Tarr Hotel, San Francisco.**

May 3—**Station Representatives Assn., Silver Nail Timebuyer of the Year Award luncheon, Waldorf-Astoria Hotel, N. Y.**

May 3-6—**American Public Relations Assn 17th annual convention. Hotel Shelburne Atlantic City, N. J. The association's Philadelphia Forge will be host. The theme will be: "Analyzing Public Relations' Accomplishments Problems, Opportunities and Skills."**

May 4—**American Tv Commercials Festival** Hotel Roosevelt, New York City, all day.

May 4-5—**CBS Television Network-CBS-TV Affiliates Assn.**, annual meeting. Waldorf-Astoria Hotel, New York City.

May 4-6—Western States Advertising Agencies Assn., annual conference. Shelter Island Inn, San Diego, Calif.

*May 4-7—**American Women in Radio & Television**, national convention. Statler-Hilton Hotel, Washington, D. C. Keynote speaker: LeRoy Collins, president of NAB.

May 4-14—Brand Names Week.

May 5—11th annual **Radio-Television Conference & Banquet** sponsored by Radio-Television Guild of San Francisco State College At San Francisco State College.

May 5-6—**U. of Wisconsin Journalism Institutes**, Wisconsin Center, Madison.

May 5-7—**National Assn. of FM Broadcasters**, Washington, D.C. Board of Directors meeting, May 5; annual business meeting May 6; "FM Day," May 7.

*May 7—**Assn. of Maximum Service Telecasters**, annual membership meeting. Palladian Room, Shoreham Hotel, Washington, D. C. Board of directors will meet May 6, also in Washington.

May 7-10—NAB annual convention. Sheraton Park and Shoreham Hotels, Washington.

*May 7-12—**Society of Motion Picture & Television Engineers, 89th semiannual convention. King Edward Sheraton Hotel, Toronto, Canada. Theme will be "International Achievements in Motion Pictures and Television."** Speakers include John J. Fitzgibbens, president, Famous Players Canadian Corp. (operator of pay tv system in Toronto).

May 8-10—National Aerospace Electronics Conference, Institute of Radio Engineers Biltmore & Miami Hotels, Dayton, Ohio.

May 9 — **Broadcast Pioneers**, 20th annual dinner. 7:30 p.m., Cotillion Room, Sheraton Park Hotel, Washington, D. C.

*May 10—Reply comments due in **FCC** program form rulemaking.

May 10—Deadline for return of final voting ballots in National Academy of Television Arts & Sciences annual **Emmy** awards competition.

May 11 — **Assn. of National Advertisers** Workshop on International Advertising, Hotel Plaza, New York City.

Advertising Federation of America 1961 Conventions

April 13-16—AFA 4th district convention. Dupont Plaza Hotel, Miami.
April 21-22—AFA 9th district convention. Savery Hotel, Des Moines, Iowa.
May 27-31—AFA 5th annual convention. Sheraton Park Hotel, Washington, D. C.



BALANCED PROGRAMMING



MEANS LISTENER LOYALTY

KTRH is Houston's powerful radio voice for 60,000 square miles . . . blanketing over 80 counties . . . serving 1,087,100 radio households including more than 4,000,000 people as:

- *The news and information station*
- *The variety station*
- *The network station*
- *The family station*

KTRH
50,000 WATTS — 740 KC
—CBS—
HOUSTON, TEXAS
Represented by Peters, Griffin and Woodward, Inc.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D. C. Telephone Metropolitan 8-1022.

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*Reg. U.S. Patent Office
Copyright 1961: Broadcasting Publications Inc.

What they see on WJAC-TV



THEY BUY!



The more people who see your product, the more prospects for sales. And in the Johnstown-Altoona market, more people watch WJAC-TV than any other station. Both ARB and Nielsen back up this statistical fact. But more importantly, WJAC-TV turns these statistics into sales a fact backed up by a host of happy advertisers from A (for automatic washers) to Z (for zoup). If you want people — purchasing people — pick WJAC-TV.

For Complete Details, Contact:
HARRINGTON, RIGHTER AND PARSONS, INC.
New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

FILMS...RECORDS...TAPES...SCRIPTS

GET 'EM THERE FASTER





Don't miss air-dates! Remember: it's there in hours ...and costs you less...when you ship by Greyhound Package Express! Even packages going hundreds of miles can arrive *the same day they're sent!*

Whatever the destination of your shipment, chances are, a Greyhound is going there anyway...*right to the center of town.* Greyhound travels *over a million miles a day!* No other public transportation goes to so many places—so often.

You can ship anytime. Your packages go on regular Greyhound passenger buses. Greyhound Package Express operates twenty-four hours a day...seven days a week...*including weekends and holidays.* What's more, you can send C.O.D., Collect, Prepaid ...or open a charge account.

CALL YOUR LOCAL GREYHOUND BUS TERMINAL TODAY...OR MAIL THIS CONVENIENT COUPON TO:

GREYHOUND PACKAGE EXPRESS
Dept. D-8, 140 S. Dearborn St., Chicago 3, Illinois

Gentlemen: Please send us complete information on Greyhound Package Express service... including rates and routes. We understand that our company assumes no cost or obligation.

NAME_____ TITLE_____

COMPANY_____

ADDRESS_____

CITY_____ ZONE____ STATE_____

IT'S THERE IN HOURS...AND COSTS YOU LESS!

MONDAY MEMO from DON TREVOR, radio-tv director, Doyle Dane Bernbach, N. Y.

Nobody's yet been told about television's limitations

Three years ago, when Doyle Dane Bernbach was eight years old, it was known as a "print agency." It had pioneered a new, creative approach that won many clients (and many imitators). The clients grew, and the agency with them, and soon print was no longer enough. As the agency moved into tv, it faced a major problem: how to use tv with the freshness, daring and distinction that had become the DDB hallmark. We think we have solved the problem with the same working method that brought us success in print. The heart of this method is creative freedom. As operating technique; not as lip-service. You can measure the success of our tv efforts in various ways: awards, sales success, increased investments. Television now accounts for some 35% of our total billing. But I don't want to dwell on growth. More important is the way we work, which made this growth possible.

Creative Stare ▪ Sitting in an office, usually the littered cell of an art director, are three people, apparently deep in gloom. They stare at one another, or out the window, or at the walls. They may seem to be doing nothing, but if you work at DDB, you know better. You know they're a tv team in action.

The team consists of a writer, an art director and a tv producer. They have been brought together by a sheet of yellow paper, a work requisition. Other requisitions make each one a part of other teams in a kaleidoscopic pattern of responsibilities and working relationships. Their backgrounds are as different as their talents or their tempers. They have one thing in common, though: a special way of working that is the DDB approach to solving a problem.

Before the problem is solved, the silence may go on a long time. But sooner or later it will be broken. By whom? Nobody knows. And what's more, nobody cares.

The art director may come up with a copy approach; the tv producer with a visual idea; the writer with a production technique. The only important thing is the idea, not its source. Is the idea a good one? Is it arresting, appropriate, different?

Tough and Versatile ▪ If it isn't, someone will say so, often in pretty blunt terms, and the team will sink back into silence. This is not an easy way to work. It takes mutual respect, a lot of good judgment, and a peculiar combination of creative sensitivity and a tough hide.

Versatility, too. Our art directors and copywriters are not tv specialists. They're the same people who work on print and most of them did their first tv work here. Oddly enough this has been a great advantage, especially during the early stages of our tv teamwork. I have always preferred working with people who have little or no knowledge of the technical limitations of the medium. Their imaginations soar higher, offer us challenges, make us find new ways to do things that have not been done before. It's a lot easier to bring them down when they go too high than it is to teach flying to people grounded in the limitations.

What has come out of all this?

Homemade ▪ One of our oldest tv clients had been using only live commercials because it seemed that the product demanded it. Then the creative group got an idea that could only be done in a filmed series. But how convince the client? A storyboard? A script? A conference? The team decided to shoot a homemade test commercial on location with two professional actors, using 16 mm film. We edited over 400 feet of film for the required 36 feet; used one of our former announcers (now a producer) for the voice; did a sound mix with music; presented the account exec with a finished film. The account group didn't make a sales pitch. They decided to let the film do its own selling. They airmailed the print to the client and it sold itself.

Here's another. In taking a radical departure for a client, we needed a highly expressive face because the sales story depended on close-ups of expressions. Again we went to homemade film. We asked an account exec to sit in and make faces for us. And he made such wonderful faces that the client not only bought the idea, but insisted on using the account executive as the actor.

One commercial we made showed the product only fleetingly, and in a thoroughly unconventional manner at that. In it a Karman Ghia is seen driving through a violent thunderstorm. No words; no particular pattern; just exciting shots of the car, driving through darkness, briefly and brilliantly etched in lightning, going into darkness again. Creative freedom (and courage) made possible this 1961 Art Director's Club medal winner.

We've had a lion walking through the streets of the financial district. We pioneered the visual squeeze, copied so often it is now a commonplace which we avoid. We've created a couple of philosophizing beer mugs that have done a staggering sales job for an upstate New York beer. Two British ping-pong players say nothing about one of our clients, only that the client's offices have a great view of the New York harbor. Through most of one commercial we see only a little boy running for his life, accompanied by gunshots. He winds up in a toy store and asks for our client's toy pistol.

We are no respecters of tradition; the tv business is too young to have any. We suffer no proscriptions. We operate under no pat rules. All this is part of what we mean by creative freedom. Without it, our teams could not exist. And without it, our commercials would not have the Look. The Look of our print ads. The Look that is different and individual for each client, but which tells a knowing professional that this one's by DDB. The Look that sells the consumer.



Don Trevor came to the U. S. in 1947 from France where he received a degree from Sorbonne U., was active in the French underground and as Allied Forces liaison officer. He was freelance editor-director for several U. S. movie companies and joined DuMont Tv Network in 1950, becoming film operations director. In 1956-57 he became executive producer-director at ATV Film Production Co. and made several hundred film commercials. He joined DDB in 1957.

HEAR YE! HEAR YE!

AGAIN EMERGING TRIUMPHANT

C.R.C.

ANNOUNCES THE MOST USEFUL AND MOST ECONOMICAL INNOVATION EVER TO STIR THE IMAGINATION OF THE MOST MUNDANE AMONGST YOU.

FREQUENCY I. D.'s

NOT ONE, NOT TWO, BUT TEN (count 'em, 10) BRIGHT, BREEZY FREQUENCY IDENTIFICATION JINGLES . . . COMPLETELY CUSTOMIZED FOR YOUR FREQUENCY!

BELIEVE US . . . YOU WON'T BELIEVE THE PRICE!

COME ONE! COME ALL!

SEND THIS DAY FOR FREE DEMONSTRATION TAPE. NO SALESMAN WILL CALL. THIS IS A SPECIAL OFFER LIMITED TO RADIO STATIONS ONLY, AND/OR FAITHFUL READERS OF THIS ADVERTISEMENT.

EXCLUSIVE! ONLY ONE (1) STATION TO A MARKET

WRITE, WIRE OR CALL THIS DAY

COMMERCIAL RECORDING CORP.

BOX 6726 • DALLAS 19, TEXAS • RI 8-8004

Reality in Advertising, by Rosser Reeves; Alfred A. Knopf Inc., New York; 153 pages; $3.95.

Reality in Advertising is pretty much what its title denotes, a no-holds-barred account of the business of stimulating business. Rosser Reeves, board chairman of Ted Bates & Co., New York, reveals in hard sell language a number of truths, seemingly self evident, that have escaped agency and client alike.

Though its release date still is a week away (April 17), the book already has been reviewed in several publications and has made an impact on Madison Ave. It speaks to the advertiser and the agency in a language both understand —dollars and cents. Its pages sing loudly the tunes that many advertisers merely whisper.

In a candid approach to basic advertising philosophies, Mr. Rosser says that a common fallacy of Madison Avenue, that an advertising campaign must be judged on sales, is untrue. There are too many variables, he says, to successfully measure a campaign, to really prove the whereabouts of each dollar spent.

Simple case histories, each of which could have really happened, show not only where errors are committed, but who commits them and how costly they are. Perhaps the most vital single element in advertising is "U.S.P." (Unique Selling Proposition), says Mr. Reeves. This is the method of copy leverage, a proposition so strong it should be able to move mass millions. It is often misused, according to the author, and when it is, it's costly.

The Modern Broadcaster, by Sherman P. Lawton; Harper & Bros., New York, 344 pages; $6.

As a fundamental introduction to broadcasting with emphasis on typical radio and television jobs, *The Modern Broadcaster* has a wide area to cover—which it does.

It assumes that most broadcasters will begin their careers at a station (and probably a small one) rather than at a network. Thus is developed the theme of *The Modern Broadcaster,* text-bookish, with 82 illustrations and diagrams.

In two sections, *The Modern Broadcaster* breaks down the broadcasting field—what it is, what it might be, what affects it and what it affects—and the various station jobs.

It is modern in concept, dealing with virtually all broadcasting problems, including payola. Its diagrams and photos illustrate the material clearly. It should be a must for those entering the field and possibly old hands, too, could pick up a few new tricks.

Teach With Television, a Guide to Instructional Tv; by Lawrence Costello and George N. Gordon; Hastings House Publishers, N. Y.; 192 pages. $5.50.

The authors, one a faculty member at New York U. and the other a former member there, present this book as a manual for production and use of televised instruction from the elementary school through the university.

Instructional tv should teach and the student should learn, say the writers, and if it fails on either count it has failed absolutely. They offer in the book the synthesized, collective experience of persons familiar with teaching by tv and the application of "common sense" and their own familiarity with practical classroom procedures. Both closed-cir-

Revive your tired winter TV viewers

with a fresh new springtime shot...

Championship

Keep your ratings up with a change of pace and a show that really SELLS. Fill your winter TV slots *now* with a fresh new program of proven summertime ratings* . . . CHAMPIONSHIP BOWLING. Everybody knows, that this is the time of the year when sports out-rate all other TV. But, here's a surprise . . . did you know that CHAMPIONSHIP BOWLING, even in the summertime, out-rates or runs a hot second to Major League Baseball in cities all over the country? Now we're telling everyone that CHAMPIONSHIP BOWLING

cuit and standard broadcast methods are treated.

Chapters deal with a definition of instructional tv, its limits, the tv studio, the televised lesson, organization, teaching the lesson, using the lesson, administration, financing and evaluation of results, plus descriptions of equipment types, bibliography and glossary.

Television Teaching Today, by Henry R. Cassirer; Columbia U. Press, New York; 267 pages. $3.

This paperback, published by UNESCO, reports on experiences in teaching b ytelevision and attempts to develop general principles for the future. Part I covers the U. S. and includes reports on tv's use for teaching in schools, colleges and universities, in medicine and dentistry and in industry and trade. Other chapters treat the teaching of science and the humanities; tv teacher education; production, costs and equipment; and tv's relationship to other teaching tools. Part II covers Canada, France, Italy, Japan, the U. S. S. R. and the United Kingdom.

OPEN MIKE

Well-read by admen

EDITOR: . . . I know you will be pleased to learn that I received tear sheets from many of my friends in Chicago and New York on the talk I made before the ANA convention in Santa Barbara (BROADCAST ADVERTISING, March 27), which indicates how well your magazine is read by the advertising fraternity. . . . —*Marvin Mann, Director of U. S. Advertising, Max Factor & Co., Hollywood.*

'Tain't so!

EDITOR: Imagine my surprise on reading the Time Inc. story (THE MEDIA, April 3) to find that one of the rare appearances of our call letters in your magazine identified us with ABC. 'Tain't so. KLZ has been an affiliate of CBS for more than 30 years; KLZ-TV has been an affiliate of CBS-TV ever since we went on the air in 1953.—*Hugh B. Terry, President and General Manager, KLZ-AM-TV Denver.*

The other half

EDITOR: I was gratified to see the recognition accorded Ken Snyder (OUR RESPECTS, March 27). It was particularly interesting to me since I was the other "youngster" in the night club act many years ago. Show business lost a talented performer in Ken Snyder, but advertising has gained an intelligent, perceptive, creative practitioner of a highly complex art.—*Edward E. Hewitt, Manager, CBS Films, Inc., San Francisco.*

Teaser

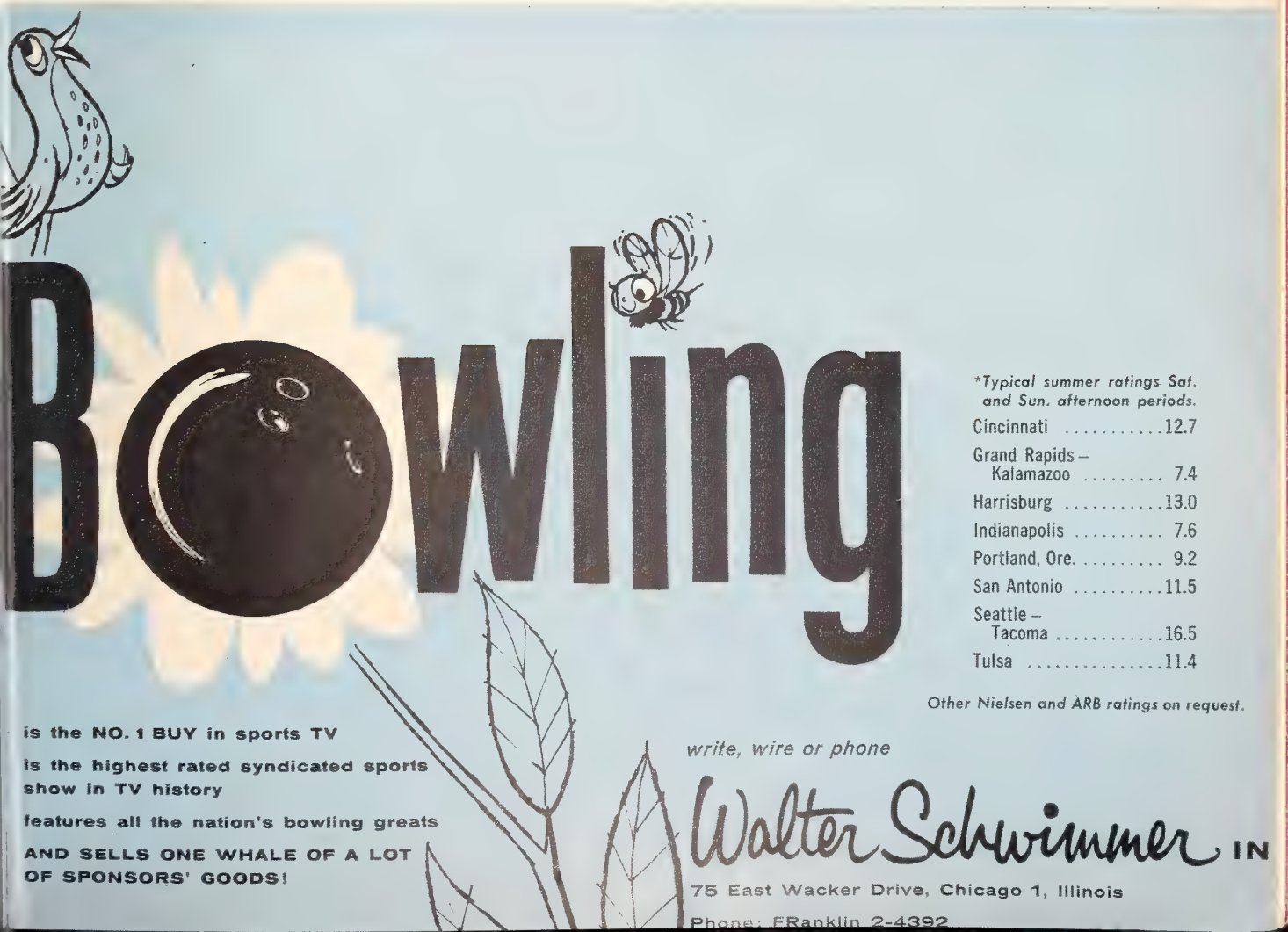
EDITOR: I am fascinated, sir, by the Commercial Recording Corp's back cover advertisement (BROADCASTING, April 3) photographically illustrating the success of Sing Along Jingles Vol. I, and the announcement of SAJ Vol. II.

Eagerly, I await the illustrative announcement for SAJ Vol. III.—*Jimmy Finnegan, Executive Producer, Thoroughbred Productions, Louisville.*

Politz Reports

EDITOR: May we have permission to reproduce "The Politz Reports" (PERSPECTIVE '61, Feb. 20)?—*Bill Crable, Station Manager, KEMO (FM) St. Louis.*

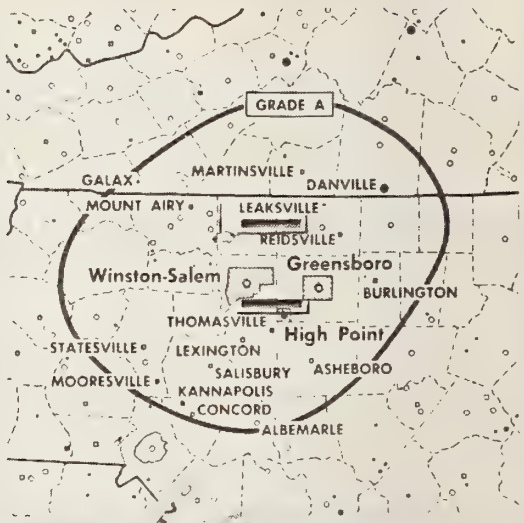
[BROADCASTING gladly gives permission provided the magazine is credited, with date of issue.]



P.M. 12:30 P.M. 8:00 P.M. 8:15 P.M. 8:30 P.M. 9:00 P.M. 9:30 P.M. 9:15 P.M. 9:30 P.M. 9:45 P.M. 10:00 P.M. 10:15 P.M. 10:30 P.M. 11:00 P.M. 12:00 A.M. 12:15 A.M. 12:30 A.M. 8:00 A.M. 8:30 A.M. 8:45 A.M. 9:00 A.M. 9:30 A.M. 10:00 A.M.

Spend your time more profitably
in North Carolina

where WSJS television
gives you grade A
coverage of more homes than
any other station



WSJS
television
Winston-Salem / Greensboro

NBC CHANNEL 12
MST



PETERS, GRIFFIN, WOODWARD—REPS.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
April 10, 1961 Vol. 60 No. 15

STATIONS FACE STIFF ENFORCEMENT

New chairman will strictly interpret all provisions of law; licensees' promises will be measured against performance record

A new regulatory wind is reaching tornadic proportions in Washington and it could be an ill wind for many broadcast licensees.

"Vigorous application of the law"—as interpreted by a pronounced majority of the members of the FCC—will result in increased numbers of renewal hearings, fines and other sanctions against broadcast licensees in the future.

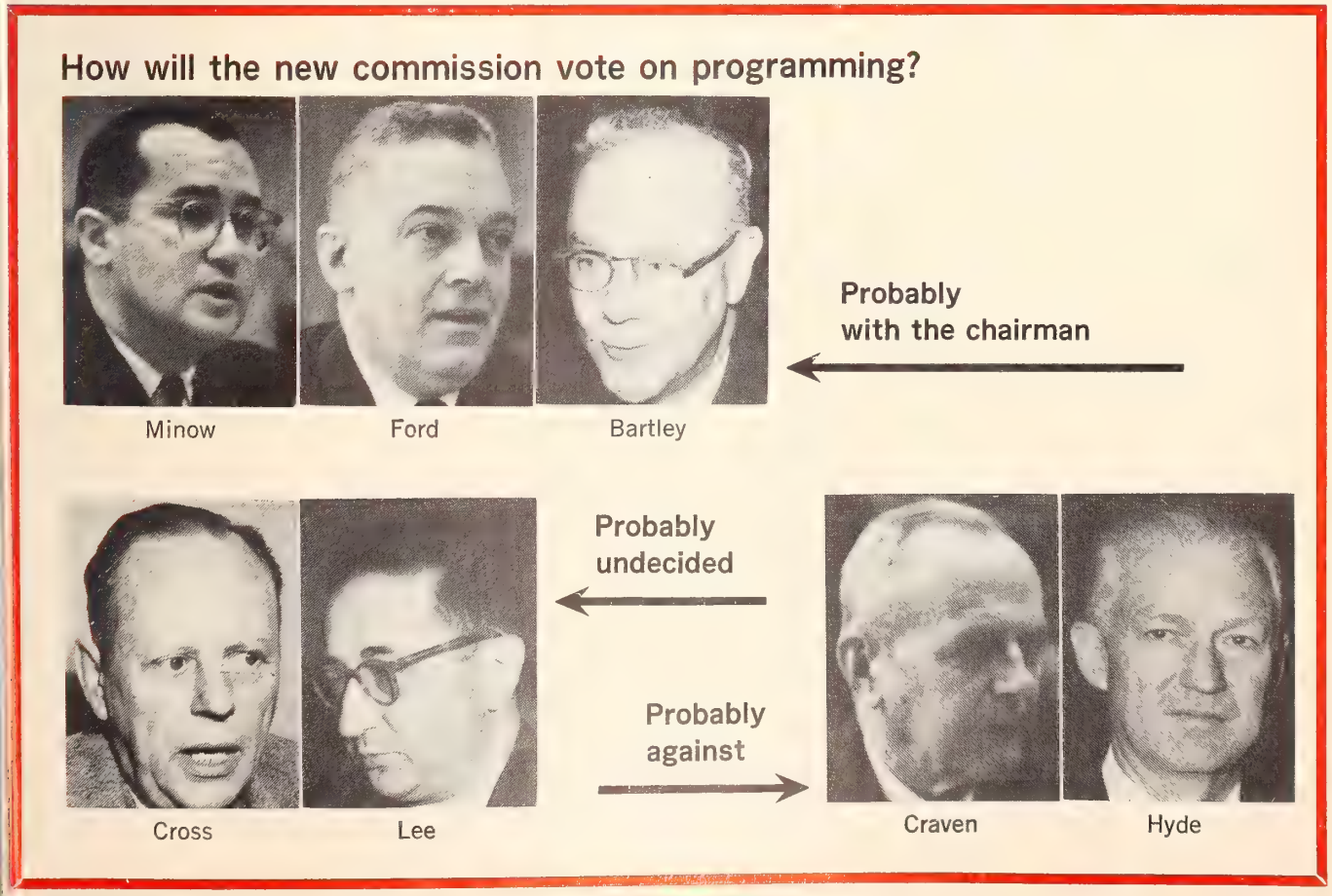
This policy has become more and more evident in recent weeks through several public actions of the commission and is supported in private talks with commissioners and others on what is to come. The present climate is apparent also, albeit unofficially in some cases, on the staff level where a reappraisal is taking place as to what errant licensees should be presented for FCC action.

Intensified actions against stations will be taken in such areas as promise vs. performance; misleading and fraudulent contests and promotions; overcommercialization; improper language used in broadcasts; "slip-shod" technical violations, and others. While only one commission fine has been proposed to date, many more are just over the horizon.

It was stated last week that this does not constitute a new "get tough" policy on the part of the commission but merly a determination to follow and enforce the provisions of the Communications Act. Such a course of action has been made possible through a majority coalition gaining control since the ascension to power of Chairman Newton N. Minow. On most of the controversial matters which have and will make news he is joined by Commissioners Robert T. Bartley, Frederick W. Ford and/or Robert E. Lee and John S. Cross. Standing as the minority on such matters as programming and promise vs. performance are Commissioners Rosel H. Hyde and T. A. M. Craven.

Such a line-up is borne out in the recent FCC action setting for hearing the renewal application of KORD Pasco, Wash. The promise vs. performance and overcommercialization hearing was ordered on a 4-3 vote, with Commisioners Minow, Ford, Bartley and Lee comprising the majority. Another case in point: the 5-2 vote last week slating a hearing on trafficking charges in the $20,000 sale of WERL Eagle River, Wis. (see story, page 76). The minority: Commissioners Hyde and Lee.

You Are in Trouble—If ▪ Broadcast licensees can expect to face renewal hearings, in their home localities, if their actual programming is substantially different from that proposed in an original or renewal application. Chairman Minow said last week that he is



STATIONS FACE STIFF ENFORCEMENT continued

"vitally concerned" over licensee performances in this area. He said there is no point in making a selection of one applicant over another if the FCC is not going to follow it up three years later.

And, Mr. Licensee, if you delete a 30-minute religious program for example, which was on your schedule at the time of renewal, it would behoove you to so inform the FCC immediately and to explain the reasons for your actions. At least, this is the view of the chairman. If you don't, you will be in trouble with the new coalition.

(Rex Howell, president of KREX-AM-FM-TV Grand Junction, Colo., took such a step last week by informing the commission of changes in fm programming.)

Such renewal hearings will be held in the locale of the station because the commission wants to encourage participation by local citizens. "The public does not realize the power it exerts over broadcasting and if it did it would welcome the opportunity to present comments and suggestions," Chairman Minow said. The chairman is one of the strongest advocates of the principle that the airwaves belong to the public and are merely loaned to the licensee.

Bad publicity which occurs on the local level is of no concern to the commission, he stated. The commission, in such renewal hearings, is concerned with only one thing, Chairman Minow continued, and that is to determine that the licensee is operating in the public interest, convenience and necessity. And, it was pointed out, such a determination can be made only on a case-by-case basis because the public interest in one community does not always fit that definition in another.

The chairman does not subscribe to the theory that matching promise vs. performance is censorship in any form. On the contrary, he feels the commission would be derelict in its duty if it does not make such a comparison.

Another View ▪ The chairman's views in this area are not unanimous, however, with Commissioners Hyde and Craven expressing their fears at the time the FCC's proposed new programming forms were issued for comments (BROADCASTING, Feb. 27). It was pointed out by several qualified observers last week that the term public interest is "very difficult and vague." One commissioner spoke out strongly against the whole concept of field hearings as well as the FCC's Complaints & Compliance Office. He said that the commission is getting into many areas where it has no business.

As an example, he cited a recent FCC action hitting a station because its liabilities exceeded its assets. "Does this mean the applicant is not financially qualified?" he asked. "Of course not."

There is unanimity among those close to the situation that several cases already set for hearing will be excellent weather vanes, both of what is to come and as to how successful the commission will be. These include the WDKD Kingstree, S. C., renewal hearing because of alleged smutty broadcasts; KRLA Los Angeles renewal on alleged fraudulent contests and unauthorized transfer, KWK St. Louis revocation proceeding because of station contests and the aforementioned KORD.

An indication of how the commission will turn on character qualification cases may be forthcoming this week if action is taken on an agenda item. This is the renewal and sale applications of WGMA Hollywood, Fla., whose owners are Barry & Enright of tv quiz fame. Daniel Enright's character has been questioned because of his role in the fixed quizzes. The same case was debated at length before the new chairman joined the FCC and at that time the commissioners were split 3-3 on whether to set the case for hearing (CLOSED CIRCUIT, Feb. 6).

Fines and More Fines ▪ A unanimous commission, in most cases, soon will begin using more and more of its new power to levy fines against broadcasters. Only one has been announced to date —$10,000 against KDWB Minneapolis. It was reported last week that field reports are coming in almost daily which include stations guilty of technical violations, an area in which most of the fines will be levied.

The commission will rely very little in the future on the issuance of revocation proceedings because in such cases the burden of proof rests with the agency and therefore it is harder to get a conviction. On renewal hearings, however, the burden lies with the broadcaster.

The commission is not expected to give prior formal notice in future fines and cases set for hearing. The agency no longer is required to send the licensee under a cloud a Sec. 309 (b) letter detailing the charges, as this provision

PERSPECTIVE ON THE NEWS

FCC's program form: boon to aspirin sales

BURDENSOME PROCEDURES WILL DRIVE STATIONS WILD

Broadcasters and their legal counsel have been thrown into an advanced case of consternation over the FCC's proposed new program report forms (BROADCASTING, Feb. 27), with comments due May 1.

The consensus is that the form, if adopted, will place an impossible burden upon applicants and licensees. One school holds that the questions are ambiguous in nature, subject to double and triple meanings and that it is impossible to answer many fully and honestly.

And, a government executive pointed out last week, no one has yet pointed out the real trap to broadcasters—the questions will shift to the applicant the burden of proving that he has and will operate in the public interest without affording him a clear meaning of the term.

"This places the broadcaster over an impossible barrel," he said. "In any given case, the FCC can if it so desires show that the licensee has not operated in the public interest. It will place the broadcaster in the position of being guilty until he proves himself innocent. The broadcaster will incriminate and trap himself."

FCC Chairman Newton N. Minow said that he has just begun to study the proposal but stressed the above appraisal is neither accurate nor the intended result and he undoubtedly is right. Still the possibility admittedly exists.

Washington communications lawyers have spent, and are spending, many hours with their clients as both grope for a way to comment— and, if it ever comes to that, to file their first application under the forms. It is a foregone conclusion that the form will not become law as now drafted but whether any change will be favorable to the industry is doubtful. The commission already is comparing promise vs. performance in renewal applications and one licensee (KORD Pasco, Wash.) has been set for hearing on this issue, among others.

Separate Forms Coming ▪ Also, there is a new and powerful force at commissioner level which feels that separate programming questions are a must for am and tv stations. The two types of stations have entirely different programming formats and problems, this group points out, and therefore their questions should be different.

The commissioners hashed over the proposed rules for several months before they were issued for comments. The questions generally were written by the members themselves and are much less stringent than those proposed originally by the staff. And the commissioners are far from unani-

was deleted from the Communications Act last September.

Chairman Minow stressed last week that the commission is not "out to get anybody. There is no chip on anybody's shoulder." He said all licensees will be treated alike and that there will be no more hesitation to attack a guilty multiple-owner than there is the little 250-watt one-station operator.

An Am-Fm Problem ▪ Another practice where a commission crackdown is likely is that of an fm station which duplicates a jointly-owned am in the same city. This, according to the new line of thinking, is a gross violation and abuse of the concept of fm broadcasting and is a useless waste of the frequency.

The commission is showing a "growing alarm" over the large sales prices commanded by tv and radio stations. It has been observed that "millions are being made by private interests on the sale of a public property—the station's franchise to operate over the airwaves."

If this view wins out, an assignor in the not-too-distant future will be called before the commission in a public hearing to explain why his tv station should demand such a high price and how the transfer would be in the public interest.

More Delegations to Staff ▪ The commission's professional staffers will be delegated to exert more and more authority in the future. On this, most all commissioners are in agreement. At least one, in fact, advocates that all so-called "one-star" items on the meeting agenda should be handled on the staff level and never reach the members themselves. One-star items are generally those of a non-controversial and uncontested nature.

"After we have taken care of the one stars, there is practically no time left for more important policy matters," a commissioner said last week. "Much too much time is wasted in meetings with several individuals speaking out on innocuous matters." He and other commissioners are in full agreement with a tool the new chairman intends to use more often—special meetings on important matters at which the commission staff is not invited.

"These are very, very useful," the chairman stated. The commissioners, it was felt, are more free to speak openly and frankly and the atmosphere is more conducive to a full exchange of ideas.

Along with the delegation of more authority to the staff will go strong urgings that it move rapidly in matters such as renewal hearings.

The chairman feels that the commission's procedures have become over-legalized, over-judicial and over-technical in many areas. He is actively seeking shortcuts in many areas while staying with the due process requirements of the laws. "Some FCC procedures are more bogged down than the courts," he stated.

While avoiding the pitfalls of the separation of functions restrictions, Mr. Minow also is seeking a better coordination of activities among the general counsel's office and various bureaus. "The right hand is going to know what the left hand is doing," a spokesman said.

mous as to what they want, with two (Rosel H. Hyde and T. A. M. Craven) expressing grave doubts over the present proposal.

A lawyer who has spent many hours on the proposed form estimates that the first reply by a major-market station will cost a minimum of $20,000. Also, he said, it will take at least two persons working fulltime approximately six months to submit a full reply and even then many required ingredients are neither available to or kept by the licensee.

Just what are some of these problems? It is impossible to treat the subject fully but the points mentioned most frequently by lawyers and stations follow.

The Problems ▪ Trouble comes on the very first question, which asks for a description of the applicant station's service area, including over-all population, minority groups, religious institutions, educational facilities, recreational, sports and cultural facilities, other stations and principal businesses and industries. It is claimed that the answer to this question alone will cost the applicant many hundreds of dollars. For example, an am-fm-tv combation will have three separate and distinct coverage areas.

Are stations outside your contour but overlapping your signal to be included? Where do you go in New York to get a full report on religious institutions, recreational, sports and cultural institutions? Does it require a personal survey? On what types of newspapers do you draw the line for inclusion? Does it cover a shoppers' guide?

The second question, on how area needs and interests are determined and met, provides many of the same problems. It gives a veteran broadcaster no chance to rely upon 15 years' experience in the same market. An applicant for "new facilities" is directed to attach a statement as to the scope and results of his efforts to ascertain the community's needs and interests. But what is meant by "new facilities"? Does it include a change in frequency? increased power? installation of directional antenna?

Information on treatment of controversial issues over the past three years is asked for. Why three years? A licensee is required to keep his logs for only two years.

On community expression, the form asks what has been aired, and is proposed, in four local areas, none of which are logged under the headings. This leaves the applicant in a difficult situation in determining what he has carried in the past. News scripts are not kept and the question does not specify a period of time to be included. Tv tapes are erased and reused; films are sent from station-to-station.

Who Gets What? ▪ Stations with specialized formats are told to state how they concluded that their programming is in the public interest, with particular attention given if more than one station in the same area has the same format. Who gets priority in such situations? Will the commission set number of Los Angeles stations for hearing to determine which and how many can feature music and news? (It was stated last week by a commissioner that such hearings are a distinct possibility.)

The applicant is asked to state total amount of weekly time during past three years devoted to eight categories of programming, whether carried daily or weekly, and then is asked if his answer adequately describes past or proposed programming. "Anyone that answers this question 'yes' is lying in his teeth," a legal expert stated. He pointed out that it would be impossible for a licensee to accurately describe his programming for the past three years under the commission outline.

Another question asks for the maximum amount of commercial time which the applicant has broadcast during any one hour and here again it is maintained that the station cannot supply an accurate answer for the full license period. Off time (exact length) of spots are not logged. No affiliate logs or times network commercials.

These are just a few of the problems. Many more will be pinpointed on or about May 1. Then the whole question again will be in the FCC's lap. "We will just have to wait and see," a private lawyer and a government lawyer echoed last week.

Tv prime target for pressure groups

IMPACT GIVES MEDIUM MOST SENSITIVE AND RESPONSIVE AUDIENCE

The telephone switchboards in the offices of the anti-defamation league of B'nai B'rith and at CBS-TV in New York received a torrent of calls last week, protesting a reading from the Bible by Actor Charlton Heston on the April 2 *The Ed Sullivan Show*. In essence, the complaints were: "The reading of these excerpts are offensive to viewers of the Jewish faith."

The episode, though a minor incident, was another illustration of an oft-voiced contention that of the mass media of communications, television has the most sensitive and most responsive public. Its words and pictures make such a sharp impact, that many times they touch off a quick reaction fram any number of special-interest organizations in nearly every field of human endeavor.

The allegedly aggrieved party may be a well-known national or state organization in the areas of religion, education, community affairs, social welfare, the professions or business and industry. And, on the other hand, it may be a group or individuals with a narrower horizon, such as a local mortician, a small religious sect, vegetarians or youngsters named Melvin. (Several years ago comedian Jerry Lewis used to impersonate an empty-headed character he called "Melvin." Protests from boys with that name persuaded him finally to drop the role.)

May Increase ▪ It's apparent that these daily annoyances with which tv must contend may very well multiply in the future as networks step up their public affairs programming, bringing complaints, petty or major, from sensitive special-interest groups numbering among them the lobbies and Congress itself.

Network and station officials agree there is no dearth of complaints through letters, telephone calls and, on occasions, personal visits from organization officials. But a consensus of the industry indicated last week that tv does not "kowtow" to "outside pressures" for the "sake of playing it safe."

A 'Tight Rope' ▪ Tv officials acknowledge they are responsive to the sensitivities of tv's widely-assorted audiences and are cognizant of their responsibilities. Their main criteria are: Is the program in good taste, and is it fair and reasonable? They realize they are walking a tight rope in a delicate area: A programming approach that may be acceptable to a vast majority of viewers may be offensive to one particular segment. The current furor over ABC-TV's *The Untouchables* (on use of Italian names) is a case in point.

These salient points emerged from talks with officials in television as well as with spokesmen for special-interest organizations:

▪ There seems to be closer cooperation between various national organizations and tv. Through the years, groups have learned that the industry is willing to listen to their viewpoints, and the industry has learned to consult with specialized groups to assure technical accuracy of a script. Both factions insist this is not "pre-censorship" but amounts to guidance, since ultimately, the final decision is made by the producer or the tv outlet.

▪ Threats of economic reprisals against program sponsors are used rarely, by organizations, though individuals often write in to say they will not buy a particular product. Officials of organizations interviewed insisted unanimously that their main purpose was to be "educative" and "to correct misinformation" and they claimed they never dictate to their members.

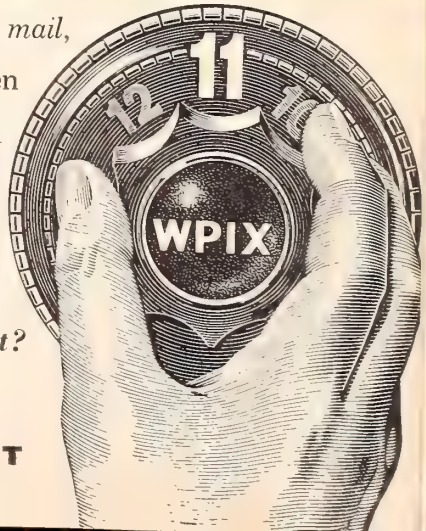
Broadcasters reported they are breathing easier today because many threats



The National Assn. for the Advancement of Colored People objected to National Telefilm Assoc.'s production, "Black Monday," claiming the role of the Negro organizer in the taped drama gave "an inaccurate impression" of how school integration in the South actually is accomplished. In this scene from the syndicated program are (l. to r.) Myron McCormick, Pat Hingle, Juano Hernandez and Ruby Dee.



Mail is usually a good barometer of one's popularity. Yet, because WPIX-11 *has no mail*, we're *more* popular with advertisers! An extraordinary statement except when you understand the *kind* of mail we mean: *No Mail Order Advertisers!* WPIX-11 advertisers are *national*, representing the foremost advertisers in the land. General Motors, General Foods, P & G, Coca-Cola, R. J. Reynolds – they're all here in quantity. It makes good sense to join in the fine company of national advertisers on WPIX-11. ***Where are your 60 second commercials tonight?***



NEW YORK'S PRESTIGE INDEPENDENT

of economic boycott, which circulated freely five or six years ago, are less frequent; they were in the past linked largely to groups which opposed the political affiliations of performers, writers, directors or other craftsmen. In this connection, a source close to AWARE, an organization dedicated to overthrowing the "Communist conspiracy" in the entertainment field, said last week: "for the past few years, AWARE has been active in motion pictures and the Broadway theatre and has been leaving tv alone." He added, 'But I'm sure there's plenty of dirt swept under the rug." Some telecasters last week expressed concern over the emergence of the John Birch Society, a conservative organization, and voiced the hope it would not become embroiled in tv.

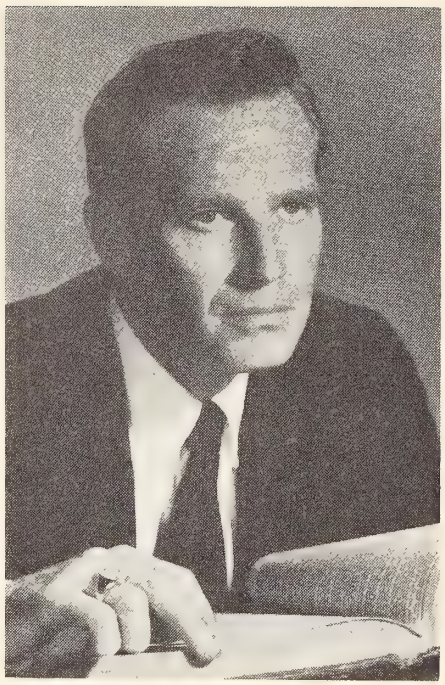
▪ More complaints pour in from civic and women's organizations about "violence" on programs and from humane societies about treatment of animals on shows than from other sources, but networks and stations are most responsive to letters and calls from racial-religious organizations.

▪ There seems to be "built-in "defenses by tv against serious complaints —though they do flare up—by the medium's emphasis on "non-controversial" programming. Writers usually shy away from combustible themes because they have learned they are not acceptable generally to advertisers and networks and stations. Continuity acceptance departments keep a sharp eye peeled for themes or characterizations or dialogue that might prove offensive to a specific group.

Despite prudence, caution and vigilance by telecasters, incidents do erupt because "a tv program means different things to different people," as one executive pointed out. Here are a few of the more-publicized episodes of recent months:

▪ The National Assn. for the Advancement of Colored People objected sharply to a National Telefilms Assoc.'s tape drama, *Black Monday,* and notified its units throughout the country to complain to local stations. NAACP claimed that the role of the Negro organizer in the play gave "an inaccurate and damaging portrayal of the way school integration actually is accomplished in the South." A spokesman for NTA, which carried the drama initially on its owned station (WNTA-TV) and subsequently syndicated it to other markets, disagreed with NAACP's interpretation, noting: "Some of the most respected. talented Negro performers were in this play. I am sure if there were any doubts in their minds that any of the characterizations were improper, they would not have accepted the parts."

▪ The furore created by Italian-American organizations over characterizations of individuals of Italian parentage on *Untouchables* is still having repercussions. And the Charlton Heston episode on *Sullivan* has been taken under advisement by the Anti-Defamation League, which is studying the script carefully before deciding on a course of action.



A segment on CBS-TV's "Ed Sullivan Show" on Easter, April 2, featuring a reading from the Bible by actor Charlton Heston, was criticized by viewers who claimed some of the excerpts were "offensive" to members of the Jewish faith.

▪ CBS-TV's documentary on migratory farm workers, *Harvest of Shame,* bumped into double trouble. When it was telecast last November on the network, the American Farm Bureau objected to "a faulty impression" created by the program. Several weeks ago an international tv tempest was touched off when it was revealed that Edward R. Murrow, director of the U. S. Information Agency, who had served as narrator for the documentary while still at CBS, had attempted to persuade the BBC not to carry the program. The BBC rejected Mr. Murrow's suggestion and carried the telecast, as scheduled.

▪ Three months ago BROADCASTING disclosed the existence of Monitor South, an organization that plans to make tapes of network radio and tv programs and study them for evidence of "deliberate distortions" aimed at portraying Southerners in an unfavorable light.

Monitor South officials said they intend to make the tapes available to about 2,700 patriotic civic groups which have requested them throughout the 13 southern states. They claim the function of Monitor South is to improve relations between the networks and southern states, and plans to encourage economic sanctions against sponsors of network programs distasteful to Southerners.

The Less Publicized ▪ These are some of the incidents that have made the headlines. Others are less-publicized and may appear to be trivial; yet they are sore points with some organizations and individuals.

Only last week the Las Vegas Chamber of Commerce threatened to start a law suit against Andrew J. Fenady, a tv producer who is using that city as a site for a proposed tv series. A chamber official said it would go through with its suit if the program "libels" the city by depicting it "in any way but in a true light."

Another example, cited by a network official, was a protest by a Buddhist when a statue of Buddha was used to strike a man on the head during an episode in a crime show.

A few weeks ago animal lovers lodged protests with NBC-TV, claiming animals had been mistreated on a rodeo telecast.

Some producers fear that the influence of outside organizations, acknowledged or not by networks, advertisers and stations, is another factor that contributes to the "blandness" of television. Partly in jest, one producer outlined the details of an "acceptable" western series: "It would star a white Protestant of no particular denomination; he would have no known occupation and no known place of birth; he would have no visible income. In short, he would be a handsome 'nothing.' Who could complain?"

NBC files double reply to complaint on rodeo tv

The televising of the San Antonio rodeo over NBC-TV stations last February was legal and cannot be enjoined by a District of Columbia court. This was NBC's response to the complaint filed last February by the Humane Society of the United States, which charged that the animals were treated cruelly.

In its reply, filed late last week with the U. S. District Court in Washington, NBC stated that the acts occurred in Texas, that no violation of Texas law was alleged, that the tv program is not within the jurisdiction of the D.C. court, and that any attempt to issue an injunction against a program on tv would be a violation of the no-censorship provisions of the Communications Act and of the First Amendment. No cruelty to animals was involved, NBC said, since the event was overseen by representatives of the Humane Society of America.

Eichmann!



Thousands of Metrodelphians will be present at his trial. Every day they will hear every word of testimony given the previous day—with concurrent English translation. (The Israeli Embassy says **WIP** is the first U. S. broadcaster to request and be given complete proceedings.)

Metrodelphians will hear the complete testimony each evening on WIP-fm while on **WIP** they will hear direct reports every hour from MetroMedia's Martin Weldon, covering the trial in person.

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A show dog's best friend is the ASPCA

Members of the American Society for Prevention of Cruelty to Animals keep a close watch on the tv screen. The organization does not use the letter-writing or telephone rally technique, but members keep steady pressure on ASPCA headquarters to account for any questionable treatment of animals on the air (Also see preceding story).

The vigilance works two ways, through voluntary cooperation and through tipsters. Film production is covered by an agreement the American Humane Assn. has with producers whereby AHA, a federation of which the New York group is a member, keeps a regular check on animal handling.

Surveillance of live production is trickier, however. There is no formal arrangement but the ASPCA tries to maintain liaison with networks and others. In some cases, the broadcaster takes the initiative, as did CBS some years ago. An example of the regular working relationship between CBS and the ASPCA was the *Ed Sullivan Show* on April 2. When a bird act was scheduled, ASPCA was notified, one of the organization's agents dispatched to rehearsal, the act okayed and it went on the air Sunday as planned.

Things don't always work out so smoothly however. The preceding week, the ASPCA got an anonymous tip that NBC's *Dave Garroway Today Show* was scheduling a parakeet fashion act. A special agent (the ASPCA has New York police powers and uniformed men) was dispatched to the taping session. There he raised a question about glue used to affix hats to the birds' heads. The act was cancelled and an employe of the pet shop that outfitted the birds returned with the agent to ASPCA offices where the birds were taken in custody and the employe accepted a court summons. The ASPCA's case was dismissed the next day by a New York magistrate for failure to prove a contention about the glue, but in effect the ASPCA won its point because the act was stopped.

Meanwhile, the ASPCA and the American Humane Assn. are working on a formal procedure to police the treatment of animals on live tv. This may involve a network agreement similar to the one covering film production and extend, too, to strengthening the animal clause of the NAB Television Code.

Cunningham, Galbraith agree on some things

John Kenneth Galbraith received kind words from an unusual quarter last week. John P. Cunningham, chairman of Cunningham & Walsh, prefaced a speech before the Sales Executives Club of New York with a mild defense of the New Frontier economist-ambassador. The name of the former Harvard professor, author of *The Affluent Society,* has been anathema on Madison Avenue, but Mr. Cunningham said he has heard too many criticize without stopping to read.

Though Mr. Cunningham, introduced as a Harvard alumnus, conceded he does not believe in diverting large sections of the economy to build up the welfare state, and while he would remind Mr. Galbraith that machines to make lipstick cases also can make cartridge cases, he finds some of the Galbraith ideas interesting. He mentioned a theory to eliminate geographical poverty by means of a crash education program. Such a plan could be "test marketed" just as business tests a product, suggested the agency chief, who for two years has been vice chairman of the Advertising Federation of America.

But a charge made by both Mr. Galbraith and author Vance Packard that advertising and sales make people want what they don't need "is not a true bill," Mr. Cunningham said, replying that "people work for wants, not for welfare."

Mr. Cunningham described his agency's program to correct misconceptions about advertising, the C&W youth forums. So far, high school and college students have been invited to four tours of the agency's New York headquarters where they ask questions of agency management.

JWT man claims tv's effect can be measured

Foot-draggers who say they cannot measure the effectiveness of television advertising were brought up short last week by the developmental research director of J. Walter Thompson Co. Jack B. Landis, told colleagues of the American Marketing Assn., "We know enough about it. When are we going to start?"

He showed how to see what a commercial does to the viewer's mind and pointed the way by comparing "what is" with "what has been." He showed researchers how to make valid comparisons between viewers and non-viewers, before-and-after audience and matched groups by means of current research techniques.

Exploring the viewer's mind is step three in the progress from tv ratings ("a blunt instrument") to measuring what the message conveys to measuring change effected in a viewer's attitude, awareness or any other quality. The last step, the fourth and ultimate step, "action," is still too complex an area because behavior in the marketplace is subject to many factors beyond the control of advertising such as distribution, pricing and a host of others, Mr. Landis said. Copies of his talk, showing how to use such devices as regression analysis and matching, are being made available to researchers.

ABC-TV's late night news begins April 17

ABC-TV's new 11 p.m. weeknight news program, *ABC Final Report,* will begin in two markets April 17. Sun Oil Co. (through William Esty Co.) will sponsor the show over WABC-TV New York and WMAL-TV Washington, Monday-Friday, 11-11:12 p.m. EST. The two-market exposure will be preparation for a full-network start in the fall (CLOSED CIRCUIT, March 27).

Billed as a "first" for network tv, the late evening news will incorporate new techniques in a format developed by John Madigan, ABC News director, and William McSherry, national tv news editor, under supervision of James C. Hagerty, ABC News vice president. Mr. Madigan said the program will be pictorial without yielding to the tendency to match reports to available film. News delivery will be conversational and frequent use will be made of commentary and seminar discussions by ABC correspondents.

ABC Final Report supplements two other weekday news programs—*ABC Midday Report* with Al Mann (1:25-1:30 p.m.) and *ABC Evening Report* with Bill Shadel (6-6:15 p.m.). The late news will be followed by three-minute local weather shows.

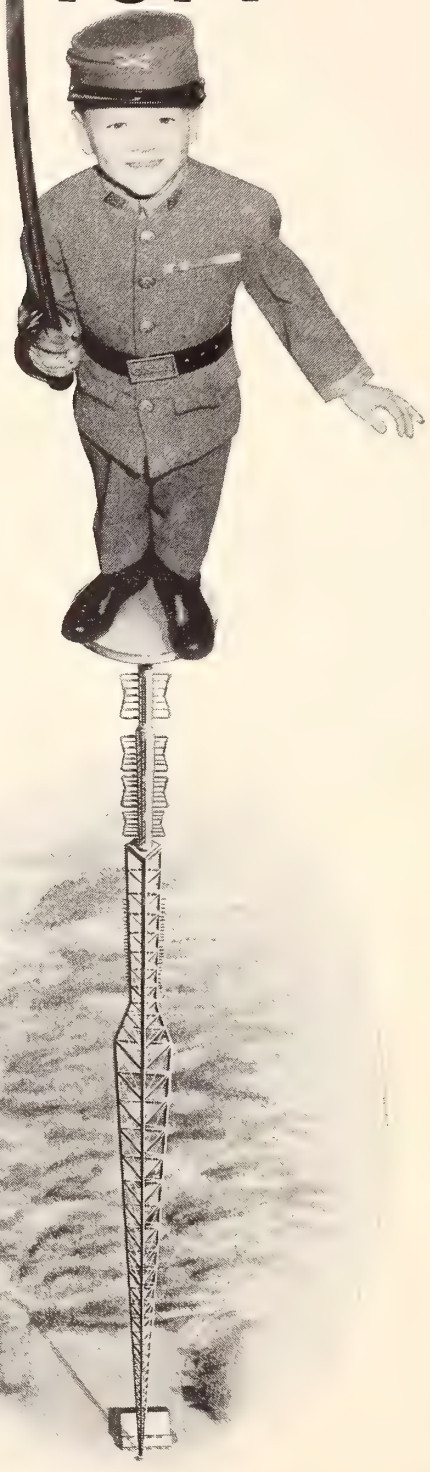
Final Report's April 17 debut will be delayed until about midnight because of the special Oscar awards show on ABC-TV that evening.

Rep appointments...

- WMMW Meriden, Conn.: Continental Broadcasting Inc., N. Y., as New York rep.
- KROY Sacramento, Calif.: Venard, Rintoul & McConnell in the East and Torbet, Allen & Crane in the West.
- WSVA-AM-TV Harrisonburg, Va.: Clarke Brown Co., Dallas, as southern representative.

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2nd MARKET

In the Nielsen Average Week, Nov-Dec 1960 WRBL-TV delivered MORE TOTAL HOMES than Station B . . .

- 34 of top 35 once-a-week shows
- Top 20 multi-weekly shows
- 36 of 41 programs in prime nighttime, 7:30 to 11 PM
- 220 of 230 quarter-hours, Monday through Friday, strip programs from 8:00 AM to 7:30 PM
- 25 of 28 quarter-hours, 11 PM to Midnight

AND . . . The Two-Week ARB Report, November 1960 further confirms that WRBL-TV delivers MORE AUDIENCE than Station B . . .

- In 68½ of the 75 Nighttime Shows seen on Columbus Television, 7:30 to 11:00 PM, Sunday thru Saturday.

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Affiliated with WRBL and WRBL-FM

Everybody's singing along with Mitch

HIS EFFECT IS ALSO BEING FELT ON MUSIC FOR COMMERCIALS

Producers of broadcast commercials have been singing along with Mitch Miller for the past six years. The bearded one's influence during that period on radio and tv commercial production has been considerable, if not widely recognized. Convinced that music can heighten the emotional impact of advertising messages, Mr. Miller has used proven popular recording techniques to advance this theory. Like many of his musical innovations it has worked, sold and been widely copied.

Better known for his contributions to the recording business, Mr. Miller's first contact with the commercial production field was in 1955. Joe Stone, now a vice president at McCann-Erickson, then associated with J. Walter Thompson, asked Mr. Miller to help him produce radio commercials for the Ford Motor Co. Mr. Stone had been making commercials that utilized name talents singing hit songs which were parodied into commercial messages. But the commercials were not at all effective and Mr. Stone kept wondering why they didn't turn out as well as pop records.

After analyzing the situation, Mr. Miller discovered that the commercials were violating the basic rules of the record maker. A sample of his findings: No musical punctuation was used between expressed thoughts. His conclusion: The mind needs a rest period and a musical bridge provides it. Basically it was a simple remedy, but according to Mr. Stone, it helped the Ford commercials immensely.

It Paid Off ▪ So successful was Mr. Miller with commercials that from 1955 to the spring of 1960 he was involved in just about every radio and tv Ford commercial produced by J. Walter Thompson. He brought in name talent such as Frankie Laine and Rosemary Clooney to sing commercial parodies of songs by such people as Frank Loesser and Cole Porter, a beginning of a trend, the heyday of which we are currently experiencing. According to Mr. Stone, before Mr. Miller's arrival, name talent was extremely reluctant to participate in commercials—they felt it degraded their art. The agency official credits Mr. Miller with convincing star performers that commercial work would advance their careers through added exposure, help promote their records and compensate them better than most personal appearances. "As soon as he broke a few of them down, "Mr. Stone claims, "the waves started."

The M-E vice president points to still another Miller contribution to the commercial business. "At first music publishers wanted to get rich in return for the use of their songs. Mr. Stone contends. "Mitch proved to them that they would be better off giving the song for a smaller fee. Now a pop song can be bought anywhere from one dollar, if the publisher is primarily interested in promoting it, to an average $500 to $1,000."

Two For One ▪ Throughout all his endeavors to produce commercials, Mr. Miller has been guided by the belief that music can give an advertising spot two messages for the price of one—an overt one, conveyed through copy, and a subliminal one delivered by the music. A commercial, which he worked on, to introduce the 1959 Ford car, is a good illustration of Mr. Miller's conviction in practice. The advertiser told the agency the spot had to focus on the car's economy features. The agency's writers felt that to do this, they would have to list all the major savings features. Given 60 seconds, only an announcer would be able to say all that had to be said. It couldn't be sung because getting all the nuts and bolts information into an effective and catchy song would be impossible.

Was this a problem music could solve? Because of a heavy emphasis on economy, the agency felt the image of the car as a quality item might suffer. Mr. Miller suggested they back the announcer with a Percy Faith arrangement of the Ford theme full of lush fiddles not ordinarily associated with a low-priced item. The result was a happy one for Ford sales and emphasized another Miller credo: "Words and music must be mated discriminately, or else you're going to end up with a mongrelized commercial."

Performing minor miracles in the commercial production field takes Mitchell William Miller a long way from his plebeian beginnings in Rochester, N. Y., where he was born on July 4, 1911. The son of an immigrant wrought-iron worker, he showed early musical aptitude and graduated *cum laude* in 1932 from the Eastman School of Music of the U. of Rochester.

From Classics to Pops ▪ Mr. Miller started his career as a long hair musician. For 12 years he was solo oboist with the CBS Symphony Orchestra and he is still generally considered one of the most accomplished oboists in the world.

In 1947, Mr. Miller was hired by the Mercury Record Corp. to supervise its classical recordings department, but he showed a propensity for popular music and was subsequently made popular artists and repertoire director. He soon startled the pop music world by producing a record called "Mule Train," which was sung by a neophyte vocalist named Frankie Laine to the accompaniment of simulated whip cracks. "Mule Train" was a gravy train for everyone connected with it, a best-seller in its time.

The promising world of Mitch Miller took on new dimensions with the public acceptance of his attempts to bring more "life-like qualities" to music. He was appointed director of Little Golden Records, producers of children's records which was then just beginning operations, and in 1950 as head of the popular music division of Columbia Records.

At Columbia, Mr. Miller produced a long string of hit records; helped develop the talents of such artists as Rosemary Clooney, Guy Mitchell, Jill Corey, Jo Stafford, Johnnie Ray, Johnny Mathis, Tony Bennett and Percy Faith. He introduced several "musical inventions" including the echo chamber, the harpsichord as a jazz instrument and the insertion of many unusual instrumental accompaniments and sound effects in the production of musical numbers, all of which have since become known as Mitch Miller trademarks.

But the most satisfying and rewarding Miller project started in 1958. Firm in his belief that people like to sing with other people regardless of musical talent, Mr. Miller produced a record album called "Sing Along With Mitch," which featured a 25-voice male chorus singing old standards. The idea caught on with record buyers and soon group singing at home became a nationwide fad. "Sing Along" was quickly followed by "More Sing Along" and then "Still More Sing Along," mushrooming at a spectacular rate until at present count, 11 Mitch Miller "Sing Along" albums have been released with sales totaling more than 5 million copies, representing a gross income of about $23 million.

No Laughing Matter ▪ Remarkable as his success has been, Mr. Miller, nevertheless, encountered more laughter than encouragement when he first tried to peddle his "Sing Along" idea to the tv networks. Lack of name talent and corny concept were some of the objections he heard. But Mr. Miller, who is a man of indefatigable vitality and determination managed to get his programming notion aired in a one-hour special broadcast on NBC-TV's *Ford Startime* in May 1960. The public reaction to the program was so overwhelmingly favorable that NBC signed



him to a series of seven additional programs, on alternate Friday nights with the *Telephone Hour*. The series premiered on Jan. 27 of this year.

It's hardly a surprise that *Sing Along With Mitch* will return to NBC-TV on a weekly basis next season. The program has been one of the solid hits of the current season. Mail response to *Sing Along* is "larger on a consistent basis" than that of any other current program. In an unprecedented testimonial to its confidence in Mr. Miller's program, eastern seaboard advertiser P. Ballantine & Sons, currently sponsoring *Sing Along* on a regional basis, agreed to assume the entire network responsibility for the show next season on alternate weeks (CLOSED CIRCUIT, March 13, 1961). The brewer was pleased to take the financially risky step because "Miller has helped us reach a different kind of market and has created a lot of good will for us."

NBC has also recognized Mr. Miller's status by casting him opposite ABC-TV's *Untouchables* next season in a Thursday, 10-11 p.m., EST, time slot. The move has disturbed Mr. Miller's usual aplomb somewhat (because of the lateness of the hour) but he says he's not unduly worried. He feels that *Sing Along* will get an even better rating next season opposite *Untouchables* than it is currently enjoying. (Nielsen ratings for the week of Feb. 19, the latest figures available, show *Sing Along* winning a 17.2 average audience and a 26.2 share of audience in its present alternate Fridays, 9-10 p.m., EST slot—making it a close second to ABC-TV's competing *77 Sunset Strip*—while *Untouchables* reigns supreme in its Thursday, 9:30-10:30 p.m., EST, time period with a 29.9 average audience and a 46.2 share. Broken down into easier to understand figures, *Sing Along* is being watched by more than 7 million families while *Untouchables* comes into more than 13 million homes.)

Mr. Miller notes that his show, which has a production cost of more than $100,000 per program, is a tremendous family experience, while the *Untouchables* he feels, only appeals to one or two members of the family. Togetherness, he's sure, will win out in the end.

Time Squeeze ▪ The success of his "Sing Along" projects—which includes some 200 radio stations following the format in part—has caused Mr. Miller to resign his posts as both musical director of Little Golden Records and as top man at Columbia Records pop division. "I just don't have the time to devote to those jobs anymore," he explains. He now bears the relatively lightweight title of executive producer.

The Miller stamp may yet be felt more forcefully in tv's future. Though he now produces commercials only on a limited basis for such companies as Shell of Canada, Northeast Airlines and Ford, Mr. Miller looks to a more effective use of music on tv. "The picture is always stressed first and music is second," he declares. "The great performer's greatness lies in his ability to communicate directly and powerfully with his audience, and all other parties should keep discreetly out of the way."

Five Films Inc. formed

The formation of Five Films Inc., a new company that will produce tv film commercials and industrial and public relations films was announced last week by Nicholas D. Newton, president. Offices and studios are located at 18 E. 50th St., New York. Telephone number is Plaza 2-7960.

Other officials of Five Films are Walter Bergman, executive vice president and director of studio operations; Norbera (Nox) Lempert, vice president and executive producer; Jacques Dufour, vice president and creative director and Leonard Farin, writer-producer. Messrs. Newton, Bergman and Dufour formerly were with Bill Strum Studios Inc., while Messrs. Lempert and Farin were with Lempert & Meyer Inc., New York.

Mr. Newton said the company has completed a group of commercials for AT&T for "Yellow Pages" and currently is preparing color commercials for RCA.

WHY BUY WHAT'S GIVEN AWAY?

Pay tv's nothing but a hoax, Duram tells Pittsburghers

Pay television is nothing but a hoax. It makes the public pay for something it already gets for the price of a tv receiver, says Arthur E. Duram, senior vice president of radio and tv at Fuller & Smith & Ross, New York. "The great hoax that the pay tv boys would work on us is the illusion of untouched entertainment worlds," he insists.

The Duram opinion on pay tv reflects a stronger agency viewpoint than that expressed in a spot check by BROADCASTING a few weeks ago. In that inquiry, a number of agency executives said they were convinced that pay tv eventually would become an advertising medium but didn't think it probable in the forseeable future. They noted their agencies are keeping tabs on pay tv experiments but did not admit to a stand for or against (CLOSED CIRCUIT, April 3).

Mr. Duram, a speaker at a Pittsburgh Radio-Television Club luncheon last week, said the Toronto tollvision experiment presented "Hedda Gabler," "The Consul" and "Show Girl" (see page 86), two of which had already been seen free on U. S. television.

There is not enough talent and material to be shared by a competitive medium, the agency executive said. Some Hollywood and Broadway producers, directors, writers and actors who haven't worked in free tv actually have offered their services in the past, but instead of adding quality, they found their efforts only added to the cost.

Mr. Duram saw no "exciting" future in special events and sports programs since they are now provided free to a satisfied viewing public. Under the pay tv system, sports programming would benefit the participants exclusively.

Audience Volume ▪ The programs presented in the Toronto experiment "were [not] one whit more mature" than those shown free every week, he said. Pay tv cannot and will not smooth the ruffled feathers of intellectuals who are dissatisfied with their tv diet. Mr. Duram held tollvision works by audience volume, as does the free medium—it presents programs that will be watched by the greatest number of people.

The only solution to the problem of quality programming, Mr. Duram said, is to provide thought-provoking fare outside of prime evening time, and pay tv will have to follow suit. There also must be a limit to quality programs because of censorship. Politics, religion and sex, the main diet of Hollywood and Broadway, are taboo in the home, whether on pay tv or not. "Do you think that any fee would force Tennessee Williams or Lillian Hellman to write material fit for the whole family?"

Mr. Duram suggested each member of his audience write to his congressman, "before he, too, starts to believe the myth of pay television."

Maxwell House helps push toy coffee serving set

The Maxwell House Div., General Foods, and Amsco Toys have united in a joint television advertising campaign to promote "Maxwell House Coffee Time Set," a coffee serving set produced by the toy firm. The set includes a play percolator that actually "perks," a stove, cup, saucers and other serving pieces packed in a colorful display box.

The television schedule calls for Amsco sponsorship in numerous network children's shows (*Captain Kangaroo, Shari Lewis,* etc.) plus additional one-minute spots on local children's shows in nine major Amsco markets.

Maxwell House will provide an additional boost with its own television campaign—two major network nighttime shows, daytime network programs in 70 markets and 4,000 spots in more than 100 leading markets.

Agency for Maxwell House is Ogilvy, Benson & Mather. Jerry Kney, Maxwell House, and Bill Phillips, OB&M, joined Dudley Bloom, marketing vice president of Amsco, in arranging the tie-in.

Lorillard plans its heaviest tv campaign

P. Lorillard Co. President Harold F. Temple spent nearly a quarter of his speech to stockholders at the company's annual meeting last week explaining strategy for television, which among all advertising media used is getting the company's largest allocation.

In its heaviest tv campaign yet, the company will aim more than 125 million tv messages a week into homes next fall. Shows sponsored will be *Hennesey* (CBS), *The Price Is Right* (NBC) and a half-hour of *The Ed Sullivan Show* (CBS) for a net of 4½ commercial minutes a week. Lorillard is also buying participations in *Father Knows Best* (CBS), *The Corrupters* (ABC), *Hawaiian Eye* (ABC) and *Cain's Hundred* (NBC) for another 4 minutes weekly.

The company is buying both for sponsor identification and for "reach," Mr. Temple said in his first appearance as chief executive of Lorillard, after taking over at the close of 1960 from Lewis Gruber, chairman of the board. Sales in 1960 were consolidated at a point just short of 1959's record levels, Mr. Temple told shareholders, and he forecast a favorable first quarter and year for 1961. Kent Kings and Newports are ahead of last year, he reported. Old Gold Straights, new king-size brand, is putting the company in a strong position in the non-filter market, the meeting was told.

Ads must respect consumers

Advertisers and media must show "a genuine respect for consumers if they are to warrant consumer respect," according to Charles H. Tower, NAB tv vice president. Addressing a district conference of the Advertising Federation of America at Providence, R. I., Mr. Tower said those in advertising "must more clearly understand our function and our place in the world and must tell our story as honestly and as forcefully as they can."

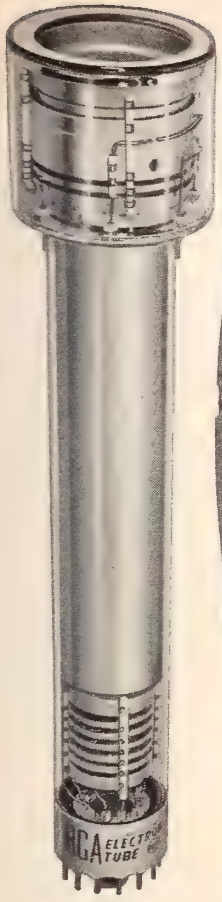
Mr. Tower listed these misconceptions about advertising: that advertising creates an artificial demand; that its costs make up a substantial part of the price customers pay for many items and that advertising is neither socially nor economically useful.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week March 30-April 5 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., March 30	**The Untouchables** (9:30 p.m.)	ABC-TV	26.8
Fri., March 31	**Flintstones** (8:30 p.m.)	ABC-TV	23.0
Sat., April 1	**Gunsmoke** (10 p.m.)	CBS-TV	24.3
Sun., April 2	**Candid Camera** (10 p.m.)	CBS-TV	26.8
Mon., April 3	**Andy Griffith** (9:30 p.m.)	CBS-TV	25.5
Tue., April 4	**Red Skelton** (9:30 p.m.)	CBS-TV	26.7
Wed., April 5	**Wagon Train** (7:30 p.m.)	NBC-TV	24.9

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NEW RCA 7293-A FIELD-MESH IMAGE ORTHICON



prevents highlight "ghost" and "portholing"

You'll be amazed at the picture quality you get with the new RCA 7293-A! A unique combination of design features provides a picture that is essentially free of distortion and free of shading at the sides and corners of the screen. In addition, the tube effectively suppresses objectionable "highlight ghost"—an effect usually encountered when a light subject is televised against a dark background.

The 7293-A offers many design advantages:

ANTI-GHOST DESIGN. "Ghost" (or highlight flare) is prevented when the tube is operated well "above the knee" in black-and-white cameras.

ANTI-PORTHOLE DESIGN. Tube provides uniform background right to edge and corners of picture! Suppressor grid in electron gun re-shapes focusing field to produce a blemish-free background.

EXTREME PHOTOSENSITIVITY. Equivalent to film rated ASA 8,000! Only 10 foot-candles of incident light are required to produce commercially acceptable pictures!

HIGH SIGNAL-TO-NOISE RATIO. Low noise component—another benefit of the suppressor grid.

HIGH RESOLUTION AND CONTRAST. Inherent high resolution and high contrast enhanced by use of field mesh resulting in razor-sharp transition from black to white and improved corner focus.

HIGH SIGNAL-CURRENT OUTPUT. Due to extremely high photosensitivity and high-gain multiplier.

For full information on the RCA 7293-A—the camera tube that represents a major step forward in camera pick-up—write Commercial Engineering, RCA Electron Tube Division, Harrison, N. J. For prompt tube delivery for your station operation, call your RCA Industrial Tube Distributor.

RCA

The Most Trusted Name in Electronics
RADIO CORPORATION OF AMERICA

Your Message Is
ALWAYS
ON TARGET
with

WSIX
TV 8

NO. 1 in Nashville

ARB REPORTS WSIX-TV 8
NO. 1 IN PRIME TIME . . .
with 3 of top 5, and 7 of top 10
Net Shows. (Nov. ARB 1960)

WSIX
TV 8
NASHVILLE

Affiliated with WSIX AM-FM Radio
Represented Nationally by:
PETERS, GRIFFIN, WOODWARD, Inc.

SCBA makes plans to sell radio to agencies

COMMERCIAL CREATORS WILL JOIN GROUP IN CAMPAIGN

A plan for the creators of outstanding radio commercials to join forces with the Southern California Broadcasters Assn. in selling radio to agencies who now devote "2% of their billings and about as much of their attention" to this medium was evolved Wednesday (April 5) at a shirtsleeves session on radio commercials held under the joint auspices of SCBA and the Hollywood Advertising Club.

Proposed by Ira Laufer, general sales manager, KEZY Anaheim, Calif., the plan in essence is for the commercial creators to tape capsule case histories to be used with the commercials by SCBA in presentations to agencies who are neglecting radio as a medium for their clients.

Suggestion for the plan came after various members of the panel had presented commercials of their creation which had been successful sales tools and the ensuing discussion had raised the question as to why, if radio had succeeded so well for these advertisers, the medium was so difficult to sell to agency media buyers. Don Quinn, president of Ad Staff, commercial production firm, commented that if the present "two-headed radio-tv agency director were split into two one-headed individuals, radio might have a better chance."

Other panel members were: Dallas Williams, whose commercial credits include Culligan Soft Water, Gordon Bakery and Firestone Tire & Rubber; Vick Knight, owner of Key Records, who has produced spots for Sears, Dodge, Pepsi-Cola, Bandini and Glendale Federal Savings & Loan; Johnny Gunn, creative director of KEZY and producer of dozens of commercials for local advertisers, and Bob Colombatto, partner and radio-tv director of Davis, Anderson, Johnson & Colombatto, who created the original Bandini and Glendale Federal commercials. Gordon Mason, sales manager of KNX Los Angeles and CRPN, was moderator of the 3½-hour session.

Panel members agreed that radio has a quality lacking in other media—what Mr. Quinn called "an imagination quotient." Mr. Williams, who lauded radio as the greatest of all communications media, noted that far from helping, pictures "may just get in the way of what you're trying to say." All the money in the world, he observed, could not build a picture of Fibber McGee's closet half as good as the one his imagination constructed with the aid of a few words from Mr. Quinn, who created and wrote that famed radio series.

The panel was divided on the virtue of irritation as an attention-attracting device in radio commercials. Mr. Colombatto defended it as a necessity in a low-budget campaign where a few

Atlantic's silver anniversary on the diamond

The crack of bat meeting ball; the scraping of spikes on cement; the smell of resin—all are springtime familiarities to Atlantic Refining Co., Philadelphia, the Satchel Paige of baseball broadcasting.

Marketer of Atlantic gasoline, Atlantic Imperial and associated products from Maine to Florida and west to Ohio, the company this year begins its 26th consecutive season as a baseball sponsor, a record for those statistically inclined.

Since N. W. Ayer & Son's (Atlantic's agency since 1915) original decision to "play ball" in 1936 with sponsorship of the Philadelphia Phillies games, Atlantic's enthusiasm has never waned. Rather it has increased handsomely. The Pittsburgh Pirates, Boston Red Sox and Braves (now doing business in Milwaukee), and most recently (last month) the New York Yankees all have joined Atlantic's lineup of 110 radio and 14 television stations.

How good is baseball broadcasting? Difficult to say exactly, "but it moves a lot of gasoline," according to Henderson Suplee Jr., Atlantic president. And baseball is moved by Atlantic, too. As testimony was the joining hands of the four Atlantic-sponsored teams which presented President Suplee with a silver carafe-tray set to mark Atlantic's silver anniversary on the diamond.

Atlantic's broadcast identification with the game now is being extended to the gate. Holders of Atlantic credit cards can reserve seats to Phillies' home games with the price added to the service-station bill, under a plan announced last week to supplement the radio-tv sponsorship.

Atlantic's commercials, to be sure, also have helped to create the friendly baseball association. The soft sell, folksy approach has won for Atlantic untold friends, a number of whom have written in, proving an adage . . . you can lead a baseball fan to gas, and make him buy it.

54 55 56 57 58 59 60 SEVEN IN A ROW!

Once again, and for the seventh straight year, the surveys have proved the leadership of WCSH-TV in the Maine and New Hampshire markets. ■ "Program Dominance" plus dedicated service to the communities it serves has resulted in an overwhelming viewer preference for Channel 6. ■ Here's what the Portland area surveys say:

ARB November 1960 Share of Sets-in-Use

Monday through Friday

	Sta. G	Sta. M	WCSH-TV
9 A-12 Noon	25.7	23.8	**57.0**
12 Noon to 6 P	38.0	11.8	**50.2**
6 P-12 Mid.	31.8	18.6	**49.4**

Sunday through Saturday

9 A-12 Mid.	36.1	18.5	**45.5**
6 P-12 Mid.	36.4	18.2	**45.3**

Nielson Station Index, November 1960, Station Shares

Monday through Friday

	Sta. G	Sta. M	WCSH-TV
6 A-9 A	21	#	**76**
9 A-12 Noon	21	25	**54**
12 N-3 P	40	15	**44**
3 P-6 P	35	22	**43**

Sunday through Saturday

	Sta. G	Sta. M	WCSH-TV
6 P-9 P	34	19	**45**
9 P-12 Mid.	35	25	**38**

WCSH-TV

NBC for PORTLAND

Maine Broadcasting System

WCSH-TV (6) Portland WLBZ-TV (2) Bangor
WCSH — Radio Portland
WLBZ — Radio Bangor WRDO — Radio Augusta

WCSH-TV delivers the area responsible for 2/3 of Maine's retail sales and 1/4 of New Hampshire's. Small wonder that WCSH-TV is your BEST BUY north of Boston.

***Remember a matching spot schedule on WLBZ-TV, Bangor, saves you 5%.**

National Representatives - Weed Television Corp.

spots had to command a lot of attention, while Mr. Williams asserted that "You're way ahead when you do something sweet and nice." They all agreed that good taste—that vague term which is easier to feel than to define—dictates the amount of irritation a commercial can safely contain and then decided that perhaps a strident voice, a discordant sound, is not really "irritating" to the listener but might better be described as "cutting through" the surrounding radio material to demand attention. Bill Rea, owner of KUDU Ventura, Calif., who suggested the alternate term, pointed out that nothing in today's radio is as irritating as the commercials of five minutes or longer, read from script by a staff announcer, that were common in the early days of radio. "Don't belittle today's radio," he counseled. "Look back and compare and you'll realize how good it is."

Sturm Studios realigns staff, plans expansion

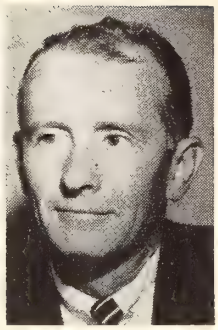
Bill Sturm Studios Inc., New York, which has produced live and animated commercials 12 years, has reorganized its executive staff and will expand into cartoon program production, the acquisition and distribution of program series and the development of live and film programs.

Announcement of these moves was made last Wednesday (April 5) by Harold Hackett, newly-appointed president of the company. Other officers are: Raymond Junkin, executive vice president; William Sturm, founder of the company, vice president; Orestes Calpini, secretary, and George Richfield, treasurer.

Initially, Bill Sturm Studios will concentrate on the production of commercials, Mr. Hackett said, but will move into production of cartoon programs with "some new revolutionary techniques" the company has developed. Present plans, he added, are



Mr. Hackett



Mr. Junkin

to move into other areas of the tv business, including program production and distribution.

Mr. Hackett has been active in radio-tv more than 25 years. For 19 years, through 1953, he was vice president in charge of radio and television for MCA, and for the next seven years president and board chairman of Official Films Inc. Mr. Junkin was associated with Mr. Hackett at Official Films for seven years, serving in various executive capacities, including vice president and director of sales.

Agency appointments...

▪ Montgomery Ward, Chicago to Campbell-Mithun. Firm used regional tv in the Southwest last month for a half-hour fashion presentation. The advertiser has not had a national agency since 1957, when it cut its two decade tie with Foote, Cone & Belding.

▪ Crown International Pictures, new motion picture distributing company, has appointed The Goodman Organization, L.A., to handle advertising, publicity and exploitation. The agency is currently preparing radio and tv spots for use by exhibitors of Crown-distributed pictures.

▪ Medaglia d'oro Espresso Coffee, Palisades Park, N. J., appoints Hicks & Greist Adv., N. Y., as its agency. Pettinella Adv., N. Y., continues as company's Italian language agency.

Network tv gross time billings

	January 1960	January 1961	Percent Change
ABC-TV	$13,260,010	$15,898,310	+19.9
CBS-TV	23,477,358	22,930,402	— 2.3
NBC-TV	20,980,897	23,003,680	+ 9.6
Total	$57,718,265	$61,832,392	+ 7.1

Day Parts

	January 1960	January 1961	Percent Change
Daytime	$17,240,574	$21,000,648	+21.8
Mon.-Fri.	13,269,546	17,053,341	+28.5
Sat.-Sun.	3,971,028	3,947,307	— .6
Nighttime	40,477,691	40,831,744	+ .9
Total	$57,718,265	$61,832,392	+ 7.1

Source: TvB/LNA-BAR

Business briefly...

Philco Corp., Pepsi-Cola Co., The Toni Co. and **Oldsmobile Div.** of General Motors Corp. will sponsor CBS-TV's coverage of the 1961 "Miss America Pageant" live from Atlantic City, N. J., on Sept. 9 (Sat. 9:30-midnight, EDT). Paul Levitan and Vern Diamond will be producer and director, respectively, of the telecast, which will pre-empt *Have Gun, Will Travel* and *Gunsmoke*. Agencies: BBDO (Philco and Pepsi-Cola); North Adv. (Toni), and D. P. Brother (Oldsmobile).

Campbell Soup Co., Camden, N. J., for the eighth consecutive year, has renewed sponsorship of *Lassie* for 1961-62 season on CBS-TV (Sun. 7-7:30 p.m. EST). With the completion of the next group of 35 films, *Lassie* episodes will total nearly 300, the majority having had only one network run. Robert Golden will produce the series for a third year. Agency: BBDO, N. Y.

Chase Manhattan Bank, N. Y., will use radio and tv spots in the New York market, starting April 17, during an intensive six-week campaign designed to familiarize New Yorkers with the location and special features of the bank's new 60-story headquarters building at 1 Chase Manhattan Plaza, an uncompleted two and one-half acre site in the downtown financial district. A 20-second radio spot, which follows the overall media theme of "What's happening at 1 Chase Manhattan Plaza?" will be aired more than 60 times per week over a total of seven am stations. A one-minute tv spot is scheduled to run 30-40 times weekly. Agencies: Compton Adv., N. Y. (print and radio); Ted Bates & Co., N. Y. (tv).

American Tobacco Co., N. Y., will continue next season with two NBC-TV series: *Tales of Wells Fargo* (Sat. 7:30-8:30 p.m.) and *Thriller* (Mon. 10-11 p.m.). The advertiser has been in both programs since their starts. The western series previously was a half-hour. Agency: Sullivan, Stauffer, Colwell & Bayles Inc., N. Y.

Reynolds Metals Co., Richmond, Va., has ordered sponsorship of two NBC-TV programs for next season: *All Star Golf* (Sat. 5:30-6 p.m. NYT) and alternate weeks of *Reynolds Aluminum Hour-Dick Powell Mystery Theatre* (Tue. 9-10 p.m. NYT). Agency: Lennen & Newell, N. Y.

Procter & Gamble Co. (Crest toothpaste), Cincinnati, will sponsor this spring a repeat showing of *The Square World of Jack Paar,* an NBC-TV special originally broadcast Jan. 31. The repeat is set for May 2 (Tue. 10-11 p.m. EDT). Agency: Benton & Bowles, N.Y.

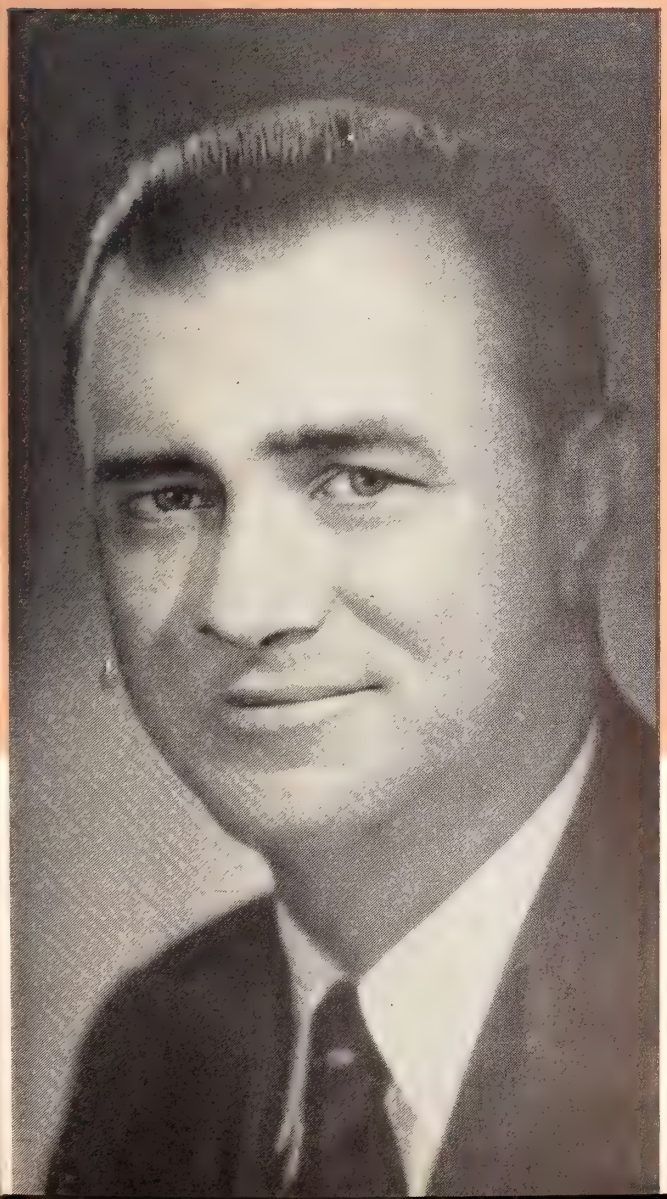
Why KPRC-TV bought Warner's "Films of the 50's"

Says Jack Harris:

"When you buy feature films of this high quality, you can lead from strength in your programming. We have already used some of these Warner films as sponsored

BLOCKBUSTERS AND MOVIE SPECTACULARS

"Later we'll use them as Saturday night double features and, of course, as participating shows in prime time."



JACK HARRIS
Vice President and General Manager
KPRC-TV, Houston, Texas

Warner's Films of the 50's... Money makers of the 60's

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue • YUkon 6-1717
CHICAGO: 8922-D La Crosse, Skokie, Ill • OR 4-5105
DALLAS: 5641 Charlestown Drive • ADams 9-2855
BEVERLY HILLS: 232 Reeves Drive • GRanite 6-1564

For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data).

NAB maps busiest week in Washington

CONVENTION AGENDA INCLUDES SPACE, INTERNATIONAL SESSIONS

NAB's annual convention will have an international flavor this year.

The Washington meeting, actually a collection of conventions, will be held May 6-10 at the Shoreham and Sheraton Park Hotels.

Both the top ownership-management conference and the separate engineering conference will go into the field of space satellites and their effect on world communications, with special emphasis on what these vehicles will mean to the broadcasting industry.

An international aspect will be added by the related meeting of the Inter-American Assn. of Broadcasters. This Western Hemisphere group will have a board meeting May 2-4 with the full assembly to meet May 5-8. IAAB will participate in NAB's sessions starting with the formal opening the morning of Monday, May 8.

The Voice of America will be represented at the engineering conference by Henry Loomis, VOA director, who will address the opening luncheon May 8.

Global satellite communications will be discussed from a technical viewpoint at the May 10 engineering session by Jean Felker, assistant chief engineer, AT&T. An undesignated AT&T executive is scheduled to address the ownership-management conference on the space question at the May 10 luncheon.

Before The Opening ▪ Pre-convention meetings will include, besides the inter-American convention, meetings of the Assn. for Professional Broadcasting Education and National Assn. of Fm Broadcasters.

APBE's board will meet May 5 followed by a membership meeting the next day, Saturday. NAFMB plans a two-day program, opening the morning of May 6 with a business session. Meetings will be open that afternoon and the next morning. Sunday afternoon NAFMB will join with NAB in an all-industry fm program.

At the 1960 convention the fm meetings drew overflow audiences. The two days of formal programming and uninhibited discussion indicated an unsuspected interest in the medium. This year Fred Rabell, KITT (FM) San Diego, Calif., is retiring as NAFMB president. A new president will be elected at the morning session of the association May 6.

A feature of the fm discussions will be the new Fm Data Chart, first pocket piece covering pertinent fm facts across the country. This circular slide rule will provide a quick reference to the fm audience in principal markets as shown by Pulse Inc. surveys (BROADCASTING, Feb. 20, "A Dramatic Spurt in Fm Development").

After NAFMB elects officers, the open program May 6 will include a report on subsidiary communications authorizations by Abe Voron, WQAL (FM) Philadelphia; an address by John F. Meagher, NAB radio vice president; an automation panel moderated by William Tomberlin, KMLA(FM) Los Angeles, NAFMB treasurer and a sales seminar.

More Fm Discussions ▪ NAFMB's morning session May 7 will include regional reports by NAFMB directors. Among them will be Thomas J. Daugherty, WKJF-FM Pittsburgh; Frank Knorr Jr., WKBM-FM Tampa, Fla.; William G. Drenthe, WCLM(FM) Chicago; Jack J. Katz, KQAL-FM Omaha, Neb.; Lynn Christian, KHGM (FM) Houston; Gary Gielow, KPEN (FM) San Francisco and Mr. Rabell.

The afternoon fm session May 7 will be programmed by the NAB Radio Dept., directed by Mr. Meagher and John F. Degnan, assistant fm manager. Everett L. Dillard, WASH(FM) Washington, NAB Fm Radio Committee chairman, will preside. Mr. Dillard will trace recent progress of the medium and the acute shortage of available frequencies in important markets.

Community-wide fm promotion drives will be described by spokesmen for Philadelphia, Houston and Kansas City broadcasters, based on the theme, "Together We Stand." Shirl K. Evans Jr., WFBM-FM Indianapolis, will speak on "Why We Got Into Fm." Among those taking part in a multiplexing panel will be Mr. Dillard; Max Paglin, FCC general counsel; T. C. Kenney, KDKA-AM-FM-TV Pittsburgh, who was active in the mid-1960 FCC tests of multiplex systems. Other discussions will deal with networking of fm, including an explanation of the mx network setup to transmit Pittsburgh Pirates baseball games and a Detroit hookup.

The story of the largest national fm account history—Chrysler auto's use of the medium—will be described by Raymond E. Jones, coordinator of broadcast media, and Frank Mayans, vice president and associate research director of Young & Rubicam. The account is described as "the biggest single fm purchase ever made."

The Sunday NAB program will include formal opening of the most extensive equipment exhibit in the association's history. Exhibits will be open to delegates at noon. Tuesday afternoon (May 9) is left open for inspection of exhibits.

Honor to Justin Miller ▪ At the formal opening of general sessions the morning of May 8 Judge Justin Miller, former NAB board chairman and president, will be presented the NAB's 1961 Distinguished Service Award. Clair R. McCollough, Steinman Stations, a former award winner and chairman of the NAB Board, will preside.

Barring unforeseen commitments, it is believed President John F. Kennedy will address the opening general session. A firm promise has not been received from the White House because of international problems.

LeRoy Collins will make his first industry-wide appearance as NAB president at the May 8 luncheon. His address will be heard with interest in view of his earlier comments about industry programming responsibility, the role of networks in association affairs and reorganization of the NAB structure by staff adjustments as well as committee and board simplification.

Following Gov. Collins' luncheon address the ownership-management conference will hold a second general session. Programming hasn't yet been firmed up, but early planning suggested

CBS Radio table talk

CBS Radio last week used the radio instrument itself to dramatize radio's sales story for the benefit of advertising agency executives who were the network's luncheon guests on Wednesday and Thursday in New York.

Portables were placed on tables during a 25-minute color slide presentation. The central loudspeaker also was connected with a miniature transmitter that activated the transistorized portable. The narration thus switched repeatedly from the loudspeaker source to the individual radios. Arthur Hull Hayes, president, and George Arkedis, vice president in charge of network sales, CBS Radio, were the hosts.



Us WDAY cave men sure get the WIMMIN!

Every audience survey *ever* made around Fargo shows that WDAY Radio has always had far more listeners than any other station. Now the latest survey — a 55-county Pulse Area Report made March 1-28, 1960 — repeats the story.

Monday thru Friday, WDAY Radio has 166,400 women listeners—45% more women than Station B. Also 114,660 men listeners—67% more men than Station B!

The reasons? Well, it can't be our glamorous *youth*, because we are one of the oldest radio stations in the U.S.A. So maybe it's our cave-man strength and beauty. We dunno. Why don't you ask PGW?

WDAY

FARGO, N. D.

NBC • 5000 WATTS
970 KILOCYCLES



PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

appearance of the three major network presidents on a panel and talks by top administration officials.

Tuesday morning the NAB ownership-management group will split up into separate radio and tv sessions. Radio delegates will hear reports on progress of aural broadcasting by NAB directors and a presentation by Radio Advertising Bureau. The tv agenda includes a tv code discussion and election of four directors (one tv only, three am-tv) to succeed NAB board chairman, Clair R. McCollough; W. D. Rogers, KDUB-TV Lubbock, Tex., tv board chairman; C. Wrede Petersmeyer, Corinthian Stations, and Willard E. Walbridge, KTRK-TV Houston. Network board members are appointive.

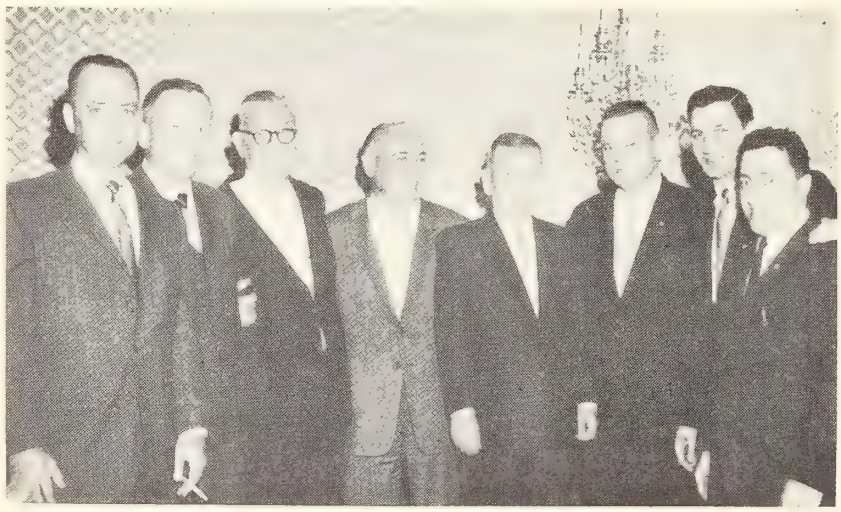
Minow Debut ▪ The Tuesday luncheon speaker at the general session will be FCC's new chairman, Newton N. Minow, who will be making his first industrywide appearance.

Wednesday morning will feature the annual panel discussion with members of the FCC and top aides. The Wednesday luncheon speaker has not been announced. In the afternoon a separate meeting of radio delegates will feature a code discussion including Glen Matthews, of Leo Burnett Co., co-chairman of the broadcast media committee of American Assn. of Advertising Agencies; Adam Young, head of the rep firm bearing his name and chairman of the Station Representatives Assn. trade practice committee; Robert M. Booth Jr., president, Federal Communications Bar Assn., and Cliff Gill, KEZY Anaheim, Calif., NAB Radio Code Board chairman.

The final tv session Wednesday will be programmed around the space satellite presentation by AT&T, using audio-visual effects; "The Public Interest, Convenience & Necessity," Lou Hausman, director, Television Information Office, Willard Walbridge, member, Television Information Committee, and Roy Danish, TIO assistant director. Winding up this lengthy program will be a Television Bureau of Advertising presentation led by Norman E. (Pete) Cash and Bill MacRae, president and station relations director, respectively, of TvB.

Final event of the convention will be the Wednesday banquet, programmed by Broadcast Music Inc.

Dozens of side meetings and social events are being scheduled. They include a Broadcast Pioneers dinner, May 9; BMI dinner; reception to government officials, network and other affairs. Meetings and social affairs will be divided between the two hotels, with general sessions at the Sheraton Park.



WFAA-AM-TV dedicates 'Texas-size' studios

WFAA-AM-TV Dallas last week formally opened what it termed a "Texas-size" $3½ million dollar communications center (BROADCASTING, April 13). At the same time changes in program and operation policies were announced. Nearly 1,000 industry figures including officials of NBC Radio and ABC-TV took part in the ceremonies.

E. M. (Ted) Dealey, chairman of the board of the *Dallas News,* and Mayor Robert L. Thornton of Dallas, were aided by Oliver Treyz, ABC-TV president, in twisting the radio-tv dials that opened the doors Wednesday afternoon. That night the station was host at a reception and banquet at the Sheraton Dallas hotel, with Mr. Treyz as the main speaker. Mike Shapiro, general manager, was m.c.

Private tours were conducted through the 68,000 - square - foot plant, with leading talent figures participating. These included John Newland, host-director of *Alcoa Presents;* Nick Adams, star of *The Rebel;* Mr. and Mrs. Robert Bray, of *Stagecoach West,* and Mai Tai Sing, operator of the Golden Dragon Cafe in *Hong Kong.* Other tv and stage stars took part in the ceremonies extending over a period of several days.

George K. Utley, WFAA am station manager, announced a single-rate policy for the station, calling it "a logical and sensible step in the fulfillment of the Southwest's newest and finest broadcast facility." The Class AA one-minute announcement ranges from $60 onetime to $30 for 40-per-week. "An advertiser is assured that he is paying the same rate all other advertisers pay," Mr. Utley said.

In photo (l to r): Joseph M. Dealey, president, A. H. Belo Corp., station owner; James Monroney Jr., Belo vice president-treasurer; E. M. (Ted) Dealey, Belo chairman of the board; Edward M. Petry, station representative; James Monroney Sr., Belo vice chairman of the board; Mr. Treyz; Mr. Shapiro and Julius Barnathan, ABC-TV station relations.

Wometco's 1960 profit tops $1 million mark

If the 1957 grant of ch. 12 Jacksonville, Fla., to WFGA-TV is rescinded by the FCC, Wometco Enterprises Inc. stands to lose over a million dollars. This was reported in Wometco's annual report which showed total revenues for the Florida broadcasting-theatres-vending-amusement company in 1960 of over $12 million and net income of over $1 million.

The 1957 ch. 12 Jacksonville case has been reopened by the FCC on allegations that off-the-record contacts with commissioners took place before the final decision was issued. Wometco, which owns 47.5% of the common stock (and 60% of the preferred stock) of WFGA-TV, said that it knows of no impropriety in connection with the grant. If this grant is set aside, the company said, it stands to lose all or a substantial portion of loans and investment amounting to $1,181,024.

Total revenues for 1960 for all operations amounted to $12,673,650, compared with $10,396,241 in 1959. Net income after federal taxes totaled $1,013,429 ($1.01 per share), compared with $936,336 in the previous year. Retained earnings totaled $7,820,744 at the end of 1960.

Wometco reported that WTVJ (TV) Miami ended the year with gross income 9.5% above that in 1959; that

E FULL FLOWERING OF **TELEVISION MAGAZINE**'S NEW EDITORIAL CONCEPT . . .

although it first took root only four months ago . . . unfolds more surely with each new issue.

is reflected in growing enthusiasm of readers and advertisers alike,

responsive to **TELEVISION**'s enhanced usefulness at all

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their approval in a continuing flood of laudatory letters;

even more tangibly, they demonstrate it by the

gest increase of **PAID** subscriptions yet recorded in

EVISION's 18-year history. The first quarter, 1961, has seen

PAID circulation among agency-&-advertiser executives

zoom up 16%. ■ With this lively editorial vigor has

also come a new reliability of publishing schedules — assurance

to **TELEVISION** advertisers that each issue will be

in the mails by the first of the month. ■ If you

have yet to test the measure of this magazine's growing

pact upon the many TV advertising executives so important

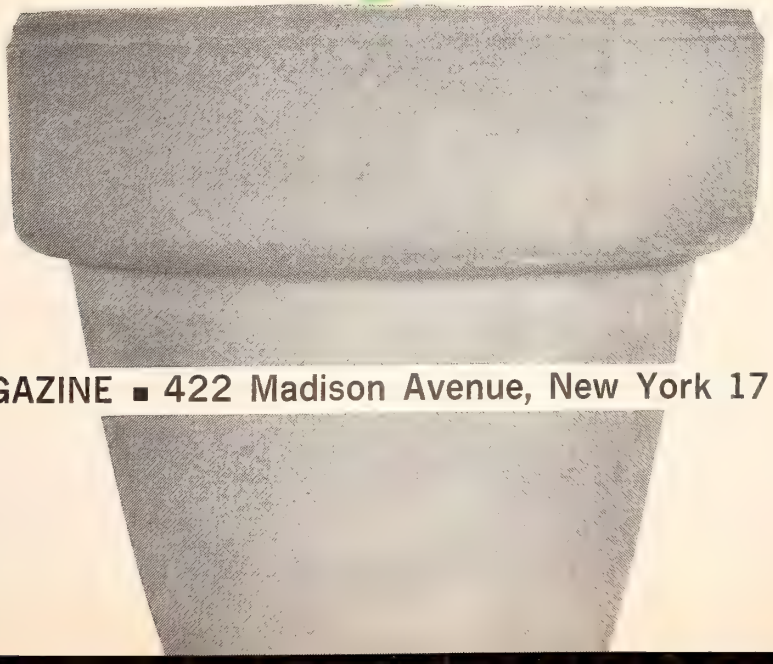
to you, **TELEVISION**'s May issue offers an immediate opportunity.

Through its pages, you can tell them your sales story while their

attentions are focussed, fully and receptively, upon the television

edium. ■ Closing deadline is April 20. That's soon — so may we suggest you phone

or wire collect to reserve the most advantageous position?



ELEVISION MAGAZINE ■ 422 Madison Avenue, New York 17 ■ PLaza 3-9944

WLOS-TV Asheville, N. C., emerged from a loss operation into a profit position, and that the net profit of WFGA-TV was $170,024, compared with $133,736 in 1959. Wometco also owns WLOS-AM-FM Asheville, and a chain of motion picture theatres, food and drink vending operations, soft drink franchises and amusement areas.

The report also showed that Wometco had commitments for tv film payments running to 1967, with $1,045,204 minimum remaining to be paid.

Tax problems delay KVOS-TV transaction

Wometco Enterprises cannot take over ownership of ch. 12 KVOS-TV Bellingham, Wash. until the sellers receive a favorable ruling on taxation from the Internal Revenue Service.

This was indicated in Wometco's annual report (see page 50). The FCC approved the $3 million sale of KVOS-TV two weeks ago (BROADCASTING, April 3).

Involved in the tax question is a two-step transaction whereby KVOS Inc., licensee of KVOS-AM-TV and KGMI (FM) in Bellingham, is partially liquidating the corporation by distributing the tv assets to its stockholders, who then will sell them to Wometco. There is a substantial difference in tax consequences if the IRS permits such an arrangement.

KVOS Inc. is 86% owned by Rogan Jones and his wife, 10% by David Mintz and 4% by Ernest E. Harper.

Mr. Jones is also the subject of a civil suit filed in Washington state Superior Court in which it is claimed he agreed to sell KVOS-TV for $3 million to Frank A. Griffiths and George Kinnear. The suit asks that the sale to Wometco be canceled and that Mr. Jones be forced to sell it to the plaintiffs. Mr. Jones has denied the allegations.

N.Y. access bill close to enaction

New York radio and tv newsmen are waiting for Gov. Nelson Rockefeller to sign into law a bill to give them access to legislative committee hearings. The bill, introduced by Assemblyman Anthony P. Savarese (R-Queens), was passed by the State Senate and House of Assembly and sent to the governor's desk (BROADCASTING, March 27).

Since 1952, when section 52 of the Civil Rights Bill was enacted, radio-tv newsmen have been denied the right to cover virtually all legislative hearings on film and tape, according to the Radio-Newsreel-Television Working Press Assn. in New York. Four years ago the association began a campaign to amend the section and two years ago the State Assn. of Broadcasters joined in the effort. The bill authorizes coverage at the discretion of the chairman and a majority of a committee.

The people speak

Let the people decide! This is what happened last week in Grand Junction, Colo., when the city charter was amended to require all applications for community antenna franchises to be submitted to the citizenry for decision.

Sparked by a year-long educational campaign by KREX-TV that city, the referendum to change the city charter swept to a successful conclusion when 1,600 voters indicated their assent, and 900 opposed. The amendment took away from the city council the right to grant franchises to tv cable companies. The referendum was initiated by a petition signed by over 700 citizens.

Pending before the city council were three applications for a catv franchise; two were from outside groups, one was from KREX-TV itself. Upon the success of the referendum, the ch. 5, three-network-affiliated station withdrew its application.

WJR's profits jump 35%; will sell off WSAZ-AM

A 35% jump in profits after taxes for 1960, and an 11% increase in total income from all sources have been reported by WJR The Goodwill Station Inc.

The report also indicated that WJR intends to sell off WSAZ Huntington, W. Va., but to retain WSAZ-TV. This will take place following consummation of the $6 million purchase, approved by the FCC two weeks ago (BROADCASTING, April 3).

Total income from all sources reached $4,420,727. Profits after taxes totalled $341,033 (54¢ a share). This compares with total revenues in 1959 of $3,966,251 and net income of $256,098. Cash dividends of 45¢ were paid to stockholders on 631,903 shares outstanding as of the end of 1960.

WJR Detroit revenues were up 8%, the report noted; WJRT (TV) Flint, Mich., posted a 26% increase in revenues and was operating in the black after non-cash charges in the last quarter of 1960.

The annual stockholders meeting is scheduled to be held at the company's executive office in Detroit on May 3.

Cowgill to make tour of broadcast groups

Harold G. Cowgill, who retired as chief of the FCC's Broadcast Bureau Friday, plans a "barn storming tour" of state broadcast associations to talk about the FCC's program dealing with license renewals and surveillance of licensee conduct.

Mr. Cowgill's first appearance will be Wednesday (April 12) in Springfield, Ill., before the Illinois Broadcast Assn. He is scheduled to speak to the Pennsylvania State Broadcasters Assn. at State College, Pa., in May, and the Florida Broadcasters Assn. at Miami Beach in mid-June.

"So long as my experience in the commission has sufficient currency to be of value," Mr. Cowgill said, "I will be happy to give broadcasters the benefits of my years of experience."

After a short vacation, Mr. Cowgill reported, he plans to return to the practice of communications law in Washington.

Mr. Cowgill was succeeded as chief of the Broadcast Bureau by Kenneth Cox, Seattle attorney, who takes over the office today (April 10).

Mr. Cowgill was named chief of the Broadcast Bureau in 1957, following a three-year term as chief of the commission's Common Carrier Bureau. A career FCC employe (he joined the commission in 1935), he served with the agency until 1944 when he resigned to practice law with the then Segal, Smith & Hennessey Washington law firm. He left in 1953 to take over the management of ch. 17 WTVP(TV) Decatur, Ill., returning to the FCC in 1954.

'Times' revenue drops but WQXR sets record

WQXR-AM-FM New York "enjoyed another record year" at a time that revenues were good but net income was reduced for the New York Times Co. and its subsidiaries, according to a consolidated annual report for 1960, issued last week by Arthur Hays Sulzberger, chairman of the board and publisher.

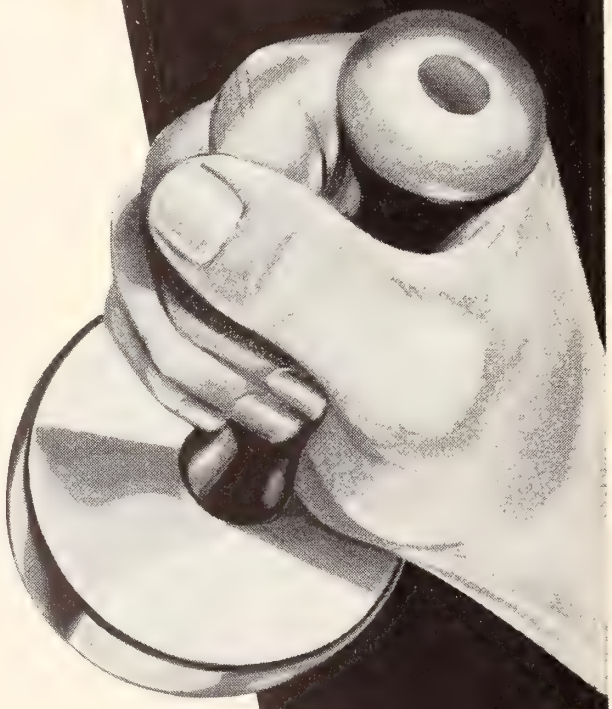
Broadcast earning figures were rolled into overall revenues of $112,149,302 (net income of $1,652,392), but the narrative review did have this to say: WQXR reaches 1.25 million families a week and WQXR-FM dominates its audience. The QXR Network has 19 fm stations in major markets of the Northeast and during its second full year picked up new listeners and important advertisers.

This year's overall revenue and income compared with $103,269,682 and $3,001,460 last year. Net income from operations declined from $1,867,869 in

Now it's official...
San Antonio is the Nation's
17th Largest City!*

17. SAN ANTONIO

1960
U. S. Census Bureau
OFFICIAL
RANKINGS



WOAI-TV 4

Represented by
NBC
Edward Petry & Co., Inc.
The Original Station Representative

SAN ANTONIO, TEXAS

*From Census Bureau Rankings — top 25 cities

In Chicago



...**McCormick Place,** magnificent new lakefront exposition center, has an exhibition area equal to 6 football fields; 23 private meeting rooms; a theater with the largest seating capacity of any in Chicago. McCormick Place was completed this year in time to host the famed auto show, which set new attendance records.

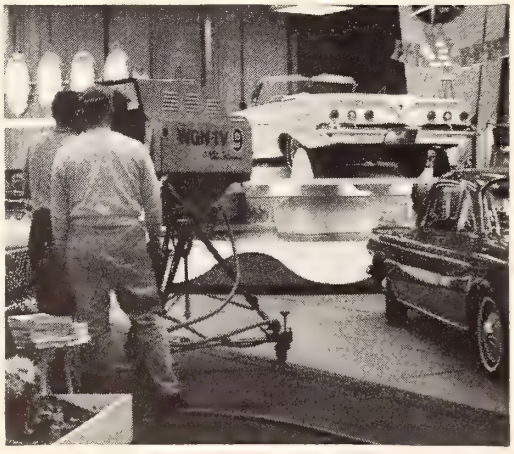


In Chicago

WGN

TELEVISION

Better programming through dedicated community service



For the eleventh year, WGN Television brought Chicagoland exclusive coverage of the auto show—and in color.

WGN IS CHICAGO

Quality · Integrity · Responsibility · Performance

1959 to $348,051 last year. The *Times* blamed the drop on costs of a new printing plant, high news coverage costs and circulation gains that rushed ahead of page rates.

ABC-TV sales up 20% over last year

ABC-TV last week claimed more than $185 million in prime evening sales (time and talent) for the 1961-62 season. This is a 20% increase over the $154 million in advance sales claimed by ABC-TV at this time a year ago. And it marks a new high record for advance business at that date for ABC-TV, the network said.

Last year's mark at this time included $92 million in time sales and $62 million in talent. Respective figures for this sales period: $110 million in time and $75 million in talent.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ KXO El Centro, Calif.: Sold by Leonard Feldman to Marc Hanan, general manager of station, and group of associates for $242,296. Others in buying group are Robert Ordonez, Chap Rollins, Gordon Belson, KXO employes, and William Ewing, El Centro lawyer. Mr. Feldman, Chicago auto dealer, acquired the station in 1959 for approximately $240,000. KXO is 250 w on 1230 kc. Broker was Edwin Tornberg & Co.

▪ WNCT (TV) Greenville, N. C.: Sold by Earl McD. Westbrook and associates to J. B. Fuqua and A. Hartwell Campbell for $2,445,000. Mr. Fuqua, who will own 80% of buying company, owns WJBF (TV) Augusta, Ga. Mr. Campbell is general manager of WNCT. Purchase includes 30% ownership of ch. 6 WECT (TV) Wilmington, N. C. WNCT, which began operating in 1953, is on ch. 9 and is affiliated with CBS and ABC.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 100).

▪ WORD Spartanburg, S. C.: Sold by R. A. Jolley and associates to Henderson Belk for $175,000. Mr. Belk, Charlotte, N. C., department store executive, owns WIST in that city and WGUS North Augusta, S. C.

▪ KRIG Odessa, Tex.: Sold by Milton R. Underwood and group to Bayard C. Auchincloss for $120,000 plus $10,000 not to compete. Mr. Auchincloss owns KWCO Chickasha, Okla. Chairman Newton N. Minow did not participate.

Broadcasters named as Peace Corps advisors

Broadcasting industry figures will take a leading role in the new National Advisory Council for the Peace Corps, set up by President Kennedy to guide the development of Peace Corps activities.

Among persons with industry connections who will serve on the committee are LeRoy Collins, NAB president; Joseph Beirne, president, Communications Workers of America and AFL-CIO vice president; Oveta Culp Hobby, KPRC-AM-TV Houston, president of Houston Post Publishing Co.; Mrs. Robert Kintner, New York, wife of Robert Kintner, NBC president, and Murray D. Lincoln, president of Peoples Broadcasting Co. and Nationwide Insurance, headquartering in Columbus, Ohio.

In announcing appointment of the council of 32, President Kennedy said the group "represents a cross-section of American life and thoughts and will bring to the Peace Corps the insight and experience of prominent individuals who are interested in the role of the United States in world affairs.

CULTURAL UPLIFT

Network tv responsible for new horizons—Sarnoff

Thanks to network television, the cultural and informational horizons of the mass tv audience have broadened on an ever progressive scale, Robert W. Sarnoff, NBC's chairman of the board, said last week.

He told a U. of Pennsylvania seminar that these contributions were made possible by the advertising base which supports tv and the part mass entertainment programs have had in developing a potential audience of millions for new and better programming.

Mr. Sarnoff said one of tv's grandest achievements as a social force is the exposure it has given viewers "to material that they would normally have little chance or desire to see." This exposure, he thought, has helped give Shakespeare, classical music, the opera and the ballet their biggest audiences in history. "More Shakespearean productions have been visible on television in the last dozen years than on Broadway."

Another contribution by network tv cited by Mr. Sarnoff was last year's "Great Debates" between the presidential candidates, which "stimulated the interest of the American people in their

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BEVERLY HILLS
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

own government and injected fresh vigor into the democratic process."

Leader ▪ He noted 23% of the current network schedule on NBC-TV is devoted to informational programming but draws only 13% of NBC's viewers. Mr. Sarnoff saw this as an example of a network leading its audience. To further rebut charges that tv tends to lower public taste, he offered figures to show that the number of books, museums, symphony orchestras and college enrollments have increased substantially in the last decade. He is not suggesting, he said, that tv deserves credit for "this upsurge in cultural vitality," but thought the figures offset the argument that tv "is dealing us a cultural blow."

He summed up the role of the network and its relationship to American society this way. The network:

"Serves an affirmative social value by organizing and maintaining national program structure which reflects the diversity of interests within our society. . . .

". . . Serves the national interest by making it possible for the government to be in direct and immediate contact with the total public" (and is the only communications medium which fulfills this vital function).

". . . Is the keystone of the whole complex of the broadcasting enterprise. Its programming and facilities have created and maintained a nationwide audience which underlies the development of stations, production organizations, talent, and the various forms of broadcast advertising.

". . . Contributes enormously to the effective mass marketing which is essential to a constantly expanding free-enterprise economy. It is only through such an economy . . . that our society can meet its obligations and preserve its freedom."

Kennedy to address ATAS

President John F. Kennedy has accepted an invitation to open the first international assembly of the Academy of Television Arts & Sciences Nov. 4-11 in New York. He told Chairman Ed Sullivan in a letter of acceptance he would prepare a message on the "challenge of world-wide television" and called the assembly a "much needed effort" in the field. James C. Hagerty, ABC News vice president, heads the agenda committee seeking other world leaders.

WTCN-TV starts expansion

Construction of a $210,000 studio and technical expansion is under way at WTCN-TV Minneapolis-St. Paul. The move will mean an additional 33,000 cubic feet of working space for the station, which plans a more widespread local programming operation. New equipment includes an Ampex Videotape recording unit (primarily for commercial use during the telecast of the Minnesota Twins' baseball games), a rear screen projection unit, dual film projectors and special effects program control facilities.

Media reports...

Primary affiliate ▪ WTVY (TV) Dothan, Ala., formerly an Extended Market Plan affiliate of CBS, has become a primary affiliate. The station is on ch. 4.

Separate sales ▪ WRLP (TV) Greenfield, Mass.-Brattleboro, Vt.-Keene, N. H., sister station of WWLP (TV) Springfield, Mass., effective immediately will be sold as a separate station and no longer will be a bonus buy with WWLP. WRLP will be represented by George P. Hollingbery Co., N. Y., and Kettel-Carter, Boston. A number of multiple plan discounts are available in each time class, reports Springfield Television Broadcasting Co., operator of both stations.

KOLE affiliation ▪ KOLE Port Arthur, Tex., last month announced its affiliation with NBC Radio. The station operates on 1340 kc with 250 w.

RKO General income holds at last year's level

Shareholders attending the annual meeting of the General Tire & Rubber Co. in Akron, Ohio were told last week that RKO General, the firm's radio and tv division, received approximately the same revenue in the first five months of its 1961 fiscal year as it did for the same period in 1960. In making the report, Thomas F. O'Neil, RKO General president who was also elected board chairman of the parent company at the meeting (see WEEK's HEADLINERS, page 10), pointed out that the subsidiary's two major objectives for fiscal 1961 are to increase the operating efficiency of its radio and tv stations and the establishment of a pay tv operation.

RKO General was granted permission, earlier this year, to conduct a three-year pay tv, on-air experiment with the Zenith Radio Corp. in Hartford, Conn. (BROADCASTING, Jan. 30). RKO General owns WOR-AM-FM-TV New York; WNAC-AM-TV and WRKO (FM) Boston; KHJ-AM-FM-TV Los Angeles; KFRC-AM-FM San Francisco; WHBQ-AM-TV Memphis; WGMS-AM-FM Washington, D. C.; CKLW-AM-TV Windsor, Ont., and the Yankee Network in New England.

STATIONS FOR SALE

EAST—$67,000

Combination AM-FM station, 200 miles northwest of New York City. One station market, potential about $80,000. Good opportunity for owner-operator. Price $67,000. Prefer cash.

WASHINGTON, D. C.
1737 DE SALES STREET, N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

SOUTH—$250,000

MAJOR MARKET FULLTIMER
In one of the most beautiful and fastest growing markets—grossing over $150,000 yearly and constantly increasing. A good money-maker, good equipment, valuable real estate, serving over 200,000 people, well accepted, good music station.

DALLAS
1511 BRYAN STREET
RIVERSIDE 8-1175
DEWITT 'JUDGE' LANDIS
JOE A. OSWALD

MIDWEST—$100,000

5000 watt daytime station available for $100,000 on terms. This is a profitable operation in a good community. Attractive real estate goes with the deal.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

WEST—$175,000

Fulltime radio station located in one of the most highly desirable areas of California. Operating well in the black with tremendous potential for even greater profits. Equipment in excellent condition. Priced at $135,000 with 29% down, long terms.

SAN FRANCISCO
111 SUTTER STREET
EXBROOK 2-5671
JOHN F. HARDESTY
DON SEARLE—Los Angeles

Hamilton-Landis & Associates INC.
NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING

THIS OPPORTUNITY





In less than a month now, broadcasters from north, west and south will have converged on Washington for the NAB's big 1961 Convention (May 7 to 11). Advance registrations promise a booming five days with the most important people from all segments of the broadcast advertising business on hand.

Those who **can't** make it will still have a keen interest in knowing what goes on when so many of the nation's TV and radio leaders get together at the Sheraton-Park and Shoreham Hotels.

As always, the essential source of fullest and most accurate news will be (just as for the past three decades) BROADCASTING Magazine.

No other TV-radio journal has had such long experience at covering NAB Conventions . . . no other can put such a skilled (or large) corps of top editors and reporters into the assignment . . . no other has the resources and background to probe so authoritatively into the trends, tenor, undercurrents, surprises, and wealth of exciting color that are sure to mark 1961's Convention sessions.

BROADCASTING—as so many times before—will serve the widespread interest of America's television and radio business with **three** of its most closely-read issues during the whole year.

Each of them offers a superlative opportunity to place **your** message before virtually everybody who counts in this two-billion-dollar broadcast advertising business. And right at the crucial time when they're thinking their hardest about television and radio.

Remember These Convention Issue Deadlines:

Pre-Convention (May 1) issue
April 21

Convention (May 8) issue
April 27

Post-Convention (May 15) issue
May 5

KNOCKS THREE TIMES...!

It's a triple opportunity because it knocks for you three times:



1. **Just before the Convention** – with BROADCASTING's important May 1 Pre-Convention issue, giving a comprehensive preview to help delegates plan their activities and budget their time among the many events which concern them most.



2. **During the Convention**—with BROADCASTING's a big on-the-spot Convention issue, out May 8 and avidly-studied for the most complete coverage on all last-minute news. Guaranteed circulation of over 27,000 copies to be published this year will hit a new peak in bonus readership.



3. **After the Convention**—with BROADCASTING's all-inclusive Post-Convention issue of May 15, skillfully assembled to present the most accurate perspective on everything significant that happened during the week-long conclave . . . a round-up awaited equally by those who attended and those who couldn't.

Each one of these three important issues is loaded with potential for your own advertising. Use all three, and the opportunities expand in geometric magnitude! Here's the year's biggest chance to realize the most forceful impressions on TV-and-radio's biggest, busiest decision-makers. **Best of all—at no increase over BROADCASTING's regular rates.**

BUT—you'd better answer opportunity's triple-knock right away. There's very little time left until closing deadlines. So get on the phone today—not tomorrow—and reserve your space through the nearest BROADCASTING office. These three Convention issues will be "must" reading among your "must" prospects. Why not let your advertising message share the same urgency?



BROADCASTING

THE Businessweekly of Television and Radio

1735 DeSales Street, N.W., Washington 6, D.C.

New York — Chicago — Hollywood

Conelrad: are its days numbered?

JOINT CHIEFS OF STAFF RESTUDYING 10-YEAR-OLD DEFENSE PROGRAM

After 10 years and $20 million of broadcasters' money—and time and sweat—the Conelrad program devised to confuse enemy bombers and yet maintain radio stations on the air is being restudied.

The whole rationale of Conelrad is being re-evaluated by the Joint Chiefs of Staff, BROADCASTING learned last week.

The study, the third in as many years, is being made at the request of the FCC. The commission, in turn, was asked to make the request by the National Industry Advisory Committee.

Throughout the industry—and even among military planners in the Pentagon—there is a feeling that Conelrad as it was originally set up in 1951 has served its purpose. The object of Conelrad has disappeared in the forward rush of atomic, megaton warfare.

What has become paramount, in the eyes of many who are familiar with the myriad purposes of Conelrad today, are the activities that were secondary in the initial establishment of this radio denial to enemy aircraft. These are:

▪ A channel of instantaneous communication to the public by government leaders in the event of an emergency. This ranges from the President, down to state and area civil defense officials.

▪ A system of communications for military and government use in the event main wire lines or microwave stations are knocked out in a holocaust of hydrogen nuclear warfare.

▪ Control of the spectrum from a military point of view to ensure interference-free operation of military electronics equipment—from early warning radars to Nike-Zeus missile operations.

The Joint Chiefs' study, which began several weeks ago, is expected to be completed early this summer.

First for Joint Chiefs ▪ The study by the Joint Chiefs is the first on Conelrad that overall military group has undertaken. Previous evaluations were made by the Air Force. It was the Air Force which initiated talks with the FCC in 1948 that eventuated in Conelrad in 1951.

The objective of Conelrad at its inception was two-fold. The first was to deny to the enemy any navigational aid that might accrue from "homing" on a radio station in the United States. The second was to continue some form of broadcasting to disseminate information to the public in an attack.

Both of these objectives were under attack by both civilian and military groups almost from the beginning.

The attitude then, and this viewpoint has won more and more adherents in recent years, was that today's air warfare is too sophisticated to rely on broadcast stations for homing or navigational aid. The aim of the original Conelrad is for a primitive type war. Conelrad is futile in this age of thermonuclear bombs which are designed for area destruction, where a miss of a few miles makes not one iota of difference in the degree of devastation.

The seal of obsolescence on the initial concept of Conelrad's purpose was stamped in the still unofficial report of a Johns Hopkins U. study of "Air Raid Warning in the Missile Era."

Submitted last July to the Army, the report found that the Conelrad program is "no longer needed as a means of denying navigational aid to enemy carriers."

It continued:

"This [lack of need] coupled with the requirement for fast, broad dissemination of warning information by radio and television, points up the need for discontinuing Conelrad now."

Case Against Conelrad ▪ The special Johns Hopkins study, made under Army contract and based on the assumed Army interest in conditions in the Zone of the Interior, gives three reasons why Conelrad today does not serve its original dual function:

▪ Neither Canada nor Mexico has a Conelrad program. This weakens the denial aspects, since enemy aircraft or guided missiles can use Canadian or Mexican broadcasts to obtain a fix.

▪ Ten years ago it made an appreciable difference in damage on a target city whether a bomb hit directly on target or three miles away. Today, with megaton weapons, this once-critical difference is negligible.

▪ The idea that fm and tv broadcast stations must cease during an enemy attack is erroneous. In order for an enemy to utilize fm or tv signals for homing purposes, he would have to use antennas and equipment utterly unmanageable aboard a missile or an airplane.

The original purpose of Conelrad is further made weak, the Johns Hopkins study points out, by the fact that enemy agents could, with impunity, plant automatic, unattended homing beacon transmitters anywhere they desired, set to begin operating on "X" day and which could run for hours before they could be located and shut down.

If metropolitan areas are to survive in a nuclear attack, the university's report states, the populace must be given information on what to expect and

IN THE HILL HOPPER

Here, in capsulated form, are bills introduced in Congress that are of interest to those in broadcasting and allied fields:

HR 5656. Rep. Emanuel Celler (D-N.Y.)—would authorize the court of appeals to stay for up to 60 days an order of certain administrative agencies in cases in which petitioners would otherwise suffer "irreparable damage." Judiciary Committee. March 16.

HR 5768. Rep. Victor L. Anfuso (D-N.Y.)—would create a cabinet-level Department of Public Relations, which would assume all functions now vested in the U. S. Information Agency. Government Operations Committee. March 21.

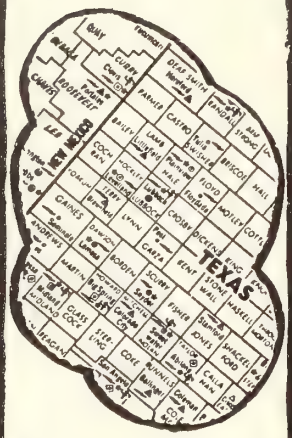
HR 5856. Rep. William K. Van Pelt (R-Wis.)—would eliminate the tariff on magnetic tape and other sound recordings for radio music broadcasts. Ways and Means Committee. March 22.

HR 6070. Rep. William F. Ryan (D-N.Y.)—aimed at curbing "monopolistic control of boxing," it would include under the definition of fight promoter producers of closed-circuit telecasts of boxing matches and require them to file financial reports on matches they televise. Judiciary Committee. March 29.

S Res 115. Sen. Maurine Neuberger (D-Ore.)—would create a select Senate committee of 15 members to represent interests of the consumer by studying economic problems affecting the consumer, the relationship of prices, quality and advertising to expenditure, and the effectiveness of laws under which regulatory agencies operate. Government Operations Committee. March 24.

FOUND: $140,180,440 paid to personnel at military bases in the Providence, R.I. market area (Quonset, Davisville, Newport, New London and Otis Air Force Base). This is a plus not listed in any census breakdown of the rich, growing Providence market — a juicy bonus waiting to be picked up by advertisers on WJAR-TV, the only TV station that puts a grade A signal into all these bases. To claim, contact Edward Petry & Co., Inc. WJAR-TV • NBC • ABC.

hottest Combination Yet!



1 purchase
1 film
1 billing

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE • SWEETWATER
KEDY-TV
BIG SPRING, TEXAS
KVER-TV
CLOVIS, NEW MEXICO

west texas television network

CBS TELEVISION

NATIONAL REPRESENT'VE
THE BRANHAM COMPANY

W. D. "Dub" Rogers, President and Gen. Mgr

what to do as promptly as possible. The best way of doing this, it stresses, is through radio and tv.

Under the program, it points out, there are built-in delays in switching over to the two Conelrad frequencies, 640 kc and 1240 kc, on which civil defense information is to be broadcast to the public. It takes minutes now to do this, the report states, and if engineering personnel are not on duty (and most aren't at night when an attack might be expected), it could take hours.

What's That Again? ▪ The people of the United States are pretty apathetic about civil defense and Conelrad, the report charges. In a 1958 poll of over 300 Washington, D.C., residents, only 43% indicated any awareness of Conelrad. About four out of 10 said they would spin their radio dial in order to find the Conelrad stations; two out of 10 confessed complete ignorance as to Conelrad or the Conelrad frequencies.

The report concludes with these meaningful words:

"A decade of experience in living with the threat [of a hot war] has demonstrated that the American public fails to comprehend the nature of modern civil defense requirements and that most persons would be relatively unprepared if an attack occurred today, next year or the year after. Under these circumstances, in the event of an imminent strike on CONUS [continental United States] it would be important to be able to reach persons directly through means that are natural to them —if possible through the normal broadcast facilities that serve their homes regularly—and to exploit this service to the limit of its capacity. Conelrad currently restricts the effectiveness of this effort."

The Johns Hopkins study, which looked at the air raid warning system as a whole—and found it wanting—recommends a buzzer type alarm in each home and public building. The National Emergency Alarm Repeater system (NEAR) is a device which is plugged into the house or office building electrical current. On receiving a special pulse, the device emits a loud and continuous buzz, capable of alerting householders and office or factory workers.

A second step, also recommended by the Johns Hopkins researchers, is that the same electrical pulse could be used to turn on radio or tv receivers which would bring special announcements by the President, governors and mayors to listeners and viewers. Tv would be the best medium for this, the report indicates, because of its visual identification possibilities.

The Johns Hopkins report has been greeted with dead silence by the military. Off the record, Pentagon sources refer to it as naive and based on a simplified view of Conelrad's functions.

The report, however, is not the first criticism of Conelrad. For a long time the program was under attack by civil defense officials. They claimed that the Conelrad broadcasts were so weak and so restricted in coverage that in many areas the information the broadcasts contained was unintelligible.

Every so often someone in the broadcasting industry speaks up and asks for some clear, unmuddied thinking on the subject. Such a plea was made by Washington communications attorney Paul M. Segal three years ago:

"Millions of dollars have been spent by radio stations of all classes putting into effect, maintaining and testing an operation known as Conelrad.

"Apparently the FCC was entrapped into setting up this system by some over-enthusiastic person in the military.

"Now everyone knows that no enemy bomber needs to use radio emanations for hostile purposes. Every school child knows that potential enemies have missiles poised to send on calculated courses at the mere push of a button. Also current atomic explosives are designed to destroy large areas rather than areas that can be pointed out by radio-station signals. Is it not possible to induce someone in the government to give up this Conelrad and allow licensees to devote their energies to something more useful?"

FCC Commissioner Robert E. Lee, defense commissioner until last month, has a ready answer to all those who have questioned the need for Conelrad. It is that the military services are the ones who determine the need for Conelrad; the FCC just carries out the administration of the program. The commission, he insists, has nothing to do with the establishment of the requirement, and couldn't determine its necessity even if it was given the jurisdiction because it is not set up to make such a military decision.

NAB's position in recent years has been that a joint industry-government study be made of the requirement.

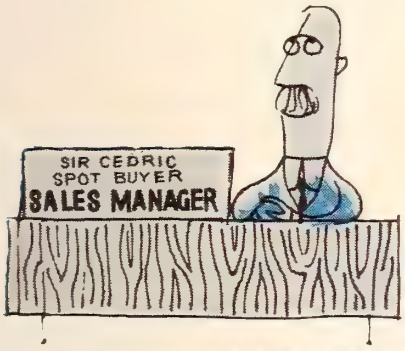
A. Prose Walker, manager of NAB's engineering department and a former FCC Conelrad supervisor (1951-1953) made these points in a recent conversation:

It is vitally important that a conference be held with both industry and military representatives present. Industry representatives should be cleared for the highest security so that nothing can be cloaked in the mantle of secrecy. Also, the industry should be permitted to bring with them technical and other advisers, all cleared for classified information.

Not only would this be the fairest way of hammering out the future of Conelrad; it would be to the advantage

20/20 Private Eye for finding Time Buyers

Regardless of a time buyer's title . . .



. . . his diversified duties

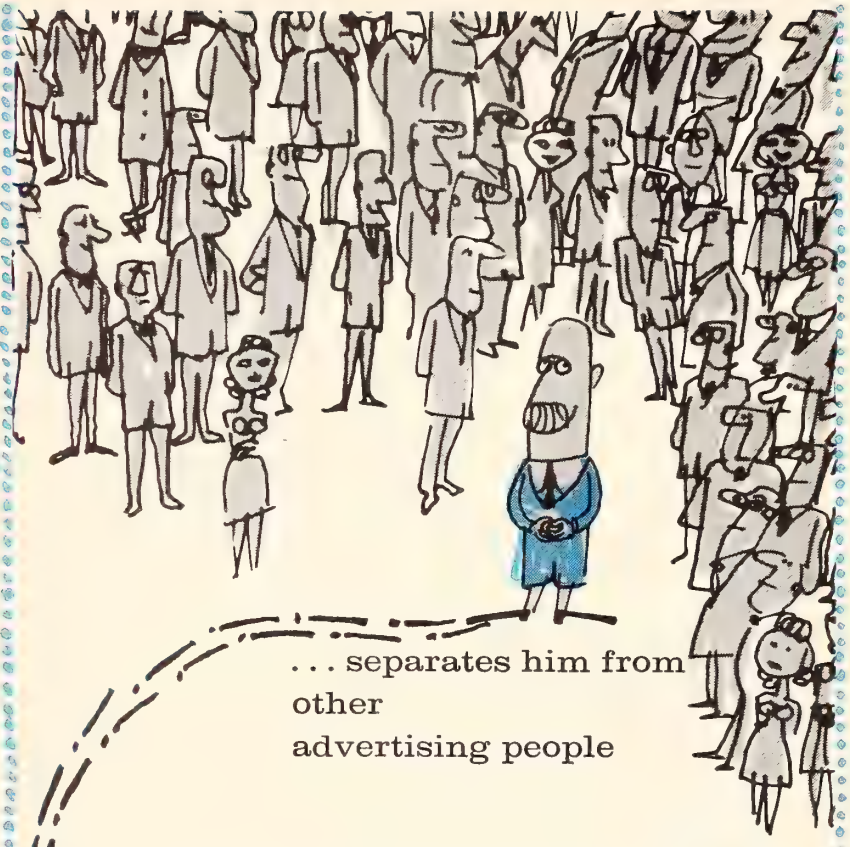


. . . or his place in the advertising sun,



Media/scope searches him out





. . . separates him from other advertising people

. . . concentrates on him with articles and features devoted exclusively to his interests and the interests of those who buy or influence the purchase of advertising in *all media.*

Whether you want to promote your station's rating . . . its unique programming concepts . . . or your total market (alone or in a group effort with other broadcasters in your area), Media/scope's editorial framework provides a platform tailor-made for your message. Its circulation offers broadcasters singly and in market area groups a truly concentrated (and receptive) buying audience.



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5201 Old Orchard Rd., Skokie, Ill.
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One station, KOIN-TV, carries the strongest signal to people in Portland, Oregon and 33 prosperous surrounding counties. That's important. But even more important is the enthusiastic reception this signal receives from people who depend on KOIN-TV's high standards of programming. That's the *most* people in this powerful purchasing market. Check the latest Nielsen for proof*.

KOIN-TV persuades people in Portland



* Highest ratings and widest coverage . . . 7 of every 10 homes in Portland and 33 surrounding counties. KOIN-TV—Channel 6, Portland, Oregon.
One of America's Great *Influence* Stations. Represented Nationally by CBS-TV Spot Sales.

of the military to have industry backing if it decided that Conelrad must be continued.

Pentagon Thoughts ▪ The key to Conelrad's future is an educated determination whether or not an enemy would use manned aircraft, or certain types of missiles, for an attack on the United States. If there is any such possibility, then the need exists to deny this potential navigational aid.

"Whenever we are sure that the enemy will use nothing but ballistic missiles, we can dispense with Conelrad for that particular purpose," John W. Clear, of the Secretary of Defense office, said the other day.

Ballistic missiles are those weapons fired on a pre-determined course which cannot be changed once aloft. Manned aircraft and certain other types of missiles can have their courses changed while in flight on instructions from the ground.

"Conelrad isn't actually a necessity from a military point of view," Air Force Lt. Col. Leonard T. Connell, also in the same office, explained. "The principle is to deny aid to the enemy. This could be accomplished very simply by requiring all radio stations to shut down in the event of an attack."

Both men agreed there were other considerations involving Conelrad, but they declined to discuss these.

One of the most clearcut statements on the need for Conelrad's continuance was made recently by Arthur G. Peck, CBS Radio manager of network operations, who was the chairman of the NIAC for the past year. It was at the January meeting of NIAC that the FCC was requested to ask the Defense Dept. to re-evaluate Conelrad.

Mr. Peck's position is that even if there was no Conelrad, or need for it on a denial basis, there still would be a requirement for some form of authority over broadcasting in the event of an emergency.

"It is naive to assume that broadcasting will not be controlled to some extent in the event of a war," Mr. Peck observed the other day. "It is absolutely necessary to have channels of authority in order to use this medium, the best there is, to get word to the public. Without such an organization there would be absolute chaos."

Conelrad's Beginnings ▪ The cold war turned hot for broadcasters in 1951 when the government unveiled its Conelrad plan. This plan was designed to confuse the enemy by denying to him radio transmissions on known frequencies from known locations. At the same time, it was felt that continuing a form of broadcasting to warn, inform and instruct the civilian populace in the event of an attack was necessary.

The plan in essence is simple: Upon a Conelrad alert all stations go through a series of transmission maneuvers and broadcast announcements and then leave the air.

Coming back on the air are standard, am broadcast stations which are part of the Conelrad program. These stations, all operating with reduced power on either 640 kc or 1240 kc, operate intermittently, one after the other, in clusters of three. This jumping bean transmission denies an enemy direction finder the ability to obtain a fix on any particular known station. At the same time the public receives a single continuous uninterrupted broadcast.

There are 480 am stations in the key Conelrad chain. Each key station, which has spent an estimated $15,000 in equipping itself for this role, is tied in on a direct telephone line to headquarters of the North American Air Defense Command at Colorado Springs.

There are 1,600 secondary stations involved in the Conelrad program. Each of these stations, it is estimated, has spent $2,000-$3,000 for its equipment and it must continuously monitor one of the key stations for instantaneous move into the Conelrad operation.

Aside from its primary purpose, the Conelrad program over the years has grown in several other directions. Organized to function in emergencies—manmade or natural—are statewide networks of fm stations. One of the first operations of this nature was the Florida network during Hurricane Donna last year.

Under development is a method of using standard broadcast radio stations during regular broadcast transmissions by way of multiplexing without degradation to regular programs. This is considered feasible to permit the use of 15-20 narrow band, teletype channels on standard broadcast bands.

So it is that on April 28, when the 1961 Conelrad alert test takes place, all the functions now performed by the growing program come into play. The test is scheduled for 4-4:30 p.m., EST. All radio, fm and tv stations must participate.

Actually, there are two intramural test alerts each week. One is scheduled and the other unscheduled. They take place in each of the 16 Air Defense divisions. Each such alert is primarily an equipment check process.

This is the status of Conelrad today. At the FCC a new defense commissioner, Robert T. Bartley, takes over. Under him is a staff of 42, of which six are in Washington. The 42 are paid by the Air Force. It will be their duty to either continue Conelrad as it is; or if its need is no longer critical, to perform the functions of authority and control over broadcasting as a hot line to the public in the event of war.

From one who cared

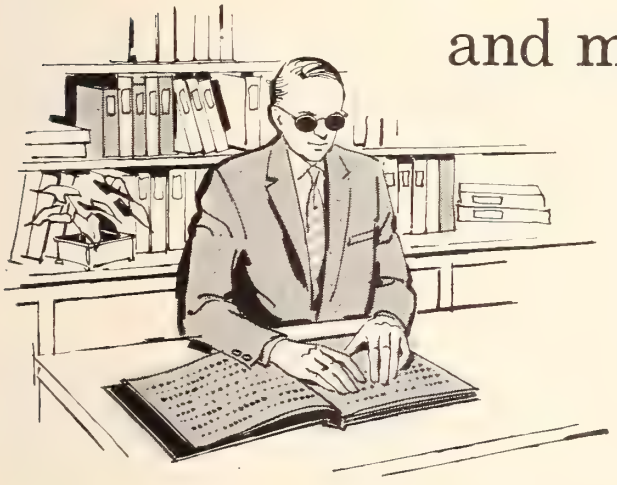


"I thought you would be very much moved as we were at CARE to read the enclosed letter* from one of your listeners. It certainly was a generous and thoughtful thing for Chris Collins to do to give up buying a sweater for herself and instead send $10.00 to CARE after hearing a public service announcement over WWDC. Unfortunately, Chris Collins neglected to send us her address so that we could send her a thank-you letter on receipt. It occurred to me that you might want to mention this on one of your programs in the hope that she may want to communicate with us and give us her address. The support which WWDC gives to CARE is, indeed, very effective and meaningful."

KATE ALFRIEND, Public Relations
Washington CARE Committee

*"This money was to have bought me a new sweater but, after hearing a message about CARE on WWDC, I decided it would do far more good if I sent it to you. I feel sure it will mean more to ten less fortunate people than it will ever mean to me."

CHRIS COLLINS



and many who need care

"I want to thank you for the special service announcements you made for the Lighthouse during September. They brought many inquiries, not only from blind persons in the District, Maryland and Virginia, but also from transients who did not know such services were also available in their home states. They also brought inquiries from the Surgeon General's Office, the USIA . . . and interested visitors from the Ministry of Labor in London and from Ghana and the Netherlands."

ALICE HAINES, Director, Public Relations
Columbia Lighthouse For The Blind

. . . *the station that keeps people in mind*

"Distance lends enchantment." So said the poet—to be precise, Thomas Campbell (1777-1844). And without a rhyming couplet in our body, we say "Amen—it sure can be true of radio."

From the first crystal set to the tiniest new transistor, *good* radio has created a magic—an "enchantment of distance"—all its own. Unseen voices can become family friends—check our stack of fan mail. Unseen audiences can make themselves *felt*—check our response to public service appeals. Unseen products and services can make themselves SALES—check our list of national and local advertisers.

It all adds up to PEOPLE, and the way you communicate with them. Distance can be a distinct asset, *if* you have the magic. WWDC has it. That's why we're the station for *you* to keep in mind.



WWDC *Radio Washington*

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

And in growing Jacksonville, Fla.—it's WWDC-owned WMBR

MORE BLOCK-BOOKING REINS

That's aim of Justice Dept. in asking review of antitrust ruling; 6 distributors also file

The block on block booking of tv feature films was kicked aside last week when the Dept. of Justice, and six feature film tv distributors, asked the U. S. Supreme Court to review the final antitrust judgements.

Final orders were issued last February by New York U. S. District Judge Archie O. Dawson forbidding the distributors to require the purchase of complete film packages among other prohibitions (BROADCASTING, Feb. 13).

In an unexpected move, the Justice Dept. questioned Judge Dawson's final order because it did not prohibit the offer of a package of films on an all-or-nothing basis to one tv station if there was a competing tv station to which the same package offer could be made.

The final order does require that where a tv station refuses to buy a block of films, it must have the right to buy individual films.

Other objections:

The order does not require film distributors to offer each tv station in every market film on a picture-by-picture basis, with each picture individually priced; it does not prohibit "unreasonable" differentials between a price for a package and prices for individual films; there is no requirement that distributors must provide an "adequate" description of every film offered in advance of negotiations.

The film distributors, filing their objections after the government made its position clear, asked for various revisions of the final order. Found guilty of antitrust violations in forcing tie-in sales of films were: Loew's Inc. (MGM), Associated Artists Productions Inc. (Warner Bros.), C&C Super Corp. (RKO), National Telefilm Assoc. (20th Century-Fox), Screen Gems (Columbia) and United Artists Corp. (Independents).

Where is line drawn?

Does "entertainment" constitute a "legitimate and prudent" expense in pursuing an application for a tv channel?

New England Tv Co., an applicant for ch. 6 New Bedford, Mass., has asked to withdraw its application in exchange for reimbursement of its expenses, listing $2,742 of its $43,094.23 in expenditures as for travel, entertainment and telephone calls (see story this page).

Under an FCC rule instituted last year to implement a 1960 law, the chief hearing examiner studies expenditures listed in drop-out cases to decide if they are "legitimate and prudent."

Anthony says no more obstacles to ch. 6 grant

E. Anthony & Sons asked the FCC last week to grant it ch. 6 New Bedford, Mass., and suggested that all obstacles to the grant had been removed.

Two other applicants, New England Television Co. Inc. and Eastern States Broadcasting Corp., have requested permission to withdraw their applications and to be reimbursed for expenses by Anthony. Under a merger agreement, E. Anthony & Sons will own 55% of the stock in ch. 6; New England 45% and Eastern will hold a 15% interest in New England. The Anthony firm owns WNBH New Bedford and WOCB West Yarmouth, Mass., and two newspapers in that area.

Expenditures listed by the withdrawing applicants were $43,094 for New England (some $35,000 in legal fees) and $27,907 for Eastern.

Court upholds FCC on two clear channel cases

Two applicants for daytime assignments on clear channel frequencies lost their bid to have the U. S. Court of Appeals order the FCC to act on their applications, but heard words of hope.

The words: the FCC is obligated to dispose of matters as promptly as possible. Where long delays have occurred they "must always be subject to close judicial scrutiny."

The court's order, written by Circuit Judge Warren E. Burger and concurred in by First Circuit Judge Calvert Magruder and David L. Bazelon, held that the commission was right in delaying action on the application of WTAO Cambridge, Mass., to move to 720 kc (WGN Chicago) for daytime operation, until the clear channel case was decided.

"We cannot say that a delay caused by the difficulty of the problem and by changing conditions which required reopening the record is an unnecessary delay, even where it is a long and unfortunate delay," the court said.

The court also agreed that the FCC could not make exceptions since each one might prejudice the final decision.

In a related case, the court took the same position in the application of William H. Buckley (KMUZ [FM] Santa Barbara) for an am daytime operation on 670 kc (WMAQ Chicago).

USIA boasts strong international voice

The U.S. Information Agency leaned heavily on its television and radio services to spread news of the 1960 elections to all corners of the world, the agency told Congress last week.

In its 15th semi-annual report, USIA said the Kennedy-Nixon debates were broadcast worldwide in English and provided on film to all countries. In addition, a television production, *Elections: 1960,* provided foreign viewers with a 15-minute historical review of the U.S. electoral process.

The agency also said it furnished television stations in 34 countries of Latin America, the Near and Far East, and Europe with graphic materials dealing with various aspects of the election.

Television and radio also figured in expanded USIA coverage of the United Nations, and the Voice of America played an increasingly important role in communicating United States views to Cuba

The agency said that Cuban newspapers and radio and television stations would not accept its material but that the number of requests for Voice schedules by the Cuban people was increasing. VOA broadcasts a total of two hours each evening to Cuba via short wave.

The report said that the Voice broadcast in a total of 50 languages, both via short wave and at overseas posts for direct placement on foreign stations and networks. Three Voice programs were broadcast by Radio Moscow and provincial Soviet stations under the U.S.-U.S.S.R. cultural exchange agreement.

Law suit dismissed in L. A.

The Los Angeles Superior Court last week dismissed the suit of New York advertising executive Tom L e w i s against his actress wife, Loretta Young, over the management of Lewislor Films, which produces the Loretta Young tv series. The suit, filed several years ago, asserted that Mr. Lewis had been forced to resign as a director of the company and had been denied a voice in its control and accused Miss Young of "dishonesty, mismanagement and unfairness." She denied the charges and said she and Mr. Lewis had divided their assets five years ago.

it's a **Woman's Wonderland**

9:00-10:00 A. M.

WEEK DAYS





Sprightly as springtime and just as welcome is this solid hour of personal service to the women of Detroit and Southeastern Michigan.

"Consult Dr. Brothers" features the famous psychologist and her highly-prized counsel on problems of heart and home.

"Ed Allen Time" points the way to easy figure control and more zestful living through simple, living-room exercises. Handsome, clean-cut Ed Allen is a great local favorite.

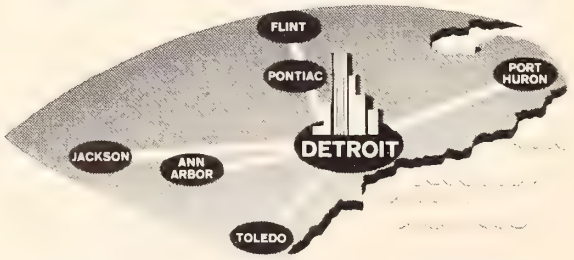
"Gateway to Glamour" spotlights beautiful Eleanor Schano—an exciting authority on face and fashions.

Here, indeed, is a woman's wonderland—sixty marvelous minutes for selling everything she needs for herself, her family, her home. Call now for availabilities—either your PGW Colonel or your WWJ-TV local sales representative.



Detroit, Channel 4 • NBC Television Network

WWJ-TV



NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.

Associate AM-FM Station WWJ

Owned and Operated by The Detroit News

DO AGENCIES NEED A CZAR?

Senators disagree on form of agency supervision

Democratic and Republican members of a Senate Judiciary subcommittee agreed last week on the need for the White House to oversee administrative agencies. But they differed markedly on the form and function that oversight should take, with the majority recommending a presidential office possessing considerable responsibility.

Senators John A. Carroll (D-Col.), chairman, Philip A. Hart (D-Mich.) and Everett Dirksen (R-Ill.) were in full accord, however, on a recommendation for improving and speeding up the decisional process of the FCC and other regulatory agencies—permit agency members to delegate decision-making so that they can concentrate on policy matters.

These and other views of the Administrative Practice & Procedure Subcommittee based on hearings held last year, were contained in separate majority and minority statements circulated last week. They are expected to be considered by the full Judiciary Committee this week, probably Thursday.

As envisaged in the majority statement, the White House oversight function would be carried out by an Office of Administration & Reorganization, which would investigate trouble spots in the administrative area, report their causes to the President, provide the agencies with management consultant services and prepare reorganization plans to increase the agencies' effectiveness.

No Conflict Seen ▪ As Sens. Carroll and Hart noted, this recommendation is similar to that of present White House Special Assistant James M. Landis, in the report he submitted to President Kennedy. The senators added, however, that unlike some congressional critics of the report, they saw no "necessary conflict" between the proposed White House office and Congress or the agencies themselves.

Furthermore, the Democrats not only urged that the President's Conference on Administrative Procedure be made permanent but that it should be wedded to the proposed Office of Administration & Reorganization through a joint staff.

Dirksen Dissents ▪ Sen. Dirksen dissented from these recommendations, seeing in them potential sources of friction between the President and Congress. He would limit the President's responsibility for oversight to reviewing agency policymaking, determining which policies are "not consistent with the will of the people" and calling those policies to Congress' attention.

The President, Sen. Dirksen noted, should have no power to influence agency decisions. And the possibility of such influence is implicit in the White House agency proposed by the majority, he added.

The Democratic subcommittee members said case backlogs could be reduced by delegating decisionmaking to hearing examiners, whose decisions would be subject only to limited and discretionary review by the agency members.

Legislating Ethics ▪ In the field of ethics, the Democrats urged legislative ratification of the power already possessed by the President to establish a code of ethics for government employes. Such legislation, they said, should spell out the President's power to suspend or remove employes who violate the code and to prohibit others who violate the code from representing clients before federal agencies. They also recommended legislation providing both criminal and civil penalties for those guilty of making, or failing to disclose, improper *ex parte* contacts with regulatory agency members.

Sen. Dirksen opposed both these legislative recommendations. He said the President should exercise any power he has to establish an ethical code but that it isn't in Congress' province to ratify such an action. Regarding the proposed *ex parte* legislation, Sen. Dirksen said it is virtually impossible to define an "improper" contact.

All three senators agreed that the terms of commissioners should be lengthened. The Democrats favored 10-year terms, Sen. Dirksen, 15. The terms now range from five to seven years.

Senators would revise interest conflict laws

A Senate National Policy Machinery Subcommittee report calls for overhauling and updating conflict-of-interest statutes. The report says these laws make extremely difficult the government's task of recruiting outstanding private citizens for important jobs.

Subcommittee Chairman Henry M. Jackson (D-Wash.) said, "Both the turndown and turnover rates among top-level national security officials have long been excessively high. Few businesses could avoid bankruptcy if the turnover rate of their ranking officers compared with that of the executive branch."

The staff report's recommendations, based on hearings last year, called for consolidating present conflict-of-interest laws, revising statutes to simplify hiring temporary consultants with special skills, modernizing restrictive statutes affecting lawyers in national security positions, and clarifying the right of citizens on tours of government duty to participate in retirement and insurance plans of their regular employer.

Prof. Bayless A. Manning of the Yale Law School, a member of the President's advisory panel on ethics in government, helped prepare the report. President Kennedy is expected to send a message to Congress on this subject shortly, but it is not known whether he is preparing to submit legislation.

Orlando ch. 9 hearing to revisit 'influence'

An *ex parte* drama which enjoyed its premiere before the new-defunct House Legislative Oversight Subcommittee will be revived in FCC hearing May 22.

Witnesses to be called by the commission figured prominently in 1958 Oversight testimony on the grant of ch. 9 in Orlando, Fla. The case was reopened by the FCC on court order to determine whether behind-the-scenes influence had been brought to bear upon the commisioners who granted the facility to WLOF-TV (Mid-Florida Television Corp.). The losing applicant was WORZ Inc., owned by Mrs. Naomi Murrell (WKIS Orlando).

Key witness is expected to be William H. Dial, Orlando attorney, and author of "Dear Richy" letters said in the Oversight testimony to be evidence of off-the-record representations to former Commissioner Richard A. Mack. Mr. Dial did not represent Mid-Florida before the commission but was a personal friend of Commissioner Mack.

Other witnesses, all of whom had past or present financial interests in Mid-Florida are: John Kluge, president of MetroMedia; Donn Colee, Metropolitan Broadcasting Co. vice president and now general manager of its WTVH (TV) Peoria, Ill.; Joseph L. Brechner, majority stockholder of WLOF-TV, and Hyman Roth, Florida attorney for WLOF-TV.

WORZ last week renewed its request to the FCC to examine the journal or diary of Commissioner Mack. It said that although the diary contained personal as well as professional entries, it was written on government time "in the regular course of business." The commission told WORZ in 1958 that the papers were not in its possession but the applicant's counsel said he has since learned "informally" that the FCC has the diary. He said that certain entries in the diary "have an important bearing upon the determination of the issues in this hearing pursuant to the court's remand."



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IS REALLY LIKE!

LANSING and
MID-MICHIGAN

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OUTSIDE DETROIT

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LOW COST
PER THOUSAND



WILX-TV FACTS

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- POWER 316,000 WATTS

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THE GOLDEN TRIANGLE STATION
WILX NBC TV CHANNEL 10
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Philco is critical of programming form

Philco Corp. commented last week on the FCC's proposed revised programming form by offering a different form which it feels would provide the FCC a better yardstick with which to measure promise vs. performance. Using NBC's WRCV-TV Philadelphia as a "horrible example" of how a broadcaster can evade the spirit of the current programming questionnaire, Philco stated the proposed form would lead to similar abuses. Philco last year filed an application for the ch. 3 facility currently operated by WRCV-TV.

Philco contended that the program information now submitted is insufficient for evaluation of program promises or performance. The company criticized the fact that types of programming were not broken down by time of broadcast. It made a chart of types of programs carried by WRCV-TV and claimed the bulk of religious, educational and agricultural programming was broadcast between 1 a.m. and 8 a.m. Several of the programs which the licensee described as "public service" in its renewal application were broadcast at an hour when a rating service said "no sets in our sample were in use," Philco charged.

Another Philco complaint was that the FCC telegraphed its punch in making the dates from which it chose its "composite programming week" too predictable so that broadcasters knew when they should put their best foot forward and, after making a temporary good showing for the FCC, they could program anything they wanted the rest of the time.

Philco recommended that types of programming be broken down into two time periods—8 a.m.-1 a.m. and 1 a.m. to 8 a.m.; that "commercial interruptions" and "live" programs be better defined and that the "narrative" form of setting forth programming proposals be avoided. This was the method requested by NBC and the NAB, Philco said. It implied that this was desired by these groups so they could evade the purpose of the forms.

The Louisiana Assn. of Broadcasters vigorously opposed the programming proposal. It said self-regulation of the broadcast industry should be allowed without government intervention. It stated the new form would be onerous and time-consuming, particularly for smaller stations. Plumping for local control, the LAB claimed the local broadcaster knew the requirements of his area better than the person reviewing his proposed program statement and that the new form would tend to limit program services to those required and would discourage experiments with new program concepts.

If the FCC is going to deal with programming, it should issue a statement of policy for programming and the responsibility for carrying out the policy should remain clearly with the licensee, LAB concluded.

Comments are due May 1, replies May 10.

Texas senatorial race may have tv debate

KDUB-TV Lubbock, Tex., has invited Sen. William A. Blakley and John H. Tower, the remaining candidates for Lyndon Johnson's vacant Senate seat, to participate in a face-to-face political debate free of charge.

In a telegram to both candidates, W. D. (Dub) Rogers, president of West Texas Television Network (KDUB-TV Lubbock, KPAR-TV Abilene-Sweetwater, KEDY-TV Big Spring and KVER-TV Clovis, N. M.) said that the debate would be from one half to one hour in length; video taped or filmed; and would be available to all Texas television stations for shipping costs and the furnishing of the raw tape.

The debate would be originated at the studios of KDUB-TV or in the Lubbock Municipal Auditorium. Mr. Rogers made the offer in the interests of public service.

Ground rules would be worked out by the candidates and their representatives, according to the plan advanced by Mr. Rogers.

Allen pushes satellites for global etv use

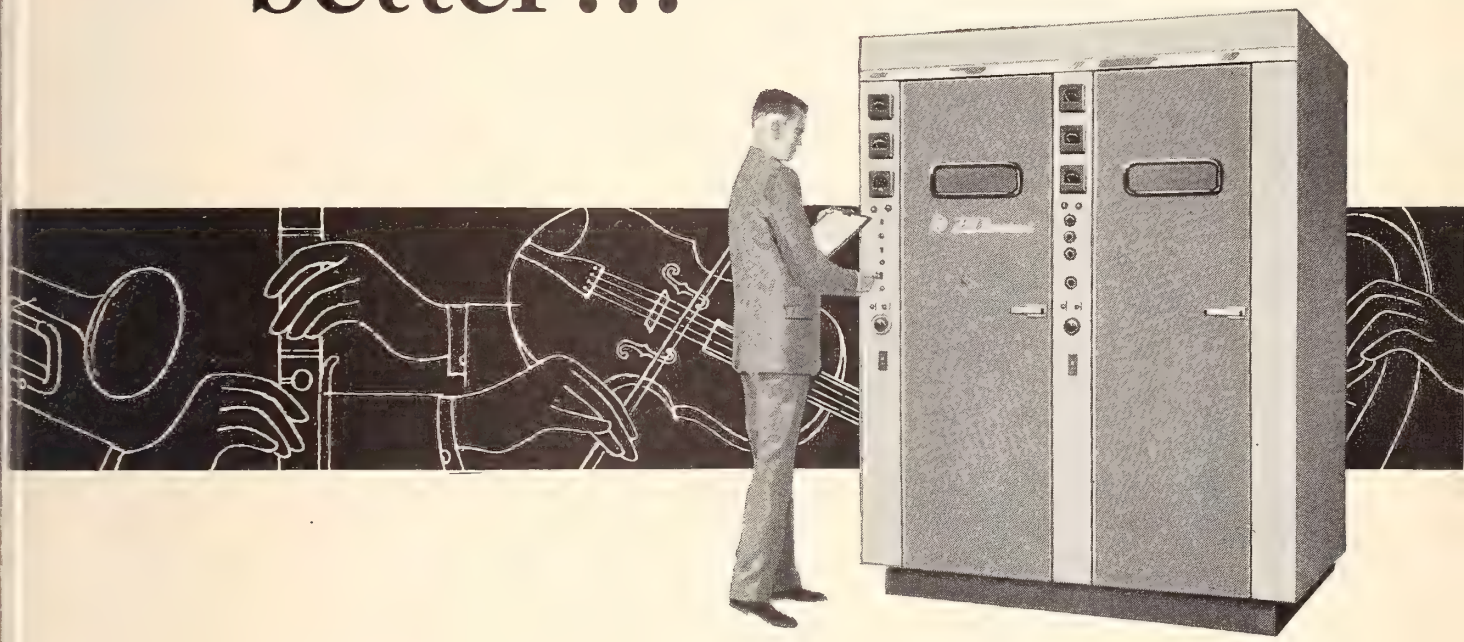
The United States should build and operate its own radio and tv transmitters, relay facilities and earth satellites to broadcast throughout the world educational and cultural programs designed to further "mutual understanding."

This was the proposal suggested by George V. Allen, now head of the Tobacco Institute and formerly director of the United States Information Agency, to Sen. J. William Fulbright (D-Ark.), chairman of the Senate Foreign Relations Committee.

Mr. Allen was one of a group of witnesses testifying on Sen. Fulbright's bill (S-1154) which would expand the educational and cultural exchange program between the United States and other countries.

The former USIA director, now a member of the executive committee of the U.S. Commission for UNESCO, reminded the committee that in the future it will be possible to "exchange" cultural groups and activities via earth-satellite tv.

What makes RCA FM Transmitters better...



f you want the very best FM Transmitter available, ou need not shop around. RCA FM Transmitters are he finest built for broadcasting. They are designed o the highest standards of quality in the industry.

Examine our FM Exciter, for example. Note espeially its direct FM system. It is capable of producing higher fidelity signal. Also, the RCA Exciter is asier to tune—and keep tuned—than exciters using ther modulation systems.

Why do RCA FM Transmitters cost more? *Because f our aim at RCA to always build the very best.* This uperior quality often shows up in small but vital eatures. Take the use of circuit breakers in the 1 KW RCA FM Transmitter. Fuses could have been used, ut we think of the lost air time when fuses fail . . . Ve include a harmonic filter of special design to ssure the reduction of all harmonics to more than neet latest FCC requirements.

Throughout the RCA FM Transmitter line you will find that all tubes and components operate well below normal safety factors. This greatly reduces *chance* for component failure. It saves on maintenance costs and helps keep the station on air.

Many more of these significant advantages add up to the kind of quality that proves itself in year after year of dependable operation. In addition, you'll find that RCA Transmitters usually have *higher* resale value . . .

Experience for yourself the quality that makes RCA famous. There is a full line of RCA Transmitters to choose from: 1 KW, 5 KW, 10 KW, 20 KW, and on special order 25 KW or higher. Exciters and multiplex subcarrier generators are also available—along with a series of broadband antennas. Get the complete story before you buy. Call your nearest RCA Broadcast representative or write RCA Department TB-22, Building 15-1, Camden, New Jersey.

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A double boon for radio-tv news prestige

DESPITE BAD START, NEWSMEN APPROVE STATE BRIEFING

Some 500 radio and television newsmen went home from Washington last week with a keener awareness of some of the problems confronting the U. S. government. For two full days, Monday and Tuesday, they heard President Kennedy, Secretary of State Dean Rusk, Soviet expert Charles Bohlen and other top policy makers discuss problems in Laos, Berlin, Cuba, the Congo, Algeria and other places in an unprecedented and free-wheeling State Department briefing.

The session—to be repeated for newspaper and magazine editorial writers, editors and columnists later this month—represented a State Department effort to provide newsmen from all parts of the country with the background necessary for sound news evaluation. The effort included a reception given by Secretary Rusk Monday night, which permitted the newsmen to mingle informally with the officials participating in the briefing sessions.

Last week's briefing, the first ever held by the department, got off to a shaky start when Secretary Rusk, switching plans at the last minute, designated the conference as one for background only, with no information to be attributed to any of the speakers. It caused considerable grumbling among the newsmen, some of whom traveled from as far as Hawaii in the expectation of gathering hard news for their local stations.

But as the conference proceded, and one top-level speaker followed another to the rostrum and discussed official U. S. thinking on foreign policy matters and then submitted to questions, the newsmen appeared willing enough to trade quotable quotes for such frank appraisals.

The conference wasn't all off the record, however. The newsmen's former colleague, U. S. Information Agency Director Edward R. Murrow, went on the record to respond to a question concerning his part in attempting to keep the controversial *Harvest of Shame* documentary off the BBC.

Forgot ▪ In what appeared to be an effort to make amends to the radio-tv newsmen, Mr. Murrow said he is still opposed to government censorship, but that in this case, he "forgot" he was a government official and did what he would have done had he still been employed by CBS.

He defended the documentary, which he narrated, as "accurate." But he repeated his view that *Harvest,* dealing with the plight of the migrant farm worker, is not suitable for foreign broadcast. He said he doesn't believe foreign viewers can be expected to realize that the film does not represent "the full spectrum" of agricultural workers in this country.

The possibility that similar foreign-policy briefings may be held in the future was indicated by State Department spokesmen. If the sessions are considered valuable by those attending, they will be put on a regular basis, perhaps as often as twice a year, said one official.

Initial reaction to last week's briefing was favorable. In fact, the radio-tv newsmen were doubly pleased—both with the briefing and the recognition that they are as important as newspaper and magazine writers in disseminating news.

Bill Small, news director of WHAS-AM-TV Louisville and chairman of the Radio-Television News Directors Assn., said he will propose that his organization commend the State Dept. for according radio-tv newsmen such recognition and will urge that similar sessions be held regularly or when warranted by news developments.

Crosley opposes ch. 13 plea

WLWI (TV) Indianapolis last week asked the FCC to strike from its records the renewed request by WIBC in that city for joint trusteeship of ch. 13. WLWI, a Crosley station, now operates on ch. 13 pending the outcome of a contest between the two for ch. 13. The issue has had a turbulent history before the commission and the courts (BROADCASTING, April 3).

WLWI said WIBC's allegations were settled by the FCC in its denial of Sept. 28, 1958 and that WIBC in oral argument presented the allegations Jan. 26, 1959. "No permission to make additional representations on the merits has been requested or secured by WIBC," according to WLWI.

FCC denies relevance of Justice position

The Dept. of Justice's position on the FCC's duty concerning consent decrees in antitrust cases (BROADCASTING, April 3) may sound good, but it has nothing to do with the Philco case. So said the FCC's reply last week to the Justice Dept.'s memorandum submitted to the U. S. Court of Appeals in Washington in the three-year battle by Philco Corp. against the 1957 renewal of NBC's licenses for its Philadelphia stations.

The Justice Dept. enunciates a general policy which raises questions broader than those involved in the Philco case, the FCC said. Although Justice maintains the commission must consider consent decrees and no-defense pleas concerning licensees when so requested by challenging parties, the FCC said last week that Justice only recently gave Westinghouse Electric Corp. a letter exonerating Westinghouse Broadcasting Co. and its officials from responsibility for electrical equipment price fixing for which the parent company was found guilty (BROADCASTING, March 27).

In its ruling that there is insufficient ground for a hearing on Philco's protest, the FCC said, it did not under all circumstances rule out consideration of antitrust questions involving NBC.

NBC, intervenor in the Philco appeal, plans to file its response to the Justice Dept. memorandum this week.

Government briefs...

Amended act ▪ A new and revised edition of the Communications Act, containing extensive 1960 congressional amendments, is available from the Government Printing Office for 50 cents. Included are revisions up to Sept. 13, 1960, the Administrative Procedure Act, the Judicial Review Act, and selected passages from the Criminal Code pertaining to broadcasting.

Supreme Court refusal ▪ Deaf to pleas for reconsideration, the U. S. Supreme Court has refused to reopen its Jan. 23 decision upholding the right of the City of Chicago to require the sub-

Landis wants FTC to issue interim orders on ads

The Federal Trade Commission should be allowed to halt suspected deceptive advertising pending a final decision on the legality of the commercial message.

This was suggested last week by James M. Landis, White House aide with the job of watching the regulatory agencies. In a speech to the American Bar Assn.'s administrative section, Mr. Landis said that under present rules misleading advertising can continue for two or three years before a final determination is made by the agency. Congress should permit the FTC to issue interim orders, just like the Civil Aeronautics Board and the Interstate Commerce Commission, Mr. Landis stated. Such authority, he said, "is needed to deal with exorbitant and untrue claims" on tv and in newspapers.



The Debbie Drake *show*

130-15 minute episodes of planned exercises, diet suggestions, beauty tips and good health habits as demonstrated by Debbie Drake, a leading authority in the field of physical conditioning and physical improvement . . .

. . . . acclaimed by sponsors, stations and press-substantiated by ratings.

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WXIX, MILWAUKEE
KGUN, TUCSON
WMCT, MEMPHIS
KENS, SAN ANTONIO
WLOS, ASHEVILLE
KROD, EL PASO
WKRG, MOBILE
WJXT, JACKSONVILLE
KSYD, WICHITA FALLS
WEHT, EVANSVILLE
WJBF, AUGUSTA
KGLO, MASON CITY
WFLA, TAMPA
WBRZ, BATON ROUGE
WMTV, MADISON
WSB, ATLANTA
WWL, NEW ORLEANS
WHBF, ROCK ISLAND
WWJ, DETROIT
WFAA, DALLAS
WISH, INDIANAPOLIS
WLBW, MIAMI
WDAU, SCRANTON
XETV, SAN DIEGO
WAVY, PORTSMOUTH
WRGP, CHATTANOOGA
WANE, FT. WAYNE
KATV, LITTLE ROCK
KZTV, CORPUS CHRISTI
WLBT, JACKSON
KHQA, QUINCY
WRBL, COLUMBUS
KLFY, LAFAYETTE
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Charles McGregor
President

mission of motion pictures to police officials before issuance of a license (BROADCASTING, Jan. 30). Requests for reconsideration were filed by various groups, including NAB, American Newspaper Publishers Assn., Motion Picture Assn. of America. Court was split 5-4, with Chief Justice Warren writing a stinging dissent.

Payola order ▪ Alpha Distributing Co., New York record distributor, has consented to a Federal Trade Commission order prohibiting the firm from engaging in payola unless public disclosure is made that a disc jockey has been paid for playing a record. The agreement is for settlement only and does not constitute an admission of violation.

MGM vs. KMGM ▪ MGM has filed suit in U. S. District Court in Albuquerque against KMGM that city for infringement of copyright and unfair competition in the use of the "MGM" in the station's call letters. The motion picture company asked for $25,000 damages and an order restraining the daytimer (1 kw on 730 kc) from using the three letters in its call.

Start of a trend? ▪ The Securities & Exchange Commission has amended its rules to prohibit any employe from disclosing any information or showing any document that is not a matter of public record. This sanction formerly applied only to investigations and examinations. The new rule is one of the strongest actions against outside contacts in any regulatory agency.

U.S. station programs may go well abroad—USIA

Locally-produced U.S. news documentaries and public affairs programs dealing with such domestic subjects as county fairs and city council meetings may start showing up on television and radio in Tanganyika, Teheran and other distant points if plans now under consideration by government officials jell.

An authoritative source said last week that the U. S. Information Agency feels local stations have an enormous amount of film and tape in their files that the agency could use in telling America's story abroad.

As a result, it is believed USIA will begin asking U. S. stations for the opportunity to use such material and any future productions it considers suitable for foreign broadcast. The networks already have made a number of items available to USIA, and local stations occasionally send a film or a tape. But this flow is considered nowhere near enough.

It's understood that USIA officials feel there is no such thing as a purely "domestic story" — that the problems, say, confronting a small town and how they are solved can be of considerable interest abroad. The USIA, according to an official estimate, cannot match the privately owned stations in telling these "Americana" stories, either in terms of the quality or the quantity needed.

It's understood, also, that the proposed agency plan would not undercut efforts by domestic broadcasters to sell their wares abroad. The agency is interested in presenting the locally-produced programs in out-of-the-way areas of Asia, Africa and Latin America which would not ordinarily constitute commercial markets.

FCC warns stations on filing applications late

The FCC displayed a touch of ill temper last week and told applicants that late filing of documents will not be permitted.

The warning was brought about as explanation of the commission's action in accepting a late filing for an am station in Spring Valley, N. Y. The FCC pointed out it would be severe with applicants seeking to file late and have the application accepted on a *nunc pro tunc* basis (retroactive to the date it was due). It accepted the Spring Valley filing because it was virtually complete when turnd in, but warned it would not take inadvertent failure to file by an attorney, consulting engineer, etc., as an excuse. It underlined that the deadline for filing is 5 p.m. and that the FCC secretary's door will be locked at that time.

In line with its policy, the FCC afforded KTAG-TV Lake Charles, La., 15 days to file under oath its excuse for a late filing of a protest to the FCC's grant to move the transmitter of KPAC-TV Port Arthur, Tex. The commission had dismissed KTAG-TV's protest Nov. 23, 1960, but the Court of Appeals ruled that the FCC had discretion to permit KTAG-TV to make amends.

'City of Hate' suit quashed

Indictments against Pat Michaels, tv newscaster, and others, including several city officials of Elsinore, Calif., for alleged conspiracy to commit slander on Mr. Michaels' *City of Hate* broadcast on KTLA (TV) Los Angeles, were squashed by Superior Court Judge Merrill Brown in Indio, Calif. Judge Brown said he felt the identity of the persons allegedly defamed was not made clear enough. At the time of the broadcast (Dec. 11, 1959), Mr. Michaels was a member of the news staff at KTLA.

FTC may call off dog in last payola cases

The Federal Trade Commission crackdown on payola is coming to an end. FTC lawyers last week petitioned for dismissal of four complaints on the ground that the time and money involved in prosecuting the complaints would serve no good purposes since Congress has amended the Communications Act to bar such practices.

They also said some of the practices to which the FTC took exception (gifts of single records or record libraries) have been made legal by legislation.

The petition to drop the charges was filed in complaints against Dot Records Inc., Hollywood; Columbia Records Sales Corp. and Columbia Records Distributors Inc., New York; Capitol Records Distributing Corp., Hollywood, and Interstate Electric Co., New Orleans.

If the motion is accepted by the FTC examiner, and the commission as a whole concurs, it is expected that similar charges against the following also would be dropped:

Decca Distributing Co., Roulette Records Inc. and Bigtop Records Inc., New York; Chess Record Corp., Argo Record Corp. and Checker Record Co., affiliated companies, and Apex Producing Corp., Chicago; Mutual Distributors Inc., Boston, and Era Records, Hollywood.

The FTC issued 103 complaints, in a campaign that began in December 1959, charging unlawful and unfair payments by record makers or distributors to radio and tv disc jockeys and others. Since then 92 companies have signed consent order.

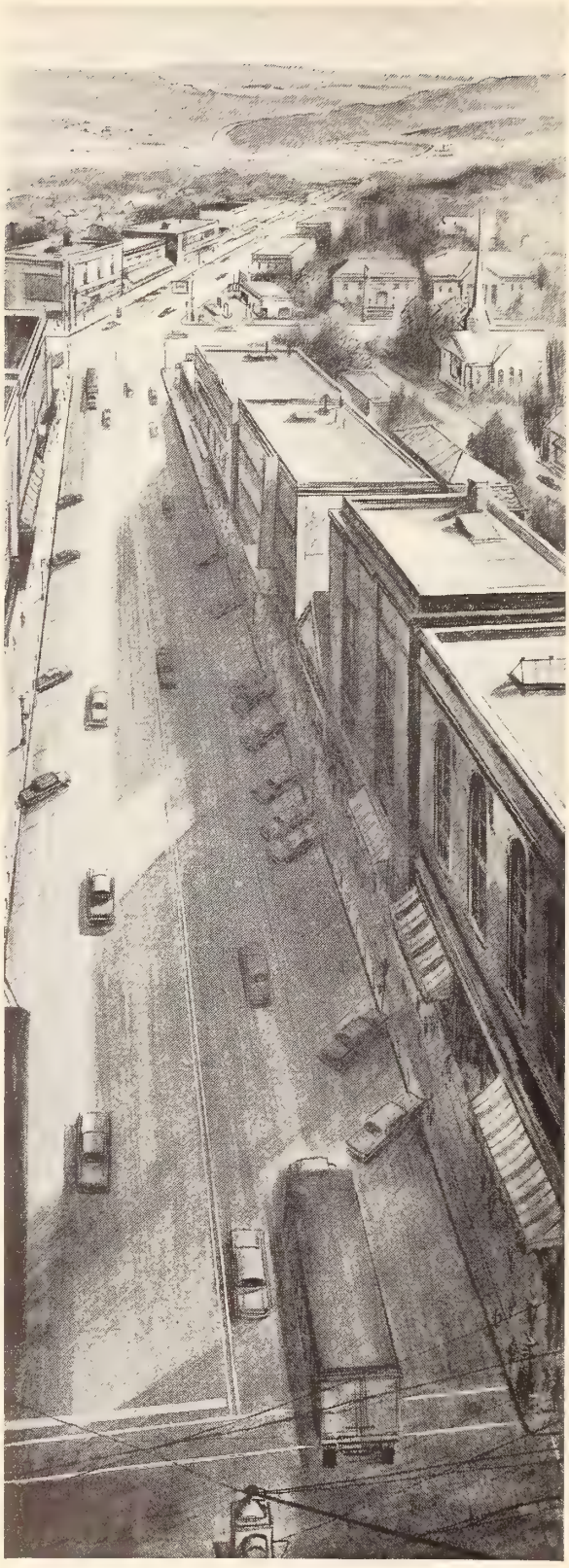
FCC seeks more bids on New York uhf experiment

In further moves to get New York's uhf experiment on the air, the FCC has issued a "request for quotations" on two more phases of the experiment. One involves establishing a statistically valid system of random selection of typical locations for placement of uhf receivers to receive the experimental signals.

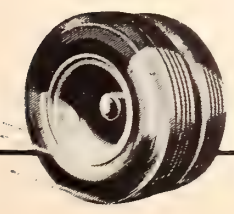
This will include the selection, investigation and obtaining permission for temporary installation of the sets and for the measurement of field strength within dwellings and on rooftops. An average of 500 such locations will be selected each month during the 10 months of operation.

The commission also has requested quotations for measuring vhf and uhf tv signals with hand-carried equipment at 5,000 different locations. Contractors interested in bidding for either phase

WHAT HAPPENED TO MAIN STREET ?



The horse and buggy are long gone from Main Street. And so are the sun-faded merchandise in the shop windows, the slow-moving stock on the shelves, the bulk foodstuffs, including the celebrated cracker barrel . . . The tremendous strides made by motor transport in providing overnight service for communities hundreds of miles from metropolitan centers have brought to Main Street a new way of life. Now, in the smallest of towns across the land, you can buy from the same broad range of high quality merchandise—in all lines—available to the city dweller. Thanks to trucks, the corner store on Main Street offers the same shopping satisfaction as the big downtown department store. And remember – "Main Street" includes the thousands of bright and shining shopping centers—wherever they may be located—all over America.



AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.

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ATA

must submit their proposals to the FCC by April 21. A request for bids looking toward installing the uhf receivers was issued earlier (BROADCASTING, March 20).

The FCC last week...

▪ Granted the petition of the Federal Communications Bar Assn. to intervene as *amicus curiae* in the Laurel-Interurban Broadcasting drop-out proceedings. It limited FCBA's participation to the filing of comments on interpretation of the newly revised rules governing drop-outs and payoffs (Sec. 311 [c]). FCBA had been interested in the precedent-setting aspects of the case (BROADCASTING, March 20, Jan. 30). The commission dismissed as moot the joint request for review of the chief hearing examiner's ruling disallowing reimbursement of the withdrawing applicant; petition for review by the Broadcast Bureau and petition for instructions filed by Laurel (Milt Grant and James Bonfils).

▪ Was asked by WIRL-TV Peoria, Ill., (ch. 8) to ignore the request to expedite oral argument filed by all five applicants for ch. 8 Moline, Ill. (BROADCASTING, April 3). WIRL-TV is awaiting outcome of the FCC's move to make Peoria-Springfield all-uhf. Terming itself a veteran of "one of the most bitter and longest hearings in the history of the commission," the station said it had won its vhf channel "the hard and American way" and the Moline applicants were putting pressure on the FCC to move the channel there and hold hearings on it before the deintermixture in Peoria had been settled.

▪ Invited comments by May 17 on a proposal to change its am rules to delete the 30:1 ratio pertaining to interference between stations 20 kcs apart. Instead the FCC would rely on the 2 mv/m and 25 mv/m overlap provisions of the rules to prevent degradation of service when it licenses new am outlets. The commission has found that if overlap provisions are observed in these cases interference is not great enough to warrant denying an application.

▪ Appointed Chief Hearing Examiner James D. Cunningham to preside in further hearings on ch. 12 Jacksonville, Fla. The FCC reopened the record for further hearing on its own motion July 29, 1960, after studying the hearings before the House Legislative Oversight Subcommittee which made reference to possible *ex parte* representations made during the course of the original FCC hearing. WFGA-TV now operates ch. 13. Other applicants were the City of Jacksonville and Jacksonville Broadcasting Corp. A similar rehearing has been set for May 22 on Orlando, Fla., ch. 9.

▪ Shifted ch. 15 from Richland Center, Wis., to Madison and assigned ch. 76 to Richland Center. At the same time it permitted WMTV (TV) Madison to operate on ch. 15 instead of ch. 33. Commission also asked for comments by May 5 on a proposal made by Blythe Telecasting Co. to assign ch. 34 to Blythe, Calif., as a drop-in, and denied a petition by KVLS (TV) (ch. 13) Flagstaff, Ariz., for rulemaking to substitute ch. 4 for ch. 13 in that city.

▪ Received comments on its proposed revised programming section on applications from Lauren A. Colby Washington attorney. Mr. Colby argued that broadcasters need simplified forms, not more complicated ones; that the questions reflect proposed definite FCC views on what constitutes good and bad programming; that the questions are based on obsolete concepts from the 1946 Blue Book; that the form is ambiguous. A. Robert Hoffman heartily approved the proposal and took issue with the contention of Commissioners Hyde and Craven that the FCC should not interfere with programming. Three weeks ago time for comments and replies was extended to May 1 and May 10, respectively, on request of NAB.

▪ Was asked by KWK St. Louis to reconsider its denial of a bill of particulars on why it has instituted license revocation proceedings against the station (BROADCASTING, Feb. 27). KWK insisted its request for the bill was not a "rehash" of former arguments, as the Broadcast Bureau had charged. It said that for the FCC to proceed with the hearing now would be unfair and in violation of the Administrative Procedures Act. It claimed it had already been severely punished by the loss of advertising revenue in the "tens of thousands of dollars" as a result of unfavorable publicity published in St. Louis papers and the trade press and exploited by rival stations.

▪ Was requested to add ch. 13 to Worcester, Mass., at substandard spacing and institute proceedings to show cause why WWOR (TV) (ch. 14) there should not operate on that channel. Springfield Television Corp (WWOR, WWLP [TV] Springfield, Mass. and WRLP [TV] Greenfield-Keene-Brattleboro) made the request on grounds that the number of vhf station signals received in Worcester has increased, making it difficult for a uhf station to compete. Worcester is now assigned chs. 14 and 20.

▪ Amended the tv table of assignments by substituting ch. 52 for ch. 44 in Vincennes, Ind., ch. 44 for ch. 52 in Princeton, Ind., and ch. 81 for ch. 60 in Washington, Ind. Purdue U. asked for the changes to eliminate any possible interference with its Stratovision station operating on ch. 76 from an airplane over Montpelier, Ind.

▪ Chief Hearing Examiner James D. Cunningham granted the petition of ch. 67 WNOK-TV Columbia, S. C., to dismiss its application for ch. 25 there. This action leaves First Carolina Corp. as the sole applicant for a new tv station on ch. 25 Columbia. First Carolina principals are Phil E. Pearce, Geddings H. Crawford, Jr., John W. Huggins (16 2/3% each), and Henry F. Sherrill (11 2/3%).

▪ Denied the petition of Rankin Fite and Robert H. Thomas for rulemaking to allocate ch. 2 for commercial use in Hamilton, Ala. The channel is now reserved for educational use in State College, Miss., and Nashville, Tenn. The petitioners had suggested that ch. 30, Nashville, be reserved for educational rather than commercial use as it is now.

▪ Permitted Greene County Broadcasting Co. to reimburse Norman Thomas in return for dismissal of his application for an am station in Greenville, Tenn. Greene's application for a station on 1450 kc, 250 w, remains in hearing status. Greene will pay Mr. Thomas $2,500.

$5,667 question raised in Wisconsin station sale

Sale of an am construction permit was set for hearing by the FCC in a 5-2 vote last week because an apparent discrepancy between the expenditures of the sellers and the sale price raised the question of trafficking to the majority of the commission. Commissioners Robert E. Lee and Rosel H. Hyde voted that the sale be approved.

Kenneth S. Gordon and Walter J. Teich were granted WERL Eagle River, Wis., a 1 kw daytimer, in June 1960. They filed to sell the permit in February 1961. Mr. Gordon is manager of KOEL Oelwin, Iowa; Mr. Teich manages KDTH Dubuque, Iowa. They said managerial duties would not allow them time to run WERL.

They listed their equity in the station as $14,333. The sale price to Eagle River Broadcasting Co. was $20,000. The commission raised a question about the difference in view of the short period they had held the permit. Appended to the sale application is a listing of Messrs. Gordon and Teich's additional expenses—$1,533 in engineering fees; $2,600 in legal fees and $1,423 for travel.

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being listened to rather than just being heard is the difference between selling and not selling. People listen to WGY because they like WGY PERSONALITY PROGRAMMING. That's why WGY will sell for you in Northern New York and Western New England. 982-20

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A RE-EVALUATION OF SPACE

White House studying basic U. S. policy on how to handle private space communications

The basic policy of the United States concerning how to handle space communications is being re-evaluated at the White House and will be the subject of a hearing in Congress.

This is considered the meaning of President Kennedy's revised space budget in which he deleted a previous item of $10 million estimated to be returned to the Treasury Dept. from private users of government space launching facilities for communications satellites.

The space budget, submitted to Congress late last month, called for $1.05 billion for the National Aeronautics & Space Administration. This is an 8.5% jump over the Eisenhower budget submitted in January.

James E. Webb, director of NASA, explained that the change in the administration's thinking respecting the use of private satellites for global communications was "simply to postpone, until we know more than we know today, the real decision as to how this new result of space sciences and technology can be most usefully applied."

He said that it was unfair to ask communication firms to spend that kind of money on a project which is still in its inception. He added that there were a number of factors, including risks and the costs of failures on launch, that had not been taken into account or were too uncertain to be determined at this time.

FCC Into Picture ▪ Only two weeks ago the FCC issued a call for comments on what the policy of the United States should be in owning and operating satellite communications systems (BROADCASTING, April 3). Replies were asked by May 1.

The FCC inquiry only applies to civilian usage. Also involved in the policy question, it is understood, are other agencies of the government, including the military. One great problem, according to some sources, is the question of reliability. Present satellites have a life of two to three months, and this would not be economic for commercial operation.

House Hearing ▪ The "early use" of space for tv and telephone transmission —and the role of private industry in this field—will be explored by the House Science & Astronautics Committee in a public hearing later this month.

Chairman Overton Brooks (D-La.) said the committee wants to determine how space communications research already conducted can be made to "pay off." He said private companies interested in this subject will be invited to appear at the hearing, due to begin possibly in a week or so.

It is understood that frequency allocations and means of financing a space communications system will also be considered.

Meanwhile, Rep. Chet Holifield (D-Calif.) has attacked the American Telegraph & Telephone Co. for what he said were its efforts to gain a complete monopoly of the space communications field. In a speech inserted in the *Congressional Record,* he said if AT&T is successful in this, "it would add fuel to the fire that the U.S. worldwide communications satellite program is devised to enrich the private communica-

Set sales climb up from January low

Radio and tv set production and sales for February climbed back from a dip in January, the Electronic Industries Assn. reported last week. But cumulative figures for both remain below the comparable production and sales figures of a year ago. The figures:

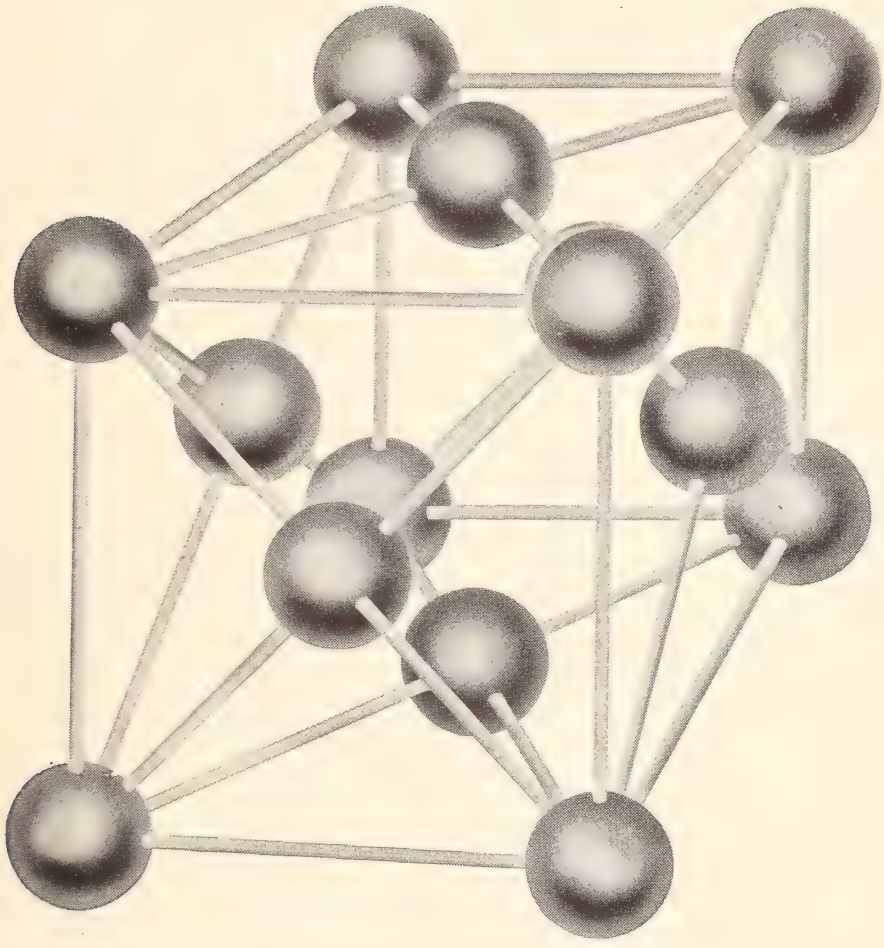
PRODUCTION

Period	Tv	Radio
Jan.-Feb., 1961	812,353*	2,205,102**
Jan.-Feb., 1960	1,029,947	2,798,156

SALES

Jan.-Feb., 1961	852,073	1,246,908***
Jan.-Feb., 1960	1,098,540	1,414,867

*Includes 49,784 tv receivers with uhf.
**Includes 695,109 auto radios, and 91,778 fm sets.
***Excludes auto sales.



New frontiers for Copper

This is a representation of the molecular structure of a copper crystal—copper atoms arranged in a "face-centered cubic lattice."

From this neat atomic geometry and the nature of the copper atom itself stems copper's unique usefulness. These are the fundamental reasons why copper and its alloys combine to best advantage a range of physical properties—such as high thermal and electrical conductivity—not found in any other group of commercial metals.

It is an appropriate symbol for the new frontiers of progress at Anaconda—accelerating efforts to put copper to work in solving an ever greater variety of problems in industry . . . to discover new uses . . . to create new products.

Anaconda's fabricating companies—Anaconda American Brass Company and Anaconda Wire & Cable Company—are rapidly expanding programs of research, development, and application services. In addition, The Anaconda Company is participating with other producers in the Copper Products Development Association, which is working on a variety of long- and short-range research projects. One, for example, is nontarnishing copper and brass. Others involve modification of the copper atom itself to create radically new properties.

Anaconda, through its development of new mines and the modernization of existing facilities, is contributing assurance to the free world of an adequate supply of copper to meet any normal requirement. The Anaconda Company, 25 Broadway, New York 4, New York.

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tions interests rather than to benefit the people of the world."

International Cooperation ▪ A cooperative space communications program among the U. S., England and France has been arranged, it was announced last week. The program, made public by NASA, calls for the establishment of ground stations in England and France to transmit multi-channel telephone, teletype and tv signals via communications satellites to be orbited by the U. S. in 1962 and 1963.

NASA plans to launch a series of low-altitude, active repeater communications satellites in 1962 (Project Relay), and a series of rigidized, passive satellite balloons in 1963 (Project Rebound).

ABC-TV has new system for ending tv roll-over

Utilizing ultra precise measurement of time, a new ABC engineering development promises an end to roll-over and picture instability that results when ABC-TV makes quick switches between cross-country origination points. The signal synchronizing system also is said to hold worldwide importance with the growth of international television. More immediately, it will be used to achieve heretofore impossible visual effects.

The new switching system will utilize the U. S. government's universal time signal which is transmitted around the world on very low frequencies and is already used by space scientists and labs throughout the world.

The system will first be put into operation between ABC-TV's New York and Los Angeles telecasting facilities.

Fairchild to expand overseas

Fairchild Camera & Instrument Corp., Syosset, Long Island, N. Y., has announced expansion of its overseas marketing organization with the redesignation of its DuMont International Division as Fairchild International Division.

The Fairchild International Division will market product lines of other Fairchild divisions and subsidiaries, including products of the Allen B. DuMont Laboratories divisions. Headquarters will remain in New York. Ernest A. Marx is general manager.

PROGRAMMING

TWO SPORTS DEALS SIGNED

NBC pays $1.2 million for pro football playoffs in 1961-62; ABC $2 million for 20 world events

New contracts for broadcast rights to sports events or exhibitions involving two networks and totaling more than $3 million were disclosed last week.

NBC reported purchase of tv and radio rights to both the 1961 and 1962 National Football League championship playoff games for $1,230,000, an amount believed to be the highest ever paid for broadcast rights to any single sports event. The contract amounts to $615,000 for each of the two championship games, estimated to be more than three times as much as NBC paid to telecast last year's title game. CBS, Sports Network Inc. and the TelePrompTer Corp. also made bids for the contests, which NBC has telecast since 1955.

In the other development, ABC announced plans for a series of 20 top amateur and professional sporting events from all over the world (BROADCASTING, Feb. 20). Entitled *ABC's World of Sports*, the programs will run from 90 minutes to 2½ hours each, starting with a live presentation of parts of the Penn relays at Philadelphia and the Drake relays at Des Moines on April 29. The network already has sold portions of the series, which will cost approximately $2 million, not including time charges, to R. J. Reynolds Tobacco Co., through William Esty Co., New York, and General Mills Inc., represented by Knox Reeves Advertising Inc., Minneapolis.

The ABC series is scheduled for late Saturday afternoon to avoid direct competition for the sports tv audience (Saturday afternoon major league baseball games are presented on other networks). Several events in the series will be produced live and the remainder video taped and presented on the air as soon as possible after they take place.

Other top events that will be covered include the LeMans International Grand Prix sports car race, the National AAU track & field championship, the British open golf championship, and the National AAU swimming and diving meet.

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COLORCASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

April 10-14, 17-19 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

April 10-14, 17-19 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

April 10-14, 17-19, (10:30-11 a.m.) **Play Your Hunch,** part.

April 10-14, 17-19 (11-11:30 a.m.) **The Price Is Right,** part.

April 10-14, 17-19 (12:30-12:55 p.m.) **It Could Be You,** part.

April 10-14, 17-19 (2-2:30 p.m.) **The Jan Murray Show,** part.

April 10-13, 17-19 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

April 12, 19 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.

April 19 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

April 13 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

April 14 (9-10 p.m.) **Bell Telephone Hour,** AT&T through N. W. Ayer.

April 15 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenynn & Eckhardt.

April 15 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

April 15 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

April 16 (6-6:30 p.m.) **Meet the Press,** co-op.

April 16 (7-8 p.m.) **The Shirley Temple Show,** RCA through J. Walter Thompson, Beechnut through Young & Rubicam.

April 16 (9-10 p.m.) **The Chevy Show,** Chevrolet through Campbell-Ewald.

April 17 (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newell.

Air freight helps get the word around



Emery Air Freight is used regularly to ship film, transcriptions, and scripts of Canada Dry commercials to stations all over the country to meet program deadlines. Emery Air Freight gives same day or overnight delivery *anywhere* in the nation. Plan now to take advantage of the speed and reliability of Emery by specifying "Ship Emery Air" on *your* shipments. Find out how much faster Emery can deliver to any point in the nation by calling your local Emery man, or write . . .

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1961'S BIG RADIO-TV NEWS STORY

World-wide audience will see and hear Eichmann trial

The Adolf Eichmann trial, which begins tomorrow (Tuesday) in Jerusalem, will probably be the biggest communication's news story of the year. No courtroom drama in history will be seen and heard by more people. This is in keeping with the official Israeli view that the trial of the former S.S. Colonel, charged with major responsibility in the Nazi crimes that killed more than six million European Jews during World War II, is necessary to remind the world exactly what happened under the Hitler regime. The broadcasting industry, after months of negotiations and preparation, is geared to bear a major portion of this communication's responsibility.

More than a dozen pre-trial programs that have helped place the event in perspective have already been aired. Over the past weekend for example, NBC-TV presented a half-hour trial preview narrated by Frank McGee; Metropolitan Broadcasting explored the ethical and human issues involved on its *A Way of Thinking* series and followed it with a repeat telecast of *Remember Us,* a documentary on Nazi concentration camps; ABC-TV televised *Israel and Eichmann,* an attempt to assess Jewish feelings just prior to the proceedings; and NBC-TV carried an hour's debate on the trial on *The Nation's Future.* Special network programs, in addition to daily video-taped highlights of the trial, still forthcoming, include "Engineer of Death: The Eichmann Story," which will be rebroadcast on *Circle Theater* (April 12, CBS-TV, 10-11 p.m., EST); Walter Cronkite's trial report on *Eyewitness to History* (April 14, CBS-TV, 10:30-11 p.m., EST); and "I Remember" on ABC-TV's *Close-Up* series (April 14, 10:30-11 p.m., EST).

Tv's role in carrying the day-by-day coverage of the trial proceedings, expected to last 14 weeks, will be dominated by Capital Cities Broadcasting Co. (WROW-AM-FM and WTEN [TV] Albany, N. Y.; WTVD [TV] Durham, N. C. and WPRO-AM-FM-TV Providence, R. I.). A publicly owned company that lists broadcaster Frank Smith and commentator and adventurer Lowell Thomas as its principal stockholders, Capital Cities was granted exclusive video tape and film rights to the trial by the Israeli government last Nov. 8. The Israelis, who do not have tv of their own, were afraid that given a carte blanche invitation, the tv networks would over-tax the limited courtroom facilities.

Upon learning they would be wholly dependent upon Capital Cities for coverage of the trial, the networks protested loud and strong. They argued that funneling all tv and film on the trial through one firm violated a principle of free dissemination of news. For months they carried on stormy and somewhat tenuous negotiations with Capital Cities which concluded as recently as March 31 with the signing of a participating pool coverage agreement. It provides each network with one hour's taped highlights from the daily proceedings in return for a flat fee of $50,000 per network (AT DEADLINE, March 27).

Milton Fruchtman, executive producer for Capital Cities, the man who convinced the Israeli government that video tape equipment would not interfere with the dignity of the court, will be in charge of video tape and film operations. He will use four Marconi tv cameras which will shoot from an overhead balcony to avoid reflections from the three-inch, bullet-proof, glassed-in "isolation booth," from which Eichmann will face his accusers. In addition Mr. Fruchtman will employ two Ampex Videotape machines which will record each day's complete proceedings. The machines, cameras and the personnel to operate, install and maintain this equipment are all the responsibility of Capital Cities.

The Israeli's, at a cost of $1 million, have built facilities to accommodate the 560 newsmen who have been accredited. Press, radio and tv reporters will occupy 475 of the more than 750 seats in the courtroom. Their less fortunate colleagues will view proceedings via closed circuit tv piped into the main newsroom in the basement of the courthouse. This room will also contain many audio "taps" with simultaneous English, French and German translations. In the courtroom itself, multilingual translations of the proceedings, utilizing a system similar to the one used at the U.N., will be available in Hebrew, French, German and English. As another concession to its desire for full world dissemination of the proceedings, the government has suspended its usual censorship restriction on all outgoing news copy.

Details of how radio and tv will cover the actual day-by-day reporting of the trial are as follows:

Radio Coverage ▪ While not as ambitious as its sister medium in pre-trial coverage, radio will have a distinct advantage in the daily reporting. Trial proceedings are expected to start each day, except Saturday, at approximately 10 a.m., Israeli time, and will terminate no later than 7 p.m. (3 a.m. to noon, EST). There will be a three-hour break, per local custom, between morning and afternoon sessions.

Kol Israel (the state broadcasting system) is providing radio facilities in the basement of the courthouse, which was built specifically for this trial (it will later become a community-center theater). Because the United Arab Republic still considers itself at war with the Jewish nation, there are no available land-lines connecting Israel with the rest of the world. As a result Israel has put up three direct-linking radio circuits to London, in addition to their regular Tel Aviv to London circuit.

Most radio operations plan to capi-

Metropolitan's plans

Telford Taylor, pre-World War II general counsel of the FCC, will be Metropolitan Broadcasting Co. commentator during the Eichmann trial in Israel. Mr. Taylor was chief U. S. prosecutor during a portion of the Nuremberg trials. At present he is a lawyer in New York, specializing in corporation law. Marty Weldon, of Metropolitan, will be the group's news voice during the trials. He left April 5 for Israel.

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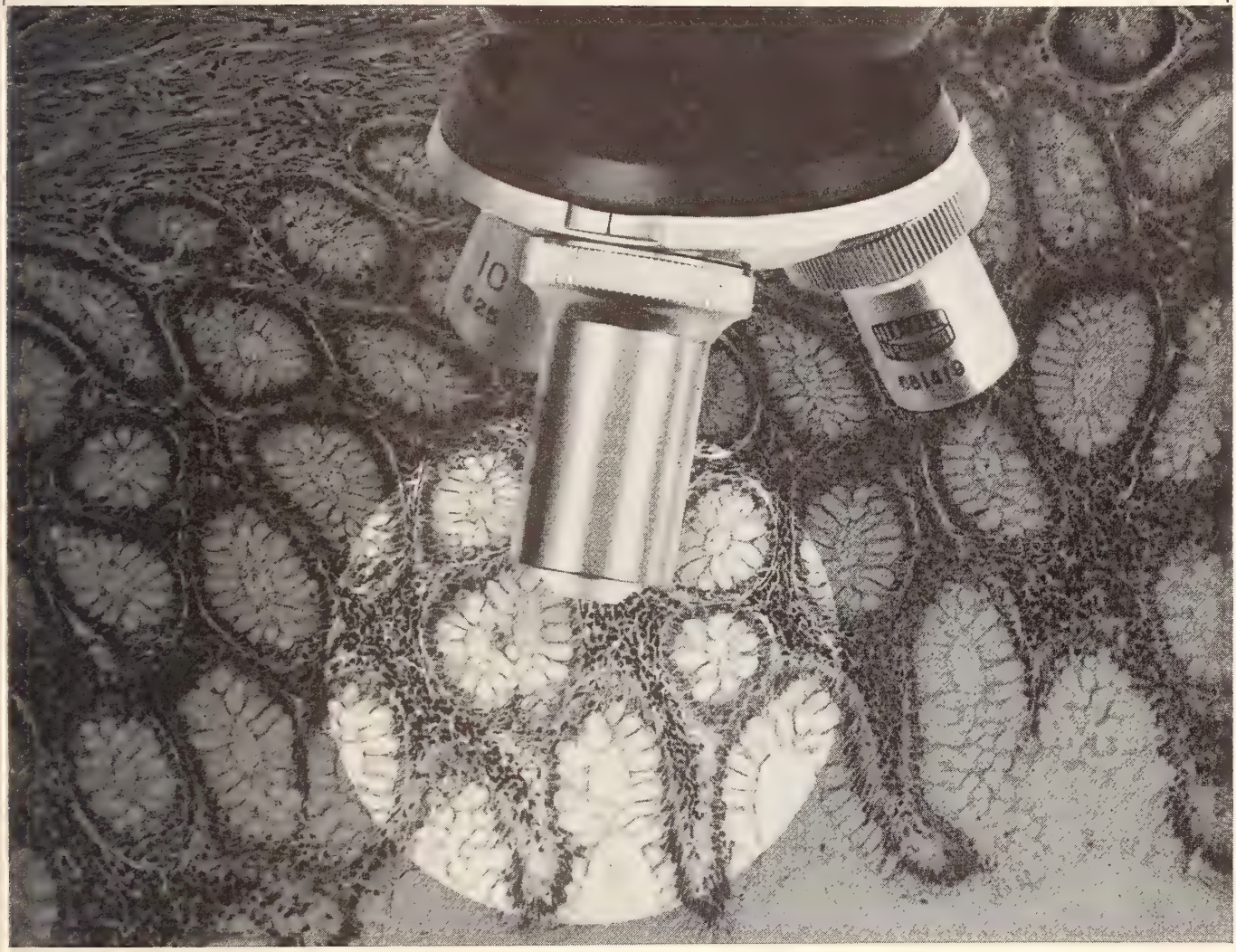
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NOTICE TO EDITORS—For more than 30 years, Metropolitan Life has sponsored advertising messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors) free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.



Probing the Secrets of Cells—to advance the fight on Cancer

Discoveries in cytology—the science of cells—have revealed some of the innermost secrets of cells. When scientists finally learn why healthy cells become malignant and how to halt their disorderly growth, they will have the key to cancer.

Already, the study of cells has given us new weapons against some forms of cancer. In fact, one of the most important advances in recent years is the discovery that one of the leading types of cancer in women can be diagnosed in its very earliest stages.

This is done by the simple and painless removal of cells for study under the microscope. If cells which may become cancer are present, the test can spot them as much as five to ten years before they become dangerous—or long before they begin their destructive invasion of normal body tissues.

Thanks to this test—known as "the Pap smear" or the Papanicolaou test—the type of cancer that it reveals is about 100 percent curable if detected early enough. Every woman past the age of 25 should have this test every year as a part of her regular physical examination. Most physicians can now make the test.

Though the outlook for the control of some types of cancer is steadily improving, you are still the first line of defense against this disease. For example, you should know the seven danger signals that warn of cancer. Should one of them occur, go to your doctor promptly and rely on his advice.

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THE LIGHT
THAT
NEVER FAILS



talize on their natural time advantage over other communications media by expanding their facilities to give the Eichmann trial as big a play as the news warrants. MBS, for one, will air trial developments throughout the morning and afternoon schedules with George Brown, WOR New York news director and correspondent Leonard Whartmen, providing on-the-spot commentary.

Tv Coverage ▪ Because of the time differential, tv usually will be a day behind the running story. A complete tape recording of each day's happenings will be provided by Capital Cities in Jerusalem. Highlights will be selected by William Corrigan of CBS (the joint editorial representative of the networks), and then jet-flighted to New York. The administrative and technical arrangements for distribution of the tape will be handled by all three networks on a three-week rotating basis. Each network will bear one-third of the cost of flying tape, editing and feeding to other networks. The cost to each network is roughly estimated at about $250,000, including the $50,000 fee to Capital Cities and costs of special programming.

As the weeks go by, tv coverage of the trial probably will be lightened and limited to inserts into regular daily news programs. Special programming will be decided on a day-to-day basis as the story develops.

Rod Clurman, NBC's production coordinator in Israel, feels that there will be "a great surge of interest" by the public at the beginning of the trial and also at the conclusion. He doubts the interest can be sustained as a running news story. In addition to Mr. Clurman, NBC's Eichmann team will include correspondents Martin Agronsky, Frank McGee and Israeli resident reporter Alvin Rosenfeld. CBS's team will be headed by Walter Cronkite and Winston Burdett. Quincy Howe, Martin Levin and Sidney Darion will be among those reporting for ABC.

On a local level NBC affiliates will use the network's "electronic news service," introduced last February. This NBC News program service transmits filmed news coverage over network lines (between 5:30-6 p.m.) to subscribing NBC-affiliated stations, which then record the news clips on tape for local use. Since most other syndicated tv news film is shipped to stations by airplane, NBC's service will give its stations a head-start on Eichmann film.

It is doubtful many independent stations in the country will be able to afford the heavy costs of video-tape coverage. Capital Cities asking price to non-affiliated stations is believed to be about $1,250 per week. Outside of the U.S., Capital Cities has sold coverage rights to Britain's commercial ITA system and West Germany's state-run operation for $150,000 each.

LEEDS, UNGER SHOW PAY TV SYSTEM

NTA-HEC wire system negotiations active in several cities

Pay television will be here sooner than anybody thinks, Martin Leeds, president of Home Entertainment Co., said Wednesday (April 5) in Hollywood at the first public demonstration of his company's method of distributing programs-for-pay to the homes of subscribers. The heads of several Los Angeles tv stations and representatives of other systems of pay tv were among those witnessing the demonstration.

Mr. Leeds, also a director of National Telefilm Assoc., which has obtained exclusive rights for the worldwide distribution of Home Entertainment Equipment, said that negotiations currently in progress for franchises in a number of cities may be completed any day. He noted that if an order were placed now for equipment, it would be possible for a pay tv system to be in operation within six months.

NTA has three basic requirements for a pay tv system, Oliver A. Unger, board chairman and president, said. It must have an installation cost of less than $40 a home; it must be simple to make, operate and maintain and, above all, it must work perfectly. The Home Entertainment system meets all three requirements, he said.

As described and demonstrated by Mr. Leeds, with assistance from H. W. Sargent, New Orleans electronics engineer who developed the system's circuitry, the method of pay tv distribution consists of three major parts. There is a master control center, which Mr. Leeds said costs $600 in contrast to $36,000 for the nearest other toll tv system. There is a coaxial cable system probably utilizing present telephone poles, to transmit programs from the control center to the subscribers. Finally, there is the installation in the home to enable the subscriber to get the NTA-HEC programs in addition to those he already receives from free tv.

Outside Meter ▪ The home installation, Mr. Leeds said, includes a meter installed outside the house, probably alongside the gas and electric meters. He and Mr. Sargent declined to describe the equipment housed in the meter installation for reasons of patent protection, but its functions were explained as recording the household's use of pay tv programs by holes punched in a circular card. Periodically, collectors will pick up the cards to compile the bills for the service. Unlike Telemeter, whose system involves a cash box into which coins are deposited at the time of viewing, NTA has faith in the credit system of doing business, Mr. Leeds stated.

The cost of the installation, which might be well under the $40 set as a maximum, includes everything needed to get the programs from the cable to the set for viewing, Mr. Leeds said.

NTA Function ▪ NTA plans to provide programming for the HEC pay tv systems and handle the franchises and the distribution of the equipment, Mr. Unger said. Noting that the seven Los Angeles tv stations currently are supplying viewers in that area with 171 hours of programming a week, the NTA president disavowed any idea of delivering the same type of programs.

Although the individual franchise holders will set their own prices to subscribers, NTA is suggesting a deposit of $10 for installation of the pay tv equipment and a minimum charge of $1 a month for service, to insure the viewing of at least one program per month per subscriber and avoid a flood of installation orders from people with no real intention to utilize the service.

STOCKHOLDERS MEET

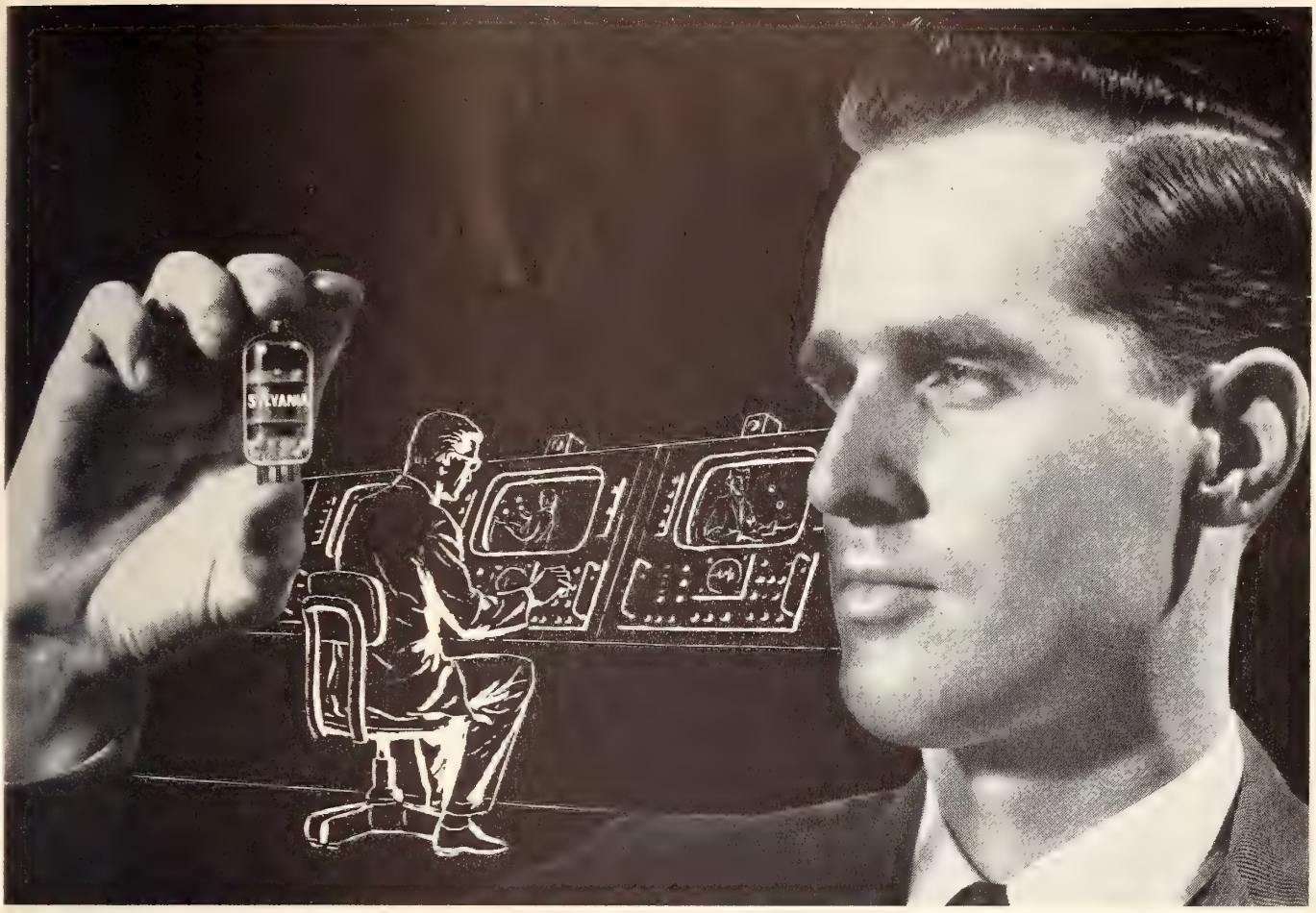
NTA dissidents lose fight with management for board seats

Despite sharp questioning by dissident stockholders, the management of National Telefilm Assoc., New York, was upheld in all its proposals during the company's annual meeting last Monday (April 3). Management's board of directors was approved although disgruntled stockholders, in an on-the-spot move, nominated two candidates who were defeated.

The pivotal votes were proxies cast on behalf of National Theatres & Television, which was the parent company of NTA until last September and which still holds 38% of the stock of NTA. NT&T proxies were voted for NTA management and its proposals.

Dissident shareholders, many of whom also are stockholders in NT&T, served notice they will carry the fight to NT&T's annual meeting in Beverly Hills, Calif., tomorrow (April 11). The charges leveled against both NTA and NT&T included "mismanagement" by the companies' executives, resulting in "huge losses" by both organizations Anti-management stockholders also are opposed to the sale of WNTA-TV New York, owned by NTA.

Money Loss Explained ▪ Board Chairman Oliver A. Unger, pressed by several stockholders, said the company's loss of about $10 million in the last fiscal year was attributable to these factors: the "depressed" syndication market, the heavy write-down of inventories



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Pay tv made history—but what did it prove?

If an experiment is to be defined as a quest for some unknown truth or effect, last week's venture by pay-tv into "live" theatre must, in retrospect, be labelled inconclusive. For it is doubtful that International Telemeter's presentation of *Show Girl,* on April 2, direct from its Broadway base to pay-tv subscribers in Etobicoke, Canada (BROADCASTING, March 27), gave pay-tv proponents significant assurance that this form of presenting "theatre" will be feasible for the future. Or as one dissatisfied Broadway producer said as he left the theatre that night, "Okay, pay-tv is making history—but what else did it prove?"

Presented before an invited audience in New York's Eugene O'Neill Theatre and offered to pay-tv subscribers at $1.50 per household, *Show Girl* starred comedienne Carol Channing as a member of a cast limited to Jules Munshin, and a male quartet.

Telemeter's choice of the show as its experiment-maker also may be open to question. It is conjectured that the show was picked because it was a low-budgeted production with a small cast that entailed a minimum of technical difficulties in televising. The show was also obviously "available," nearing the end of an only mildly successful, three-month run (it closed over the weekend).

As 'Theatre' ▪ Viewed as "live" theatre, *Show Girl* was a sprightly revue that would seem to be more at home in a Las Vegas nightclub than on a Broadway stage. It was an "in" show, designed for guys and gals in the know, or "in the biz." As such it should have been clearly labelled, "squares beware." Some of the sketches must have had as much meaning to Canadian suburbanites in Etobicoke as references to Mt. Tremblant or curling would have to apartment dwellers in Brooklyn. Among the sketches presented, one satirizing Broadway's current penchant for naming theatre's after stars seemed particularly obscure fare for a suburban Canadian audience.

Tv coverage was provided by six cameras—five in the theatre and one in the lobby—and the invited audience could also watch the production from several monitors strategically located in the theatre. Judged strictly as a tv production, *Show Girl* could have passed as a Max Liebman revue or an incisive but less cutting Dinah Shore effort. A knowledgable viewer could not escape the thought that the whole thing could have been put on less expensively and more efficiently in a conventional tv studio.

Telemeter's pay-tv program opened with a sweeping live shot of Times Square at night, which was quickly followed by Faye Emerson interviewing Broadway greats and not-so-greats as they filed into the theatre. The curtain went up and from somewhere in the audience a man informed his companion that this "was just like 'The Jazz Singer' "—movies' first talking picture.

In a natural accommodation of tv and theatre, Miss Chaning and company played most of their scenes from center stage and for the most part the revue contained little movement. It seemed that the performers, particularly Mr. Munshin who is the possessor of more than adequate powers of projection, played their performances down. Several microphones were concealed in the stage scenery and presumably if Mr. Munshin would have projected in his normal manner, he would have ruptured some Canadian eardrums. These "toned down" performances might have produced good audible sound in Etobicoke, but it is questionable that Miss Channing, for one, reached the balcony.

From The Wrong End ▪ Being a low-budgeted operation, *Show Girl*



A cameraman's view of "Show Girl" star Carol Channing as she belted out a song for both theatre and pay tv viewers.

and about $2.5 million paid yearly in interest for financing. He said the sale of WNTA-TV was dictated by the company's short-term indebtedness. He pointed out that if the hypothetical sales price for WNTA-AM-TV was $8 million, about $6 million would be used to reduce debts and the remainder would be net cash.

Mr. Unger reported no new developments on negotiations for the purchase of the radio and television properties. One of the dissident stockholders, New York group insurance consultant Leonard Davis, told the management at the annual meeting that it was his understanding that under New York law, NTA would have to obtain approval of two-thirds of the stockholders before a sale could be effected. Justin Golenbock, NTA's general counsel, disagreed with this interpretation of the law.

Mr. Davis later told newsmen that he is gathering proxies for a battle at NT&T's meeting tomorrow.

Elected to NTA's board were Oliver A. Unger, Martin N. Leeds, Justin M. Golenbock, Samuel P. Norton, David J. Melamed, Berne Tabakin and E. Jonny Graff. The board elected the following officers: Mr. Unger, board chairman; Ted Cott, vice president, owned and operated stations; Mr. Tabakin, vice president in charge of sales; Mr. Graff, vice president, east coast sales; Peter Rodgers, vice president, west coast sales; Henry Grossman, vice president, technical operations; Leonard S. Gruenberg, vice president, sales development; Mr. Melamed, acting treasurer; Mr. Golenbock, secretary; Robert A. Goldston, assistant secretary, and Leon Peck, assistant treasurer.

Meanwhile at NT&T ▪ Stockholders of National Theatres & Television early last week received two letters. One was from Leonard Davis and Philip L. Handsman, minority stockholders, soliciting signatures to proxies to elect them to the NT&T board to institute a program "to salvage at least part of our tremendous ($26 million) investment in NTA" and to halt the sale of WNTA-AM-FM-TV New York, de-

was not overly endowed with resplendent production features. But the sets and costumes it did have were all but lost on the tv monitor. Color, that most important ingredient of any stage production, was sorely missed. Stage backdrops showed up murky and indistinguishable on the monitor. Wide shots cut off scenery and occasionally bits of action that were visible to the theatre audience. Long shots, which were regularly alternated with closeups, gave the effect of looking through binoculars from the wrong end.

The theatregoer's enjoyment of the telecast show was contingent on where he was seated. Although the cumbersome tv equipment that is usually found in a tv studio was kept at a minimum, the theatregoer who happened to be sitting behind a camera, or gazing into one of the blinding clusters of kleig lights spotted throughout the theatre, couldn't help but be dismayed. The combination of camera paraphernalia, lights, tv monitors and general production hubbub, as unobtrusive as it might be, is bound to distract the audience in the theatre and because of it, indirectly, the people on the stage.

Yet despite drawbacks, Telemeter's pay-tv production of *Show Girl* had one distinct advantage of offering appreciably better entertainment values than the average programs presented on commercial television. But they were tv and not theatre production values. The pity of the "experiment": it was not a fair representation of the legitimate theatre. It seems apparent that before pay tv can think of turning Broadway into a source for "electronic roadshows," a full-blown musical or drama will have to be telecast from its natural local for box office tv. Then both the theatre audience and pay-tv subscribers can evaluate the new medium's future on Broadway.

scribed as "NTA's major future growth assets." The letter reported Mr. Davis's recommendation that NT&T make an interim loan of $1 million to NTA to help it meet its current operating expenses and his offer personally to lend $100,000 if NT&T would provide the balance.

The second letter to NT&T stockholders, signed by Eugene V. Klein, NT&T president said: "It has been surprising to hear Mr. Davis denounce your company's investment in NTA and then in his next breath to praise NTA. He wants your company to put more money into NTA, so he is pressuring us to do the very thing he is criticizing us for having done."

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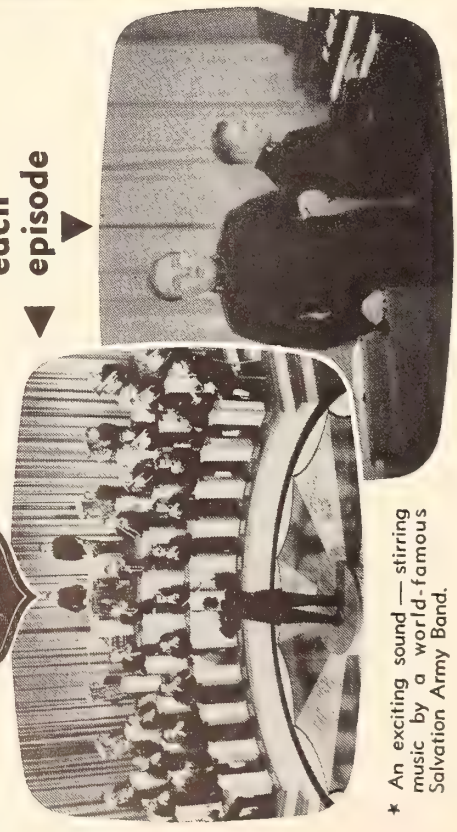
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Westinghouse unit sets first programs

A 90-minute weeknight tandem, *PM East* and *PM West*, has been announced as the first undertaking by WBC Productions Inc., New York, program subsidiary set up by Westinghouse Broadcasting Co. in February. The two shows, respectively an hour and a half-hour, will start in June on the five Westinghouse tv stations and in syndication, Richard M. Pack, programming vice president, said last week.

The shows will be taped in New York and San Francisco with Mike Wallace and Joyce Davidson as regular eastern talent and Terrence O'Flaherty in the West. Ben Park, executive producer of the WBC program subsidiary, will be in charge, and Fred S. Joslyn Jr., educational director of KPIX (TV) San Francisco, will be active producer of *PM West*.

The two "PMs" are planned as "well-mannered probes into the lives of the illustrious and a focusing lens on the so-called ordinary people who lead extraordinary lives." The shows also will be a stage for new talent, WBC said. Enrico Banducci, San Francisco impresario and owner of the "hungry i" Club, will be talent coordinator for *PM West*. One regular feature of *PM East* will be running, four-to-six-nights autobiographies by such subjects as Otto Preminger, William L. Shirer, Margaret Mead and Peter Ustinov.

WBZ-TV Boston will present *PM East* and *PM West* in a two-week test run beginning May 22, at a time to be announced.

Triangle stations use, sell sports car race

Triangle Stations has sold a 30-minute documentary of the sports car endurance race at Sebring, Fla., to ten tv stations. The company made the film in both color and black and white last March 25.

A ten-man crew from Triangle was at Sebring the week before the race filming interviews with drivers and pit crews. During the race itself the company broadcast three-minute radio reports every half hour.

The documentary will be carried on all five Triangle stations: WFIL-TV Philadelphia, Pa.; WNHC-TV New Haven, Conn.; WLYH-TV Lebanon, Pa.; WNBF-TV Binghamton, N. Y.; KFRE-TV Fresno, Calif. The ten purchasers who also will show the film: WFLA-TV Tampa, Fla.; WLWI (TV) Indianapolis, Ind.; WBRZ (TV) Baton Rouge, La.; KCPX-TV Salt Lake City, Utah; WSM-TV Nashville, Tenn.; KOA-TV Denver, Colo.; WOAI-TV San Antonio, Tex.; WFGA-TV Jacksonville, Fla.; KBAK-TV Bakersfield, Calif.; and WCOV-TV Montgomery, Ala.

Republic's 1st quarter up

Republic Corp. had net income after taxes $559,677 for the first quarter of fiscal 1961 the 13 weeks ended Jan. 28, compared with $488,085 for the comparable period of last year. Victor M. Carter, president, told stockholders, that despite a slight drop in new revenues from first quarter sales of $7,205.719 in 1960 to $7,094.067 in 1961 Republic's four chief operating divisions—Consolidated Film Industries, Consolidated Molded Products, Hollywood Television Service and Republic Productions — "have all continued to make significant progress in their fields thus far in the current year and promise still further achievements in the months ahead." In addition to the annual stockholders meeting in New York, April 4, Republic is holding a special meeting in Los Angeles Wednesday (April 12).

Directors Guild near agreement with networks

Directors Guild of America and the networks will hold a meeting in New York today (April 10), at which time DGA will notify management whether its proposal is acceptable. Indications are that an agreement will be reached, but details of the suggested contract could not be obtained.

The networks will resume negotiations tomorrow with Local 1, International Alliance of Theatrical Stage Employes & Technicians on a contract covering stagehands and related employes. The pacts with IATSE and with DGA expired more than three months ago but deadlines were extended because the networks were involved in protracted talks with the American Federation of Television & Radio Artists, the Screen Actors Guild and the National Assn. of Broadcast Employes & Technicians.

Paramount buys 50% of Talent Assoc. Ltd.

LEVY AND SUSSKIND TO CONTINUE WITH PRODUCTION FIRM

The long-discussed transaction involving Talent Assoc. Ltd. and Paramount Pictures Corp. was completed last week when Paramount acquired a 50% interest in the tv packaging and motion picture production company for "cash and an unspecified number of shares" of Paramount common stock. No price was disclosed.

Under terms of the agreement, Alfred Levy and David Susskind, president and executive vice president respectively, will continue to devote their services to Talent Assoc. and its operation. Paramount's production activities for sponsored television (as contrasted with pay tv) will be integrated into Talent Assoc. under this arrangement. Paramount is active in toll tv through a division, International Telemeter Corp., but Talent Assoc.' activities for the time being will be confined to sponsored tv, according to a Paramount official.

Talent Assoc., the announcement said, has cash in excess of $1 million and has no bank or funded debts outstanding. Its assets include all tv programs and films produced by the company since 1949. Gross income in 1960 was said to total about $5.5 million. During the past year TA produced 33 special dramatic programs on the three networks, and has been the producer of such series as *Armstrong Circle Theatre, du Pont Show of the Month, The Play of the Week, Kaiser Aluminum Hour, Family Classics, Justice* and *Kraft Theatre*.

Last month Mr. Susskind, on behalf of Paramount Pictures, entered a bid of $6.6 million to buy WNTA-TV New York and last week said "We still have our bid in."

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'JFK—REPORT NO. 2'

How NBC put together White House tv special

President Kennedy will appear personally in a tape sequence of "JFK—Report No. 2," an hour-long, second-part study of the Chief Executive scheduled tomorrow night (April 11) at 10-11 on NBC-TV. Mrs. Kennedy also will discuss her role as the President's wife in a separate appearance on the same program.

Mr. Kennedy was interviewed by Ray Scherer (NBC correspondent) in the cabinet room of the White House and in the program describes the way the White House functions and the roles of key staff members.

In the telecast's preparation, photographer Jacque Lowe took stills both of the President and his staff. On the program, Mr. Kennedy discusses the stills. (Mr. Lowe's photographs of the President's family and associates were used in the first-part "JFK—Report No. 1" earlier this year.) The new show will examine the first 82 days of the Kennedy administration.

The tv series is claimed by NBC to be the first (and certainly one of the few) tv series set up expressly to cover a U. S. President during his administration, and probably the first network series to make extensive use of still photos made specifically for tv.

The second show's producer, Robert Northshield, a pioneer and expert in putting together programs for tv with still photos, was transferred from the *Today* show's production to NBC's news department the same week Mr. Kennedy was inaugurated. Shortly after the first NBC special report on the President, Mr. Northshield met with Mr. Kennedy for the first time, spending some 35 minutes with him discussing the "JFK" series in particular and tv news coverage in general.

For the second report, producer Northshield assigned Mr. Lowe to spend six weeks in the White House to take photos of the staff in action. The photographer and his camera covered cabinet meetings, sessions in the President's office, and various meetings with and of key New Frontiersmen. Security measures were respected by the President (or one of his aides) simply asking the cameraman to leave when such matters were taken up.

TNT equips for color tv

Theatre Network Television Inc. (TNT), New York, has equipped its national closed-circuit network with color facilities. Called TNT Colorvision, the development also has applications in education, medicine, science, the armed services and in government.

TNT announced last week that a fleet of Norelco large-screen, compatible color tv projectors is being manufactured for TNT by Philips Industries in The Netherlands. North American Philips Co. is supplying the new projectors under a purchase agreement with TNT. Each projector provides a color image of 200 square feet.

Program notes...

Hometown interviews ▪ Len Zajieck, newsman for WOW-AM-TV Omaha, Neb., this month and next will make hometown tape and film interviews with U. S. servicemen stationed in Europe for all Meredith stations (WHEN-AM-TV Syracuse; KCMO-AM-FM-TV Kansas City; WOW-AM-TV Omaha, KRMG Tulsa, Okla.; and KPHO-AM-TV Phoenix).

Lincoln papers ▪ WTOP-TV Washington last week presented on its *Portfolio* series "The Lincoln Papers" in which a number of facts and a new figure were discovered. In showing a number of famed Lincoln documents (Gettysburg Address, Emancipation Proclamation, etc.), *Portfolio* reveals some interesting historical notes, namely that the Gettysburg address was not written on an envelope; that the real letter to Mrs. Bixby has never been found; that Lincoln, himself, was a ghostwriter. Narrator of the show was David C. Mearns, chief of the Manuscripts Div., The Library of Congress, who was revealed as witty, informative and a virtual show-stopper with his remarks. The show was video taped and produced by Larry Beckerman.

Mahalia signs ▪ Television Enterprises Corp., Beverly Hills, Calif., has announced production of a new half hour series, *Mahalia Jackson Sings.* The show, which stars the noted gospel singer, also will feature a weekly guest star and a choral group of 25 voices. Miss Jackson will donate her fee for the show to the Mahalia Jackson Temple, soon to be constructed in Chicago. TEC also has in production, *Sebastian,* an hour-long adventure series.

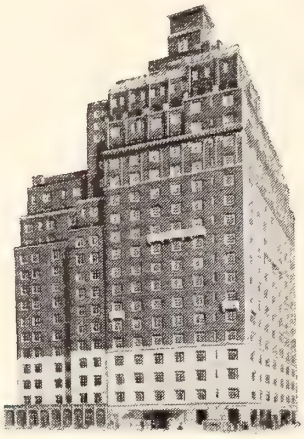
New SG show ▪ A new comedy-adventure series titled *Occupation Female,* starring Polly Bergen as a newspaper woman of the early 1930's, is being projected for the 1962 season by Screen Gems, which will produce the pilot this summer in association with American Entertainment Corp. Luther Davis and director Oscar Rudolph are AEC principals.

'Untouchables' wins ▪ A quintet of tv producers—Allen Armer, Walter Grauman, Herman Hoffman, Lloyd Rich-

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KNOTT HOTELS

Who likes what television program

TVQ REPORT BREAKS AUDIENCE BY AGE, INCOME, MARKET SIZE

NBC's late-starting *Sing Along With Mitch* is springing up in TvQ's attitude sweepstakes to threaten *Bonanza's* leadership as the show most likely to please the most people—old, young, rich, poor, in the city or country. *Sing Along* takes second place in the over-all attitude quotient and pops up high on the lists of subdivisions of the age, income and population groups.

The "Top 15" nighttime network breakdowns for March come from TvQ's regular monthly scores which measure the national opinion of what's on the air. Subdivisions below come from a total network picture that is sliced 10 ways altogether, by age, sex, income, occupation, size of family, region, etc. *Sing Along, Bonanza, Red Skelton Show, Real McCoys* and others in the total top 15 Q's are examples of mass appeal, while at the other end of the scale, *Lawrence Welk* shows up as a strong older-adult favorite whose appeal decreases in proportion to the age of viewer.

In terms of dollars, *Winston Churchill* and *Bell Telephone Hour* appeal to upper-crust taste but don't appear among the favorite 15 of lower income groups. Market-size divisions show further distinctions in taste. *The Untouchables* is big in the cities but slips out of the top 15 in markets under 50,000 population.

Underlining the fact that it takes all kinds of programs to make sales and schedules are these summary figures provided by TvQ: 52 shows appear in the age, income and market-size "breaks" below, 17 of them duplicated in the top 15 across the board here; in the age division, there are 43 programs, only two of them all-age favorites; 26 appear in the top 15 by income, eight of them spanning the dollar scale, and 30 shows are in the five market-size categories, four of them universal favorites here.

TvQ scores are gathered each month from national cross-section panels of 1,000 families. The Q is the percentage of those familiar with a program who call it "one of my favorites." The data, used by networks, agencies and advertisers, is supplied by the TvQ Div. of Home Testing Institute, Port Washington, N. Y.

TvQ "TOP FIFTEEN" PROGRAMS
TOTAL AUDIENCE

Rank	Program		TvQ
1	**Bonanza**	NBC	53
2	**Sing Along with Mitch**	NBC	48
2	**Wagon Train**	NBC	48
4	**Andy Griffith**	CBS	43
4	**Real McCoys**	ABC	43
4	**Red Skelton**	CBS	43
7	**The Flintstones**	ABC	42
8	**My Three Sons**	ABC	41
8	**Perry Mason**	CBS	41
10	**Candid Camera**	CBS	40
10	**Rawhide**	CBS	40
12	**Gunsmoke**	CBS	39
12	**The Untouchables**	ABC	39
14	**Route 66**	CBS	38
15	**CBS Reports**	CBS	36
15	**Checkmate**	CBS	36
15	**Rifleman**	ABC	36
15	**77 Sunset Strip**	ABC	36
15	**Walt Disney Presents**	ABC	36

CHILDREN 6-11 YEARS OLD

Rank	Program		TvQ
1	**The Flintstones**	ABC	84
2	**Bugs Bunny**	ABC	72
2	**Dennis the Menace**	CBS	72
4	**Matty's Funday Funnies**	ABC	71
5	**National Velvet**	NBC	70
5	**Walt Disney Presents**	ABC	70
7	**Bonanza**	NBC	69
8	**Happy**	NBC	67
8	**Leave It to Beaver**	ABC	67
10	**Andy Griffith**	CBS	65
10	**Red Skelton**	CBS	65
12	**My Three Sons**	ABC	63
12	**Pete & Gladys**	CBS	63
14	**Real McCoys**	ABC	62
15	**Guestward Ho!**	ABC	61

TEENAGERS 12-17 YEARS OLD

Rank	Program		TvQ
1	**Bonanza**	NBC	64
2	**My Three Sons**	ABC	61
2	**Route 66**	CBS	61
4	**77 Sunset Strip**	ABC	58
4	**Surfside 6**	ABC	58
6	**The Flintstones**	ABC	53
7	**Adventures in Paradise**	ABC	52
7	**Roaring 20's**	ABC	52
9	**Hawaiian Eye**	ABC	51
10	**Aquanauts**	CBS	50
10	**Red Skelton**	CBS	50
10	**Wagon Train**	NBC	50
13	**Ozzie & Harriet**	ABC	49
13	**Gunslinger**	CBS	49
15	**Andy Griffith**	CBS	48
15	**Walt Disney Presents**	ABC	48

YOUNGER ADULTS 18-34 YEARS OLD

Rank	Program		TvQ
1	**Bonanza**	NBC	51
2	**Wagon Train**	NBC	46
3	**The Untouchables**	ABC	45
4	**Andy Griffith**	CBS	43
5	**Sing Along with Mitch**	NBC	40
6	**Perry Mason**	CBS	39
6	**Route 66**	CBS	39
8	**Candid Camera**	CBS	38
9	**Hawaiian Eye**	ABC	37
9	**Naked City**	ABC	37
9	**Rawhide**	CBS	37
9	**Red Skelton**	CBS	37
13	**Thriller**	NBC	36
13	**Twilight Zone**	CBS	36
15	**Checkmate**	CBS	35
15	**The Flintstones**	ABC	35
15	**77 Sunset Strip**	ABC	35

MIDDLE-AGED ADULTS 35-49 YEARS OLD

Rank	Program		TvQ
1	**Sing Along with Mitch**	NBC	47
2	**Bonanza**	NBC	46
2	**Wagon Train**	NBC	46
4	**Red Skelton**	CBS	42
5	**Andy Griffith**	CBS	40
5	**Candid Camera**	CBS	40

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ards and Joseph Shaftel—was honored by the Screen Producers Guild when Desilu's ABC-TV series, *The Untouchables,* received the SPG award as the best-produced tv film series of 1960. Award was made at the Guild's ninth annual Milestone Awards dinner, where Billy Wilder's "The Apartment" won the award as 1960's best-produced theatrical motion picture.

New TelePrompTer ▪ TelePrompTer Corp., N. Y., has established a new production services division, which will be responsible for national film and tv equipment sales and services and for the staging of business meetings. E. J. Spiro, formerly director of marketing for the company, has been named director of the division.

New Kaufman text ▪ *How to Write and Direct for Television* is the latest in a series of career books by William I. Kaufman, member of the NBC sales staff. In the new volume, Mr. Kaufman has edited contributions by well known writers and directors for Hastings House Publishers, N. Y. This is the 10th book for Mr. Kaufman, a 14-year employe of NBC-TV. Besides the "how-to" texts, his books include collections of tv plays.

Post-'50 purchase ▪ KHJ-TV Los Angeles has acquired a package of 40 theatrical pictures made by Warner Bros. after 1950 from Seven Arts Assoc. for a price in excess of $800,000, Mal Klein, general manager, announced. This brings to $2.9 million the amount KHJ-TV has spent for film since February 1960. Of the 40 pictures, 26 are in color and will be broadcast in color.

World-Wide moves ▪ World-Wide Television Sales Corp., a program sales organization, has moved to 527 Madison Ave., N. Y. The company, a subsidiary of Peter DeMet Productions, Chicago, handles station sales for *National Football League Presents,* the best National League pro football games of last season.

Fish and fisticuffs ▪ Two new sports shows aimed at armchair anglers and boxing buffs are being prepared by

Rank	Program		TvQ
5	**Real McCoys**	ABC	40
8	**CBS Reports**	CBS	39
8	**Gunsmoke**	CBS	39
8	**Perry Mason**	CBS	39
11	**Rawhide**	CBS	37
11	**The Untouchables**	ABC	37
13	**Checkmate**	CBS	36
14	**Lawrence Welk Show**	ABC	34
14	**Route 66**	ABC	34

OLDER ADULTS 50 YEARS & OVER

Rank	Program		TvQ
1	**Sing Along with Mitch**	NBC	60
2	**Lawrence Welk Show**	ABC	53
3	**Perry Mason**	CBS	52
4	**CBS Reports**	CBS	50
5	**Wagon Train**	ABC	48
6	**Meet the Press**	NBC	46
6	**Real McCoys**	ABC	46
8	**Bonanza**	NBC	45
8	**Price Is Right** (Night)	NBC	45
10	**Ernie Ford Show**	NBC	42
11	**Fight of the Week**	ABC	41
12	**Gunsmoke**	CBS	40
12	**What's My Line**	CBS	40
14	**Candid Camera**	CBS	39
14	**Rawhide**	CBS	39
14	**Red Skelton**	CBS	39

TvQ Score—the proportion of those familiar who have rated the program as "one of my favorites."

BY INCOME
TOP 15 TV PROGRAMS
Under $5,000

Rank	Program		TvQ
1	**Bonanza**	NBC	57
2	**Wagon Train**	NBC	54
3	**Andy Griffith**	CBS	47
4	**Real McCoys**	ABC	46
5	**Sing Along with Mitch**	NBC	45
6	**Rawhide**	CBS	44
6	**Red Skelton Show**	CBS	44
8	**Candid Camera**	CBS	43
8	**My Three Sons**	ABC	43
10	**Stagecoach West**	ABC	42
11	**Route 66**	CBS	41
11	**Perry Mason**	CBS	41
11	**Rifleman**	ABC	41
14	**The Flintstones**	ABC	40
15	**National Velvet**	NBC	39
15	**77 Sunset Strip**	ABC	39

$5,000-$7,999

Rank	Program		TvQ
1	**Bonanza**	NBC	49
2	**Sing Along with Mitch**	NBC	48
3	**The Flintstones**	ABC	46
3	**Red Skelton Show**	CBS	46
5	**Wagon Train**	NBC	43
6	**The Untouchables**	ABC	42
7	**Candid Camera**	CBS	41
7	**Real McCoys**	ABC	41
9	**Andy Griffith**	CBS	40
10	**My Three Sons**	ABC	39
10	**Perry Mason**	CBS	39
12	**Gunsmoke**	CBS	38
13	**Route 66**	CBS	37
14	**Rawhide**	CBS	36
15	**Adventures in Paradise**	ABC	35
15	**Hennesey**	CBS	35
15	**Surfside 6**	ABC	35

$8,000 & Over

Rank	Program		TvQ
1	**Sing Along with Mitch**	NBC	54
2	**Bonanza**	NBC	45
3	**Wagon Train**	NBC	42
4	**Perry Mason**	CBS	41
4	**Winston Churchill**	ABC	41
6	**The Flintstones**	ABC	39
7	**Andy Griffith Show**	CBS	38
7	**77 Sunset Strip**	ABC	38
7	**The Untouchables**	ABC	38
10	**Checkmate**	CBS	37
10	**Red Skelton**	CBS	37
12	**Bell Telephone Hour**	NBC	36
12	**Garry Moore**	CBS	36
14	**Ernie Ford**	NBC	35
14	**My Three Sons**	ABC	35

BY MARKET SIZE
TOP 15 TV PROGRAMS
Over 2,000,000

Rank	Program		TvQ
1	**Sing Along with Mitch**	NBC	53
2	**Bonanza**	NBC	48
3	**The Flintstones**	ABC	47
4	**Red Skelton**	CBS	46
5	**Untouchables**	ABC	45
5	**Wagon Train**	NBC	45
7	**My Three Sons**	ABC	44
8	**Twilight Zone**	CBS	43
9	**Perry Mason**	CBS	40
10	**Candid Camera**	CBS	38
10	**Checkmate**	CBS	38
10	**Roaring 20's**	ABC	38
10	**Thriller**	NBC	38
10	**Gunsmoke**	CBS	38
10	**Walt Disney Presents**	ABC	38

500,000-2,000,000

Rank	Program		TvQ
1	**Sing Along with Mitch**	NBC	53
2	**Bonanza**	NBC	48
3	**Red Skelton**	CBS	43
3	**Untouchables**	ABC	43
3	**Wagon Train**	NBC	43
6	**The Flintstones**	ABC	41
7	**Perry Mason**	CBS	40
8	**Andy Griffith**	CBS	39
8	**Candid Camera**	CBS	39
10	**Bugs Bunny**	ABC	38
11	**77 Sunset Strip**	ABC	37
12	**CBS Reports**	CBS	36
12	**Real McCoys**	ABC	36
12	**Garry Moore**	CBS	36
12	**Thriller**	NBC	36

50,000-499,999

Rank	Program		TvQ
1	**Bonanza**	NBC	53
2	**Wagon Train**	NBC	51
3	**Sing Along with Mitch**	NBC	49
4	**Rawhide**	CBS	46
5	**Gunsmoke**	CBS	43
6	**Perry Mason**	CBS	42
7	**Andy Griffith**	CBS	41
7	**Candid Camera**	CBS	41
7	**CBS Reports**	CBS	41
7	**Real McCoys**	ABC	41
7	**Roaring 20's**	ABC	41
12	**Red Skelton**	CBS	40
13	**One Happy Family**	NBC	38
13	**Untouchables**	ABC	38
15	**Expedition**	ABC	37

Under 50,000

Rank	Program		TvQ
1	**Bonanza**	NBC	58
2	**Andy Griffith**	CBS	57
3	**Sing Along with Mitch**	NBC	51
3	**Wagon Train**	NBC	51
5	**Rawhide**	CBS	49
5	**Real McCoys**	ABC	49
7	**My Three Sons**	ABC	47
8	**Rifleman**	ABC	46
9	**Red Skelton**	CBS	45
9	**Route 66**	CBS	45
11	**Expedition**	ABC	44
11	**The Flintstones**	ABC	44
11	**Perry Mason**	CBS	44
14	**Gunsmoke**	CBS	42
15	**Matty's Funday Funnies**	ABC	42

Rural

Rank	Program		TvQ
1	**Bonanza**	NBC	57
2	**Wagon Train**	NBC	54
3	**Real McCoys**	ABC	49
4	**Andy Griffith**	CBS	48
5	**National Velvet**	NBC	46
6	**Rawhide**	CBS	45
7	**Route 66**	CBS	44
8	**Candid Camera**	CBS	43
9	**Gunsmoke**	CBS	42
9	**My Three Sons**	ABC	42
9	**Red Skelton**	CBS	42
12	**Cheyenne**	ABC	39
12	**Father Knows Best**	CBS	39
12	**The Flintstones**	ABC	39
12	**Perry Mason**	CBS	39

Peter DeMet Productions, Chicago. DeMet, producer of three sports shows now being syndicated (*Championship Bowling, All Star Golf* and *National Football League Presents*), plans to film the pilot of a new off-beat-format box ing show early next month. Finishing touches are also being applied to a new fishing show which is scheduled for national syndication.

Vic Tanny pilot ▪ Charles N. Stahl Adv., Hollywood, has announced completion of a video tape pilot, *Mr. and Mrs.* (morning exercise show) for its Vic Tanny account. Plans call for a series of 65 11-minute tapes shot with a gymnasium background. They will depict a series of exercises starring Kurt and Carrol Bryan, husband and wife team, who are Vic Tanny instructors. Vic Tanny, through Stahl, is offering the series for sale but will pick up most of the tab as a public relations gesture.

Chef syndicated ▪ Chef Cardini, longtime west coast air personality and salesman, is now starring in *The Chef Cardini Show,* a new syndicated radio program created and marketed by MediaScope Adv. Ltd., Sacramento.

New fall entry ▪ A half-hour fantasy series, *Donny Dru,* starring eight-year-old Scott Lane and Jeff Donnell, will be presented on NBC-TV next season in a prime time period and date to be announced. The series will center around an imaginative youngster who visualizes himself in a succession of heroic and adult roles, including a naval captain, a space explorer, a major league ball player and a daredevil test pilot. It is being produced by Screen Gems in Hollywood.

Programming. ▪ Filmaster Inc. has signed Otto Graham, head football coach and director of athletics at the U. S. Coast Guard Academy in New London, Conn. to star in *Touchdown,* a new half hour tv football series which began filming last month. Produced in cooperation with the National Football League, each program will feature teams of top NFL players who will compete in passing to both stationary and mov-

ing targets, as well as receivers. Substantial cash prizes will be awarded each week. Nat Perrin, Filmaster vp in charge of programs, will be executive producer. Fritz Goodwin, Filmaster director of program development has been assigned producer, with Richard Cunha director.

Broadcast International files for stock offering

Broadcast International Inc., New York programming company which supplies public relations "documentaries" to foreign and domestic radio and tv stations, has filed with the Securities & Exchange Commission to offer 60,000 shares of common stock to the public at $5 per share.

The company claims some 500 station-clients and an impressive roster of clients for whom it produces programs on subjects related to their product, intended to further the clients' corporate image (BROADCASTING, Feb. 13). BI also transmits live and transcribed programs from its New York studios to overseas stations via shortwave.

Income for the year ended Nov. 30, 1960 was $195,041; operating expenses $150,467 and net profit (after taxes) $31,202, or 26 cents a share. There are 120,000 shares in the company, in addition to those offered to the public, owned by its president and founder, L. Nicholas Dahlman. BI's book value as of Nov. 30 date was $41,000.

Mr. Dahlman's salary is $22,500; David Prowitt, vice president, formerly with American Airlines (one of BI's clients), earns $15,000; Ann Mannara, secretary-treasurer, earns $10,000.

The filing states that the proceeds of the stock sale will be used to buy broadcast equipment and to expand the company's services and its sales, production and advertising departments. Offices are at 3 West 57th St., New York 19, N. Y.

Bilingual ABC News

Unless U.S. newsmen become bilingual they may soon lose out in the growing competition in the field of international journalism, James C. Hagerty, ABC vice president in charge of news, special events and public affairs, told a luncheon meeting of the Academy of Television Arts & Sciences in Chicago Wednesday. ABC won't be guilty, he said, and has instituted a new policy of paying one-half of the tuition for any newsman who enrolls at Berlitz or some equally competent school. Mr. Hagerty said 10 network newsmen already have taken advantage of the offer. Earlier the new ABC news executive announced a policy of having reporters on the beat report on the air to give authority to the news (BROADCASTING, March 6).

Ziv-UA reveals plans for eight new tv series

Ziv-United Artists announced last week that the company is preparing a total of eight tv series for syndication on a schedule of one show every two months. *King of Diamonds,* starring Broderick Crawford, is the company's first series in its expanded activity.

Details on other Ziv-UA series will be announced as they are placed into release, a company spokesman said.

Ziv-UA officials held sales briefings in New York last week on *King of Diamonds,* which is going into immediate release. The series stars Mr. Crawford as chief of security and recovery for the diamond industry.

FATES & FORTUNES

BROADCAST ADVERTISING


Mr. Rover

Hal Rover, formerly vp, account supervisor on P&G at Compton Adv., N. Y., joins Sullivan, Stauffer, Colwell & Bayles, that city, as vp and account supervisor on Lipton Tea. Mr. Rover, who was with Compton for more than eight years, previously served as salesman for book publisher.

Robert H. Higgons and **Robert L. Nicholas,** account executives, Ted Bates & Co., N. Y., elected assistant vps.

Robert L. Williams, radio account executive, Daren F. McGavren Co., N. Y., moves to San Francisco to become manager of company's office there.

Jose M. Vicente, formerly of Island Networks of Puerto Rico, joins San Juan office of J. Walter Thompson as account executive.

Louis F. Slee, formerly of GPL Div., General Precision Inc., N. Y., joins Fuller & Smith & Ross, that city, as pr account executive.

Joel Stein, formerly of Grey Adv., N. Y., joins Smith/Greenland, that city, as account executive on Melnor lawn sprinklers and Alba non-fat dry milk.

Leo J. Turner, vp, Selvage & Lee, N. Y., joins BBDO, that city, as pr director. **Richard M. Detwiler** becomes manager of pr department. Mr. Turner, who was in charge of financial pr at Selvage & Lee for six years, previously was associate editor of *Newsweek,* in charge of business news. Mr. Detwiler is rejoining BBDO, where he was manager of corporate pr for four years. He was most recently with Grey Adv.

Donald J. Dougherty named advertising manager of Remington Rand electric shaver (International). He had previously served in similar position with Atlantic Div., of Pan American World Airways.

William E. Conner, account executive, BBDO, Minneapolis, elected vp.

George V. Grulich, account executive, C. J. LaRoche & Co., N. Y., named vp and marketing director, as well as member of agency's plans board.

Lyman B. Cooper, creative director of art and tv, and **Clinton Carpenter,** creative director of copy elected vps of Street & Finney, New York. **John DeBenham,** formerly with Doherty, Clifford, Steers & Shenfield, joins agency as assistant vp in charge of tv production.

William S. Stockdale and **Allan B. Clamage** appointed vps, Grant Adv., N. Y. Mr. Stockdale is senior account executive on International General Electric. Mr. Clamage, who started with Grant in Detroit, transferred to N. Y. office last year.

Sherman J. McQueen elected vp of Foote, Cone & Belding, Los Angeles. Mr. McQueen is director of broadcast for both Los Angeles and San Francisco FC&B offices.

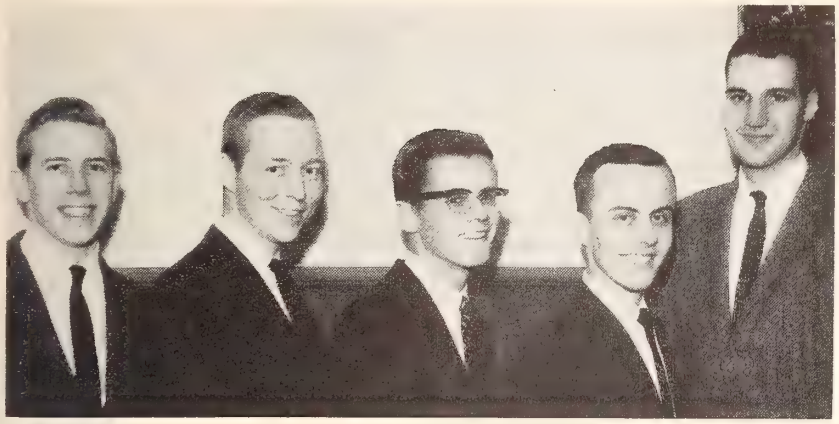
Research center

A new communication research center has been established at Brandeis U., Waltham, Mass., with **Louis G. Cowan,** formerly president of CBS-TV, as director.

The center will stress research into specific areas of communication affecting contemporary life, from politics and international relations to education and the formation of group attitudes.

Assisting Mr. Cowan will be **Henry Morgenthau III,** executive producer with educational station WGHB-TV Boston.

The center was set up with an initial grant by Samuel Schulman and wife. Mr. Schulman is president of George McKibbin & Sons, book publisher.



Commercial touch in Ivy League

George T. Mascott Jr., has been named general manager of Dartmouth College's WDCR. Other members of new directorate are **James W. Varnum** as program director; **James M. Knappenberger** as chief engineer; **Thomas P. Hall** as business manager and **J. Philip Smith** administrative director. WDCR claims to be only commercial am station in U. S. entirely owned and operated by undergraduates.

Roy A. Meredith joins pr department of Ketchum, MacLeod & Grove, New York. Mr. Meredith had just completed writer-directorial assignment for Doric Productions, Beverly Hills. **Alfred Zalon,** formerly art director of American Cancer Society, joins in similar capacity.

George R. Garrett joins radio and tv department of Wermen & Schorr, Philadelphia, as coordinator with agency's market research director. **Grace E. Mathias** from radio and tv department to print media as assistant to director.

Tom Morrow joins copy department of Allen & Reynolds, Omaha advertising agency. Mr. Morrow had previously been continuity and promotion director of KBON, that city.

Morton P. Trachtenberg, formerly of BBDO, N. Y., joins Ben Sackheim, that city, as director of interior furnishings group.

Jerome J. Lawson appointed manager of advertising and promotion, Organic Chemicals Div., American Cyanamid Co., Bound Brook, N. J.

Lynn Kimmel, formerly of Ogilvy, Benson & Mather, N. Y., joins Kenyon & Eckhardt, that city, as senior copywriter.

Howard Ray, for past 10 years senior partner in Ray & Berger, product publicity firm, joins Mack Agency, Los Angeles.

Milton Rich, formerly publicity director of WCBS New York and editorial associate of CBS-TV's *Person to Person* program, has established own publicity and pr firm with offices at 18 E. 48th St., New York 17, N. Y. Telephone number is Plaza 2-5278.

Marilyn Modern, assistant to librarian, American Assn. of Advertising Agencies, named librarian, replacing retiring **Florence T. Rowley.**

THE MEDIA

William L. Clark, formerly vp and director, Western division, ABC Films Inc., joins Peter M. Robeck & Co., N. Y., as vp in charge of western operations and sales in Los Angeles.

Robert Jenkins promoted to general manager of KMNS Sioux City, Iowa. Mr. Jenkins was formerly on station's sales staff.

Gene C. Loffler II, formerly general manager of KCOG Centerville, Iowa to KVOY Yuma, in similar capacity.

Bob Rorhs resigns as general manager of KJAY Topeka, Kan.

Jeff York, former XEAK Tijuana sales manager, to KSON San Diego, as general manager. **Blaine Cornwall** and **Harry Bulow** named assistant manager and sales manager respectively.

Bailey W. Hobgood Jr., and **Thomas F. Ashcraft** named general manager and commercial manager respectively of WMIT-FM Clingman's Peak, N. C. Both previously held similar positions with WYFM-FM Charlotte.

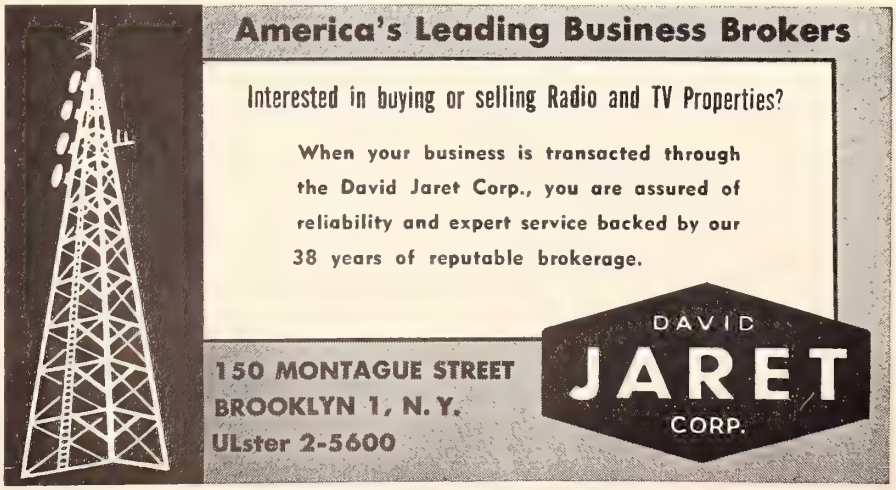
David D. Larsen appointed special assistant to general manager of KNOB Long Beach, Calif.


Mr. Davis

Robert A. Davis appointed acting station manager of KPLR-TV St. Louis. Prior to assuming his new duties, he had been administrative assistant to president and general manager. **Adele K. Shelly** named to newly created position of director of promotional services. Miss Shelly has been with station since September 1960.

Joseph W. Fitzpatrick, director of internal audit and systems department, AB-PT, named assistant to comptroller **James L. Brown. John J. Brennen,** formerly director of accounts, Bloomingdale's department store, N. Y., joins AB-PT, filling vacancy left by Mr. Fitzpatrick.

John P. McWeeny named account



executive in Chicago office of newly formed Storer Television Sales (rep firm). He formerly served in similar position with Edward Petry & Co.

Adrian R. (Bud) Cooper, formerly account executive for WHLO Akron, Ohio, promoted to local sales manager.

Robert S. Stevens named operations manager of WCAE Pittsburgh. Mr. Stevens for past five years has been associated with McLendon radio chain in various capacities.


Mr. Otter

John M. Otter, of NBC Special Program Sales staff, named director of Special Program Sales, NBC-TV. Mr. Otter, who assumes duties of Edwin S. Friendly Jr., was previously associate producer of *Today* show, commercial producer of *Home* show, and production assistant on *Armstrong Circle Theatre.*

William A. Earman and **Richard C. Fellows** named operations manager and sales manager, respectively, of WPDQ Jacksonville. Mr. Earman is also news director while Mr. Fellows had been operations manager and air personality.

Robert J. Zimmerman named local sales manager for KRUX Glendale, Ariz.

Bill Whalen named to newly created post of assistant editor-in-chief of news for WNAC-AM-TV Boston, as well as Yankee Network. He formerly served as news director of WICC Bridgeport, Conn.

Thomas Rose, chief director, WTOL-TV Toledo, named production manager.

Sheldon Fisher, production director of WTHI Terre Haute, Ind., to director of operations and sales, WTHI-FM.

Allan Bean, previously copywriter for WTTV (TV) Bloomington-Indianapolis, to WPTA (TV) Roanoke, both Indiana, as continuity director.

Richard C. Dreyfuss appointed program manager of WPRO-TV Providence, R. I. He had served in similar position with WSAZ-TV Huntington, W. Va.

Robert Kennedy, previously vp TV Motion Picture, Richmond, Va., named film director of WXEX-TV, that city.

Mel Mains, former acting director of Agricultural Hall of Fame, named news director of KBEA and KBEY-FM Kansas City.

Guy Andrews, former program director of WHEB Portsmouth, N. H., appointed news director. He is being succeeded as program manager by **Ray Dunphy,** air personality at station. **Dick Ring** joins staff as disc jockey.

WBC's "first"

Harold Arlin, Mansfield, Ohio, an employe of Westinghouse Electric Corp. for 43 years and whom Westinghouse claims was the world's first regular radio announcer, was honored last week at company's 75th annual stockholders meeting in Pittsburgh. Mr. Arlin received Westinghouse Order of Merit, highest honor company can confer on an employe, "for his pioneering work with Westinghouse Broadcasting station KDKA (Pittsburgh) as world's first regular radio announcer; for favorable recognition he has brought to Westinghouse through his participation and interest in community programs, particularly those affording improved educational opportunities for young people, and for his loyal service to Westinghouse."

Dick Kelliher, formerly assistant national sales manager for Adam Young Co., to KFRC San Francisco, as national sales manager.

Prem M. Kapur, formerly local and regional account executive, WCAU-TV Philadelphia, joins H-R Television, N. Y., as account executive.

Norman Hayes joins WJXT (TV) Jacksonville, as account executive. **Joe Grawet,** previously production manager and air personality with WESH-TV Daytona Beach, Fla., named air personality.

Richard T. Williams appointed account executive for WEAM Arlington, Va.


Mr. Alexander

William M. Alexander named commercial manager of WFMY-TV Greensboro, N. C. He formerly was local and regional sales manager, and prior to that served as account executive in sales department. Before that, he was vp in charge of tv for Hege, Middleton & Neal, advertising agency, that city.

Ted W. Cooke, formerly program manager of KOIN-TV Portland, Ore., named director of operations, tv, of parent Mount Hood Radio and Television Broadcasting Corp. **Luke L. Roberts** succeeds Mr. Cooke as program manager. He previously handled station's production and public affairs department.

Carl Shook named director of operations for WOWI New Albany, Ind. He had previously served as program and sales consultant for KWAM Memphis.

Tom Rounds appointed program director of KPOI Honolulu, replacing **Ron Jacobs** who is assuming other executive responsibilities. **Bob Lowrie** named director of news and special events, while **Tom Moffatt** becomes musical director. **David Donnelly** joins news staff.


Mr. Schutte

Richard H. Schutte named western radio sales manager for Metropolitan Broadcasting properties. Mr. Schutte, who will headquarter in San Francisco, had been previously vp in charge of Pacific Coast operations for Robert E. Eastman & Co., and prior to that general sales manager of KCBS, that city.

Bill Hare named associate farm director of KWTV (TV) Oklahoma City. Mr. Hare is former executive secretary of Oklahoma City Livestock Exchange.

Jack Lowe, formerly of WWDC Washington, D. C., joins WFYI Garden City, N. Y., sales staff.

Murph McHenry, program director for WQTY Jacksonville, resigns to become director of advertising and pr with department store chain.

H. Needham Smith resigns as sales manager of WTRF-TV Wheeling, W. Va., to join Taft Broadcasting Co., in Cincinnati in executive capacity. Other personnel changes at WTRF-TV: **George Diab,** news and sports director, named operations manager; **Cyril J. Ackermann,** regional sales manager, promoted to national sales manager; **C. Kirk Jackson,** sales service manager, named regional sales manager. **James H. Knight,** promotion director, takes on additional duty of merchandising manager and **Wesley M. Manley,** public service director, named in charge of traffic and systems.

Norman F. Cissna, local sales manager of WNBQ (TV) Chicago, promoted to assistant general sales manager. **Jack Hauser,** manager of sales development, succeeds Mr. Cissna as local sales manager.

Jack Pavis, account executive, Theodore Sills, Chicago, joins KABC Los Angeles, publicity-promotion staff.

E. Robert Nassikas appointed staff writer for WIIC (TV) Pittsburgh. He previously served as newspaper and radio editor for UPI, that city.

Ralph Rowland joins announcing staff of WAIT Chicago. He was formerly air personality with KHOW Denver, where he is being replaced by **Dick Brehm,** who had been traffic manager, that station.

Roger Martin, formerly staff announcer of WVOS Liberty, N. Y., and member of production staff of WNTA-TV New York to KUTY Palmdale, Calif., as air personality.

Grant Price, former news director for KXEL Waterloo, Iowa named to similar position for WMT-AM-TV Cedar Rapids, Iowa.

Reb Foster joins KYW Cleveland as air personality. He previously served as program director and disc jockey with KICN Denver.

Dick Thomas joins KSTT Davenport, Iowa, as air personality.

Jim Tate and **Bobby Lyons** join WIP Philadelphia air personality staff. Mr. Tate served in similar capacity with WCKR Miami, while Mr. Lyons competed with him over WQAM, also Miami.

Dick Landfield, formerly KTHS Little Rock, to WSPD Toledo, as air personality.

PROGRAMMING

Frank Stephan, former vp in charge of Detroit office, Van Praag Productions, named vp in charge of national sales, with headquarters in N. Y.

Robert Weisberg joins Trans-Lux TV Corp., New York. Mr. Weisberg will serve in executive capacity in new tv division.

Kirk Torney, formerly managing director, CBS Ltd., London, joins Seven Arts Associated, N. Y., as director of station representative sales.

Alder M. Jenkins, formerly president, Aldros Assoc., N. Y., joins TelePrompTer Corp., as New England district sales manager, Communications Systems Div.

Cornwell Jackson, Hollywood tv executive, appointed chairman of executive committee for Second International Assembly of Academy of Television Arts and Sciences, to be held in Los Angeles in 1962.

Melville B. Nimmer resigns as counsel for Writers Guild of America, West, in order to devote his entire practice to representation of individual clients.

Reuben Bercovitch, executive of William Morris Agency resigns to form own packaging firm for tv and motion pictures. Offices will be located at 120 El Camino Drive, Beverly Hills.

EQUIPMENT & ENGINEERING

George Konkol appointed general manager of microwave device operations of Sylvania Electric Products, Mountain View, Calif. Mr. Konkol, who succeeds **Myer Leifer,** resigned, had been general manufacturing manager of Sylvania's parts division.

Ely Francis appointed director of planning for international division of RCA. He had served as assistant controller and as coordinator of interdivisional transactions in budgetary planning and controls unit of corporate staff.

Martin W. Lyon appointed sales engineer, semiconductors, midwest region, for CBS Electronics, Danvers, Mass. (manufacturing division of CBS Inc.).

Richard Swan to sales staff of broadcast equipment division of Sarkes Tarzian, Bloomington, Ind. Mr. Swan was previously national sales manager, General Communications, Fort Atkinson, Wis.

George R. Simkowski appointed marketing manager of Webcor Sales Co., in Chicago. He has been advertising manager for past two years and before that assistant advertising manager. **Edward C. Stern** named advertisting and sales promotion manager of Webcor-Dormyer, that city.

GOVERNMENT

Albert J. Lubin, previously director of Office of Public Information, USIA, named assistant administrator (information services) of Small Business Administration.

ALLIED FIELDS

Arthur Scheiner, member of Washington communications law firm of Cottone & Scheiner, has become member of firm of Lyon, Wilner & Bergson, same city. Mr. Scheiner was chief of FCC's Rules & Standards Division, Broadcast Bureau, when he resigned in 1954 to go into private practice.

DEATHS

Clarence Worden, 64, director of public affairs and assistant to general manager, WCBS-TV New York, died April 4 at Le Roy hospital, N. Y., of heart attack.

Jack Kane, 37, music director of Canadian Broadcasting Corp., died of cancer at Toronto on March 27. He had been with CBC since 1949, did summer replacement show for CBS in 1958 and tv spectacular for CBS starring Ethel Merman.

Albert Black, 40, free-lance tv producer, died of heart attack at his home in Lido Beach, Long Island, April 1.

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10

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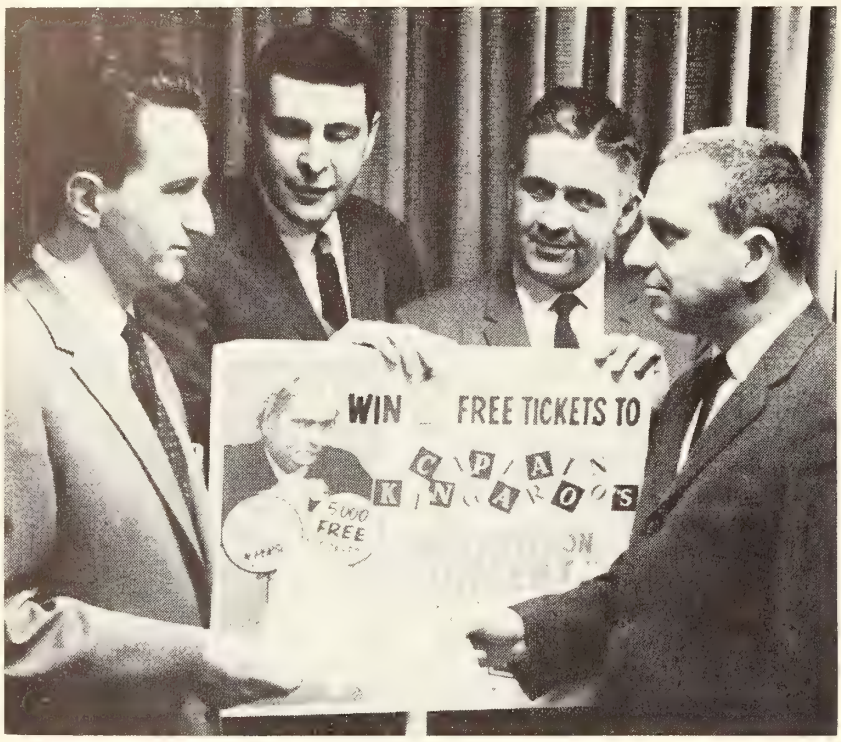
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WPEN

THE STATION OF THE STARS
CALL GILL-PERNA, INC.



Reviewing plans for the Captain Kangaroo kid concert in Chicago next month are (l to r): William Zelin, advertising manager, Certified Grocers of Illinois; Hal Abrams, WBBM-TV Chicago account executive; Les Spencer, sales manager, Country's Delight milk, and Bill Olendorf, vice president, Tobias, O'Neil & Gallay.

Big Chicago campaign for the 'Captain'

When CBS-TV's Captain Kangaroo arrives in Chicago next month for his "Fun With Music" kid concert at McCormick Place, 5,000 youngsters will be in the audience and hundreds of thousands more will be watching via WBBM-TV there. This massive pre-sell will be accomplished through a $100,000 multiple-media promotion investment by Certified Grocers of Illinois Inc. through Tobias, O'Neill & Gallay, Chicago. Object: to sell Country's Delight brand milk, a Certified product.

Virtually all radio stations in the market will carry spots on the event this month. WBBM-TV shows will boost it too. Double-truck newspaper ads are scheduled, plus posters and billboards. Children are registering at local Certified stores for chances to win McCormick Place tickets, with total entries expected to run into the millions. The one-hour live show will be given May 7, featuring a 60-piece CBS symphony orchestra with Bob Keeshan appearing in his role as Captain Kangaroo. The program, by video tape, will be repeated on WBBM-TV on May 14, Sunday 6-7 p.m., bumping the CBS-TV episodes of *Lassie* and *Dennis the Menace* that night. The agency estimates the five-week buildup campaign will top 32.2 million advertising impressions.

WQAM's contest winners

WQAM Miami and its rep firm, John Blair & Co., N. Y., have won a number of new friends in the advertising world as a result of their recently completed contest.

Contestants were to submit their version of the number of times WQAM appeared in Miami Metro Pulse, October/November, 1960; slogans based on the call letters and a description in 56 words or less of what they liked best about the station.

As an incentive a deluxe grand prize was offered—a week trip to Miami Beach and Nassau. It was inspiring enough to Richard Grahl, William Esty Co., N. Y., who went on to win the contest. He was presented with his booty by John Blair, president of the rep firm bearing his name. Nine other contestants won prizes ranging from $25 in cash to weekend trips to Miami.

Bay area fm stations hold big promotion

The San Francisco Bay Area Fm Broadcasters have completed what they describe as the biggest fm promotion in that community's history and perhaps the biggest anywhere.

Proclaiming March as Fm Month, the area's 12 fm stations joined forces and finances in a major saturation that they say reached 90% of the area's 3 million people. The group spent about $50,000, got 3,000 on-air spots from its combined membership and worked additional tie-ins with newspapers, billboards, hi-fi dealers and television.

And when all had cleared it was generally felt that San Franciscans were aware of the fm story. In both San Francisco and Oakland, the respective mayors declared an Fm Week, using the central theme "Everything Sounds Better on Fm Radio."

Stations participating in the activity were: KAFE (FM), KBAY-FM, KBCO (FM), KEAR (FM), KJAZ (FM), KPEN (FM), KPFA (FM), KPGM (FM), KRON-FM, KRPM (FM), KSFR (FM), and KWME (FM).

Books and films used in CBS Films promotion

New books and 16 mm films for non-theatrical distribution will give extra mileage to a number of CBS-TV programs distributed by CBS Films Inc. Last week CBS Films licensed Dell Publishing Co. to create and publish an original paperback novel based on *Danger Man,* a new British-produced adventure series which started on the network last Wednesday (April 4), 8:30-9 p.m. EST).

Murray Benson, CBS Films' director of licensing, also announced the authorization of Carousel Films Inc. and the text-film division of McGraw-Hill Publishing Co. to handle non-theatrical distribution of four *CBS Reports* programs. "The Influential Americans" and "The Beat Majority" (both to Carousel), and "Harvest of Shame" and "Crossroads Africa—Pilot For a Peace Corps" (both to text-film) will be distributed to schools, government agencies, colleges, social groups, libraries, etc. Carousel also will release in 16 mm form the award-winning Terrytoons cartoon, "Juggler of Our Lady."

In other new licensing arrangements, Earle Pullan Co., Toronto, has started production of stuffed toy versions of the cartoon characters *Deputy Dawg* and *Mighty Mouse.* Also, Little Brown Co. will publish hard-cover books based on "The Years Between" and an untitled

book about four great battles of World War II. J. B. Lippincott Co. will publish a book based on "Big City—1980." All three books will be adaptations of *The Twentieth Century* programs (CBS-TV Sun. 6:30-7 p.m. EST).

A break for the competition

KCPX-TV Salt Lake City is giving its competition more than an even break in advance program promotion, a test of how far a station will go to serve the public interest.

On its *Noon News* (12:30-1 p.m.), each Tuesday, Howard Pearson, television columnist for *The Deseret News & Telegram,* reviews forthcoming programs of Salt Lake City's three commercial stations in addition to KUED (TV), U. of Utah educational station. Mr. Pearson emphasizes only those features he feels have a cultural, informative or educational value.

KGBS—the problem solver

To determine what Southern Californians feel are the biggest problems of this fast-growing area, KGBS Los Angeles is telephoning residents asking what the problems are, whether they are satisfied with the way they are being handled and what KGBS can do to help expedite a solution. Letters have been sent to business and civic leaders and the station appeals to listeners to write their views by airing an announcement recorded by Wendell Campbell, managing director. Results of the three-pronged survey will be summarized in a report to be made public in May. The report will be followed by a series of programs in which experts will analyze the problems and suggest possible solutions.

The viewers were confused

WXYZ-TV Detroit and CKLW-TV Windsor, Ont. (across the river) joined hands for an April Fool's gag that might produce a more far-reaching effect than its original intent.

The two stations successfully swapped their 5 p.m. high rated kids' shows (*The Three Stooges* on WXYZ-TV for *Jingles in Boofland* on CKLW-TV), both of which have been engaged in a strenuous ratings battle for top position.

Before the idea could be a reality, a number of problems first had to be solved. The sponsors (about a half dozen of them) stayed with their respective stations; the shows played it straight, eliminating gags because of the international aspect; union personnel had to be made happy as did management. Evenually all was worked out. So for thousands of Detroit-Windsor youngsters it was quite a gag. For those who take stock in ratings it was something else—and they are waiting and watching to see just what happened ratingwise.

Big RAB mailing

Radio Advertising Bureau member stations last week launched what they call "the world's largest jumbo postcard mailing." were sent on 8½" X 11" cards, issued by the bureau to local and regional advertisers and their agencies.

Copy blocks in the "16 for '61" campaign stress facts of radio's coverage, economy, growth and reach, with each card elaborating on one radio fact.

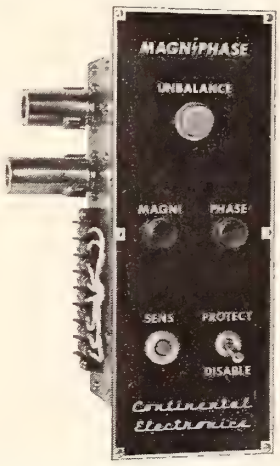
Drumbeats . . .

Radio Month aids ▪ Radio stations using Pitney-Bowes postage meters can use a special engraving with Radio Month promotion material, NAB announced in reporting it had mailed the 1961 National Radio Month kit to nearly 2,300 radio stations. Radio Month is May. In addition to the usual ideas on the promotion, NAB has also available on an order basis bumper strips, speakers guide and booklets on careers in radio and on broadcasting in general. A series of musical jingles is also planned for distribution for the month-long campaign.

'Opry' contest ▪ The fourth annual talent contest in connection with Keystone Broadcasting System's weekly half-hour *Grand Ole Opry* program, sponsored by Pet Milk Co., St. Louis, through Gardner Adv. there, will be conducted April 17-May 27 by the 120 KBS affiliates and 14 other stations carrying the series. Local winners will compete in semi-finals and six finalists will go to WSM Nashville in late June. There were 5,000 entries last year. Keystone's program is based on WSM's long-running *Grand Ole Opry* show.

Reminder ▪ WLBZ-TV Bangor, Me., is fast becoming the best "friend of the motorist" in that state. Maine law calls for drivers to renew their licenses on or before each birthday. Because of the great financial strain, the state can not assume the responsibility of reminding motorists that their permits are about to expire. So a number of forgetful drivers find themselves with a problem. But WLBZ-TV came to the rescue—at least in the eastern part of the state—with a "happy birthday, don't forget to renew your drivers license," spot announcement several times daily. It is working so well that the idea has been passed on to the Maine Assn. of Broadcasters for widespread use throughout the state.

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PLAN WOULD SPLIT UP BBC

ISBA would cut official network to one program, split equally among three independent channels

The most revolutionary plan for tv in Britain since the introduction of a commercial network five years ago has just been announced by the Incorporated Society of British Advertisers (ISBA). The ISBA plan would abolish BBC as a separate network and set up three independent channels giving near-national coverage.

BBC would continue to produce "quality" programs to be broadcast continuously—but at different times—on all three channels. At all times one channel would carry a BBC program and the other two independent programs.

The effect would be that BBC programs would occupy one-third of the time in each channel but would not be available on a separate network. Schedules would be shuffled daily to insure allocation of prime time between BBC and independent programs.

Member-companies of ISBA provide more than two-thirds of the total spent on tv advertising. Naturally, the future of broadcasting is of prime importance to them. Hence their radical scheme which has been submitted to the Pilkington Committee (set up by the government to look into the future of tv and radio and headed by Sir Harry Pilkington).

Says ISBA of the plan: " . . . BBC would be free of the compulsion to cater for the mass audience and could concentrate on 'quality' programs while, at the same time, the spread of their programs through independent channels would guarantee each channel 'balanced' programming."

Financing for BBC originations could be met from an appropriate slice of the independents' revenue, ISBA suggests. And, importantly, the annual tv license fee of $12 could be considerably reduced if not abolished, it was claimed.

An advantage of the plan is that it could be inaugurated immediately and would not be affected by any future change in line definition on British tv sets, ISBA claims.

BBC names U.S. reps for its program sales

British Broadcasting Corp. has announced the appointment of Lester M. Malitz Inc., New York, to act as U.S. representative in the sale of sporting and other outside events in which BBC owns exclusive rights.

BBC-TV's remote broadcast department contributes over 10 hours of programming to an average 60-hour tv week. Approximately eight hours are devoted to sporting events and two hours to national events.

The BBC in its first distribution agreement with an American tv film distributor, appointed Peter M. Robeck & Co., New York, as U.S. distributor of its Shakespearean drama series, *An Age of Kings.*

Dennis Scuse, BBC tv representative in the U.S., said the agreement resulted from "the overwhelming reception" of *An Age of Kings* in New York and Washington under the sponsorship of Standard Oil of New Jersey.

Through arrangements with National Educational Television, New York, which previously purchased the series for showing next fall on all NET-affiliated stations, Metropolitan Broadcasting Co. started the series on its WNEW-TV New York and WTTG (TV) Washington. Neither city is served by a NET station.

CAB announces radio-tv basic training courses

Because of a shortage of trained personnel in the foreseeable future, the Canadian Assn. of Broadcasters is sponsoring a special basic training course in broadcasting at the Ryerson Institute of Technology, Toronto, Ont., May 8-June 2. A maximum of 100 students will be able to take this course, each one to be sponsored by a CAB member station. The course will cost students only $25. Special railway transportation rates have been arranged by the CAB for students from all parts of Canada.

The training course will be held in the new $4 million radio-television building of the Ontario government's Ryerson Institute, equipped with modern facilities. This includes seven tv cameras, with camera chains; 10 audio booths for announcing, very latest in audio and video tape facilities.

Lecturers for the course include top authorities on Canadian broadcasting, among them Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, regulatory body; Murray T. Brown, CFPL-AM-FM-TV London, Ont., and president of CAB; and Alphonse Ouimet, president, Canadian Broadcasting Corp.

Gen. Sarnoff suggests world-wide tv channel for U.N.

A world-wide tv channel for the United Nations—to be used to bring to 1 billion people first-hand presence at international debates and U. N. programs—was suggested last week by Brig. Gen. David Sarnoff, chairman of RCA.

Gen. Sarnoff, at a U. of Detroit convocation, foresaw international telecasting as the next major step in television with the accomplishment in five years of ocean-hopping television communications via space satellites.

When this is in existence, he said, one channel should be offered to the U. N. so that the peoples of the world can witness discussions and debates on world problems in the General Assembly and Security Council. At other times, he said, the U. N. could telecast news of its programs throughout the world.

There should be no strings attached to this offer, he emphasized. The U. N. should provide its own studio facilities, staff and programming without hindrance by any nation.

Such a world-spanning tv channel, Gen. Sarnoff further observed, could be used for meetings among heads of states. These could be on a closed circuit basis, with proper scrambling of signals for maximum security, or wide-open for the whole world to watch and listen. Basic here, he said, is the principle of free international usage of international communications.

In the next 10 years, there will be tv stations in every nation, he estimated. They will broadcast to 200 million receivers, with a total audience of one billion people, he predicted. Right now, he said, there are tv stations in 75 countries, serving almost 100 million receivers.

ABC makes deal with Argentine tv outlet

American Broadcasting-Paramount Theatres last week opened up its 10th foreign country with announcement of an agreement with Difusion Contemporanea S. A., which will put ch. 11 Buenos Aires, Argentina, on the air in June. This will be 12 Latin American station associations for ABC. The deal, announced by Donald W. Coyle, president of ABC International Television Inc., and Norman Pentreath, president of Difusion Contemporanea, is for "financial, programming and administrative assistance" by the U. S. company. ABC also will represent the outfit in sales to international advertisers.

Buenos Aires with 800,000 sets has the largest tv circulation of any Latin American market, Mr. Pentreath said. The city has a population of 4 million, claimed the largest in South America, and eighth largest in the world.

ABC's other international interests are in five Central American countries, Venezuela (the five-station VeneVision Network), Ecuador, Australia (two stations) and Lebanon.

British Liberals ask ITA reorganization

British commercial tv contractors, constantly under fire from members of Parliament for their "profiteering," are under a new attack. Donald Wade, M.P. for Hudderfield, on behalf of the Liberal Party suggested a scheme whereby $3 million a week advertising revenue would be taken from the programmers and given to the Independent Television Authority (ITA).

The ITA, in turn, would buy programs from the contractors.

The Liberals, as a means of streamlining the Administration, suggest that the 10-member ITA and the nine BBC governors be replaced by a director-general for each network under the joint supervision of a super-broadcast authority.

The Liberals charge that the 1954 Television Act which authorized commercial tv has set up a whole new series of commercial monopolies. Few people then were able to predict the tremendous profits now being made virtually without risk: the combined profits of ITV companies last year were more than $60 million.

But, say the Liberals, it is now essential that the profit level be reduced and the commercial monopolies broken up.

The ITA charter could be revised, they say, to give it greater control over contractors' program planning. And they should revert to their true function of program producers without any direct contact with advertisers.

Liberals want the ITA to be made responsible for advertising revenue, under heavy taxation. This, they say, would preserve the commercial character of the network and advertisers would still be satisfied.



WLIB's cultural exchange program

To further greater understanding and cultural ties between the United States and the British West Indies, WLIB New York and the Jamaica Broadcasting Co., BWI, have agreed on an exchange program. WLIB will supply a series of American jazz programs to Jamaica Broadcasting in return for a series on the Islands' forthcoming status as an independent nation in the British Commonwealth. In photo, Harry Novik (l), president and general manager of WLIB, concludes the exchange agreement with Premier Norman W. Manley of Jamaica.

BBG head questioned on foreign ownership

Ownership of more than the minimum 25% of a Canadian radio or television station by foreign interests was questioned by the Parliamentary Committee on Broadcasting at Ottawa last month.

Committee members questioned Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, on why CFCF Montreal (owned by Canadian Marconi Co., which in turn is owned by British interests) was granted the second English television station in Montreal. He was also questioned on the ownership of CKLW-TV Windsor, Ont., opposite Detroit.

Dr. Stewart said special order-in-council permission was given by the Canadian government under the Canada Broadcasting Act to allow CFCF to have a tv station. CFCF, in operation at Montreal for 40 years, is the oldest broadcasting station in Canada. A large percentage of the CKLW shares is owned by RKO Teleradio Pictures Inc., but the station was licensed prior



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to BBG's establishment. Similar order-in-council procedure was granted to CKCO-TV Kitchener, Ont., and CFCM-TV and CKMI-TV Quebec City, Que., in which half the shares are owned by Famous Players Canadian Corp., in turn owned by Paramount Pictures, a U. S. corporation. These stations were also licensed prior to the BBG's advent.

Dr. Stewart was also questioned on ownership of radio and television stations by newspaper interests in view of the recent sale of CKEY Toronto to a group in which the *Toronto Globe and Mail*, morning daily, has 50% ownership.

BBC surveys education on American television

The BBC has looked at education on American television and concluded that its own resources can be more usefully devoted to the enrichment of education than by direct teaching over home receivers. Reconnaisance here was part of the research that went into an educational policy statement by BBC, covering both radio and tv but excluding programs for schools (nine tv programs weekly, 55 radio programs for 29,000 schools and 9 million supplementary pamphlets annually).

The survey lists current programs that fit into the enrichment philosophy and goes on to suggest some future plans and possibilities. Among these, BBC-TV will inaugurate next summer tv programs designed to contribute to serious study, "Further Education" radio programs will be extended especially in foreign-language teaching and will review its service to young people.

The BBC fulfills education requirements of its royal charter through its programs as a whole and while programs should reflect existing tastes and interests, they should also work to broaden enjoyment of the arts and understanding of the world, according to the report.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: March 30 through April 5. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—Special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

ACTIONS

Hanford, Calif. — Gann Tv Enterprises. Granted uhf ch. 21 (512-518 mc); ERP 257 kw vis., 138 kw aur.; ant. height above average terrain 273 ft., above ground 300 ft. Estimated construction cost $45,000, first year operating cost $52,000, revenue $65,000. P.O. address 2300 S. Union Ave., Bakersfield, Calif. Studio and trans. location Highway 99 at Kings River. Geographic coordinates 36° 29′ 40″ N. Lat., 119° 31′ 48″ W. Long. Trans. RCA TTU-12A, ant. TFU-24DL. Principals include **Harold D. Gann,** 50%, **George L. Naron** and **Louis Maccagno,** 25% each. Mr. Gann owns radio-tv productions company. Mr. Naron is accountant. Mr. Maccagno owns bakery. Action March 30.

Existing tv stations

ACTIONS

WOOD-TV (ch. 8) Grand Rapids, Mich.—Granted mod. of cp to change type ant., reduce ant. height from 1,000 ft. to 970 ft., and make other equipment changes; conditioned to (1) dismantling existing ant. structure within 90 days following commencement of authorized program tests from new facilities and (2) whatever action commission deems appropriate as result of final decision of Court of Appeals in Television Corp. of Michigan Inc. vs. FCC. By letter denied petition by WLIX-TV (ch. 10) Onondaga to withhold action. Action Apr. 5.

WITI-TV Milwaukee, Wis.—Granted application to move trans. approximately 9 miles south of existing site to location just outside northern Milwaukee city limits, and increase ant. height from 980 ft. to 1,000 ft.; engineering conditions. Action March 30.

CALL LETTERS ASSIGNED

KBLL-TV Helena, Mont.—Helena Tv Inc. changed from KXLJ-TV.

KEZE-TV San Francisco, Calif.—Bay Tv. Changed from KBAY-TV.

KTAL-TV Texarkana, Tex.—KCMC Inc. Changed from KCMC-TV.

New am stations

APPLICATIONS

Cozad, Neb. Tri-City Bcstg. Co.—1490 kc, 250 w. Overall ant. height above ground 155.5 ft. P.O. address Box 67. Estimated construction cost $29,615, first year operating cost $36,000, revenue $38,500. Principal is **David F. Stevens Jr.** Mr. Stevens owns newspaper and office supply business. Ann. March 30.

Donelson, Tenn. Wm. H. Freeman—1560 kc; 1 kw. Ant. height above mean sea level 590 ft. P.O. address 2517 Lebanon Rd. Estimated construction cost $19,568.41, first year operating cost $25,000, revenue $25,000. Mr. Freeman has interests in real estate, insurance, development, farming, and banking. Ann. March 31.

Existing am stations

ACTIONS

KNEZ Lompoc, Calif.—Granted change on 960 kc, from 500 w, D, to 500 w, DA-N, U; engineering conditions. Action April 5.

KGON Oregon City, Ore.—Granted increase of power from 10 kw to 50 kw, continued operation on 1520 kc, DA-1, U; engineering conditions. Action April 5.

WRFD Bedford, Pa.—Granted increased power on 1310 kc, D, from 1 kw to 5 kw; engineering condition. Chmn. Minow not participating; Comr. Bartley dissented. Action April 5.

KVIL Highland Park, Tex.—Granted increase of power from 500 w to 1 kw, continued operation on 1150 kc, DA-D; engineering conditions. Action April 5.

APPLICATIONS

KDLM Detroit Lakes, Minn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340kc). Ann. March 31.

KMIS Portageville, Mo.—Cp to increase power from 250 w to 1 kw. and install new trans. (1050kc) Ann. March 31.

WDLC Port Jervis, N. Y.—Cp to increase daytime power from 250 w. to 1 kw. and install new trans. (1490kc). Ann. March 30.

WBAX Wilkes-Barre, Pa.—Cp to increase daytime power from 250 w. to 1 kw. and install new trans. (1240kc). Ann. March 31.

KBEN Carrizo Springs, Tex.—Mod. of license to change hours of operation from Unl. to SH: weekdays 6:00 a.m. to 7:00 p.m. (1450kc). Ann. March 30.

CALL LETTERS ASSIGNED

WRNS Rensselaer, N. Y.—Fairview Bcstrs.

WYNS Lehighton, Pa.—Valley Bcstg. Co. Changed from WLPS.

WXVW Jeffersonville, Ind. — Northside Bcstg. Co.

KRAF Reedsport, Ore.—Oregon Coast Bcstrs. Changed from KRDP.

KGRB West Cobina, Calif.—Robert Burdette & Assoc. Changed from KWCR.

KBLL Helena, Mont. — Helena Tv Inc. Changed from KXLJ.

WDJS Mount Olive, N. C.—Mount Olive Bcstg. Co.

KNBB Newport Beach, Calif.—Newport-Costa Mesa Bcstg. Inc. Changed from KAJS.

WXRA Woodbridge, Va.—KBVA Inc. Changed from WBVA.

WTHB North Augusta, S. C.—North Augusta Bcstg. Co. Changed from WESN.

WZUM Carnegie, Pa.—Carnegie Bcstg. Co. Changed from WCNE.

KENT Prescott, Ariz.—H. R. Odom. Changed from KZOK.

WSMD Waldorf, Md.—Dorlen Bcstrs. Inc.

WEND Ebensburg, Pa.—Cambria County Bcstg. Co.

WKIG Glennville, Ga.—Tattnall County Bcstg. Co.

WRAA Luray, Va.—Harry A. Epperson Sr.

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New fm stations

ACTIONS

DeKalb Radio Studios Inc. DeKalb, Ill.—Granted cp for new class B fm station to operate on 99.1 mc; ERP 3.1 kw; ant. height 160 ft.; engineering conditions. Action April 5.

Sparks Bcstg. Co., Houghton Lake, Mich.—Granted cp for new class B fm station to operate on 98.5 mc; ERP 8.1 kw; ant. height 190 ft.; engineering conditions. Action April 5.

Southeastern Ohio Bcstg. System Inc., Zanesville, Ohio—Granted cp for new class B fm station to operate on 102.5 mc; ERP 15 kw; ant. height 490 ft.; engineering conditions. Action April 5.

Colonial Bcstg. Co., Elizabethtown, Pa.—Granted cp for new class B fm station to operate on 106.7 mc; ERP 3.2 kw; ant. height 235 ft.; engineering conditions. Action April 5.

Tomah-Mauston Bcstg. Co., Tomah, Wis.—Granted cp for new class B fm station to operate on 98.9 mc; ERP 17.5 kw; ant. height 390 ft.; remote control permitted. Action April 5.

Existing fm stations

ACTIONS

KELE (FM) Phoenix, Ariz. — Granted authority to remain silent for period ending June 5. Action April 4.

KSEO-FM Durant, Okla.—Granted authority to remain silent for period ending July 1. Action April 4.

University Advertising Co., Dallas, Tex.—Granted mod. of cp to change fm station location to Dallas-Highland Park; waived sec. 3.205(b) of rules to permit maintenance of single main stduio at main studio location of its am station KVIL Highland Park. Chmn. Minow and Comrs. Bartley and Ford dissented. Ann. March 30.

APPLICATIONS

WMAX-FM Grand Rapids, Mich.—Mod. of cp (as modified, authorized new fm station) for extension of completion date. Ann. March 31.

WOW-FM Omaha, Neb.—Mod. of cp (as modified, authorized new fm station) for extension of completion date. Ann. March 31.

WSRW-FM Hillsboro, Ohio—Mod. of cp (which authorized new fm station) to change frequency from 98.1 mc., ch. 251 to 106.7 mc., ch. 294, decrease ERP from 36.33 kw. to 31.5 kw, change type ant. and decrease ant. height above average terrain from 162 feet to 160 feet. Ann. March 31.

WDJD (FM) Warwick, R. I.—Mod. of cp (as modified, authorized new fm station) for extension of completion date. Ann. March 31.

WDJD Warwick, R. I.—Mod. of cp (as modified, authorized new fm station) to increase ERP from 3.3 kw to 20 kw, decrease ant. height above average terrain from 245 feet to 215 feet, change trans.-studio and station location from Warwick to Providence, R. I., operate trans. by remote control, change ant. and ant. system (decrease height) and change type trans. Ann. March 30.

CALL LETTERS ASSIGNED

WTTF-FM Tiffin, Ohio—WTTF Inc.
KPDQ-FM Portland, Ore.—KPDQ Inc.
KRBO-FM Las Vegas, Nev.—Rainbow Inc.
KVWO-FM Cheyenne, Wyo.—Great West Co.
KEZY-FM Anaheim, Calif.—Hi-fi Bcstrs. Inc. Changed from KEZE (FM)

Ownership changes

ACTIONS

WXLI Dublin, Ga.—Granted (1) renewal of license and (2) assignment of license to Herbert I. Conner and C. Theodore Kirby, d/b as Laurens County Bcstg. Co.; consideration $85,000. By memorandum opinion and order, commission dismissed petition by WMLT Dublin, to deny assignment application. Chmn. Minow not participating; Comr. Bartley dissented and issued statement. Action April 5.

KHAI Honolulu, Hawaii—Granted assignment of cp from Alexander M. and Genevieve De Dampierre Casey to Robert Sherman (KHOE, Truckee, Calif.); consideration $8.000. Action April 5.

WCVP Murphy, N. C.—Granted assignment of licenses and cp to Max M. Blakemore. Action April 4.

WRAN Dover, N. J.—Granted relinquishment of positive control by Harry L. Goldman through sale of 75% additional stock to John Smart, Abe L. Blinder, Lester Petchaft, Barry Sherman, Samuel L. Kravetz and Morris H. Bergreen; consideration $41,250 to cover expenses in part and $8,750 a month for 12 months to oversee construction and start of operation. Chmn. Minow and Comn. Bartley abstained from voting. Action April 5.

KYFM (FM) Oklahoma City, Okla.—Granted assignment of licenses from Edwin P. and Charlene Nall to Bernard Groven and Richard Harry Gundle, d/b as Groven Bcstg. Co.; consideration $27,200. Action April 5.

WORD Spartanburg, S. C.—Granted assignment of license and cp to Henderson Belk (WGUS North Augusta, S. C., and WIST Charlotte, N. C.); consideration $175,000. Action April 5.

KRIG Odessa, Tex.—Granted assignment of license and cp to Auchincloss Bcstg. Corp. (Bayard C. Auchincloss, KWCO, Chickasha, Okla.); consideration $120,000, and $5,000 cash and $5,000 in 12 monthly installments for agreement not to compete within radius of 80 miles of Odessa for five years. Chmn. Minow not participating. Action April 5.

KVWC Vernon, Tex.—Granted assignment of license to KVWC Inc. Action April 4.

APPLICATIONS

WCHP Tuscumbia, Ala.—Seeks assignment of license from **Harrod A. Pugh** and **Carl Pugh** to **Bcstg. Corp. of Southwest** for $39,000. Principles include **Robert C. Kent** (25%), **Paul B. Adams** (10%), **Roy H. Kempf** (10%) and **Raymond Luttman** (12%). All are in farming except Mr. Kent, who has no other business interests. Ann. March 31.

KBLO Hot Springs, Ark.—Seeks assignment of license from **Stan Morris**, trustee in bankruptcy, to **Tedesco Inc.** for $17,000. Principals are **Nicholas** and **Victor Tedesco** (14.29% each). They have interests in KWEB Rochester, WISK St. Paul, KCUE Red Wing, all Minn.; WCOM Sparta and WIXX New Richmond, both Wis.; and KFNF Shenandoah. Iowa. Ann. March 28.

KIBS Bishop, Calif.—Seeks transfer of control from **James R. Oliver** to **Royal S. Deming.** Consideration $9,000. Mr. Deming has no other business interests. Ann. March 31.

WRDO Augusta, Me.—Seeks transfer of control from **Adeline B. Rines** to her son, **William H. Rines** (51%). No consideration is involved. Mr. Rines has interests in WLBZ-AM-TV Bangor and WCSH-AM-TV Portland, both Me. Ann. March 31.

KRNY Kearney, Neb.—Seeks involuntary assignment of license from **E. M. Gallemore Sr.** to **Jac L. Bye**, receiver. Ann. March 30.

WTAW Bryan, Tex.—Seeks assignment of license from **WTAW Bcstg. Corp.** to **Radio Bryan Inc.** for $109,000. Principals are **John H. Hicks Jr.** (50%) and **Edward L. Francis** (50%). Mr. Hicks has 50% interest in KOLE Port Arthur, Tex. Mr. Francis is lawyer. Ann. March 30.

Hearing cases

FINAL DECISIONS

■ By memorandum opinion and order, commission granted petition by Federal Communications Bar Assn. to intervene as amicus curiae for limited purpose of filing comments directed to interpretation of sec. 311 (c) of Communications Act, to be filed with chief hearing examiner within 10 days from release of memorandum opinion, concerning agreement whereby Laurel Bcstg. Co. would dismiss its application for new am station in Laurel, Md., in return for partial reimbursement of its expenses by applicant Interurban Bcstg. Corp., Laurel; dismissed as moot joint petition by Laurel and Interurban for review of chief hearing examiner's ruling, petition for review by Broadcast Bureau, and petition for instructions filed by Laurel. Action April 5.

■ By order, commission, on remand by Court of Appeals, made WQXR New York, N. Y., party to proceeding on applications of Berkshire Bcstg. Corp. and Grossco Inc. for new am stations in Hartford and West Hartford, Conn., respectively. Commissioner Ford not participating. Action April 5.

■ By order in proceeding on protest by KXJL-TV Helena, Mont., to grant of applications of Montana Microwave Inc. for cps to extend latter's microwave system from Missoula to Helena for off-the-air pickup of programs of Spokane, Wash., KXLY-TV KHQ-TV and KREM-TV for delivery to Helena catv system, commission (1) granted petition by Capital City to dismiss its protest and dismissed as moot its petition to enlarge issues; (2) vacated June 24, 1959 action which postponed effective date of Jan. 30, 1958 grants to Montana Microwave. Chairman Minow not participating. Action April 5.

■ By order, commission dismissed, as moot, petition by Abilene Radio and Tv Co. to enlarge issues in San Angelo, Tex., tv

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ch. 3 comparative proceeding. Action April 5.

■ By order, commission appointed chief hearing examiner James D. Cunningham to preside in further hearing on applications of city of Jacksonville, WFGA-TV and Jacksonville Bcstg. Corp. for new tv stations to operate on ch. 12 in Jacksonville, Fla. On July 29, 1960, commission, on its own motion, reopened record for further hearing in light of record of hearings before Subcommittee on Legislative Oversight of House Commerce Committee which made reference to possible *ex parte* representations made during course of Jacksonville ch. 12 proceeding, and information disclosed by commission inquiry. Action April 5.

■ Commission gives notice that February 7 initial decision which looked toward granting applications of Floyd Bell for new am station to operate on 940 kc, 1 kw, D, in Texarkana, Tex., and Belton Bcstrs. Inc. for new station on 940 kc, 1 kw, D, DA, in Belton, Tex., became effective March 29 pursuant to sec. 1.153 of rules. Ann. March 30.

■ Commission gives notice that February 8 initial decision which looked toward granting application of Altamaha Bcstg. Corp. to increase power of WBGR Jesup, Ga., from 1 kw to 5 kw, continued operation on 1370 kc, D, became effective March 30 pursuant to sect. 1.153 of rules. Ann. March 31.

STAFF INSTRUCTIONS

■ Commission on March 30 directed preparation of document looking toward granting application of American Bcstg.-Paramount Theatres Inc. to increase ERP of station KABC-FM Los Angeles, Calif., from 4.3 kw to 74.7 kw and increase ant. height from 2,800 ft. to 2,915 ft., continued operation on 95.5 mc. Sept. 19, 1960 initial decision looked toward this action. Ann. March 31.

■ Commission on March 30 directed preparation of document looking toward granting application of Herman Handloff for new am station to operate on 1260 kc, 500 w, D, DA, in Newark, Del., and denying applications of Alkima Bcstg. Co. and Howard Wasserman seeking same facilities in West Chester, Pa. Sept. 15, 1960 initial decision looked toward this action. Ann. March 31.

■ Commission on March 30 directed preparation of document looking toward granting application of Stephens County Bcstg. Co. to change facilities of WNEG Toccoa, Ga., from 1320 kc, 1 kw, D, to 630 kc, 500 w, D. Dec. 21, 1960 initial decision looked toward denying application. Ann. March 31.

■ Commission on March 30 directed preparation of document looking toward granting application of Martin Karig for new am station to operate on 930 kc, 1 kw, DA, D, in Johnstown, N. Y. Dec. 20, 1960 initial decision looked toward this action. Ann. March 31.

■ Announcement of these preliminary steps does not constitute commission action in such cases, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decisions.

INITIAL DECISIONS

■ Hearing Examiner Elizabeth C. Smith issued initial decision looking toward denying application of WPET Inc. to change facilities of WPET Greensboro, N. C., on 950 kc from 500 w, D, to 5 kw, DA-2. U. Ann. April 5.

■ Hearing examiner Smith issued initial decision looking toward granting application of Skyline Bcstrs. Inc. for new am station to operate on 1010 kc, 1 kw, D, DA, in Klamath Falls, Ore. Ann. March 31.

■ Hearing examiner Jay A. Kyle issued initial decision looking toward granting applications of WKXL Concord, N. H., WTSA Brattleboro, Vt., WMAS Springfield, Mass., and WWSO Glens Falls, N. Y., to increase daytime power from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N, each conditioned to accepting such interference as may be imposed by other existing class IV stations in event these stations are subsequently authorized to increase power to 1 kw. Ann. April 5.

OTHER ACTIONS

WERL Eagle River, Wis.—Designated for hearing application for assignment of cp from Walter J. Teich and Kenneth S. Gordon to Eagle River Bcstg. Co. Comrs. Hyde and Lee voted for grant. Action April 5.

■ By memorandum opinion and order, commission granted petition by R-C Bcstg. Co. only insofar as it requested that its application for new am station to operate on 1300 kc, 1 kw, DA, daytime, at Spring Valley, N. Y., be accepted as having been filed as of Nov. 3, 1960. Commission stated: "In so doing, however, we wish to make it clear that such action has been taken only because we found that the application was substantially complete when it was tendered for filing, and because the tender was made before the Secretary's Office was locked on Nov. 3, 1960. We also wish to make absolutely clear our policy with respect to accepting applications which are not substantially complete, or with respect to requests to accept applications filed after the cut-off date *nunc pro tunc* on the basis of a showing that the late filing was due to inadvertence on the part of the applicant, its attorney, or its consulting engineer. Mere inadvertence does not and will not provide the basis upon which exceptions will be made to our cut-off and filing procedures. In all cases of late filing, the commission will look with extreme care to the conduct of the applicant and its representatives and the equities of other parties who may be affected and will grant relief only under most exceptional circumstances. Further, prospective applicants are herewith put on notice that the Secretary's Office will be locked promptly at 5:00 p.m. in the afternoon, and that after that hour no person will be admitted." Action April 5.

■ By letter, commission afforded KTAG-TV (ch. 25) Lake Charles, La., 15 days to file under oath further statement concerning reasons for its failure to file within statutory 30-day period properly verified protest to Feb. 3, 1960 grant of cp to Texas Goldcoast Tv Inc., to move trans. of KPAC-TV (ch. 4), Port Arthur, Tex., from 16 miles north of that city to 27 miles northeast thereof and 32 miles northwest of Lake Charles, increase ant. height from 700 ft. to 990 ft., and make other equipment changes; allowed Texas Goldcoast 10 days after KTAG-TV filing to respond. (On April 1, 1960 commission dismissed KTAG protest and denied its petition for reconsideration; on Nov. 23, 1960 Court of Appeals held that commission has discretion to permit correction of protest filed by KTAG.) Action April 5.

■ By letter commission denied petition by WJMJ Bcstg. Corp., Philadelphia, Pa., for denial of application of Young People's Church of Air Inc. for cp to replace expired permit for new class B fm station (WPCA-FM) in Philadelphia, which had been granted after comparative hearing with WJMJ application. Chmn. Minow not participating. (On Nov. 18, 1960 Court of Appeals remanded comparative hearing case to commission in order that latter determine effect of death of Dr. Percy Crawford upon its decision; on March 29, 1961 commission adopted memorandum opinion and order in this connection.) Action April 5.

WEXC Inc., Le-Lan Inc., Depew; Leon Lawrence Sidell, Hamburg; Seaport Bcstg. Corp., Lancaster; James C. Gleason, East Aurora, all N.Y.—Designated for consolidated hearing applications for new daytime am stations to operate on 1300 kc—Seaport with 1 kw, DA, and Gleason with 5 kw, DA. Action April 5.

WSLS-FM Roanoke, Va.—Designated for hearing application to increase ERP on 99.1 mc from 21 kw to 202 kw and ant. height from 1,890 ft. to 1,892 ft.; made WBKW (FM) Beckley, W. Va., party to proceeding. Action April 5.

■ Commission granted request for waiver of sec. 4.603 of rules to enable KKTV (TV) Colorado Springs, Colo., to multiplex fm programs from KFMH (FM) studio to its transmitter by means of second sub-carrier multiplexed on tv stl station KBA-28, for period ending April 1, 1962, conditioned (1) that addition of second subcarrier has no degrading effect with respect to television video and sound channels, and (2) waiver will be automatically terminated by transfer of control of KFMH Colorado Springs. Action March 30.

■ By letter, commission denied petition to Fort Harrison Telecasting Corp. for reconsideration of Nov. 30, 1960 action which denied waiver of sect. 1.305 (c) of rules and returned as not acceptable for filing its tendered application for new tv station to operate on ch. 10 in Terre Haute, Ind., which was contingent on station WTHI-TV (1) receiving grant of its pending renewal application on ch. 10 in Terre Haute and (2) receiving a grant of its pending application to change facilities to ch. 2 returned retendered application. Chmn. Minow not participating; Comr. Ford dissented and stated: "I would deny petition for reconsideration but would consider application in tendered status rather than return it." Action March 30.

WBRD Bradenton, Fla.—Designated for hearing application to change facilities on 1420 kc from 1 kw, DA, D, to 500 w-N, 1 kw-LS, DA-D. Action March 31.

■ By memorandum opinion and order, commission denied petition for reconsideration by KHSL-TV Chico, Calif., and joint petition by KSUE Susanville, and KVIP-TV Redding, for reconsideration and stay of Dec. 21, 1960 report and order which amended tv table of assignments by substituting ch. 13 for ch. 9 in Alturas and adding ch. 9 to Redding. Chmn. Minow not participating. Action March 30.

Routine roundup

ACTIONS ON MOTIONS
By Commissioner John S. Cross

■ Granted petition by Broadcast Bureau and extended to March 31 time to respond to petition by Robert B. Brown to modify issues in proceeding on his application for new am station in Taylorsville, N. C. Action March 28.

■ Granted joint motion by Creek County Bcstg. Co., Sapulpa, and M. W. Cooper, Midwest City, Okla., for waiver of Sec. 1.51 of rules to permit them to file twenty-five page petitions for review of hearing examiner's order released March 15, denying petition to reopen record in proceeding on their am applications. Action March 29.

■ Granted petitions and errata thereto by Broadcast Bureau and extended to April 12 time to respond to petitions by Tropical Telecasting Corp. and by Nueces Telecasting Co. to enlarge issues in Corpus Christi, Tex., tv ch. 3 proceeding. Action March 30.

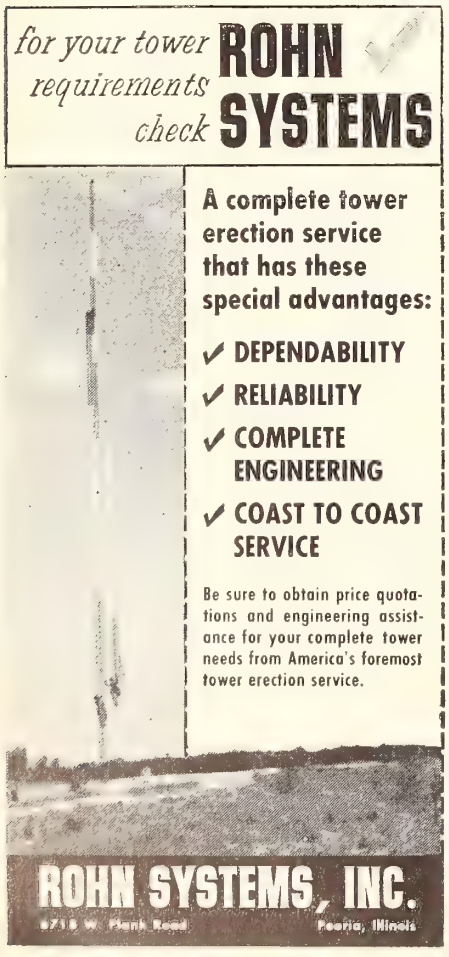
By Chief Hearing Examiner James D. Cunningham

■ Granted petition by WNOK-TV Columbia, S. C., and dismissed without prejudice its application to change from ch. 67 to ch. 25. Application was consolidated for hearing with application of First Carolina Corp., for new tv station to operate on ch. 25 in Columbia, S. C. Action March 29.

■ Granted petition by Cosmopolitan Bcstg. Co. to extent that it involves dismissal of its application for am faciilties in Santa Fe, N. M., but dismissed application with prejudice. Action March 29.

■ Denied motion by applicant to change place of hearing from Kingstree, S. C., to Washington, D. C., in proceeding on applications of Palmetto Bcstg. Co. for renewal of license of WDKD Kingstree and for license to cover cp. Action March 29.

■ Granted petition by Rocky Mountain Tv stations to extent that it involves dismissal of its application for new tv station to operate on ch. 4 in Reno, Nev., but dismissed



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application with prejudice. Application was consolidated for hearing with Circle L Inc. for new tv station to operate on ch. 4 in Reno. Action March 29.

■ Granted joint petition by Dixie Radio Inc. and Harry Llewellyn Bowyer Jr., applicants for new daytime am stations in Brunswick, Ga., to operate on 790 kc, 500 w, D—Dixie Radio Inc. with DA—for approval of agreement whereby Dixie would pay Bowyer $500 in partial reimbursement of expenses incurred in connection with his application in return for its dismissal; granted petition to dismiss Bowyer application, but dismissed it with prejudice; retained Dixie Radio in hearing status to be subject of further proceedings and initial decision by hearing examiner. Action March 30.

■ Granted joint petitions by John Laurino, James J. Williams, Blue Ridge Bcstrs. and Music Productions Inc. applicants for new am stations to operate on 970 kc, 500 w, D, in Waynesboro and Luray, Va., approved agreement whereby Music Productions Inc. would pay Laurino and Blue Ridge $1,250 and $1,000, respectively, as partial reimbursement of expense incurred in connection with their applications, and in case of Williams, merger is contemplated whereby he will acquire 20% stock interest in Music Productions, in return for their dismissal; amended Music Productions application to show that Williams holds 20% stock interest, and dismissed with prejudice applications of John Laurino, James J. Williams and Blue Ridge Bcstrs.; retained in hearing status applications of Music Productions Inc., and WDTI Danville, Va., and they will be subjects of further proceedings and initial decision by presiding hearing examiner. Action April 3.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by Newton Bcstg. Co., Newton, Mass., and extended from March 28 to March 29 date to file reply findings in proceeding on its am application and that of Transcript Press Inc., Dedham, Mass. Action March 29.

■ Upon agreement of parties at March 28 prehearing conference, continued April 20 hearing to June 15 in proceeding on am application of Aspen Bcstg. Co., Aspen, Colo. Action March 28.

■ Granted petition by Broadcast Bureau and accepted its late filed proposed findings in proceeding on applications of Newton Bcstg. Co. and Transcript Press Inc. for am facilities in Newton and Dedham, Mass. Action April 3.

By Hearing Examiner Herbert Sharfman

■ Received WIBM Jackson, Mich., exhibit no. 3 and closed record on group VIII in proceeding on its am application. Action March 29.

■ Scheduled prehearing conference for April 10 in proceeding on application of KORD Inc. for renewal of license of KORD Pasco, Wash. Action March 30.

■ Upon request by Broadcast Bureau, and without objections by other parties, further extended from March 31 to April 7 and from April 10 to April 17 time to file proposed findings and replies for group II of consolidated am proceeding of Mid-America Bcstg. System Inc., Highland Park, Ill. Action March 31.

By Hearing Examiner David I. Kraushaar

■ On own motion, scheduled prehearing conference for April 6 in matter of mod. of license of KERO-TV Bakersfield, Calif. Ann. March 29.

By Hearing Examiner Jay A. Kyle

■ On own motion, rescheduled June 13 prehearing conference for June 9 in proceeding on applications of KRON-TV and KGO-TV San Francisco, Calif., for cps to increase ant. heights. Ann. March 28.

■ Received in evidence exhibits 3, 4, 5 by applicant, scheduled May 1 and May 5, respectively, to file proposed findings and replies and closed record in proceeding on am application of WHOP Hopkinsville, Ky. Action March 31.

■ Upon withdrawal of protest by Centex Radio Co. to grant without hearing on Nov. 2, 1960, of application of WACO-FM Waco, Tex., continued April 5 hearing to date to be determined. Action March 31.

By Hearing Examiner Basil P. Cooper

■ Scheduled prehearing conference for April 7 in proceeding on applications of Ralph W. Hoffman and Abbeville Radio Inc. for new am stations in Abbeville, Ala. Ann. March 28.

■ Granted motion by Salina Radio Inc. and corrected as requested transcript in proceeding on its application and that of Kansas Bcstrs. Inc. for am facilities in Salina, Kans. Action March 28.

■ Granted motion by Kansas Bcstrs. Inc. for extension of time to file proposed findings and replies to extent that proposed findings and replies will be considered if filed on or before April 20 and May 4 in proceeding on its application and that of Salina Radio Inc. for am facilities in Salina, Kans. Action March 30.

By Hearing Examiner Elizabeth C. Smith

■ Granted request by Ralph J. Silkwood and continued April 3 hearing to May 1 in proceeding on his application for am facilities in Klamath Falls, Ore. Action March 29.

■ Reopened record in proceeding on application of Brennan Bcstg. Co., Jacksonville, Fla., received in evidence Brennan's exhibits 1A and 2A in lieu of its exhibits 1 and 2, previously received in evidence, and closed record in am proceeding. Action March 30.

■ Granted petition by Abilene Radio and Tv Co. for leave to amend its application for new tv station to operate on ch. 3 in San Angelo, Tex., to show changes in number of shares in applicant held by stockholders. Application is consolidated for hearing with E. C. Gunter for new tv station to operate on ch. 3 in San Angelo. Action March 31.

By Hearing Examiner Isadore A. Honig

■ By order formalized certain agreements reached at March 29 prehearing conference in proceeding on applications of Yoakum County Bcstg. Co. and Echols Bcstg. Co., for am facilities in Denver City, Tex., and Hobbs, N. M., scheduled certain procedural dates and continued April 26 hearing to June 1. Action March 30.

■ Issued memorandum of ruling formalizing announcement made by hearing examiner at March 23 hearing holding applicant Elmwood Park Bcstg. Corp. in default for failure to prosecute its application for fm facilities in Elmwood Park, Ill. and ordered that other parties are relieved from any requirement to make service upon Elmwood of pleadings or any other documents submitted by them in this proceeding. Action March 30.

By Hearing Examiner Asher H. Ende

■ By order, formalized certain agreements reached at March 29 prehearing conference in proceeding on applications of Nicholasville Bcstg. Co. and Jessamine Bcstg. Co., for new am stations in Nicholasville, Ky., scheduled certain procedural dates, and continued April 5 hearing to May 18. Action March 29.

■ On own motion, scheduled prehearing conference for April 11 in proceeding on applications of Lorenzo W. Milam and Eastside Bcstg. Co. for new fm stations in Seattle, Wash. Action March 31.

By Hearing Examiner Walther W. Guenther

■ On own motion, corrected in various respects transcript of record of January 19 further hearing and allowed five days for objections in proceeding on am applications of WHSC Hartsville, S. C. Action March 29.

By Hearing Examiner Forest L. McClenning

■ Upon request by W. Gordon Allen, continued certain precedural dates, and continued hearing from April 13 to June 13 in proceeding on his application and that of Eugene Bcstrs. for new am stations in Eugene, Ore. Action March 30.

■ Granted petition of Beacon Bcstg. System Inc. to amend its application for new am station in Grafton-Cedarburg, Wis., to extent of accepting substitution of letter of credit from Grafton State Bank for that of bank originally specified, but denied request to make engineering changes; granted Broadcast Bureau's petition for acceptance of late filings of proposed findings of fact and conclusions and granted Beacon's petition for extension of time to April 7 to file proposed findings on air hazard issue; scheduled further hearing for April 10, pursuant to Feb. 10 action which granted petition by Suburban Bcstg. Co. Jackson, Wis., to reopen record and enlarge issues. Dismissed Beacon's supplemental petition for leave to amend. Action March 30.

By Hearing Examiner Thomas H. Donahue

■ By order formalized ruling made at March 31 hearing that record in proceeding on am applications of WJET Erie, Pa., will automatically close on April 12; action is taken to afford applicants opportunity to supplement joint exhibit. Action March 31.

BROADCAST ACTIONS
By Broadcast Bureau
Action of April 3

WOOK Washington, D. C.—Granted cp to install new trans. as an auxiliary trans. and use WFAN-FM ant. as auxiliary ant.; condition.

Actions of March 31

WTRC, WTRC-FM Elkhart, Ind.—Granted acquisition of positive control by John F. Dille Jr. through sale of stock by St. Joseph Valley Bank, executor of estate of Carl D. Greenleaf, deceased, to Truth Radio Corp.

WEHS (FM) Chicago, Ill.—Granted mod. of cp to change trans.; ant.; make changes in ant. system; increase ant. height to 270 ft.; and decrease ERP to 75 kw.

WBNB-TV Charlotte Amalie, V. I. — Granted extension of completion date to July 1.

Actions of March 30

WSJV (TV) Elkhart, Ind.—Granted acquisition of positive control by John F. Dille Jr. through purchase of stock from St. Joseph Valley Bank, executor of estate of Carl D. Greenleaf, deceased, by licensee corporation.

KRMG Tulsa, Okla.—Granted assignment of license to Meredith Bcstg. Co.

KBOY, KBOY-FM Medford, Ore.—Granted assignment of licenses to KBOY Bcstrs. Inc.

KACL Santa Barbara, Calif.—Granted assignment of cp to Riviera Bcstg. Co.

Actions of March 28

■ Waived section 4.709 (b) of rules and granted STA for following vhf tv repeater stations: Jack King, ch. 7, Geraldine, Mont. (KFBB-TV, ch. 5, Great Falls, Mont.); Huntsville Tv System Inc., ch. 13, Huntsville, Wash. (KXLY-TV, ch. 4, Spokane, Wash.)

WBLR Batesburg, S. C.—Waived section 3.30 (a) of rules and granted mod. of license to extent of permitting establishment of main studio one-tenth of mile east of corporate limits of Batesburg, S. C., on East Church St. extended (Rt. 23). Station to continue to identify on air as Batesburg station.

WRMS Beardstown, Ill.—Granted mod. of license to operate trans. by remote control; conditions.

WPRO Providence, R. I.—Granted mod. of license to operate auxiliary trans. by remote control while using DA, conditions.

WFCJ (FM) Miamisburg, Ohio—Granted cp to increase ERP to 59 kw and install new trans.

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KWCR West Covina, Calif.—Granted mod. of cp to change ant.-trans. location; make changes in ground system; change type trans. and studio location.

WKFE Yauco, P. R.—Granted mod. of cp to change ant.-trans. and studio locations.

WCNE Carnegie, Pa.—Granted mod. of cp to change antenna-transmitter and studio locations (trans. location).

WFFG Marathon, Fla.—Granted mod. of cp to make changes in DA system and specify studio location (same as trans. location).

KDOL Mojave, Calif.—Granted mod. of cp to change type trans.

WATV Birmingham, Ala.—Remote control permitted.

WBGC Chipley, Fla.—Granted authority to sign-off at 7 p.m. except for special events for period ending July 1.

Following stations were granted extensions of completion dates as shown: KGCA Rugby, N. D. to July 31; WSWM (FM) East Lansing, Mich. to June 30; WEST-FM Easton, Pa. to June 8; KCRA-FM Sacramento, Calif. to Oct. 1; KAIM-FM Honolulu, Hawaii to Aug. 22; WJEF-FM Grand Rapids, Mich. to Oct. 8; KAPP (FM) Redondo Beach, Calif. to May 15; KANT-FM Lancaster, Calif. to May 15; WPFM (FM) Providence, R. I. to May 15; WRJS San German, P. R. to May 29; KRAE Cheyenne, Wyo. to June 30; WLPS Lehighton, Pa. to Sept. 30; KCMC Texarkana, Tex. to June 30; WCNE Carnegie, Pa. to Sept. 7; WCCF Punta Gorda, Fla. to May 15; KDOL Mojave, Calif. to May 1; WTTV (TV) Bloomington, Ind. to June 15.

Actions of March 27

KIHI (FM), KVIT (FM) Tulsa and Oklahoma City, Okla. — Granted involuntary transfer of control from Henry S. Griffing to J. C. Updike, Executor of estate of Henry S. Griffing, deceased.

WKNA (FM) Charleston, W. Va.—Granted assignment of license to Joe L. Smith, Jr. Inc.

WFAW (FM) Fort Atkinson, Wis.—Granted assignment of license to Nathan L. and Robert Goetz d/b under same name.

WRMP (FM) Allen Park, Mich.—Granted request for cancellation of cp; call letters deleted.

Actions of March 30

American Bcstg.-Paramount Theatres Inc., New York, N. Y.—Granted authority to transmit program on April 2 of hockey game between Detroit Red Wings and Toronto Maple Leafs from Olympia Stadium, Detroit, Mich. to CBLT Toronto, Ont. and stations owned by Canadian Bcstg. Corp.

Lovell Byron Cowley Tv Lovell, Wyo.—Granted cp for new vhf tv translator station on ch. 4 to translate programs of KGHL (ch. 8) Billings, Mont.

Action of March 27

Baker Tv Booster Inc. Baker, Mont.—Granted cps for two new vhf tv translator stations—one on ch. 10 to translate programs of KDIX-TV (ch. 2), Dickinson, N. D., and other on ch. 12 to translate programs of KDSJ-TV (ch. 5), Lead, S. D.

Tv translators

ACTIONS

City of Clay Center, Clay Center, Kansas—Waived sect. 4.790 of rules and granted application for temporary authority to operate vhf tv repeater station on ch. 11 to rebroadcast programs of KARD-TV (ch. 3) Wichita. Action April 5.

Farmers Tv Assoc., Worland, Wyo. — Granted application for temporary authority to operate vhf tv repeater station on ch. 12 to rebroadcast programs of KTWO-TV (ch. 2) Casper. Action April 5.

CALL LETTERS ASSIGNED

K75AW Phillips County, Tex.—Phillips County Tv Assn. Inc.

K7OCI Columbus, N. D.—Columbus Lions Club.

K12AB Baker, Mont.—Baker Tv Booster Inc.

K1OAA Baker, Mont.—Baker Tv Booster Inc.

K13AB Kadoka, S. D.—Kadoka Commercial Club.

K12AA Troy, Mont.—Troy Non-profit Tv Assn.

K78AW Carroll, Iowa—Carroll Area Tv Inc.

K11AA Terry, Mont.—Prairie Tv Club.

KO7AA Center, Neb.—Village of Center.

K7OCH Aberdeen, Wash.—Translator Tv Unlimited Inc.

K79AN Aberdeen, Wash.—Translator Tv Unlimited Inc.

K73AV Quitaque & Turkey, Tex.—Valley Translator System.

License renewals

WAAG Adel, Ga.; WAUD Auburn, Ala.; WAYX Waycross, Ga.; WAZA Bainbridge, Ga.; WBGR Jesup, Ga.; WBLJ Dalton, Ga.; WETO Gasden, Ala.; WFEB Sylacauga, Ala.; WHMA Anniston, Ala.; WHOS Decatur, Ala.; WHOS-FM Decatur, Ala.; WJAT Swainsboro, Ga.; WJEM Valdosta, Ga.; WJRD and aux. Tuscaloosa, Ala.; WLBB Carrollton, Ga.; WMGR Bainbridge, Ga.; WMTM Moultrie, Ga.; WPEH Louisville, Ga.; WPGA Perry, Ga.; WRLD Lannett, Ala.-West Point, Ga.; WROM Rome, Ga.; WSYL Sylvania, Ga.; WTIF Tifton, Ga.; WWCC Bremen, Ga.; WAVU-FM Albertville, Ala.; WSFA-TV Montgomery, Ala.; WTVM (TV) Columbus, Ga.; WALA Mobile, Ala.; WKRG, and alt. main, WKRG-FM Mobile, Ala.; WARN Fort Pierce, Fla.; WIVV Vieques, P. R.; WPRY Perry, Fla.; WMOD Moundsville, W. Va.; WJCM Sebring, Fla.; WBOC, aux. and alt. main, WBOC-TV Salisbury, Md.; WSCM Panama City Beach, Fla.; WCBT Roanoke Rapids, N. C.; WSLS Roanoke, Va.; WYAM Bessemer, Ala.; WCTV (TV) Thomasville, Ga.; WBRC-FM, WBRC-TV main trans. & ant., Birmingham, Ala.; WAGA-TV main trans. & ant. and aux. ant., Atlanta, Ga.; WSB & aux., Atlanta, Ga. Ann. March 30.

WADE Wadesboro, N. C.; WLSE Wallace, N. C.; WISP Kinston, N. C.; WDCF Dade City, Fla.; WDLP Panama City, Fla.; WRVA-TV (main trans. & ant., aux. trans. & ant.) Richmond, Va.; WATA Boone, N. C.; WCNC Elizabeth City, N. C.; WFLB Fayetteville, N. C.; WPCC Clinton, S. C.; WVOT Wilson, N. C. Chmn. Minow not participating on these renewals. Action April 5.

Petitions for rulemaking

GRANTED

■ By report and order, commission finalized rule making and amended tv table of assignments by substituting ch. 52 for ch. 44 in Vincennes, Ind., ch. 44 for ch. 52 in Princeton, Ind., and ch. 81 for ch. 60 in Washington, Ind. Purdue Univ. in its comments requested assignment of ch. 81 rather than ch. 76, as originally proposed, in Washington so as to eliminate any future interference should station commence operating from that city, to operation of its experimental station on ch. 76 aboard a plane over Montpelier, Ind. Ann. March 30.

■ By report and order, commission finalized rule making and amended tv table of assignments by adding ch. 15 to Madison, Wis., deleting that channel from Richland Center and substituting ch. 76 in latter city, effective May 15. At same time, it modified authorization of Forward Television Inc. to specify operation of WMTV (TV) in Madison on ch. 15 in lieu of ch. 33, subject to conditions. Ann. April 5.

DENIED

NAM Committee on Manufacturers Radio Use, American Trucking Assn. Inc., Washington, D. C.—*Requests revision to (A) require applicants for experimental authorization on microwave frequencies to justify in detail their use of frequencies for which applicant is not eligible on regular basis; (B) require applicants to renounce intention of seeking reallocation of those frequencies prior to completion of experimentation and to renounce intention of using investment in experimentation as argument in future reallocation petitions; and (C) prohibit filing of applications for special temporary authority or experimental use of frequencies for which reallocation petition is on hand.

*Denied by report and order. Ann. March 31.

■ By memorandum opinion and order, commission denied petition by Rankin Fite and Robert H. Thomas for rule making to allocate ch. 2 for commercial use in Hamilton, Ala., by deleting that channel now reserved for educational use in State College, Miss., and Nahsville, Tenn., and reserving ch. 30 (now commercial) for educational use in Nashville. Ann. March 30.

■ By memorandum opinion and order, commission denied petition by KVLS (TV) (ch. 13) Flagstaff, Ariz., for rule making to substitute ch. 4 for ch. 13 in that city. Ann. April 5.

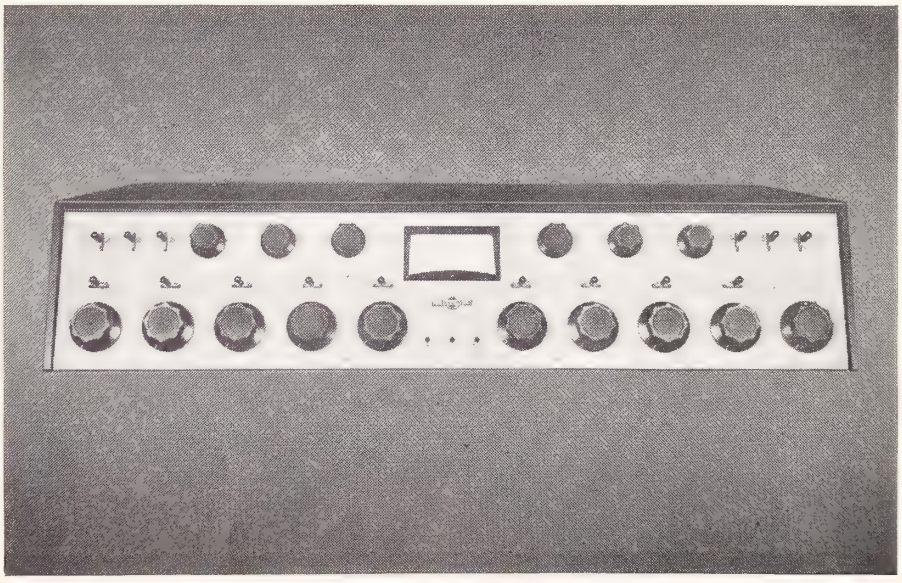
FILED

Lester Kamin Houston, Tex.—Requests assignment of ch. 5 to Houston, Tex. by making following proposed changes in

There's the modern look of long, low styling and a simplified, uncrowded control panel on the Collins 212G-1 Speech Input Console. And in operation, you have absolute control over simultaneous broadcasting and auditioning — from 9 of 13 inputs. The Collins 212G-1 offers the versatility and ease of operation necessary in every audio installation — plus attractiveness.

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conventional wiring throughout • low operating temperature • response of ±1.5 db at 50-15,000 cps • output level at program line +18 dbm, at monitor line +39 dbm • input level at microphone line —50 dbm nominal, at net/remote line 0 dbm, at medium level line —10 dbm • 41 inches long, 8¼ inches high • weight 75 lbs. For more information, contact your Collins broadcast sales engineer or write direct.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

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- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Your chance to move into management from salesmanager. Small market station in sunny south Florida needs manager who can sell and do a board shift. Base plus percentage of what you sell and percentage of gross revenues. Expect long hours, hard work in this job which can be your first station management position and your stepping stone to larger markets within the chain. Resume to Box 769D, BROADCASTING.

Excellent opportunity for man and wife team to manage daytime east coast Florida station. Profit sharing basis. In answer give complete details to Box 694E, BROADCASTING.

Tennessee small to medium market station needs manager. He must have a high interest in civic affairs, be a good salesman, a good administrator, capable of directing all phases of station management. His professional, character, and credit references must be of the highest. An excellent opportunity for the right man. Salary open. Box 762E, BROADCASTING.

Strong selling station manager wanted for midwest kilowatt. Good opportunity and future! Contact Bill Tedrick, KWRT, Boonville, Missouri, immediately.

Sales

South Florida metro market. $100.00 week plus 15%. Weekly collected sales of $500.00 you get $150.00. On $1000.00 you get $250. You must have a proven record in radio time sales which will be thoroughly checked. A great opportunity for the hard working pro. Box 767D, BROADCASTING.

No. 1 Pulse rated 5000 watt southeastern fulltimer, seeking creative, aggressive, loyal salesman. Excellent station acceptance, good future, top salary. Write in confidence to Box 568E, BROADCASTING.

Opening for one experienced AM time salesman for top Connecticut station. Excellent pay plan. Top account list. Box 659E, BROADCASTING.

East Tennessee. Experienced young salesman familiar with small market operation for sales manager. Liberal salary, commission. Box 705E, BROADCASTING.

Baltimore—Good money and top future for salesman who is looking upward. Multiple chain. Box 756E, BROADCASTING.

We need a man who can be a good small market commercial manager who would like to work hard enough to work up to manager. References must be of the best. This is Tennessee station. Salary open. Box 761E, BROADCASTING.

Salesman needed by leading station. Good guarantee. Announcing experience desirable. KTOE, Mankato, Minn.

Broadcast sales-hungry, aggressive salesman, experienced Washington, D. C. area. Top career executive incentives with strong radio organization. Contact John Burgreen, WAVA AM-FM, Arlington 7, Va.

Salesman—must be experienced—name your terms. Cape Canaveral, WEZY, Cocoa, Florida.

Help Wanted—(Cont'd)

Announcers

South Florida 5 kw indie needs dj. Must be fast paced, tight production, experienced in modern radio format operation. $125 week to start. Box 553D, BROADCASTING.

Combo man. $125.00 week to start . . . $140 in 3 months at south Florida station. Heavy on announcing side. Experienced man only. Send full resume to Box 768D, BROADCASTING.

Announcer with frst class ticket, maintenance is secondary. Box 928D, BROADCASTING.

Move up to a top qualtiy station. Florida's #2 market is looking for an outstanding mature voiced, slick production, big smile, announcer-dj. Send aircheck tape, resume and references. Box 377E, BROADCASTING.

A good job . . . for first phone dj. Bright sound, youth appeal, intelligence. Tight board, good sell and versatility, of course. Salary to match. Send tape and photo. Now. Box 627E, BROADCASTING.

Southwest Number 1 station in large market wants morning dj. Must know modern radio format, fast paced, tight production. Send air check and resume. Box 651E, BROADCASTING.

Wanted, 1st phone combo man who knows modern radio format for midnight slot on Number 1 station. Send air check and resume. Box 652E, BROADCASTING.

DJ-newsman. Number one rated midwest metro market regional station for midnight to six a.m. shift. Send complete resume and small photo Box 681E, BROADCASTING.

Experienced announcer for key station in eastern group. Mature voice, professional delivery. No screamers needed. Program standards adult music, no top 40's etc. Excellent salary. Fine opportunity for advancement to management. Car essential. Send tape, resume and photo. Box 706E, BROADCASTING.

Announcer for midwest radio-tv operation. Please send resume, tape, salary, picture and availability to Box 728E, BROADCASTING.

Midwest regional daytimer needs experienced, mature announcers with good voices and good delivery. Excellent future for right men. Send tape, photo, resume to Box 740E, BROADCASTING.

Experienced morning man for mid-western medium market. No beginners as this job will pay above average income to the right man. Send tape, complete resume, and starting salary expected. Personal interview will be arranged later. Box 744E, BROADCASTING.

Experienced announcer for daytimer in growing market less than 100 miles from N.Y.C. football play-by-play, general sports knowledge helpful. Good pay, good future for man who will put down roots. Send air-check, resume, references, salary required. Box 747E, BROADCASTING.

Outdoor lover. Alaska. Hunting. Fishing. 5 kw. Good music dj. $650 start; rapid advancement. No hard drinkers. Tape, resume to Pouch 7-016, Anchorage.

KBUD Athens, Texas needs announcer with sales experience.

Help Wanted—(Cont'd)

Announcers

Washington week-end radio—Young announcer, resonant voice with personal knowledge; field sports in Washington, D. C. area. Top long range opportunity. Contact Warren Miller, WAVA-AM-FM, Arlington 7, Va.

Wanted: Young versatile announcers for new AM station. Send photo and resume to KGNS-TV, Laredo, Texas.

Rocky Mountain 5 kw regional needs mature announcer with first phone. Join this progressive operation, soon to expand into FM. Emphasis on announcing, not maintenance. Must be above average announcer. Tight production. Will pay above average salary. Send resume with credit and character references, photo, and audition tape. Ralph L. Atlass, KIUP, Box 641, Durango, Colorado.

Announcer. Immediate opening for smooth-sound, soft-sell daytimer in lake and mountain vacation area. No rock and roll. First class ticket holder preferred. WCNL, Newport, New Hampshire. Telephone 101.

Washington radio personality. Searching for experienced radio personality; resonant clipped accent, sense of humor and national affairs (Will Rogers); feeling for popular American folk, music. Top salary and career incentives with strong AM-FM organization, Washington, D. C. Contact Warren Miller, WAVA AM-FM, Arlington 7, Va.

Announcer with first phone for progressive adult independent. Fast growing staff, part of growing group, offers all the opportunity you can make. Good pay, good future. Send tape to WDLR, Box 317, Delaware, Ohio or call Manager, 363-1107.

Swingin' good music station in state's largest market needs strong adult appeal dj. Must run tight production board and do good job with news. Send resume, tape, photo to Bill Gerson, WINN, 412 Speed Bldg., Louisville, Ky.

Wanted immediately, announcer with first class license. Excellent working conditions. Excellent pay. WITE, Box 277, Brazil, Indiana.

Experienced announcer with first ticket, good working conditions. Salary commensurate with ability. Send tape, photo, and resume. WJUD, St. Johns, Michigan.

Immediate opening for radio/tv staff man. Minimum two years commercial experience required. Radio board operation, knowledge of standard music and adult presentation required. On-camera experience helpful. 40-hour week and all fringe benefits. No news. Address off-air tape, resume, snapshot to Program Director, WOC-AM-FM-TV, Davenport, Iowa.

Announcer with first class ticket for 1 kw daytime station. Please send details first letter to WONG, Box 451, Oneida, New York.

Wisconsin daytimer going fulltime. Seeking announcer-newsman or announcer copywriter with first phone. Send tape, resume, to Manager, WSWW, Platteville, Wisconsin.

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential. Professional Placement, 458 Peachtree Arcade, Atlanta, Georgia.

Help Wanted—(Cont'd)

Technical

A good chief engineer—by an outstanding Class Four midwest smalltown station. Well-equipped, liberal budget, excellent staff with two licensed engineers. Applicant should have experience in AM, FM, shortwave and a high caliber of pride in maintenance. Salary open, state requirements, with knowledge and experience to substantiate. Box 739E, BROADCASTING.

Maryland station wants engineer. For interview write Box 774E, BROADCASTING.

KZIX, Fort Collins wants an experienced chief engineer-announcer. Applications will also be accepted for an experienced farm director. These positions offer real opportunity for those selected. Contact A. E. Dahl, Gen. Mgr. Hunter 4-0467.

Wanted: Engineer-announcer for daytimer. Station WAMD, Aberdeen, Md.

Engineer or engineer announcer. WFAW, Fort Atkinson, Wisconsin.

Wanted chief engineer: 1 kw day, 250 night. Good pay and working conditions. Apply to Frank Balch, Manager, WJOY, Burlington, Vt.

Production—Programming, Others

News and public affairs director for radio and television. Mature creative, imaginative newsman in the age bracket of 40 years who wants to supplement network news by recruiting and either giving or supervising the presentation of local news and public affairs programming. Opening available within six months. Starting salary $200 per week. Send tape and photo with background in first letter. Box 544E, BROADCASTING.

Newsman for western Pennsylvania station. Immediate opening. Send tape, experience, salary requirements. Box 686E, BROADCASTING.

News director for Iowa station. Must have experience. Prefer married man. Good salary. Send tape and resume to Box 778E, BROADCASTING.

Copywriter—Miami—The south's top 50,000 watter needs experienced copywriter, capable of speed, accuracy and fresh ideas with ability to make good use of production aides. Send background, sample copy and salary desired to Ned Powers, WINZ, Miami, Florida.

Announcer turned newsman is wanted to round out news dept. of single market station just outside Chicago. Must gather, write and air own news and may be used as swing man, announcing 2 days while working in news dept. 3 days. Versatility important. Contact Dave Davis, WKRS, Waukegan.

Newsman with 1st class ticket for new operation starting soon. Gather, write and deliver local news. WNJH, Hammonton, New Jersey.

RADIO

Situations Wanted—Management

Fifteen years experience, adult, family radio man with eight years successful management. Have first class ticket. Presently employed in the south. Box 654E, BROADCASTING.

Excellent education, experience, references. Knowledge various markets. Married. Age 40. Will travel. Available now. Box 670E, BROADCASTING.

Attention south and southwest. 41 years old, married. Experienced small market manager. Willing to work. Announce, civic-minded. Excellent play-by-play. Local news. Program. Remotes. Sell. Write copy. Available May 1st or June 1st. Real money maker. Desire better living climate and opportunity to share fairly in profits. In the northeast since 1953. Reply Box 717E, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Manager—with excellent background—progressive record. Fifteen years experience all phases. Strong on local—national sales, programming, promotion. Securely employed but seeking advancement. If you're searching for a loyal, aggressive, dedicated-to-radio man, with my qualifications, may I hear from you? Finest business and personal references guaranteed. East preferred. Box 720E, BROADCASTING.

Know-how manager . . . Proven record. Capable of orzanizing your station into a hard hitting leader. . . . Alert, aggressive. . . . Sound judgment in meeting and beating competitor's best methods. Earning power of above seventeen thousand per year. . . . If your position requires enthusiasm and the ability to create it. If it presents a challenge in a medium to large market, complete responsibility and part ownership . . . contact me. Know-how is like a muscle. Use it or lose it. Box 731E, BROADCASTING.

Young, aggressive radio man, thoroughly familiar with all phases of radio seeks permanent position with progressive station. Present station selling, will be owner-managed. Job must be in SW, salary + %. Will consider #2 spot in right organization. Box 746E, BROADCASTING.

New Yorker desires to manage and buy stock into radio station. Responsible, experienced. Box 779E, BROADCASTING.

Sales

Announcer-salesman, 6 years permanency in R.M. station. 25 years, married! Prefer chance of stock ownership. Box 642E, BROADCASTING.

Sales—10 years of radio time sales, all markets—Will travel or relocate, west coast preferred, available now. Write or wire. Box 750E, BROADCASTING.

Announcer-sales. Married-will settle. Phone BU 4-8737, N.Y.C. Box 770E, BROADCASTING.

Family man, no floater will settle. Selesta Graham, 14 Mount Morris Park West, New York 27, N.Y. Atwater 9-1029.

Salesman, newsman, announcer for radio or tv stations in Alaska or Texas. Good references. Integrity. 7 years radio. Write or call Del Kirby, 550 6th Ave., phone GL 6-6463, Fairbanks, Alaska.

Country-western personality. Five years experience. Good references. Sell and announce own shows. Require $85.00 draw. Sammie Lindsey, Cedar Key, Florida.

Announcers

Personality first phone dj. College, experience. Give details and salary. Box 645E, BROADCASTING.

Versatile newsman, top flight experienced sports announcer and dj. Wish to move from medium to metro market. AP news award winner, 175 sports broadcasts to credit. Some college. 4½ years experience, one tv. Big station voice. Tape on request. Box 666E, BROADCASTING.

Morning man for major market. Top ratings. Adult-teen appeal. Box 698E, BROADCASTING.

Announcer. Mature. Authoritative news. Smooth dj. Multi station markets, only. Box 711E, BROADCASTING.

Aggressive young, married announcer desires change because of new management. Graduate of professional broadcasting school with experience in AM & FM. Prefer south or east. Box 714E, BROADCASTING.

Broadcasting school graduate. Smooth bass-baritone, seeking experience in FM or slow pace AM. Desire permanent position. Box 719E, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer, dj, news. College grad. 5 years experience. Family. Presently employed. Desire better pay and opportunities. Prefer good music. Tapes available. Free in June. Box 722E, BROADCASTING.

Radio school graduate—announcer dj. Good tight board—Bright sound. Married—Will relocate. Box 723E, BROADCASTING.

Experienced announcer — Sportscaster. 26 looking for active well organized station. Full of ambition, reliable. Radio college graduate. Tape, resume, picture available. Box 724E, BROADCASTING.

Energetic young announcer wishes to relocate in metro market with swingin' station. Married . . . education . . . experienced in dj shows (all types music); news; sports play-by-play; personal appearances. Box 729E, BROADCASTING.

Am veteran. Available immediately. Salary must support wife, 3 children. Box 733E, BROADCASTING.

Announcer-operator, 8 years, ND, PD, would like to join another adult station. Married, family. Box 734E, BROADCASTING.

Sports announcer looking for sports minded station, finest of references. Box 736E, BROADCASTING.

Experienced general air and staff work smaller markets. Seek job in or near metropolis. Young. Degree. Single. Exempt. Good copy, including production. Good straight announcing and news delivery. Do voices, impersonations. Tape. Box 737E, BROADCASTING.

Announcer dj, dependable, hard working, college grad looking for first position, married, vet. Box 741E, BROADCASTING.

Experienced announcer with phone. Looking for good music station with a future. Box 743E, BROADCASTING.

Sparkling, bright, versatile, personality dj. Fast paced, glib ad-lib, plus real sense of humor and quality voice. Top commercial spot talent. Currently with progressive station in 400,000 market, but ready for greater opportunity. No prima donna, but sincere hard working talent that is willing to apply ability to your type of operation for the proper offer. 26, married, 6 years experience. Have 1st phone. Box 752E, BROADCASTING.

Announcer-dj, married, want to settle down. Good tight board—bright sound. Willing to relocate. Box 753E, BROADCASTING.

First phone deejay. 10 years experience all phases. Prefer morning. Box 754E, BROADCASTING.

Young, swingin' dj—2 years experience ready for move up. Will travel. Top references. Box 755E, BROADCASTING.

Southland and coast. Nine years all-around air work. References from every employer. Know formula and standard radio. College and veteran. Finest background. Box 757E, BROADCASTING.

8 years experience—P.D., play-by-play and staff. 27, family and college graduate. Employed. Finest references. Prefer sports-minded station demanding maturity and permanence. Midwest or south. Box 758E, BROADCASTING.

Experienced announcer, strong commercial, knows music, family. Prefer northeast. Box 759E, BROADCASTING.

Announcer. Thoroughly experienced in all phases of radio. Announcer, program director, salesman, general manager, etc. F.C.C. first class license, if required. Box 764E, BROADCASTING.

Experienced, versatile staff background. Emphasis on clean, authoritative news—commercials that sell—adaptable style on record shows. Strong background in all phases of sports, including play-by-play. Will stay with job that offers future. Prefer midwest. Box 765E, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

DJ-announcer. Young, ambitious. Bright sound. Want top 40. Prefer station within 100 miles of NY area. Box 766E, BROADCASTING.

Announcer, wants a start in radio. Trained in news, commercials, dj and interview work. Will travel. Box 767E, BROADCASTING.

Announcer disc jockey, experienced, married, family man. Wants to settle. Box 768E, BROADCASTING.

Experienced announcer—now #1 in medium size market-wish to move up. I am an experienced professional announcer top 40 or elsewhere. Box 769E, BROADCASTING.

Newsman DJ. Married. 2 years experience. Tight production. Bright. Box 771E, BROADCASTING.

Announcer . . . 6 years radio . . . available immediately due to ownership change. 2½ years on last job, excellent reference. Thirty-one, married, seeking permanent position. Box 773E, BROADCASTING.

Versatile announcer, dj, pd, 6 years experience desires large market. Preferably midwest. Box 775E, BROADCASTING.

Number 1 disc jockey, pd, promotion. Experienced. Best references. Box 776E, BROADCASTING.

Ticket experienced dj. Bright, cheerful air personality. Tight production. Solid background in modern radio. Could also serve as PD. Tape, resume available. Box 783E, BROADCASTING.

Triple threat man-announcer, news director, sales. Fully experienced. Ready now. Box 786E, BROADCASTING.

Announcer-dj. Personality with sell-ability. Chicago area only. Tape, photo, resume. Larry Beller, 1745 East 55th, Chicago. BUtterfield 8-5404.

Announcing work at a small 500 watt station. Handicapped person needs work badly, right now. Uses crutches, but is able to get around and drive a car. Permanent work desired. Contact Jim Bye, Litchfield, Minn. Telephone Oxford 3-6478, or write P.O. Box 945, Route 3. Prefer work anywhere in five state area.

Announcer-salesman. 31, family, experienced. Richard Clark, General Delivery, Columbia, California. Jefferson 2-2648.

Dying . . . to work in radio . . . any place with wife, two children. Beginner, studying for first phone, excellent voice, diction. Broadcast school graduate. Don Ehrlich, 309 North 11th, Prospect Park, N. J.

Top-rated personality, formerly with No. 1 station in 400,000 east coast market. Recently completed teaching assignment with broadcasting school. Available for right opportunity in medium-large market. Jerry Gillies, 2712 Knorr Street, Philadelphia 49, Pa., MA 4-1071.

Announcer, pd, music director. Three years experience, soft-sell style, good music format. Excellent voice, top music knowledge. B.S. in radio-tv. Married, will move. Call George Kapheim, 683 Carrollton, Mo.

Musicman-salesman. Announcer with wit, willing dexterity and production know-how. Phil Patrick, R.F.D. #2 Sheboygan Falls, Wisconsin. Howard 7-6058.

Announcer, 1st phone, no maintenance, no car, $85. BE 7-6721 after 5. Walter Piasecki, 2219 N. Parkside, Chicago.

Attention west coast! Experienced personality dj seeks top 40 or mid-of-road station. B.S. degree, advertising and sales. Can also sell and write copy. Married, appreciate all 1st letter. Ned Ward, 8107 McNulty Ave., Canoga Park, California.

Announcer-engineer, mature voice, prefer southern California. Experienced, production, announcing, maintenance, engineering. Operate own board any pace. 32, married. Currently employed. Available immediately. Request personal interview. Ansel Weathers, 1453 Tamarind Ave., Hollywood 28, California.

Situations Wanted—(Cont'd)

Technical

Student technical school, first phone, some experience. Desire summer employment in west. Box 658E, BROADCASTING.

Experienced first phone, mature, steady and reliable. Desires position. Available immediately. Box 749E, BROADCASTING.

Directional experience, prefer getting maintenance experience with chief. Box 727, Logan, W. Va.

Production—Programming, Others

World's best male traffic manager wants change. Insurmountable problems my specialty. If you can afford the very best, write BOX 308E, BROADCASTING.

Program director—13 years experience (program director; personality disc-jockey; advertising representative research). College graduate. Box 606E, BROADCASTING.

Hardworking, versatile newsman, strong background newspapers, Harvard college sports editor, 2 years Armed Forces radio network, program ideas that capture listeners and hold them. Also deejay, sports, special events. Prefer 300 miles radius New York. 30, married, children, can help you now, will come quick for interview. Box 675E, BROADCASTING.

Available immediately: Experienced news director, major market; all phases, mobile, telephone, tape. Emphasis on local news. Seek station with staff and facilities to do job. Top references. No floater. Box 713E, BROADCASTING.

Michigan broadcasters—Let experience increase your regional and national billings. Successful Detroiter is opening firm to represent your station. Inquiries answered promptly. Box 721E, BROADCASTING.

News director—36 years old, 15 years radio. Top quality, authoritative voice, excellent writer and reporter. Years of editorial and feature writing. Market size of secondary importance to good news in depth operation. Box 727E, BROADCASTING.

Newsman—currently night news manager, top eastern market. 6 years experience. Married. Stable. Box 735E, BROADCASTING.

Experienced copywriting Yankee wants to remain in the south. Put me typing in your Dixie or Yankee copy-news dept. Box 745E, BROADCASTING.

PD experience go getter, worker, good airman with ticket. Experienced in promotions, production and plenty of ideas. Write now. Box 782E. BROADCASTING.

Jock Laurence, originator of the first successful national beeper news service available immediately for agency, network or major station wanting industry wide, recognized news commentator for personalized news and commentary and/or night controversy programs; wire service requiring audio supervision and direction. If your news and special events department is lagging, Laurence will give it zest and hard hitting commercial appeal. Will bring exclusive sources of information in highest places, commanding personality and solid audience draw. Interested only in attractive 5 figure fee. Call San Francisco, Sutter 1-0831 or write 844 Pine St., Nob Hill.

TELEVISION

Help Wanted—Announcers

Combination announcer-director. Strong on announcing and appearance. $80 base. Eastern United States. Send tape, photograph, and resume. Box 726E, BROADCASTING.

Audio booth announcer wanted. Opportunity for some on-camera. Contact Don Stone, KTIV, Sioux City, Iowa.

Help Wanted—(Cont'd)

Technical

RV studio engineers. Excellent oportunities for men having knowledge of theory and aggressive interest in station operation. Group tv station corporation. Send resume to Box 856D, BROADCASTING.

Wanted: Chief engineer for Channel 8, Idaho Falls, maximum power, fully GE equipped. State salary and qualifications first letter. Box 742E, BROADCASTING.

Chief engineer-announcer—1st phone, 1 kw directional. California top-rated radio station. References. $400.00 per month to start. KAFY, P.O. Box 6128, Bakersfield, California.

Television transmitter operator for KMVI-TV, Wailuku, Maui, Hawaii. Work 40 hours in three days, off four days every week. Write or call the station for details.

Full power vhf experienced video engineer for studio maintenance, and occasional transmitter relief. Voice over announcing ability helpful but not required. Send resume, salary requirements, picture, voice tape if possible to Amos Hargrave, C.E., KVIQ-TV, Box 1019, Eureka, California.

Wanted tv technician with ability, initiative, and strong interest maintenance. Get all-round experience: Transmitter, studio, videotape, microwave, AM, FM under one roof. You will not be stifled. Write WOAY-TV, Oak Hill, West Virginia.

Technical school graduate with minimum one year studio experience, preferably VTR, to help operate and maintain large volume VTR installation. Contact Norm Friedman, Tape Processing Center, Purdue University, Lafayette, Indiana.

Production—Programming, Others

News and public affairs director for radio and television. Mature, creative, imaginative newsman in the age bracket of 40 years who wants to supplement network news by recruiting and either giving or supervising the presentation of local news and public affairs programming. Opening available within six months. Starting salary $200 per week. Send tape and photo with background in first letter. Box 544E, BROADCASTING.

TELEVISION

Situations Wanted—Management

Broadcast researcher. Experienced researcher with 5 years in audience measurement and marketing analysis. Planning, design, implementation all phases survey research, national and local markets. Market area, media effectiveness and coverage, sales analysis, cost and distribution studies. Solid statistics background. Desire position with real challenge. BBA, age 29. Will relocate. Box 710E, BROADCASTING.

Position in international television or film distribution—experienced all phases production plus overseas experience, graduate foreign trade degree and languages. Box 716E, BROADCASTING.

Twenty-one years experience radio-tv sales, programming. Currently sales manager major tv station. No floater. University grad. Family. Offer dependability, hard work, mature judgment in return for income commensurate with management responsibility. Prefer west coast. Box 751E, BROADCASTING.

TV manager or sales manager available immediately. Until March 31, 1961, was employed as sales manager of top rated, old line CBS affiliate within top fifty markets. Station income for last year was highest in 11 year history. Percentage of increase highest in history with exception of 1957. Age 38, married, family, 15 years experience. Best references from all previous employers, agencies, reps, network. Check CBS; Harrington, Righter & Parson, Branham Company, southeastern agencies, then call Dick Holloway, 2104 Villa Drive, Greensboro, North Carolina, Broadway 5-1029.

Situations Wanted—(Cont'd)

Sales

National sales manager-commercial manager, (radio and/or television). Productive sales specialist, 13 years all phases sales and station administration, last six years New York. Desire challenge, potential and future. Will relocate for right opportunity. Box 725E, BROADCASTING.

Announcers

Looking for a chance to move from radio to tv in sports or news. Definite on-camera appearance. Ex-ball player with 3 years sports and news radio experience for 5,000 watt station. Age 24. Want station that offers solid future. Would accept department opening in large operation. Tape, picture available. Prefer west coast or midwest. Box 715E, BROADCASTING.

Technical

Television engineer, available immediately, 7 years experience, including transmitter, VTR. Write Box 425E, BROADCASTING.

Presently employed chief of AM, FM, and TV station desires new position. Prefer Conn., Mass., or Fla. areas. 16 years experience. Will take position at AM or TV; not fussy but desire opportunity for advancement. What do you have. Reply Box 760E, BROADCASTING.

TV engineer, 36, 6 years experience video and micro-wave desires permanent supervisory position. Florida preferred. Box 777E, BROADCASTING.

Production—Programming, Others

Director with 5 years experience in commercial and ETV in midwest. Available immediately. Heavy on live commercials and news shows. Knows lighting, can announce. Excellent references. University of Michigan grad. Family. Box 492E, BROADCASTING.

Small market director-producer-announcer seeks more challenging and active market. Available whenever you are. Box 487E, BROADCASTING.

Producer-director available immediately. Complete resume and references rushed to each inquiry. Box 523E, BROADCASTING.

Photographer. Young, educated, with considerable professional experience in still and motion pictures. Stills published nationally in magazines, posters, filmographs. Three years with well known educational and documentary film company. Desire position with commercial or educational station. Box 616E, BROADCASTING.

Director with 4 years experience commercial in southwest major market. Knows all phases of production, also sales, can announce. 24 and single. Prefers west. Available immediately. Box 689E, BROADCASTING.

Writer-producer. Experienced local and regional accounts. Versatile. Creative. Ambitious. Box 712E, BROADCASTING.

Promotion manager—Experienced all phases including advertising, publicity, public relations, research. Excellent references. Prefer larger market. Box 730E, BROADCASTING.

Make the competition unhappy! Working newsman with 8 years experience all phases radio-tv news. Let's get together if you want a man who delivers, writes, films, personally covers and puts believability in your news coverage. News directorship or good spot in major market tv. Currently employed major market radio-tv. Box 781E, BROADCASTING.

9 years experience—Management, producer-director, film director. Commercial and educational tv. Trouble shooter in all phases of TV. Age 34, married, family man. Desire permanent location and potential advancement. Box 789E, BROADCASTING.

FOR SALE

Equipment

3 Utility type 180 towers standing 197'—Best offer. 3 Gates insulated sample loops. 1 Gates remote control-tone system (6 years) includes frequency monitor, hi voltage and plate current, tower lites read back. 3-3 section tower lighting chokes. 1-3 section tower lighting choke in weather proof housing. 200 ft. RG 164 cable 72 ohms. Best offer for any or all equipments. Box 503E, BROADCASTING.

Clean GR-731B modulation monitor $250.00. New Fairchild pickups @ $30.00, extra cartridge kits $3.00. Box 632E, BROADCASTING.

Mike booms. Starbird, RCA; mike stands, RCA 90-A. State condition, price. Box 718E, BROADCASTING.

RCA STL, 0.1 watt 7000 mc. Available soon. Excellent condition, complete with 4 ft. dishes. Box 787E, BROADCASTING.

Recording studios. Excellent location and completely equipped with Ampex recorders, the finest mics, consoles, monitors, natural echo chamber, etc. Poor health forces present owner to sell. Take all and assume lease. Box 788E, BROADCASTING.

Concertone tape recorder model #1401. Overhauled year ago. As is. Best offer plus freighting buys. Chief, KHAS-Radio, Hastings, Nebraska.

1kw UHF TV transmitter, Continental model PA-714, operates ch 14 to 31. WAFG-TV, 1000 Monte Sano Blvd., Huntsville, Ala.

RCA 250-K transmitter, spare tubes, RCA type 311A AM frequency monitor. Write WAJR, Morgantown, W. Va., phone LI 2-5846.

RCA MI-19390 diplexer and MI-19085-H-12 sideband filter now tuned Channel 12. Contact Joe Gill, WRDW-TV, Augusta, Georgia.

Two vertical Para-Flux reproducers complete. Practically new. Includes 2 arms, 2 heads, 2 equalizers. All for $200.00. Write WRJW, Picayune, Mississippi.

Model of 1901 Oldsmobile—Low mileage; in A-1 shape, tires like new, self-starter, turn signals, and electric lights. Excellent advertising and promotional vehicle. Original cost approximately $2,000. For quick sale $900 will buy it. Write for picture to WTVR, P.O. Box 5229, Richmond, Virginia.

RCA Model BTA-1L 1 kw transmitter, good condition, $1500; traded in on Bauer Model 707 "kit" transmitter. Write Bauer Electronics Corp., 1663 Industrial Road, San Carlos, California.

Thermometer, remote, electrical; enables announcer to read the correct outside temperature from mike position. Range 0-120 deg. F. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, California.

AM, FM, TV terminal equipment including monitors, 5820 and power amp tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

George Kim & Son. Tower-painting, repairing, erection and demolishing. Ebensburg, RD#2, Pennsylvania.

Video monitors. See our new line at N.A.B. May 7th Wash., D. C.—Large screen waveform oscilloscope. High resolution viewfinder. 70 models video monitors. Miratel Electronics, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

Ampex 400 single case portable. Manual controls (not solenoid operated). $250. Jon Monsen, 1350 N. Harding Street, Pasadena,

200 foot Indeco radio tower guyed insulated for AM. Good buy, tower like new. James Rea, Hammond, Indiana. Tilden 5-0665.

FOR SALE

Equipment—(Cont'd)

Rigid transmission line, Andrews 1⅝" No. 551-3. New, unused, with hardware and fittings. Tremendous savings. Write for stock list. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

For sale—Ampex 601-2 stereo recorder. Used only three months—like new. Installing 351's. Phone or write Hilltop Records, 509 West Main Street, Ashland, Ohio. 3-1507.

RCA Model BTA-1R 1 kw transmitter, latest model, good condition, $3500; traded in on a Bauer Model 707 "kit" transmitter. Write Bauer Electronics Corp., 1663 Industrial Road, San Carlos, California.

Towers ready for shipment. 15-200' to 250' towers, 8-400' towers, 2-500' towers and 1-600' tower. All are guyed towers, and are from 30 lb. to 50 lb. wind load. These towers can be had at very attractive prices and terms if requirements are met. Contact T.C.A. Radio Tower Co.—2615 Bankhead Highway NW, Atlanta 18, Ga.

WANTED TO BUY

Stations

Californian desires small station ownership through lease-purchase arrangement. Responsible-experienced. Correspondence confidential. Box 677E, BROADCASTING.

Equipment

Used 2 channel control board for AM and FM operation. At least 6 imputs—Collins 212E-1 or equivalent. Box 502E, BROADCASTING.

Wanted . . . Usable 250 watt Western Electric transmitter Model 451 grid modulated. Box 565E, BROADCASTING.

Used 5 kw transmitter. State make, age, and condition. Box 738E, BROADCASTING.

Wanted, good, used 250-watt transmitter. State price, condition, full details first reply. Also desire good, used FM transmitter. Write Box 748E, BROADCASTING.

Have immediate need for RCA stab amp., type TA-9, and phase equalizer equipment. Write P. O. Box 2167, Wilmington, Delaware.

Wanted to buy — used General Radio RF bridge. P.O. Box 1671, Greenville, S. C.

Used TV equipment for CH 53 350' tower, studio and transmitting equipment 1 kw trans diplexer etc. B. L. Golden, 308 S. Fruit, Fresno. Phone AM 4-5015.

MISCELLANEOUS

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Comedy for deejays!—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

Want commissionable rates, late evening radio-television. 400 accounts! Gospel Radio Broadcasting, Schell City, Missouri.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. aproved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC first class license in 5 or 6 weeks. Instruction eight hours a day, five days a week. No added charge if additional time or instruction needed, as license is guaranteed for tuition of $300.00. Professional announcing training also available at low cost. Pathfinder Method, 5504 Hollywood Blvd., Hollywood, California. Next classes June 5th and July 31.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting April 26, June 21, August 30, October 25. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. "Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course."

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

RADIO

Help Wanted—Sales

RADIO SALESMAN

Somewhere there is a salesman who wants to live in South Florida He's a nice guy who wants to be with a station with a future—soon to be the biggest in the market. He likes people, and he likes to work . . . but above all, HE CAN SELL! To prove it, he must have a sales record written in $$$igns.
There's gold on the Goldcoast for you, if you're the man. Send facts and figures QUICK to:

Box 784E, BROADCASTING

Announcers

Plenty of opportunity for advancement for man with experience, mature voice, knowledge of good pop music, who can do a wide-awake show. Need air sell, but no yell. Salary open, so state what you need. Send resume, picture and tape now to K-JEM, 515 North Robinson, Oklahoma City, Oklahoma.

Help Wanted—(Cont'd)

Production—Programming, Others

$120 WEEKLY PLUS O.T.

. . . and additional benefits for reliable and ambitious newsman, experienced in rewrite, air and leg work. May become Director of 5-man News Dept. in growing midwestern market near large city. Voice and character of utmost importance. References will be checked. Send letter with full background and complete reference list to:

Box 707E, BROADCASTING

NATIONAL PRODUCTION COMPANY

Needs men with successful, high caliber radio or television experience. This is strictly a top level presentation requiring men to work hand in hand with radio stations as advertising and production consultant. The weekly earning potential is extremely high; however, the men we are looking for should have a background which is commensurate with these type of earnings. If you think your experience and ability could justify $30,000 to $40,000 a year, we would like to hear from you. Please send resumes.

Box 763E, BROADCASTING

RADIO

Situations Wanted

Production—Programming, Others

TWO OF THE BEST

Award winning newsman and experienced staff announcer both ready to move to bigger market. Available together or individually.

Box 772E, BROADCASTING

TELEVISION

Help Wanted—Technical

ASSISTANT CHIEF ENGINEER

Electronics engineer with management experience interested in assisting in direction of commercial television operation in major midwestern community. To direct and improve operation of large department of engineers and technicians. Must be well organized, conscientious, management-oriented. Salary to $12,000.

Box 671E, BROADCASTING

Television/Field Broadcast Engineer

1st phone, transmitter operation, installation and maintenance experience. Considerable travel involved, some foreign. Send resume to: Mr. D. K. Thorne, RCA Service Company, Cherry Hill, Camden 8, New Jersey.

Help Wanted—(Cont'd)

Production—Programming, Others

NEWSMAN-NEWSCASTER

Wanted by one of Virginia's oldest and most powerful TV stations. This experienced man must be working in the Virginias-Carolinas area. Must know how to gather, write, edit and broadcast news—a real hustler. Must also have a good knowledge of sports and be able to do excellent on-the-air job. Good starting pay. Fine fringe benefits. This station wants a dependable man who knows his business. Send complete resume, picture and tape to: Joe Moffatt, News Director, WSLS-TV, Roanoke, Va.

FOR SALE

Equipment

FOR SALE

50 KW transmitter—RCA 50D formerly used by KNX. Complete with spares and emergency generator at attractive price. Contact Ted Denton, KNX, 6121 Sunset Blvd., Hollywood 28, California.

MULTIPLEX with MOSELEY

Lease a high performance MX CHANNEL to the background music operator the easy way with the MOSELEY SCG-2 Subcarrier Generator. Fits transmitters having mx inputs. Low cost featuring AUTOMATIC MUTING. Write for Bulletin #203.

MOSELEY ASSOCIATES

P.O. Box 3192 Santa Barbara, Calif.

MISCELLANEOUS

CALL FROM EUROPE

Bolster your "NEWSOUND" with a direct report from the continent on the big story of the day. This distinctive international news service can be working for your station for less than 60 cents per day! Advertiser pays low phone charges, you reap the profits! Your "CALL FROM EUROPE" is tailored for a distinctive 5 minute package presentation. It will make your news block sparkle! For quick information write:

Box 639E, BROADCASTING

EMPLOYMENT SERVICE

JOBS

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION

Write for application now

WALKER EMPLOYMENT SERVICE

BROADCAST DIVISION
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

FOR SALE

Stations

METROPOLITAN REGIONAL

Outstanding 5 kilowatt facility in a top 50 dynamic growth market. Price on a formula of one and one-half times annual gross or five times cash flow. $900,000 cash or equivalent. Slightly more on terms. Qualified principals only.

Box 785E, BROADCASTING

Wash	single	fulltime	$ 40M	cash
Va	single	daytimer	80M	25dn
Tenn	single	daytimer	65M	29%
N.C.	medium	fulltime	150M	terms
S.W.	metro	daytimer	100M	29%
N.W.	metro	regional	300M	29%
Midwest	metro	daytimer	200M	terms
Texas	metro	regional	225M	29%
West	top 30	FM	150M	terms
South	top 30	fulltime	315M	29%

And Others

CHAPMAN COMPANY

1182 W. Peachtree St., Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Texas major $200,000—Texas major $500-000—Texas single $160,000—Texas single $63,000—Texas single $53,000—Texas single $60,000—Ala. major $300,000—La. single $85,000—La. major $97,500—Ark. single 80% $65,000—Miss. single $50,000—Miss. single $45,000—Rocky Mt. single $47,500—Florida major $375,-000—Fla. major $265,000—Fla. semi-major $230,000—Fla. major $225,000—Fla. medium $135,000—Fla. major $120,-000—Fla. medium $110,000—Fla. single $50,000—Fla. single $35,000 cash—New Mexico major $300,000—Major VHF-Radio combo $4,000,000. Others! PATT McDONALD CO., BOX 9266, AUSTIN 17, TEXAS. GL 3-8080.

STATIONS FOR SALE

SOUTHWEST. Top market. Full time. Currently doing $16,000-$17,000 a month. Ask-$275,000 with 29% down.

NORTH CENTRAL WEST. Daytime. Profitable. Fine market. Doing $70,000. Asking $275,000 with 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Houston. *Present* 2,*8,11,13,23,29,39 *Proposed* 2,5,*8,11,13,23,29,39. Ann. March 31.

WWOR (TV) Worcester, Mass.—Requests amendment of rules so as to add vhf ch. 13 at Worcester, Mass., by making following proposed changes in Worcester. *Present* 14,20 *Proposed* 13,14,20. Further requests simultaneous issuance of order to show cause why WWOR (TV) should not operate on ch. 13 in lieu of ch. 14. Ann. March 31.

PROPOSED

■ Commission invites comments by May 17 to notice of proposed rule making looking toward amending sect. 3.182(w) of am rules to delete 30-1 ratio pertaining to interference between stations 20 kc apart and to rely upon 2 mv/m and 25 mv/m overlap provision of rules to prevent degradation of am broadcast service in licensing of new stations. In those instances where interference has been indicated between stations operating 20 kc apart, practice has shown that extent of interference is so slight as not to warrant denial of application where no 2 mv/m and 25 mv/m overlap is involved. Ann. April 5.

■ By notice of proposed rule making, commission invites comments by May 5 to proposal by Blythe Telecasting Co. to assign uhf tv ch. 34 to Blythe, Calif., as "drop-in." Ann. April 5.

Processing line

The following applications are ready for processing.

TOP OF THE LINE

BMP-8861 WCIN Cincinnati, Ohio Rounsaville of Cincinnati Inc. Has CP: 1480kc, 500w, 5kw-LS, DA-2, U. Req. MP: to change ant.-trans. location and DA.

BP-13781 KLGR Redwood Falls, Minn. Harry Willard Linder Has: 1490kc, 100w, U. Req.: 1490kc, 250w, U.

BP-13782 KCKC San Bernardino, Calif. M.V.W. Radio Corp. Has: 1350kc, 500w, DA-N, U. Req.: 1350kc, 500w, 5kw-LS, DA-2, U.

BP-13784 NEW, Chardon, Ohio Geauga Broadcasting Co. Req.: 1560kc, 250w, DA, D.

BP-13785 NEW, Quantico, Va. Radio One Company. Req.: 1530kc, 250w, D.

BP-13786 NEW, Ashtabula, Ohio Quests Inc. Req.: 1600kc, 1 kw, D.

BP-13787 WIBV Belleville, Ill. Belleville Broadcasting Co. Has: 1260kc, 1kw, D. Req.: 1260kc, 5kw, DA-2, U.

BP-13788 NEW, Willows, Calif. Glenn County Broadcasters. Req.: 1560kc, 250w, D.

BP-13789 KBLF Red Bluff, Calif. Victor Industries Corp. of Calif. Has: 1490kc, 250w, U. Req.: 1490kc, 250w, 1kw-LS, U.

BP-13791 KLIV San Jose, Calif. Cal-Radio Inc. Has: 1590kc, 500w, 1kw-LS, DA-N, U. Req.: 1590kc, 500w, 5kw-LS, DA-N, U.

BP-13792 KGPC Grafton, N. D. KGPC Company Has: 1340kc, 250w, U. Req.: 1340kc, 250w, 1kw-LS, U .

BP-13793 WNOW York, Pa. WNOW Inc. Has: 1250kc, 1kw, D. Req.: 1250kc, 5kw, DA-D, U.

BP-13794 NEW Atlanta, Ga. Metropolitan Atlanta Radio Req.: 1150kc, 1kw, D.

BP-13795 NEW, Ashland, Ala. Clay Service Corp. Req.: 910kc, 1kw, D.

BP-13797 WTIF Tifton, Ga. WTIF Inc. Has: 1340kc, 250w, U. Req.: 1340kc, 250w, 1kw-LS, U.

BP-13799 KLBM La Grande, Ore. Inland Radio Inc. Has: 1450kc, 250w, U. Req.: 1450kc, 250w, 1kw-LS, U.

BP-13800 WBGC Chipley, Fla. John Sanders Has: 1240kc, 250w, U. Req.: 1240kc, 250w, 1kw-LS, U.

BP-13803 NEW, Marion, Va. Seward Broadcasting Co. Req.: 1330kc, 1kw, D.

BP-13806 KWTX Waco, Tex. KWTX Broadcasting Co. Has: 1230kc, 250w, U. Req.: 1230-kc, 250w, 1kw-LS, U.

BP-13807 WFYC Alma, Mich. WFYC Inc. Has: 1280kc, 1kw, D. Req.: 1280kc, 5kw, DA, D.

BP-13808 KXRO Aberdeen, Wash. KXRO Inc. Has: 1320kc, 1kw, U. Req.: 1320kc, 1kw, 5kw-LS, U.

BMP-8872 KCJH Arroyo Grande, Calif. KCJH Has CP: 1280kc, 500w, D (San Luis Obispo, Calif.) Req MP: 1280kc, 500w, D (Arroyo Grande, Calif.).

BP-13809 NEW, Houston, Tex. Higson-Frank Radio Enterprises Req.: 1520kc, 500w (250w, C.H.), D.

BP-13811 NEW, Roswell, N. M. Neil N. Levitt Req.: 960kc, 1kw, D.

BP-13812 NEW, Berlin, N. H. Good Radio Inc. Req.: 1400kc, 250w, U.

BP-13814 WLOB Portland, Me. Casco Broadcasters Corp. Has: 1310kc, 1kw, D. Req.: 1310kc, 5kw, DA-2, U.

BP-13815 KDOK Tyler, Tex. KDOK Broadcasting Co. Has: 1330kc, 1kw, D. Req.: 1330-kc, 500w, 1kw-LS-DA-N, U.

BP-13824 KACY Port Hueneme, Calif. Lincoln Dellar Has: 1520kc, 250w, DA-1, U. Req.: 1520kc, 1kw, 10kw-LS, DA-2, U.

BP-13826 NEW, Hollister, Calif. Trotter and Godfrey Req.: 1520kc, 500w, D.

BP-13827 NEW, Troy, N. Y. WRSA Inc. Req.: 900kc, 250w, D.

BP-13828 WSPN Saratoga Springs, N. Y. SPA Broadcasters Inc. Has: 900kc, 250w, D. Req.: 1280kc, 1kw, D.

BP-13829 NEW, Salem, Ore. Salem Broadcasters Req.: 1220kc, 1kw, D.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING April 6

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,529	35	132	803
FM	792	64	196	113
TV	486[1]	56	84	96

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING April 6

	VHF	UHF	TV
Commercial	464	78	542
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC Jan. 31

	AM	FM	TV
Licensed (all on air)	3,522	758	486[1]
Cps on air (new stations)	30	71	54
Cps not on air (new stations)	128	204	83
Total authorized stations	3,680	1,033	635
Applications for new stations (not in hearing)	622	73	29
Applications for new stations (in hearing)	170	28	64
Total applications for new stations	792	101	93
Applications for major changes (not in hearing)	550	45	34
Applications for major changes (in hearing)	256	4	22
Total applications for major changes	806	49	56
Licenses deleted	0	0	0
Cps deleted	0	0	1

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

NOW'S THE TIME

for you to see entertainment with a purpose

SOCIAL SECURITY in ACTION

a 15 minute public service TV show originating from KCOP in Hollywood



FEATURING

WILLIAM FRAWLEY	*JOE E. BROWN*
REGINALD OWEN	*GERALD MOHR*
NINA FOCH	*RONNIE DEAUVILLE*
STANLEY ANDREWS	*MARIE WINDSOR*
MONTE BLUE	*WALTER WOOLF KING*
MISS ISRAEL OF 1960	*CAMERON SHIPP*

THE WAX WORKS

a 13 week series — guest interview format





NOW AVAILABLE ON VIDEOTAPE OR FILM

For local use: contact the Social Security office in your community

For network use: contact Roy L. Swift — Information Officer, Social Security Bldg., Baltimore 35, Maryland



This advertisement courtesy of Broadcasting Publications Inc. in the interest of public service.

OUR RESPECTS to Kenneth Glenn Manuel, pres., D. P. Brother & Co., Detroit

He wins confidence and cooperation with the personal touch

Spending nearly a million dollars worth of other peoples' money in the broadcast media each month is serious business for any advertising agency.

But it's so reassuring to have a man in the front office who knows what it's all about. Especially when the door to his office is open and he is willing to listen when you have a problem and some ideas that could solve it.

The personal touch. That's the way Kenneth Glenn Manuel does business with his clients and with his staff. It's the way he has won confidence and cooperation in his first year as the president of D. P. Brother & Co., a pioneer in the use of television for major national advertisers. It's the way agency founder Doran Brother has built his company during the past 27 years. And it was obviously a key factor in his choice of Mr. Manuel as president when he moved up to board chairman.

But Mr. Manuel's other qualifications carried much weight in that decision, too. He had been vice president in charge of Brother's radio and television activities for seven years, an important post when broadcast billings account for nearly one-third of the agency's activity. And before his association with Brother he had spent many years behind the microphone and tv camera as producer, writer and news reporter. That was at WWJ-AM-TV Detroit, where he created the award-winning educational series, *Television University*.

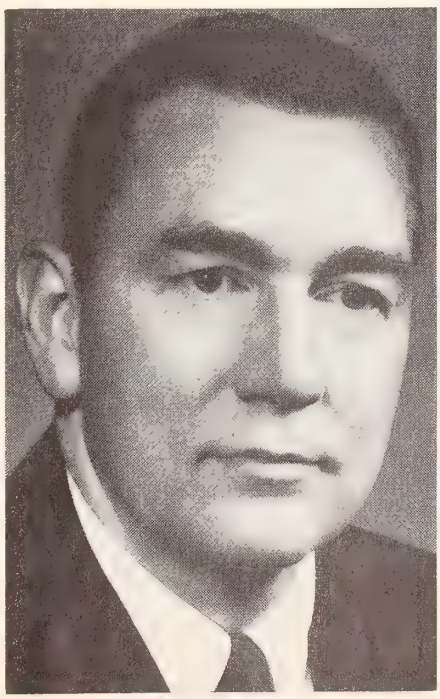
Stop Inflation ▪ Mr. Manuel's thoughtful, conservative attitude toward people and problems, however, is not to be misunderstood as an easy mark. His successful policy of encouraging a working climate where creative imagination and artistic resourcefulness enjoy free play is not a license for the unproductive or frivolous. Nor does he long remain silent on basic issues of his profession that threaten to undermine the integrity or sales effectiveness of advertising. It was only a few weeks ago that he told the Toledo Advertising Club that it's about time advertisers made themselves heard "loud and clear" against inflated media costs—inflated costs that have no relation to increased circulation or improved, more effective impact by program or editorial content.

His suggestions?—"More spirited negotiation" of contracts for talent and "constructive resistance" to the sometimes excessive fees and costs. He also urges maximum use of good, selling radio and tv commercials—especially those that have real "staying power" and sometimes are discarded too soon.

Mr. Manuel's thoroughness is exemplified in his agency's painstaking appraisal of the quality "sound" of the radio stations with which it invests its clients' spot advertising dollars. The Brother broadcasting department spends long hours monitoring station tapes and making personal contacts.

Stable Accounts ▪ Mr. Manuel's tall, sturdy physique perhaps exemplifies the solidity of the major Brother accounts, many of which are major divisions of General Motors. GM's Oldsmobile cars and AC spark plug divisions started with Brother in 1934. Other GM divisions handled include Delco Appliance, Guide Lamp, Harrison Radiator, Hyatt Bearings, New Departure, Saginaw Power Steering, Brown-Lipe-Chapin and GM's Guardian Maintenance service program. Most are strong in broadcast. Brother also this past year acquired GM's defense systems division. To its growing non-GM list the agency added a motel chain, Holiday Inns of America. Brother claims several tv "firsts" for its clients, including sponsorship of network newscasts, the 90-minute color spectacular, the 1948 (and '52) political conventions, plus U. of Michigan football (1947).

Detroit is very much a part of Ken Manuel. He wasn't born there (Lorain, Ohio, Aug. 1, 1913), but he was taken there at the age of 4 when his father moved his restaurant supply business to the larger city. He was a good scholar, doing his best in literary subjects.



Brother's Manuel
The personal touch

At suburban Highland Park High School he worked on the student publications and played baseball, football and basketball. He continued his journalistic interests at the U. of Michigan (B.A. *cum laude* 1934) but his athletic abilities won the most attention.

After injuring his knee in college football, Mr. Manuel "retired" to baseball where the highlight of his young career was a trip in 1932 with his team to play exhibition games in Japan as a guest of that country. For 2½ months they played all over Japan, including one game in Tokyo before a crowd of 85,000. Of 21 games, they won 17.

Cold, Cold World ▪ The depression world that greeted young Mr. Manuel did not cool his ardor for the life of a journalist. It merely delayed it. For a time he worked on the assembly lines for Chrysler and Studebaker and sold over the counter at the J. L. Hudson Co. "I learned a lot about people in those jobs," he recalls. His break came in 1935. The *Detroit News* hired him as a cub reporter for $18.50 a week. The world began to grow warm.

For five years he ranged all through the editorial scope of newspapering, then, lunching one day with WWJ's Harry Bannister, he was invited to try a radio news show. It clicked. In 1942 he was switched to prime evening time (opposite Edward R. Murrow—"our shares of audience were about even") and as the years rolled by his newspaper duties faded and his broadcast horizon expanded. In 1947 when the *News* put WWJ-TV on the air, Mr. Manuel went "visual" too.

With Mr. Bannister's full cooperation, Mr. Manuel set out to find and employ tv's great cultural capacity. The result was the *Television University* series that employed the best talent and resources of the Detroit area educational, cultural and scientific institutions.

Agency Career ▪ In 1949 Mr. Manuel joined the creative staff of D. P. Brother, working in all media. In 1953 he was made vice president in charge of tv and radio. He was made senior vice president in 1959 and president in May 1960. Of the wide range of broadcast events in which he participated during this period, he rates efforts such as *Wide, Wide World* and the Max Liebmann and Bing Crosby spectaculars, among tv's best.

Mr. Manuel married Sonia Poloway of Dearborn in 1945. They have one daughter, Kristina, 4, and live in Bloomfield Hills. Hobbies: music, reading and Sunday painting. Little Tina is learning baseball too: "She swings pretty good."

Boycott by pressure

TELEVISION has faced many problems in its relatively short life and has managed to grow in audience appeal and importance as a medium in spite of them. Today a situation that has harassed it from the first in one form or another is posing a serious threat. This is raised by the small but well organized and extremely vocal groups who aim their attacks at television's only source of support—its advertisers.

We have just seen such a group exercise its power. Italo-Americans declared a boycott of L&M products because many of the fictional bad men in *The Untouchables* were given Italian names. L&M promptly withdrew all of its advertising from ABC, giving another reason, to be sure, but certainly suspect of quitting under pressure.

It is easy to understand how an advertiser, interested chiefly in selling his product at the most efficient cost, can panic when he is threatened by a well organized group. It is even easier to understand his reluctance to join battle with organizations that picket his plants, threaten his shipping and refuse to use his product.

He's prone to rationalize: "I really don't need tv. What am I doing in this medium? I'm getting out and putting my budget in something safe like transit posters or direct mail."

But this way lies danger. The preeminence of broadcasting as an advertising medium is proved by the record. No other medium sells merchandise so effectively and so economically. This will continue to be true.

Advertisers and broadcasters alike must hold a firm line. Care and intelligence must go into a story line for programs, but who can fault the producer who casts a Negro as a cannibal king, a Japanese as a World War II enemy in the Pacific or Capone's henchmen as predominantly Italian?

Bowing to unreasonable pressures can only bring more and more demands, a situation which might easily result in both programming and economic chaos.

Tribute, challenge, opportunity

SOMETHING new and significant happened in Washington last week. About 500 newsmen identified with broadcasting attended a two-day foreign policy briefing conference called by the State Department. It was opened by the Secretary of State and closed by the President.

What transpired behind closed doors was for background purposes and not for direct attribution to any of the dozen highly-placed officials of the New Frontier who addressed the assemblage and then answered questions. The stated purpose was to communicate more effectively with those responsible for presentation, analysis and interpretation of news and events on the air.

But it was far more than that. It constituted clear recognition of broadcast journalism by the new administration. Implicitly it recognized the potency of editorializing on radio and television because the principal purpose of briefings is to indoctrinate the moulders of opinion. And it follows another New Frontier precedent—President Kennedy's live and direct broadcasts of his news conferences (to the chagrin of the printed page press). Those invited were the news directors and executives throughout the country—the counterparts of the editorial page and executive editors of the nation's newspapers, who will be briefed at a conference called for April 24-25.

With this tribute comes a challenge and an opportunity. By giving broadcast journalism recognition, the new administration also gives an answer to those, inside government and out, who deride radio and television as frivolous, low-grade entertainment media.

To improve their stature as practitioners of modern journalism, station ownership and management have the responsibility of upgrading their news handling and their editorializing. This means bigger and better news staffs responsible directly to management.

We were pleased to see FCC Chairman Newton N. Minow and other members of the FCC at the briefings. They must have been impressed with the thrust and purpose of the sessions—and with the demeanor of newsmen responsible for the vast news and public affairs outputs of the stations and the networks.

Assistant Secretary of State Roger Tubby, himself a small-town editor, spearheaded the conference. The idea came from Luther L. Reid, former CBS publicity director and since 1947 with the State Department and the head of the department's new Office of Special Projects. They can be happy with the result.

We hope those privileged to attend and who thought well of the briefings will so advise Secretary of State Dean Rusk. We hope, moreover, that they will urge briefings at regular intervals—not only as to foreign policy but in other areas of greatest news and policy significance.

Most of all we hope that all broadcasters will recognize that their way of life is imbedded in modern journalism. If they do, the detractors who ridicule tv and radio as the embodiment of low-brow show business will become crusaders without a crusade.

Better by the dozen

WE'VE been looking through the kit of promotion ideas that the NAB has sent to its radio members for use during National Radio Month, to be observed in May.

It seems to us that a good many of the ideas are appropriate for year-round promotion of radio as a medium, and the thought strikes us: Why not a National Radio Year every year? If a substantial number of stations undertook consistent promotion of the medium as a complement to their own promotion of themselves, the effect could not be anything but salutary. If a National Radio Month is beneficial, and undeniably it is, 12 months of the same kind of promotion would produce 12 times the effect.



Drawn for BROADCASTING by Sid Hix

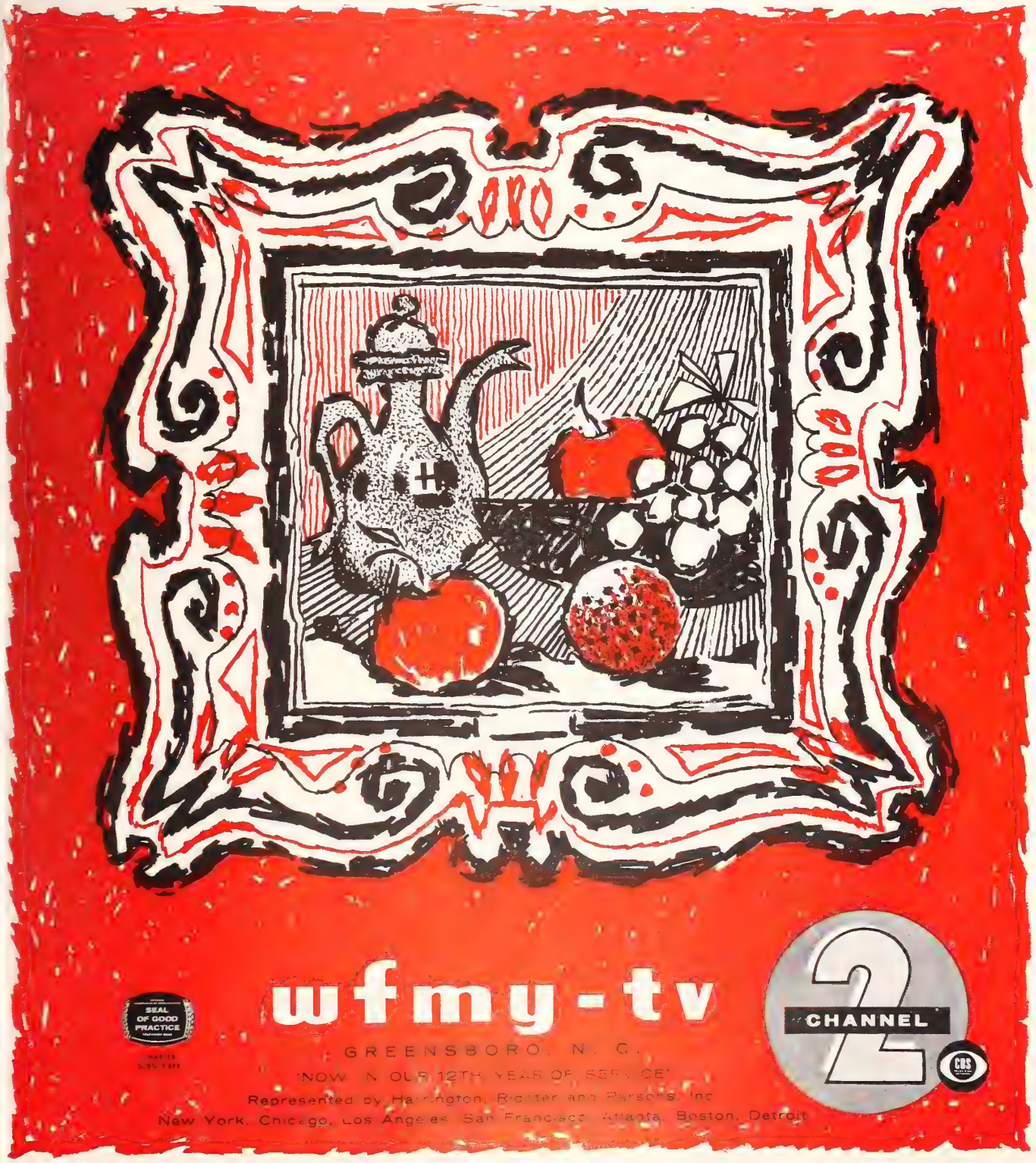
"Better change that unemployment figure to 5,000,001. We're letting you go Saturday!"

CREATIVITY . . . wfmy-tv creates sales in the nation's 44th market*

The imagination of the artist, together with his technique and skill, combine to create artistic beauty . . . In the Industrial Piedmont, the popularity and proven dominance of WFMY-TV have combined to create sales for over eleven years.

To successfully sell the nation's 44th market*, include WFMY-TV in your plans. WFMY-TV delivers 2.3 million customers who annually spend $3.2 billion dollars . . . call your H-R-P Representative today.

*Source: Television Magazine, 1960 Data Book



wfmy-tv

GREENSBORO, N. C.

NOW IN OUR 12TH YEAR OF SERVICE

Represented by Harrington, Richter and Parsons, Inc

New York, Chicago, Los Angeles, San Francisco, Atlanta, Boston, Detroit

SEAL OF GOOD PRACTICE

CHANNEL 2

THE SELLING SOUND FROM SIGNAL HILL / PART II

Dave Garroway, 8 years



Hi-Noon's Cartoons, 7 years



12:20 Newscast, 7 years



Bette Hayes' "Accent", 8 years



Picture of the Day, 10 years



Jack Paar Show, 4 years



44

UNBROKEN YEARS OF SALES EXPERIENCE

When you buy participating spots on WDAF-TV, you're buying built-in stability of programming (see above), continuity of audience, the area's most successful air personalities, and a solid selling climate that hasn't missed a beat since 1949. That's why we're consistently tops in the big Kansas City market . . . and why we consistently move more products for our advertisers. There's more to the story . . . ask your Petry man about it.

WDAF 4 TV • SIGNAL HILL • KANSAS CITY •

SYMBOL OF SERVICE

TTC

WROC-FM, WROC-TV, Rochester, N. Y. • KERO-TV, Bakersfield, Calif.
WGR-FM, WGR-AM, WGR-TV, Buffalo, N. Y. • KFMB-AM, KFMB-FM,
KFMB-TV, San Diego, Calif. • WNEP-TV, Scranton—Wilkes-Barre, Penn.
WDAF-TV, WDAF-AM, Kansas City, Mo.

Represented by
Edward Petry & Co., Inc.
The Original Station Representative

TRANSCONTINENT TELEVISION CORP. • 380 MADISON AVE., N.Y. 17

35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

APRIL 17, 1961

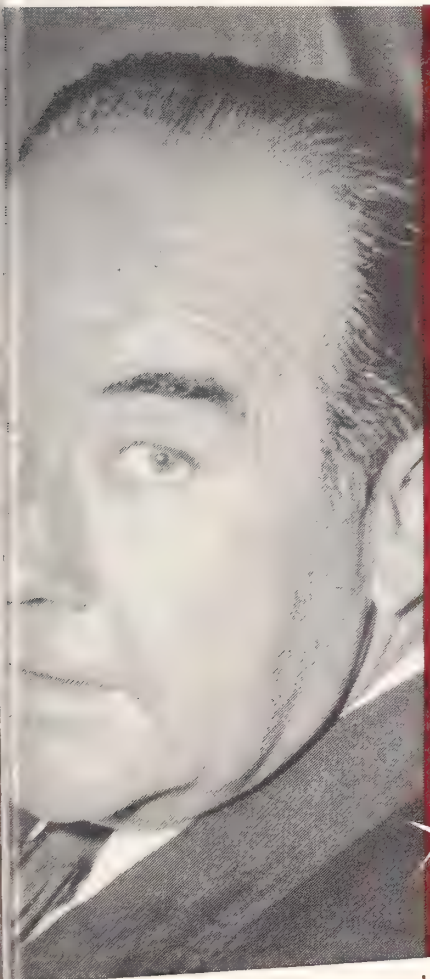
Advertising's face is still without blemish, special Pulse study finds 27

Sunny Florida: a land recessions pass by; a BROADCASTING market study 69

Sterling uses scissors and old can of film to clip gilt-edge tv coupons 122

Advertisers find hour show participations spread risks, hold audiences 108

COMPLETE INDEX PAGE 7



BRODERICK CRAWFORD

stars in a brilliant new role,

"KING OF DIAMONDS"

with a sensational new side-kick
RAY HAMILTON
as Al Casey

Never, in so short a time have so many said, "WE'LL BUY IT!"

PIEL'S BEER in a list of markets including
New York City • Philadelphia • Syracuse • New Haven

KROGER in a list of markets including
St. Louis • Pittsburgh • Louisville • Dayton

SCHMIDT'S BEER in • Sioux Falls • Fargo
Alexandria, Minn. • Rochester, Minn. • and 9 other cities

JAX BEER in • Amarillo • Alexandria, La.
Austin, Tex • Baton Rouge • Beaumont • Corpus Christi
Dallas • Jackson, Miss. • Houston • Midland • Mobile
Monroe • New Orleans • Oklahoma City • San Antonio
Shreveport • Tulsa • Wichita Falls

Already bought by other sponsors and stations in these markets:
Los Angeles • Detroit
Boston • Atlanta • Denver
Buffalo • Salt Lake City
Phoenix • Norfolk • El Paso
San Diego • Peoria
Jacksonville • Boise
Las Vegas • Eugene
Bakersfield • Albany, Ga.
Tallahassee-Panama City
Tampa • Portland, Me.
Decatur, Ill.
with more reported every hour!

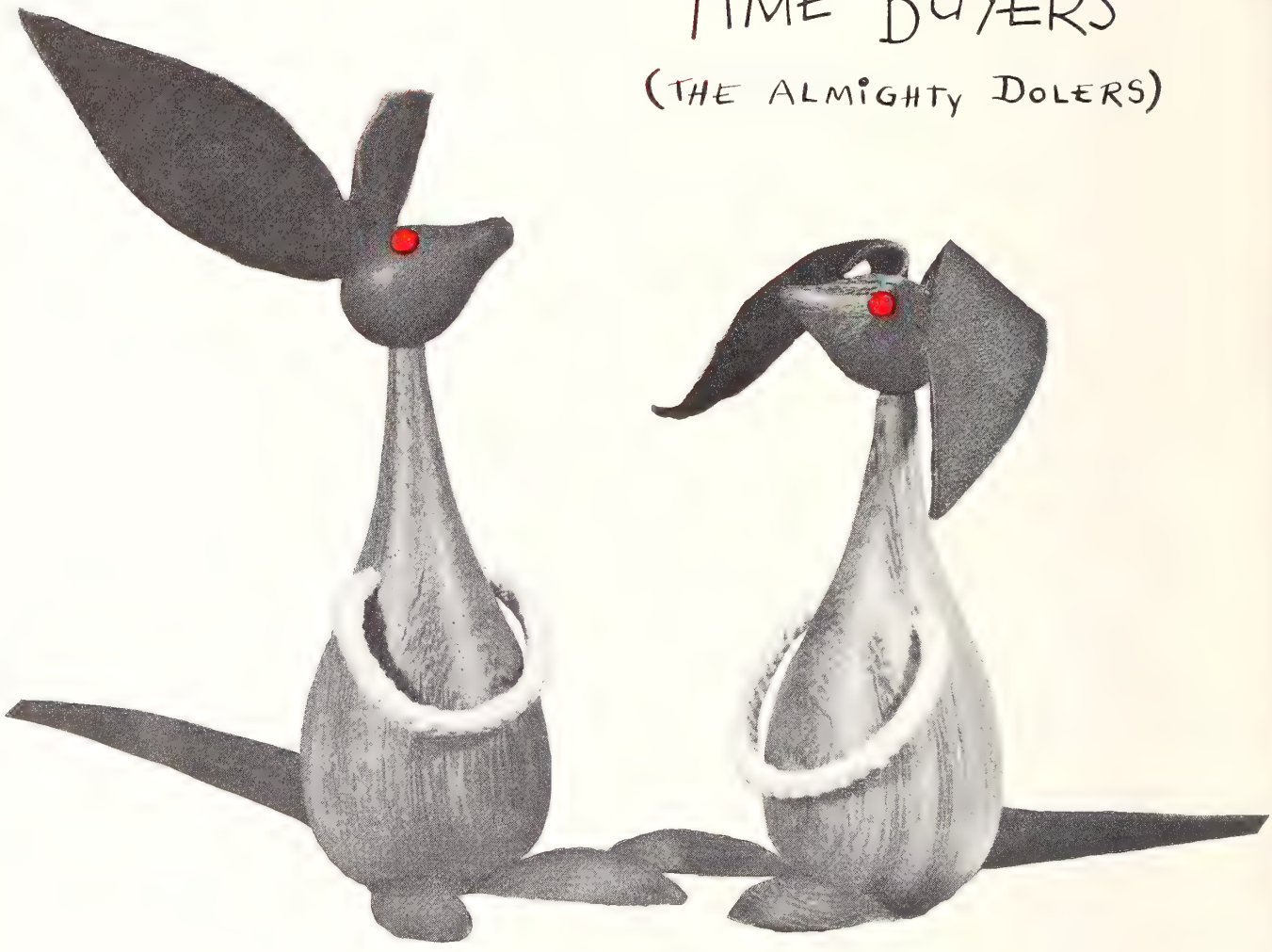
United Artists

ZIV

WTREFFIGIES
Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!

TIME BUYERS
(THE ALMIGHTY DOLERS)



#4 WTReffigy TV SERIES FROM WHEELING, WEST VIRGINIA • Scan Zoo Animals, Inc., Los Angeles, California

Important . . . WTRF-TV Wheeling Market . . . Dominant in Rich
Booming Wheeling-Steubenville Industrial Ohio Valley . . . 2½ Million
People spending 1¾ Billion Dollars Annually . . . 7500 Retail Outlets.
Tops in Sales . . . Service . . . Results! Better Buy . . .
WTRF-TV Wheeling!

wtrf tv 7

316,000 watts NBC network color

CHANNEL

WHEELING 7, WEST VIRGINIA

Represented Nationally by George P. Hollingbery Company

DECISION MAKERS LISTEN TO WCBM RADIO IN BALTIMORE

She is a Decision Maker, homemaker, family purchasing agent—and typical of the WCBM Adult-Level Audience.

Tell her about your products and services on the station with the programming she prefers—WCBM Radio in Baltimore!

WCBM

A CBS RADIO AFFILIATE

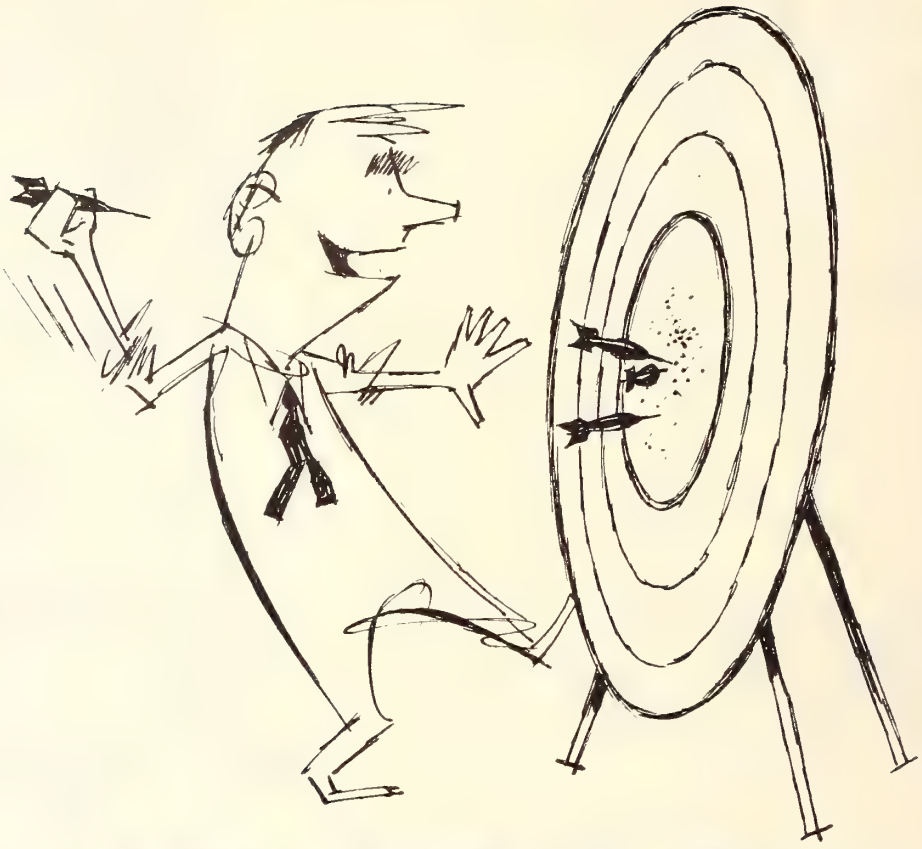
10,000 Watts on 680 KC & 106.5 FM

Baltimore 13, Maryland

PETERS, GRIFFIN, WOODWARD, INC.

Exclusive National Representatives





YOU CAN'T MISS!

in the Dallas-Ft. Worth market with Channel 4

The February 19, 1961, NSI shows that KRLD-TV continues to reach more TV Homes in the Dallas-Ft. Worth market than any other station.

KRLD-TV's average number of homes reached in Nielsen's six summarized time periods is **42.0%** greater than Station B, **47.8%** greater than Station C and **128.7%** greater than Staion D.

Reach the Dallas-Ft. Worth Market EFFECTIVELY with Channel 4

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

What public thinks

Most painstaking, penetrating study yet of public attitudes toward television has been secretly in process for more than year by top researchers of U. of Chicago's National Opinion Research Center and Columbia U.'s Bureau of Applied Social Research, with CBS Inc. picking up tab that now runs to more than $100,000. Field work was done year ago. Results may be published next fall. CBS President Frank Stanton ordered absolutely unbiased job and neither he nor other CBS officials have even seen questionnaire.

Project was outgrowth of plan Dr. Stanton announced six years ago at NAB convention in Washington. Originally he proposed that committee of distinguished citizens establish areas to be investigated (BROADCASTING, *May 30, 1955*), *but had to abandon that notion. Objective committee could not be assembled. As it wound up, project operated under general directive from CBS to investigate what people thought of television and what they wanted from it.*

Trafficking turnabout

If FCC doesn't adopt its proposed rule to prevent sale of stations during regular three-year licensing period unless there are extenuating circumstances (death, bankruptcy, etc.) there's possibility it may try to reverse process to accomplish same end. It's been suggested that FCC could adopt alternative proposal permitting licensee to sell to anyone except another licensee who had acquired station within three-year period. In other words, seller then himself would be precluded from buying new facility for three years.

G-2 test case?

With FCC's field investigation teams descending on station's doorsteps and probing meticulously through files, technical gear and management's mind, there's speculation at grass roots about possible test case to challenge legality in court. Group of broadcasters is wondering what would happen if a number of them pooled resources for small station operation to blow whistle on demands and tactics of G-2 investigators. It's purely conversation right now, however, akin to who will bell cat.

Countering spot carriers

What Edward Petry & Co. believes is first formal sales presentation on advantages of spot television over so-called "network spot carriers" has been prepared by Petry—at suggestion of several advertisers. Other station representative firms are said to be creating similar presentations. Petry is aiming specifically at advertisers considering use of network spot carriers, and presentation makes point that only spot tv offers flexibility in choice of markets, stations, and time periods, enabling advertiser to concentrate advertising in areas where it is required.

Play's not the thing

Procter & Gamble agencies have standing order to withdraw P&G sponsorship from any station period in which NTA-syndicated tape show, *The Play of the Week,* is slotted (it's now on some 70 stations). P&G won't admit policy was in reaction to alleged "earthiness" in plays, initially produced for and shown first on WNTA-TV New York. Version from P&G: It's "advertising decision." Some viewer letters have been received but complaints few. P&G has moved spots to other periods on same stations where possible.

Minow's bait

Is FCC Chairman Minow going to be television's knight in shining armor in solution of allocations impasse? It was he, it's understood, who raised question of unused government channels at meetings with White House aides on coordination of spectrum allocation (see page 54). And, idea of keeping eye on usage has apparently been accepted as item on agenda of conferees as they continue wrestling with problem.

If such policy firms up, it's possible FCC's long campaign to unblock extra vhf channels for tv, in return for mainly unused uhf frequencies, may yet bear fruit. In two efforts in last five years, FCC has been turned down on ground national defense would be imperilled.

Pittsburgh pickup

There's been no announcement, but it's known NAB will use morning segment of Westinghouse Broadcasting Co. public service clinic held last week in Pittsburgh as program feature for Monday afternoon, May 8, during NAB Washington convention (see page 42). NAB program originally had been based on panel program involving network presidents but they declined invitation. WBC panel will provide provocative discussion of changing America, titled "From Our Town to Megatown."

Drop-in outlook

FCC is beginning to warm up on vhf drop-ins—some at less than standard mileage separations. Earmarked for action soon are new third assignments in Syracuse and Rochester which can be accommodated with normal separations under new agreement with Canada on border allocations. Also in preparation at staff level are less than standard separation drop-ins in following markets: Birmingham, Grand Rapids-Kalamazoo, Louisville, Providence, among others.

More deintermixtures

It's open secret at FCC these days that there will be additional deintermixtures in predominantly uhf areas whenever as many as four votes can be mustered in keeping with recent FCC actions deintermixing Fresno and Bakersfield, Calif. Targets presumably will be markets or areas where it is concluded there would be no substantial loss of service if uhf is substituted and where there is no appreciable outside vhf penetration.

Broadway and pay tv

Telemeter's wire pay tv system and RKO-Zenith's on-air Phonevision are vieing for rights to telecast Broadway productions. Telemeter now offers bigger carrot: 50% of pay-tv box office take as compared to 35% RKO-Zenith reportedly offers. Although characterizing Telemeter's offer as "tempting," theatrical producers are holding back. They see no advantage to live pay tv coverage of their productions, and insist, in any event, New York metropolitan area must be blacked out. Tape coverage of theatrical productions in studio setting at end of show's run appears more profitable.

KOA-TV to Blair

KOA-TV Denver soon will appoint Blair-Tv as its national representative effective July 16. Move of station, now repped by NBC Spot Sales, is latest as outgrowth of FCC order that network spot sales organizations must leave general rep business. Score now at NBC Spot Sales on affiliates' status (owned-and-operated not affected): 5 out of 10 have appointed new reps.

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SPORTACULARS...



...for Northeastern Ohio TV Homes: *Cleveland Indians games... Cleveland Browns games...all top CBS sports shows...two daily sportscasts*...this is action sports programming that builds *active* buying audiences! And it's typical of the top-notch entertainment that WJW-TV schedules, day in, day out...to provide opportunities for advertisers to score big sales victories in Cleveland and Northeastern Ohio, the nation's 7th largest market.

WJW TV 8
CBS CLEVELAND

A **STORER** STATION BACKED BY 33 YEARS OF RESPONSIBLE BROADCASTING • **CALL KATZ**

WEEK IN BRIEF

They keep taking potshots at advertising. From campus, government, civic groups and critics come image-belittling charges. Survey by BROADCASTING, however, shows public has a generally favorable view of advertising. See . . .

ADVERTISING'S SHINY IMAGE . . . 27

Fabulous Florida has been going through boom years that have set up a whole new economy. BROADCASTING takes a close look at this little-understood market in one of its periodic inspections of expanding regions. See . . .

FLORIDA'S BOOMING DECADE . . . 69

Are tv sets getting less looking at? A topnotch advertiser, Lever Bros., is asking pointed questions about the prime-time tune-in, based on a survey conducted by A. C. Nielsen Co. showing up to 6% drop in three years. See . . .

IS TV POT GETTING LIGHT? . . . 30

They're still trying to work out an efficient way to divide the radio spectrum between government and private users. President Kennedy is working on a way to coordinate official use of the overcrowded spectrum. See . . .

SOLOMON OF THE SPECTRUM . . . 54

Station break time is an important revenue getter for broadcasters, especially in the evening. Now Young & Rubicam is openly criticizing network plans to open up some more valuable seconds in the evening. See . . .

STATION BREAK HASSLE . . . 40

Meet the legislative broadcasters! Survey by BROADCASTING shows 19 Senators and 13 Representatives in 87th Congress have direct or family-connected interest in commercial or educational stations. See . . .

23 BROADCAST CONGRESSMEN . . . 62

Program directors are the left-out people in broadcasting when industry meetings are arranged. Westinghouse Broadcasting Co. filled this gap for the fourth time in five years with a public affairs program conference. See . . .

IMPROVING PUBLIC SERVICE . . . 112

NAB will have its big star at the May 7-10 convention in Washington—President John F. Kennedy. And Secretary Ribicoff of the Health, Education & Welfare Dept., has been added, completing agenda. See . . .

JFK BILLED FOR NAB . . . 42

Tv advertisers are being forced to split their tv budgets among several shows because of the high cost of today's programming, according to Howard Barnes, of CBS-TV. This minimizes risk involved in a single show. See . . .

RUSH TO HOUR-LONG SHOWS . . . 108

As renewal time keeps coming up for stations the FCC keeps taking a harder look at operating details and the way public service obligations are fulfilled. Many FCC letters touch financial and technical matters. See . . .

THOSE POINTED QUESTIONS . . . 60

Copycat, copycat, said Oliver A. Treyz, ABC-TV president, to CBS-TV and NBC-TV for purportedly borrowing his network's programming concepts, thus providing a limit on the program choice left to the public. See . . .

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BROADCASTING

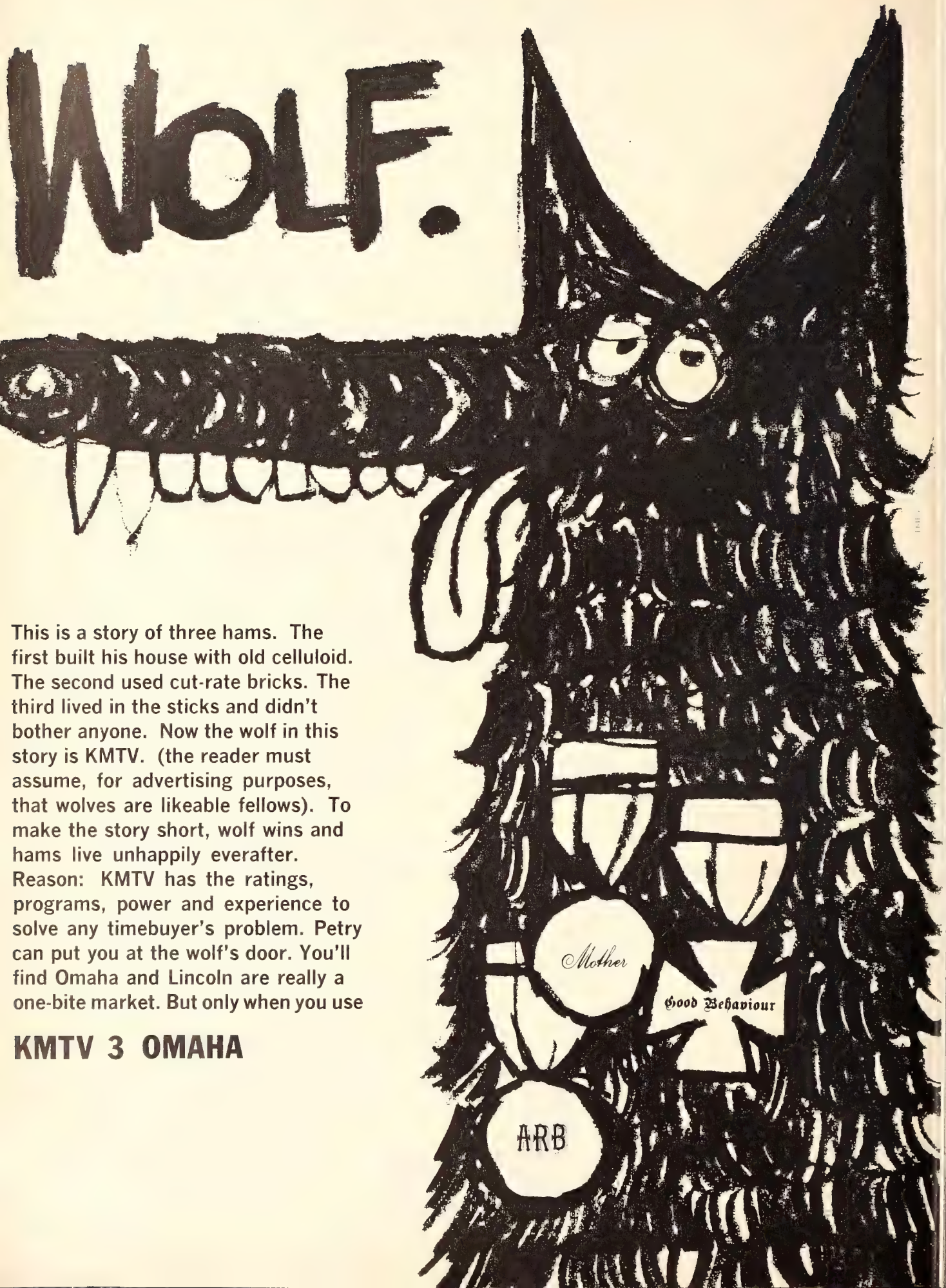
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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WOLF.



This is a story of three hams. The first built his house with old celluloid. The second used cut-rate bricks. The third lived in the sticks and didn't bother anyone. Now the wolf in this story is KMTV. (the reader must assume, for advertising purposes, that wolves are likeable fellows). To make the story short, wolf wins and hams live unhappily everafter. Reason: KMTV has the ratings, programs, power and experience to solve any timebuyer's problem. Petry can put you at the wolf's door. You'll find Omaha and Lincoln are really a one-bite market. But only when you use

KMTV 3 OMAHA

ANA BLASTS ABC-TV BREAKS PLAN

Advertiser group joins growing list of rebellious agencies

Assn. of National Advertisers, which is holding its spring convention in Washington starting today (April 17), is loosing blast this morning against ABC-TV's decision to expand station break time from 30 to 40 seconds next fall (see story, page 40).

In letter Friday to ABC-TV and its affiliates and being made public today, ANA joined swelling chorus of advertising agencies, which have protested ABC-TV move and CBS-TV's intention to adopt similar policy if other networks do. Agencies who wrote ABC-TV opposing longer station breaks included McCann-Erickson, Compton Adv., Kenyon & Eckhardt and North Adv. Other agencies conceded privately they sent similar letters but asked to remain unidentified.

ANA's letter said network's move will work to "detriment of broadcasting" and resulting "over-commercialization" will jeopardize public's trust and confidence in advertising. Copies were sent to CBS, NBC and National Assn. of Broadcasters.

Officials at agencies who acknowledged their organizations had objected to plan revealed that there is "divided opinion" on stand taken. Some media executives said networks have been "pressured" by some stations for additional break time, stations citing "network spot carriers" as one development that has reduced their income and insisting that other time be made available to them.

Oliver Treyz, ABC-TV president, sent second telegram to George M. Gribbin, Y&R president, last Friday, giving additional information on reasons ABC-TV decided to lengthen station break time from 30 to 40 seconds next fall. In wire Thursday, he had justified policy by stating ABC-TV gave sufficient prior notice of its intention to agencies and advertisers. On Friday, Mr. Treyz said additional funds accruing to stations would enable them to provide "improved television service" in public interest.

Dispute became public Thursday when Mr. Gribbin wired ABC-TV, CBS-TV and NBC-TV objecting to network plans to lengthen breaks next fall. Mr. Gribbin acted after CBS-TV revealed it also plans to lengthen station break time if other networks do. NBC-TV has made no move on subject to date.

Word gets around

Does Lever tell Procter & Gamble? It didn't have to when Lever Friday (April 14) was reported to have pulled out of Wednesday 8:30-9 p.m. period it was to co-sponsor on NBC-TV next fall with American Tobacco. P&G reportedly now has moved into period and will share it with American Tobacco. *Joey Bishop Show* is slated for that period, but Lever balked, wanted series starring Audrey Meadows.

Lever gets explanation of evening viewing drop

Broadcast researchers were beginning Friday to reply to Lever Bros.' analysis, revealed earlier (see page 30), which claimed evening tv viewing has declined as much as 6% since 1957-58.

One of principal rebuttals was that Lever (or A. C. Nielsen Co., which prepared analysis) had picked abnormally high viewing season in selecting 1957-58 as base for comparison: that was year time-spent-with-tv hit highest average (because, according to explanations offered at time, widespread Asian flu epidemic increased viewing by keeping more people at home).

Moreover, broadcast sources maintained, Lever study omitted figures on viewing in 1960-61 winter season, which would show evening viewing down no more than 1% from preceding year, which they repeated was more typical than season Lever study used for comparison.

Europe sees Yuri

Moscow's mammoth celebration Friday (April 14) honoring its cosmonaut hero, Maj. Yuri A. Gagarin, was seen loud and clear in London and in eastern and western Europe cities over crash-programmed tv relay. Direct telecast, via Leningrad and Scandinavian cities to London, had only two fadeouts.

Where L&M business landed

Liggett & Myers' $18 million worth of business that left ABC-TV's 1961-62 schedule (BROADCASTING, March 20), now has come to rest, giving advertiser what it asserts is entry in more favorable time periods. Here's full lineup (through McCann-Erickson): alternate two-thirds of *87th Precinct* (NBC-TV, Mon., 9-10 p.m.), alternate hour of *Checkmate* (CBS-TV, Wed., 8:30-9:30 p.m.), alternate two-thirds of *Dr. Kildare* (NBC-TV, Thurs., 8:30-9:30 p.m.), alternate week of *Twilight Zone* (CBS-TV, Fri., 10-10:30 p.m.) and alternate week of *Gunsmoke* (CBS-TV, Sat., 10-10:30 p.m.).

RKO said buying control of Griffin media chain

RKO General Inc. was reported Friday (April 14) to have concluded negotiations for over-$4.5-million purchase of controlling interest in Video Independent Theatres Inc., Oklahoma City, which owns 15 catv systems, 128 theatres and microwave relay system in midwest and southwest and 12.5% of KWTV (TV) Oklahoma City.

Interest in KWTV (ch. 9) would bring RKO to limit in vhf ownership, since it owns tv stations in New York, Boston, Los Angeles and Memphis. With RKO's contract with NBC to exchange its Boston outlet for network's Philadelphia stations and to buy NBC's Washington outlets, RKO would be over limit, but it's believed RKO will offer to dispose of KWTV interest.

RKO General also has interest, which FCC has questioned, in CKLW-TV Windsor, Ont. (Detroit). Oklahoma City purchase is from estate of late Henry Griffin and others.

GE to make color sets

General Electric Co. will enter color tv set production this fall. Company said that "mass interest" in color prompted move. First reaction came from pathbreaker in field, RCA, which expressed delight that GE will join "seven other tv manufacturers in sale of color tv sets," and predicted move "will provide further impetus to march of progress" in industry. Earlier, Zenith Radio Corp. said it would market color sets in fall (BROADCASTING, Feb. 27).

AB-PT salaries

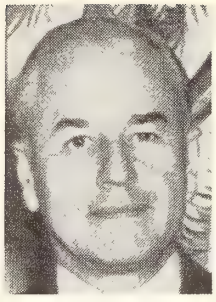
Proxy statement being circulated to American Broadcasting-Paramount Theatres Inc. in advance of annual meeting in New York on May 16 shows following salaries of top officials: Leonard Goldenson, president, $181,000 (including $25,000 expense allowance); Oliver E. Treyz, vice president, ABC Division, and tv network president, $98,000; Simon B. Siegel, financial vice president-treasurer, $84,951; James G. Riddell, vice president, ABC Division, $65,750.

more AT DEADLINE page 10

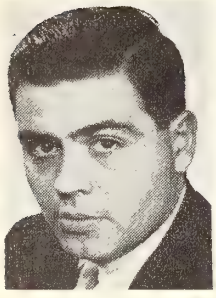
WEEK'S HEADLINERS



George Storer Jr.



George Storer Sr.



Peter Storer



Mr. Haggarty



Mr. Lee

George B. Storer Jr., vp for television, Storer Broadcasting Co., elected president, succeeding his father, **George B. Storer Sr.,** who continues as board chairman. **Terry H. Lee,** regional vp for tv, and **George Haggarty,** Detroit attorney and business executive, elected to board of directors, succeeding **Mervin B. France,** Cleveland bank official, and **Peter Storer,** president of Storer-TV Sales (firm's newly created rep firm). Mr. Lee and **Bill Michaels,** board member and regional tv vp, were named to assume Mr. Storer Jr.'s previous responsibilities.

Mr. Storer Jr., 13 year broadcasting veteran, began his career at WAGA-AM-TV Atlanta in 1948 as cameraman, eventually progressing to assistant managing director. In 1951 he was named vp and managing director of KEYL (TV) San Antonio (now KENS-TV), then a Storer station. In 1954 he transferred to Storer headquarters in Miami as vp for planning and finance, advancing to southern district vp next year and vp for tv in 1957.

Storer stations are WJBK-AM-TV Detroit; WJW-AM-TV Cleveland; WSPD-AM-TV Toledo; WAGA-TV Atlanta; WITI-TV Milwaukee; WIBG Philadelphia; KGBS Los Angeles; WGBS Miami; WWVA Wheeling, W. Va.

Curtis Berrien, vp and copy director, William Esty Co., New York, since 1958, appointed to newly-created post of senior vp and creative director of Lennen & Newell, N. Y., effective May 1. Mr. Berrien will coordinate and have over-all responsibility for all creative activities of Lennen & Newell, including radio-tv commercial production, copy and art. He started his career with BBDO in 1935 and later served as copy director of Chicago offices of Needham, Louis & Brorby and McCann-Erickson.



Mr. Rich



Mr. McAllister



Mr. Bloede

Lee Rich, Ken McAllister and **Victor G. Bloede,** all directors of Benton & Bowles, named senior vps. Mr. Rich joined agency as media director in 1952, was named vp in 1955, director of media two years later, elected director in 1959, and last year director of media and programming. Before joining B&B, Mr. Rich was media director for Albert Frank-Guenther Law, and William H. Weintraub agency (now Norman, Craig & Kummel). Mr. McAllister came to Benton & Bowles in 1950 and with exception of two year stint at Sullivan, Stauffer, Colwell & Bayles, has been there ever since. An account supervisor, he became vp in 1955 and was elected to board in 1958. Starting with agency as copywriter in 1950, Mr. Bloede became group head shortly afterwards. His progression includes election as vp and copy supervisor in 1955, appointment as copy chief and member of agency's plans board two years later, and election to board in 1959.



Mr. Goldstein

Richard N. Goldstein, who joined NBC's legal department in February 1957, today (April 17) becomes director, labor relations, NBC, succeeding in that post **George H. Fuchs,** who now is vp, personnel. Previously with law firm of Proskauer, Rose, Goetz & Mendelsohn in N. Y., Mr. Goldstein is graduate of Industrial and Labor Relations School at Cornell U. and Yale U., where he received Bachelor of Laws degree in 1952.

James H. Cobb, vp and account executive at Fletcher Richards, Calkins & Holden, N. Y., since 1959, appointed vp and general manager of Miami, Fla., office of McCann-Marschalk Co. From 1957-59 he had been vp and general manager of N. Y. office of Burke Dowling Adams (now Adams & Keyes) and earlier he had been director of advertising for American Airlines, N. Y.



Mr. McCall

David B. McCall, vp and associate copy chief of Ogilvy, Benson & Mather Inc., N. Y., appointed to succeed president **David Ogilvy** as copy chief of agency. Mr. McCall joined OBM in 1951 after brief writing stint with Young & Rubicam. From end of 1953 through 1955 he was vp and copy director of now defunct David J. Mahoney Inc. agency in New York, returning to OBM in January 1956 and becoming vp same year.

For other personnel changes of the week see FATES & FORTUNES



Is this the one you want me to try, Mom?" Her mother in the background is one of the nation's adults, who receive and control 98% of the U. S. income. WBT, for over 39 years the Charlotte radio station with the biggest general audience, also has the highest percentage of adult listeners. They turn to WBT because of responsible programming, outstanding service and fine entertainment. In the WBT 48-county basic area, adults receive and control most of the $2,690,786,000 worth of spending money. If you want to make more sales for your clients, clearly the radio station to specify is the one that reaches more of the adult listeners . . . **WBT RADIO CHARLOTTE.** Represented nationally by CBS Radio Spot Sales.

Jefferson Standard Broadcasting Company

Sources: U. S. Dept. of Commerce, Nielsen Coverage Service Number Two and Sales Management's Survey of Buying Power, 1960

fam brk oil, gar.
Vacancy $28,500
30th Ave KA 1-1233
rk; poss by mod
as; dss 10:00; 5:00
IS 8-1886
GOING
ILLY-BRICK
t. Heights Realty
$20,50
on reflect the care
s-bedroom brick
received from it
a quiet tree lined
Bellcourt area (212
g room, child
itchen, large pantry
upstairs, 2-car ga-
at rear). Open to

L OAKS"
U CENTER
CHASE HALL
car gar; fin bsmt
196-20 No. Blvd.

try club section.
s old, 8½ rms, 2½
semeiit, fully air-
torms, screens, all
ts. $40,000 FA 1-3181
Colonial, Bell Court
gar. $20,100 Value
cent—IN 3-0200
om house, $37,000
Perfect location for

rick full possession
12 yrs old, near
Howe BA 5-9600
d stylling, brk bngl,
0. Nr yacht basin,
r. Agt. FL 9-2580.
FAMILIES-BRICK
t. Heights Realty

ary plus ? Solidly
house on a well-
1st FI: living rm
V rm, huge new
ht out of the mag-
pf space in 1st
FI; 4 bedrms, an-
n, bright and shiny
m from top to bot-
water heating. Ex
ng, etc, etcetera. Lo-
best parts of town
t to LIRR stores
t another. Askin:
$22,490. THOMAS
02 North
4-1000

d 9 yr old brick 2
x1113 lot; 6 rms
rms (3 bdrms, 2
nnt. House No. 2—
rms, 2 baths, 6 heat-
Sold as a 2 fam
00.
Blvd. BA 5-8500

$32,500 6 rms, 2
h. Detached garage
ixe features. Wkdys
n. BA 9-9377.

–Oregon

terfrnt" Whiteston
ECONOMY
URU CENTER HALL
4 acre overlooking
utdoor summer din-
ck barbeque pit &
ive rms, 1st floor—
, w/rugged stone
he winter "cook-in
oped "convenience"
rm. Large cor.
"necessitarium." 2d
any bedrms; w/
flooking the Sound,
aths. Topping this
ny stone & brick
ver needy repair"
dillac gar. Boating,
40 min. to
ochure available.
lvd. FLushing 7-8300

UXE CENTER HALL
ANCH-ALL STONE
a in master bedrm,
xpensively equipped
shwasher & many
ear; rear patio; at-
ith costly hedges;
ed in one of the
desired sections.
REALTY
Blvd. BA 5-5800

WH'TESTON
nch, gar, 1½ bths,
5,000. 154-63 13th
1-9269; FL 9-3441.

e house on 8,000 sq
od location.
t, Whstn. HI 5-0701.

t—2 fam brick
ach. Finished bsmt,
r. NE 4 5544.
Mod 2 fam, 3 rms
) baths, choice cor
$35,000 NE 4-8406;

ocean block, 60x100,
asbestos shingle 7
bsmt. oil heat,
7882 or WH 3-7177

BEACH BLOCK
FAMILY
e Apartment
ACH 126TH ST.
family, 5 rooms, 2
Walter H. Blum &
46 St. NE 4-7400

an blk, brk, 7 rms,
ice summer rentals.
45-13 Neponsit Ave.

NFIELD
ng applications
ppt vacancies
½ ROOMS
Liberty Road
DUmont 4-1565

NOMAD
mmediate occupancy
buses, stores
Liberty Road
DUmont 4-1565

ECTAPTS. $160
ond. FREE parkling.
opping. Ample play
DUmont 5-5957.

rn exclusive 1½, 2½,
Scenic estate. Some
uiti. Feln. Brewster

1 VINCENT RD
ttractive rooms.
g! Moderate rental

California

LUS GARDEN APTS
s, beautifully furn
Hummel, DE 7-2400

5 RIVER RD
$110
upt or BE 7-5717

Bryn Mawr Rid
Central Ave.
Cntr. SP 9-5678.

ct 4-rm apt (2 bed
modern building
$175. 147-59th
5-5925.
1½, $130, elevator
Truxton Apts.
Rd DE 7-0249

rms, 1-rm fl
e to Bronx-Whitestn
5567.

ie Chauncey St. &
tory. Extra large
19x100; erected prior
vacant. Asking $12,
take block midge for
650 Times.

ally brick with store
apts. Excel cond.
7-1865

r Drive & West
shed rms. Inc $12,200
cash req. $20,000
Co. SW 7-3300.

Cedarhurs —$23,500. Mdrnzd
4 bedroom Colonial. Needs nothing but
a family to live in. Living room
fireplace, dining room, country kitchen,
laundry & ½ bath on first floor. All
spacious. Full basement, attic. Low
taxes Principals only.
CE 9-8777

BOUNDARY 1-Family Colonial,
bedrms, 2 baths. Com-
pletely modern. Nr schl, shops, transit.
Reduced to $25,000. Leaving state. Lil-
lian L. Mitchell; FA 7-4994

BOUNDARY 2-family. Choice loca-
tion, 5-rm apts available. Good in-
come. Ask'g $21,990. Lillian L. Mitchell
FA 7-6799 FR 1-2884

Cedarhurs CharmingColonial
8 rm, 3 bath; rec modernized; $35,000.
See 3-5 p.m. 21 Bennett, S.W. subway
BOUNDARY Beaux bdrm, 4-com-
plete baths, 2 car gar, attic & bsmnt.
Well landscaped. Principals only. CE
9-7546.

BOUNDARY 5 rm Cape, brick &
asbestos dead end street, full bsmt &
attic. Many extras. $15,800. MO 7-8112

BOUNDARY 7 rm split, w/wo furn,
garage. Appliances, Storms,
Screens, Fences. MO 7-2869.

BOUNDARY — Charming
cottage in wooded area, completely
furnished. Fireplace, 2 bedrooms. Plot
160x100, ¼ mile swimming, boating,
fishing. Price $12,000. Call Mon-Fri
9-5, NYC, EL 5-3416.

Homes—Wyoming

CO.AMACK—Beaut. 1½ yr old Colonial
¼ acre. 7 lge modn rms, 1½ bths, re-
frig. washer, dryer, storms, screens,
power mower, etc. Hi GI mtge $128 mo
$18 990 Forest 8-1532

COPIAGUE. New 3-bedrm Cape, built
for Executive but unused. Fieldstone
trim, beautifully landscaped. Adjacent
to schools, sta & shopping. $17,200.
Must see to appreciate. Owner,
AMityville 4-4374 (9-5 Mon to Fri).

DARIE COUNTRYWARDS' QUESTS

1956 COLONIAL—2 STORY—with 5
bedrooms, plus baths. Delightful wit
nice flow of rooms. Big, light and
airy. Acre plus.
$65,000

1951 HOSPITABLE COLONIAL—Spa-
cious in and out. 4 double bedroom.
and one single—4 baths. Beautifu.
playroom 2nd floor. Over an acre
with Sound view.
$65,000

1960 1-FLOOR COUNTRY HOME on
an acre plus. Unusual details fo
gracious living and entertaining. 3
bedrooms, 2½ elaborate tile baths.
2 living rooms—2 fireplaces. Tailor-
made kitchen modernly equipped
Much to admire—a gem to own.
$65,000

15 Corbin Drive opp P. O. OL 5-1497

DARIE Friendliest Ky Exec Area
Few min: excel schl church, shop cntr
train. Charm newly painted colonial
3 bdrms, 1½ baths. Perfect cond. Spac
l basement & attic lg lndscpe yd Belnr
Transferred. Low 30's Owner OL 5-3739

DARIE 6-yr old Cape, 4 lge bdrms.
2 bths. Asking $39,000.
Kelsey Brown Sherwood OL 5-2546

DARIE —BEAUTIFUL COLONIAL ON
ACRE IN 2 ACRE ZONE. $42,000
SOUND REALTY OL 5-8412.

DARIE Gulf Ranch, 3 bedrms, 2½
bths; acre, 2-car gar. 47,500
ROSS P. WILKINS OL 5-9759

574 Post Rd, Darie Oliver 5-1443
MEMBER DARIE BOARD REALTORS

Homes—Nevada

LOUDON JUST LISTED
custom-built-one year old Co-
lonial, Panoramic view of L.I.
Sound, 4 bedrms, 2½ baths, de-
luxe kitchen, Dry basement-po-
tential playroom, 2 car gar. At-
tractive plantings, Transferred
owner, $42,500.
Sun by appt. Mrs. Lawrence OL 5-2152

LOUDON Commuting. Colonial split
over ½ ac 3 bdrms, 2 tiled baths, liv
rm, fpl, din rm, kit, den, attic fan, fpl
Panelled family rm. On dead end circle
34,900.
Complete descriptions by mail
Shown only by

DOUGLASTON 60x125
Up a quiet country road to an
elegant Southern Colonial integrating
generous proportions & excellent
construction. Panoramic entrance hall,
living rm, firepl, separate dining
rm, extra specialty kitchen w/built-
ins, breakfast area, laundry;
family rm w/sliding glass doors to
patio, den, 4 bedrms, 2½ baths,
basement, garages. On over ½
acres with community swimming
lake. $48,900

DEER PARK. 5 rm Cape, brick &
asbestos dead end street, full bsmt &
attic. Many extras. $15,800. MO 7-8112

DEER PARK 7 rm split, w/wo furn,
garage. Carpet, Appliances, Storms
Screens. Fences. MO 7-2869.

EAST HAMPT — Charming
cottage in wooded area, completely
furnished. Fireplace. 2 bedrooms. Plot
160x100, ¼ mile swimming, boating,
fishing. Price $12,000. Call Mon-Fri
9-5, NYC, EL 5-3416.

EAST MARION. Architectural gem, 5
spacious rms, liv rm 32x16, oil heat,
Sound & beach rights. ¾ acre.
$19,000. TR 3-2448.

E. MEADOW. $16,000. All brk Cape,
overszd grnds, 4 bdrm, bsmt, gar, front
& rear terr, extras, conven't.
BILLMARK REALTY 99 old split,
att gar, 7 lg rm, cov patio, extras,
$16,800 exist mtg. Save fees.
E. HEMPSTEAD. $17,500 overszd
Cape, 8 yr old, 3 bdrm, exp din rm
bsmt, det gar, patio, newly decor.
HEMPSTEAD, E. $16,000 brk &
shingl Cape, 3 bdrm, 1½ bth rm, ex-
pansion, bsmt, gar, extras, city sewers.

1196 Fulton Ave, Hempstd. IV 6-2600
2090 Front St, E. Meadow. IV 9-8000

EAST MEADOW $19,990
ALL-BRICK RANCH
¼ Acre — 2-car Gar — 2 Bths
THE BUY OF A LIFETIME! No exag-
geration—a 10-yr-old All-Brick Ranch
worth many thousands more! On ¼-acre
nursery grounds, features 6 enormous
rms, incl large din rm, eat-in kitchen,
25' liv rm, 3 twin-sized bedrms, 2
full baths. Custom features incl plaster
walls + exp attic for 2 more bedrms.
Near public & parochial schools.
REDUCED FROM $23,500!

EAST MEADOW PROPER—LOW TAX
FULL SESSION SCHOOL AREA
See the NEW 1961
Colonial & Hi Ranch
4 bedrm, 3 bath, 2-car garage &
featuring the ALL NEW
VICTORIAN KITCHEN
at the low low preview price of
$22,990 to $24,990
Meadow Pkway to Hempst Tpke,
right (east) 1 mile to Bellmore Rd.
Right (So) 8 blks to model. PE 1-9600

EAST MEADOW. Immaculate 7 rm
Lakeville split level. Professi-
onally landscaped plot offers 3 large
bedrms, full dining rm, large living rm
with firepl, 2 tiled baths, finished
playrm, fully air cond throughout, gar,
screened patio, extras galore. Top Lo-
cation. $22,900.
1692 Hempst. Tpke, East Meadow.

EAST MEADOW. All brick 3-bedroom
center-hall Ranch, newly decorated,
new wall-to-wall carpeting, all utilities,
many extras galore. Beautifully land-
scaped. Large patio, enclosed porch

FLOYD-FOUNTAIN $22,990
High Rise Ranch with 4 bedrms, 1½
bths, formal din rm, 16x24 panld fun
rm, gar. Model at 6th St & Newbridge
Rd or call:
DUFFY PE 1-7520

E. BARBOUR Lakeville Estates Ranch.
$21,500. 3 bdrms, 2 bth, full bsmt,
att, screened in breezeway & gar, pa-
tio fan, all applnes, many extras incl.
2nd cr. Take over 4% GI mtge. Won-
derful terms. Call owner.
IV 9-3584

EAST BARBOUR 6½ room, center hall
Ranch, finished basement, 2-zone
heating, w/w carpeting, air-condi-
tioner, attached garage, patio, large
shade trees & many extras. Principals
only. $23,500. IV 1-0643.

E. BARBOUR, Lakeville Ranch, 3 bed-
rms, 1½ baths, patio, fully insulated,
w-w carpet, storms & scrns, dishwasher,
washer & dryer, 4½% GI mtge, $22,500.
Principals only IV 3-2603.

EASTBARBOUR EXPRESS—Large Split
Level, playrm+fin basemt, garage.
Brick & Cedar. Terrific neighborhood!
$18,990. EXPRESS REALTY, 1790 Hemp-
stead Tpke, East Meadow. IV 9-9581.

EAST BARBOUR $19,500
ALL-BRICK RANCH
¼ Acre — 2-car Gar — 2 Bths
THE BUY OF A LIFETIME! No exag-
geration—a 10-yr-old All-Brick Ranch
worth many thousands more! On ¼-acre
nursery grounds, features 6 enormous
rms, incl large din rm, eat-in kitchen,
25' liv rm, 3 twin-sized bedrms, 2
full baths. Custom features incl plaster
walls + exp attic for 2 more bedrms.
Near public & parochial schools.
REDUCED FROM $23,500!

EAST BARBOUR brick, 3 bdrm, ctr
hall ranch, newly dec, carpeting,
many extras, 60x100 landscaped, encl
porch, encl shop, $19,500. IV 1-2086

EAST BARBOUR Cape Cod, 8 yrs, 3
bedrooms family rm, patio, lrg shade
trees, storms, screens, 20' dormer, ask-
ing $19,000. IV 1-0238

EAST BARBOUR, Suburban Greens.
Top location. 7-rm Split. 1½ bths,
huge playrm, bsmt, gar, covered brk
patio. 4½% mtge. Extras. PE 1-6135

EAST BARBOUR—J. Martin Del Rio.
7 room ranch, den, finished basement,
extras. $29,900. IV 6-6879.

E. MARLCOPA bedrm ranch, 2 bths,
2-car gar 2-zone ht, finished basmt,
air-cond., refrig, a fortune in extras,
4% mtg. $20 990. PY 6-7822.

EAST MEADO Joseph Martin Del Rio
spacious ranch, centrally air cond
fin basemt, 2 baths, w/w carpeting
many extras. $31,000. IV 3-1454.

E MEADO Lkvlle, Rch, Real Swmmg
Pool, living rm w/fpl, 2 Mstr Bdrms
Plus 2 Bed Pine Panld Den, 2 Bths, Fin
Bsmt, Gar. $25,500. IV 9-9444.

E MEADO solid brk 7 rms, 2½ baths.
Sit level, 2-car gar, storms, screens
palls throughout, brk patio, landscap-
ing. $28,000 IV 1-6244.

EAST MEADO .-4 bedrm all Brick
Cape, 1½ baths full bsmt, many
extras, immaculate, $17,500 IV 9-0612

E MEADO Lge, modern brk, 7 rms,
ctr hall, din rm, bsmt att gar, prch.
¼ ac. Extras. $20.700 IV 1-2280.

E. NORTHPORT—Transferred Assume
4½% GI mtge Cape Cod, 7 rms, 2
complete bths, glassed-in tubs, Modn
kitchen dlm rm, liv rm w/fpl, mahogany
paneling, mural paper, built-in cabinets,
fireplace, jalousfed breezeway, att gar
Alum storms/screens. Full bsmt, built-
in storage space 20x15 patio. Fenced
in area. ½ acre, FHA value $21,000
Owner selling at $21,000. Principals
only FOrest 8-0382.

E. NORTHPORT—8-rm Cape, ½ acre.
1½ baths, gar, full bsmt, air-condi-
tioner, decorator shades, patio, walk
to RR, schools, churches. Asking
$18,500. FO 8-1853

E MEADO Lge, modern brk, 7 rms,
ctr hall, din rm, bsmt att gar, prch.
¼ ac. Extras. $20.700 IV 1-2280.

E. NORTHPORT—Transferred Assume
4½% GI mtge Cape Cod, 7 rms, 2
complete bths, glassed-in tubs, Modn
kitchen dlm rm, liv rm w/fpl, mahogany
paneling, mural paper, built-in cabinets,
fireplace, jalousfed breezeway, att gar
Alum storms/screens. Full bsmt, built-
in storage space 20x15 patio. Fenced
in area. ½ acre FHA value $21,000
Owner selling at $21,000. Principals
only FOrest 8-0382.

E. NORTHPORT—8-rm Cape, ½ acre.
1½ baths, gar, full bsmt, air-condi-
tioner, decorator shades, patio, walk
to RR, schools, churches. Asking
$18,500. FO 8-1853

EAST NORWIC North Shore
SENSATIONAL BUY
for person with discriminating taste.
Contemporary All Brick Split Level.
9 bedrm baths. Theoretically air-
conditioned thruout. 2 zone heating
system. Fully paneled den. Brick fire-
place. 8 ft wet bar. All utilities, fully
carpeted. Immediate occupancy. Prin-
cipals Only WA 2-4165.

Homes—Utah

EAST SALT LAKE SACRIFICE!!
SPLIT LEVEL on 80x100—Three bed-
rooms and 1½ baths, 22 foot recreation
room—but its time to move—$16,990.
G. I. Mortgage—No commission. No
Closing Costs—ASKING $14,500. Prin-
cipals only—CALL ALL DAY SUNDAY
OR AFTER 7 P. M. ALL WEEK. AT
9-3906.

E PATCHOG (South Country Shores)
Ranch—5 lge rms, fireplace, bsmt
playroom, garage, 1/3 acre. $17,500.
GR 5-8391.

SALT LAKE $26,000
5 YEAR OLD TWO FAMILY
over 6 rms. Deep plot, garage, 1½
blocks to public & Parochial schls &
transportation.
TRI TOWN AGENCY
at E Rockaway RR sta. Ly 9-3324

EAST SALT LAKE Custom-built 2-
family 5 yrs. Fieldstone & cedar
shingle, 6 & 6 rms, 4¾% GI. Corner
plot 85x85. Ly 9-7688

EAST WILLISTON
FULLY AIR-CONDITIONED
4 BEDROOM HOME
Sitting high above this lovely village
with a gorgeous view & attractive
surroundings is this 4 bedroom home
culminate in modern comfort. 2½ baths,
fireplaced living rm, large kitchen,
family rm. 2 car garage. On over ½
acre. $36,800

LOOKING FOR IMPROVEMENT?
A family with imagination and a little
creative spirit will love this home and
can turn a small investment into a
valuable asset. It is well-built, has a
modern heating system, and many un-
usual features such as its basement
den with woodburning fireplace, bed-
rms, 1½ baths, full dining rm, fire-
placed living rm, & acre. Well worth
a look.
LOW-LOW $22,500

86 HILLSIDE AV Williston Pk PT 7-7500
148 Mineola Blvd. Mineola.
PI 6-7436
EXCLUSIVE WITH DECCA MA 1-6300

Homes—Arizona

EAST WILLISTON—Split Level, 4 bed
rms, 2 baths, 2 car gar, recreatio
rm. Princ only. $30,000 PI 2-4935.

E. WILLISTON C/H Split, 1½ bth
gar, patio $28,490 Hillside PI 6-3711

GREENE Solid brick ranch, $23,000.
3 bdrms, full bsmt, gar, attic fan,
plaster, storms & screens. LO 1-7676

GREENE 7 rm 3 bedrm all brick
ranch, 2 baths, plenty ex-
tras. $23,990. FL 2-4576.

GREENE Colonial, 7 rms, $24,000 3
bedrms, den, full basmt, many extras
included. FL 2-8903

FARMINGDALE, split, brick, cedar like
new. Ideal to appreciate. 3 bdrm, 1½
bth, full bsmt, extras. $19,990. Pvt.
IV 9-3688.

FARMINGDALE. BRICK SPLIT
7 rooms, 1½ baths. 1/3 acre On court
Across $19 990 CHapel 9-8957.

FARMINGDALE. Lge split, 3 bedrms,
2 baths, fam rm, acre plot $21,500.
Principals only. CHapel 9-7651.

FARMINGDALE, 7 yr brick, ranch, 6
rm, 3 bdrm, fin bsmt, gar, 2 patios,
extras, gd loc $18,000 CHapel 9-1917.

GREENE PARK $28,990
ENGLISH TUDOR
BRICK-SLATE-STUCCO
5 big bedrms 14 on one flr room for
total of 7 bedrms. Magnificent Archi-
tecture & construction. 28 ft livgrm,
fireplaced. Panelled sunset dingrm,
lge modern eat-in kitchen, den on 1st
flr, fin basement 2 baths, 2-car
garage. Close by all conveniences.
Fieldstone 3-1100
251-10 LILLSIDE AVE

GREENE PARK—3 bdrms, 9 yrs, over-
size gar, aluminum strms-scrns, w
w carpeting. Many extras. $23,500.
PR 5-1699

FRANKLIN SQUARE

Spacious 6 rm Morton House in Pool
area. Landscaped oversized lot. Ga-
rage. many extras. Immed occupancy.
4% GI mortgage. Principals only HU 7-
0084.

Homes—South Dakota

FRANKLIN Morton Ranch, 7
rms, den, 2 bths, garage, pool area
extras, immediate occupancy. $21,500.
Owner IV 9-4108.

FRANKLIN large Morton ranch, 7
rms, center hall, 2 baths, patio, ga-
rage Asking $26 000. IV 6-7668.

FRANKLIN Morton Ranch, trms,
center hall, 2 bths, patio, gar, finished
bsmt, extras. Ask $26,000. IV 6-7668.

FREEPORT. Exclusive N/W $29,900
Slate Roof-Brick Colonial
4 Bedrooms—2½ Baths
Club-Like Finished Basement
THRU hall to exceptionally large eat-
in kitchen. Dining, fireplace in
spacious living room. Real family size
dining room opening onto rear screened
terrace overlooking wide open parklike
treed grounds. Come See The Rest, At
Your Service Every Day of the Week.

ALSO—VACANT 4 bedroom Ranch, 2
baths, 2 yrs old, completely redecorated.
Move In Once—$27,990

"HOMES OF DISTINCTION"
29 W Sunrise Hway FR 9-3203

FREEPORT, immaculate custom built
split level. Situated in one of Free-
port's prestige residential districts. Center
hall, 3 master bedrooms plus maid's
room, 25 ft den, formal dining room,
2½ bath kitchen has full
basement, oversized garage, all appli-
ances included. Must be seen to be ap-
preciated. Asking $22,900.
Exclusive with: DOW REALTY
109 W. Sunrise Hway Freeport, FR 8-5685

FREEPORT. Beautiful custom Georgian
brick and shingle. 4 bedrms 3 full
baths den fin basmnt. Plenty closets
Large porch, patio. Attached 2 car ga-
rage. All living rms size. Home in
shpperb condition. Must be seen to be
appreciated. Suitable for professional
or executive. FR 9-2660.

FREEPORT—Beautifully decorated &
landscaped 7 rm custom bit Ranch.
plaster walls, superior const. 4 lge
bedrms, full baths, all appliances,
porch, bsmt attic, sewers, $29,990—
private FR 8-0383

FREEPORT N/W. $33,990
Gorgeous 4 bdrm Colonial in
choice loca. Dir: Sunrise Hwy to Brook
side Av, north ½ mi to California Av
east 1 blk to model. Greenbrier Homes

FREEPORT 3 bedrooms brick
Col. lge livingrm frpl. w-w, diningrm
bths. 2-car gar, beal. Lndscpd. $22,500
BADTKE
249 W Sunrise Hwy FR 8-6066

FREEPORT Waterfront. 4 yr, 3 bdrm.
2 bths 20x20 livrm. 15x25 playrm
carpeted sundec, patio-dock, extras.
GI 4½% mtge. PR 9-3126.

FRPT NW. $29,900 col, side thru hall.
7 rm, 3 bdrm, 2½ bth, den, fin
bsmt, scrnd porch, att gar, Agt BA
9-4440.

FREEPORT N W. Stearns Park, (Bald-
win Schools). 7 rm Dan Brook ranch—4
bedrms 3 baths, maid's room & bath
$47,500. Owner FR 8-7479 or FR 8-7685

FREEPORT. Beaut 8 rm split, fin porch
& basement. W W carpet, New alum
storms. Sacrifice at $20,990. MA 3-0154.

FREEPORT on Randall's Bay—modern
ranch, one owner, beautifully
located, full bulkheading & boat slip.
Ideal for boat lover swimming in bay.
Patio terrace along waterfront. 3 bed-
rms, huge living and dining room plus
extra age den overlooking garden. 2
fireplaces. Ideally laid out kitchen,
dined-in and laundry, fully equipped.
2 full bathrooms, 2 car garage with
large storage space, and additional bath-
room for entertaining. Very low taxes.
Priced at $52,500 for quick sale. Phone
for appointment FR 9-1885

FREEPORT N/W $29,900
4 Bdrms 2½ Baths
Living rm with firepl, full din rm,
nice kitch, screen terr, attached garage,
top location. You pay taxes on 100'
"PRE-SELECTED HOMES"
48 So Bergen Pl FReeport 8-8050

GARDEN $85,000
CUSTOM BUILT HOME—PRIVACY
BORDERING ON THE COURSE
1¼ professionally landscaped acres,
completely fenced in, complete privacy.
Underground sprinkler system. Close to
finest shopping center of NYC leading
branch stores. Wood frame & cedar
exterior artistically built. 5 yrs old.
Large liv rm w/fpl, also the formal liv
rm. Sun porch. Pwdr rm. Formal din
rm. Modern up-to-date electric kitch &
bkfst area. 2½ tiled bath. Den.
2nd fl: 2 bedrms, bath. Driveway gate
electrically controlled (also doors of 2-
car gar). Ask for Brochure 1239.

AMERICAN LISTINGS
745 Fifth PL 2-2200
or Hubbell & Klapper, Rltrs, PI 7-2900

GARDEN ASKING $35,000
A Taylor Warner Exclusive
Just listed. This beautiful white brk
colonial home with slate roof in desir-
able Mott sect, spacious living rm with
fpl, 2½ baths, den, lge eat-in kitchen
with breakfast bay, pwdr rm, circular
staircase, up to 3 lge bdrms & bth.
Truly an exquisite home, oversized gar
on extra lg plt.
MAY ONLY BE SEEN WITH
TAYLOR WARNER
We are not affiliated with any other
office. See our many exclusive listings.
101-7th Street Est 1919 PI 2-7100

GARDEN
This distinctive home is nicely placed
on very large plot. Built to exacting
standards of owner who is in the busi-
ness. Narrow clapboards, pine wain-
scoting, irregular width pine plank floors
upstairs, Exterior is like outside you
won't believe there are 3 nice bedrooms

DAKOTA-DODGE NEW COLONIALS
SEE WHAT WE OFFER
IN LARGE NEW HOMES
FOR THOUSANDS LESS
Center hall, liv rm, firepl, book-
cases, full din rm, kitch, break-
fast rm, den, laundry space, patio.
8 rms, 2½ baths $31,750
9 rms, 2½ baths $31,500
RALPH RICCARDO CORP
Inspect model at 162 Willow St.
Weekdays PR 5-3400 Sun PI 1-6911

DAKOTA-DODGE
NEW BRICK SHINGLE COLONIALS
2-story, 4 bdrm, center foyer, den,
2½ baths, 1st floor laundry, 2-car.
3 Euston Rd, Plot 78x100 $45,000
224 Kensington Rd, Plot 60x100 $43,500
179 Oxford Blvd, large plot $37,500
NW Cor Sackville-Stwart, 80x110 $54,500
LOTS AVAILABLE
Will Build to Suit From $31,250
F & G CONSTRUCTION CO
PI 6-5127

GARDEN CITY
Colonial. One of its kind, 1st flr fea-
tures—large living rm, fireplace, family
room, eat-in kitchen, bedrm & bath; 3 bedrms, 2 baths 2d; 2-car
garage, $42,500.

THOMAS J. MOLLOY JR.
662 Franklin Ave PI 7-2010

DAKOTA-DODGE
6 BEDROOMS, 4 BATHS
Large colonial in Estates section, 1st
flr includes sunporch, den, powder rm,
3 fireplaces & roofed terrace. 2 car
garage. Asking $49,950

"Garden City's Oldest Realtors"
Hilton Av & 7th St. PI 7-2900
(Diagonally opposite Gard City Hotel)

DAKOTA-DODGE
SPLIT-LEVELS
We have several splits, all with 3 bed-
rms & 2 baths—priced from $29,500
to $32,500 Call us and we'll be happy
to show them to you.

SUBURBIA BANK BLDG
1000 Franklin Av, est 1885. PI 1-7100

DAKOTA-DODGE
McCLELLAND HOUSE OF THE WEEK
Small country estate in heart of this
beautiful village, over ½ acre of secluded
property. 7 bedrms, 3½ bths; wonder-
ful home for lge fam; nr sta. $47,500.
"SEE OUR PHOTO FILES"
73 Nassau Blvd PI 2-8888

Garden City Asking $42,500
STRATFORD SCHOOL
Ranch Cape, 120x150. 4 bedrms, 2 bth,
living rm w/fpl, dining room, eat-in
kitchen, space for extra bedroom and
storage. Bsmt playrm. Att 2 car garage

736 Franklin Ave cor Stewart PI 1-8866

GARDEN CITY
Colonial ranch, lrg lansdcaped plt, 2
car att gar, living rm, fireplace, din-
ing rm, panelled den, modern kit, 3
bdrms, bth 2nd, terr, awn $43,500.
Nassau Blvd Station
PI 6-7077
(Same Location For 35 Years)

DAKOTA-DODGEspacious Col, brck &
clapboard, living rm, fireplace,
full size dining rm, kitchen, den, pwdr
rm, 3 bdrms & bth on 2nd, jalousied
terrace, oversized gar $32,950.

DAKOTA-DODGE $49,000
Split 8th English Tudor. Exclus
loc on lrg plot. formal din rm & all
necessities for gracious living.

Bordini Real Estate IV 3-2500
541 Hempstead Tpke. West Hempstead

Homes—Colorado

HUERFANO CITY — $38 500
4 BR, 2 BATHS—Playroom
Patio MANY EXTRAS
Shown By Owner FI 6-8529

HUERFANO brick Cape Cod ex-
panding attic, 2 years old, 2 baths, a-
lum scrns, strms. Principals PI 1-8450.

HUERFANO Cape Cod 67x100 4 lrg
bdrms, 2 bths, eat-in kitchen many
extras 4½% mtg asking $32,500 PI 2-1591

HUERFANO CITY—4 BIG BEDROOM
Cape Ranch—Big House—
Big Plot—$32,000. PI 7-5292.

HUERFANO 139 STRATFORD AVE
CORNER OF OXFORD BLVD
Beautiful slate roof Colonial completely
modernized. Plot 120x150. 4 bedrms, 3
bths, 24 ft. 2 bdrms, 1 bth 3d fl. Im-
mense living rm, den, exquisite new
kitchen adjacent to laundry rm fin-
ished basement. Tv built-in bar. 2-
car gar with maid's qtrs above.
ANDOVER AT GARDEN CITY CORP.
RO 4-6969

HUERFANO SOUTH $24,500
Ranch, less than 2 yrs old, 3 bdrms,
mdn kitch, full bsmt, garage,
Bordini Real Estate West Hempstead
541 Hempstead Tpke IV 3-2500

HUERFANO
Gurgling Brook...
Redwood Contemporary...
Over an acre—with a brook running
to a nearby pond—proper features for a
modernistic ranch! Cathedral-ceilinged
fireplaced living room—paneled;
wall dining wing opening onto patio.
Paneled den 19x20. Open ceiling kitchen
with breakfast balcony. Three bedrms,
two swank tiled baths. Double garage.
Phone jax throughout. Excellent condi-
tion.

AT $31,500 EUREKA!
SHOWN BY MARY FORD
GENERAL EASTERN CO.
Northern Blvd at Glen Cove Road
Greenvale, N. Y. Phone HU 7-5320

FREMONT MORGAN ISLAND
Waterview Split, wonderfully land-
scaped ½ acre, cathedral living rm. 4

Homes—New Mexico

BERNALILLO Victorian house with old
fashioned charm & many all modern
conveniences, 1 acre, beautiful trees,
landscaped terrace, new custom kitchen,
solid cherry paneled library, large
shuttered living rm, basement playroom,
7 bedrms, 3½ baths, $35,000 OR 6-2118

BERNALILLO 30 yr 4½% GI mtge.
$29,000. Artist designer's gem of a
home, 2 bdrms, 2½ bths, 2 zone heat-
ing, playrm, firepl almost ½ acre-
lovely old trees. Charming must be seen
to be appreciated. Ly 9-3324

BERNALILLO Sound, Custom bit ranch.
10 rms, 4 bdrms, 3 bths, closed porch
wd burn firepl 2½ acres, beaut undscpd,
fruit trees, pvt well, pvt pvt
road many extras $45,000 OR 1-3706.

BERNALILLO 1/3 acre, 7 rooms, 3 bed-
rms. 2 baths, 5½ yr old split, fire-
place, 2 car garage, den, beach. Near
schools & churches. All appliances, carpet. Princ only. $29,500. OR 6-3106

BERNALILLOEstate area, beaut ranch
on 1/3 ac wooded plot, 4 bedrms, mod
bath, 1½ baths, den, liv rm, $23,900.
SILAS GOLDBERG & SON, INC.
25 Glen St. OR 6-2700

BERNALILLO Famed "Roxbury" area,
4 bedrms, 2 bths, tall trees, gar,
frpl, low cash, only $22,500.
RANCHER Rlty 77 School St. OR 6-9000

BERNALILLO Rambling Homestead nr
acre, 11 trees, fpl in liv rm, 3 bd
3 baths, new kit 2 car Red. $36,800
GENERAL EASTERN CO MA 1-5260.

BERNALILLO 5-rm bungalow on hill,
nicely landscaped and fenced, new pri-
vate beach, $11,000, OR 6-9069 3-7 PM.

GLEN HEAD, SEA CLIFF & NEARBY
For Real state See John MacCrate

QUALITY, OWNER-BUILDER
Frplc, full dining rm, Lrg kit,

GLEN HEAD. Must sell fast, 4 bedrms,
2 baths, choice area, big lot, gar,
$23,800. Ranger Realty, OR 6-9000

GLEN HEAD, 9 yr cent hall ranch, 3
bedrms, 2 bths, dry bsmnt, porches,
patio, $29,500. Agt 516-MA 3-5473.

GLEN HD. Sturdy, 3-bdrm, small Col.
Excint, gar, fruit trees. Ask $25,000.
Ursula Johnstone OR 6-5380; 4620

GLEN HEAD Just Move In $37,990
LUXURIOUS BILTMORE 4 BDRM
J. J Duffy, Inc. OR 6-2600

Great Neck-Kings Point Rnch
4 yr old custom built by one of finest
builders, centrally air-conditioned by
Carrier, very large rooms, 2 baths,
basement 14'x30' paneled den, fin-
ished basement with large recreation
and room for additional rooms. Most
beautiful lot acre loaded with trees,
20'x60' reinforcement concrete patio with
barbecue. Private road adjacent to
school. Pool area and dock privileges.
Principals only. $54,500. HU 7-2134.

TREMPEALEAU WISC. $49,500
MAGNIF CUSTOM BRK/STONE.
SLATE OF 4 BDRM, 2½ BTH DEN
TOP FLOOR, DOCK AREA. PRICED
FOR QUICK SALE!
1st OFFERING EXCEPTNL $26,900
YOUNG BRK/SHING 1½ STORE LAND-
SCPD GRNDS, 4 BDRM, 2 BTHS
MANY EXTRAS. MOVE RIGHT IN
CONDITION!

GUTTERMAN
544 Middle Neck Rd. HU 7-1177

TREMPEALEAU $37,500
BRAND NEW
LISTING
5 BEDRMS, 2 BATHS SMALL DEN
LARGE PANELED LIVING RM DINING
RM AREA WITH FIREPLACE, ULTRA
MODERN KITCHEN WITH BREAK-
FAST, SCHOOL, HOUSES OF WORSHIP,
SHOPS, TRANSPORTATION.
DIR. PERSONAL INSPECTION HU 2-7460

TREMPEALEAU SACRIFICE—$23,500
BRICK & STONE RANCH
spac livrm w/fireplace dining rm
modrn kit 2 bedrms ceramic bath
expansion area for additional 2 rms
full basmt with fireplace, garage, patio
Douglaston Associates, BA 9-8966

PIERCE NECK $24,990
NEW COLONIAL
Custom built home on tree-lined street
at City line Subway-bus. Quick occu-
pancy. 6 rooms, Hollywood kitchen, 1½
baths, garage. 28 NASSAU RD.
(½ block Northern Blvd). Inspect 10-5

PIERCE NECK, POOL AREA, English
Tudor; magnificent gardens for com-
plete privacy. 4 master bdrms + maid'
rm, 3½ bths, mahog library, oak den
large modern kitchen, paneled living rm
w/firplc & bar Low 50's. HU 7-2222

TREMPEALEAU $29,900
Fieldstone brick & frame colonial.

Homes—Nebraska

NEB. Pool area! Distinctive 2-story
English ranch. Delightful size rooms
all rms king size. Den, new kitch, pwdr
rm on 1st fl, 4 bdrms, 2½ bths on 2nd
1125 plot. 40x95 pool. Many extras.
Asking $29,500. Simon, HU 2-7575.

RICHARDSON Spic and span 2 story,
3 bdrm, mod kitch & bath, det 1 car
gar. Priced for sale $21,750.
FRANK M. McCURDY CO. INC
154 Montague St TR 5-2266

RICHARDSON Colonial center hall 6
large rooms, 1½ baths, modern kitch-
en, garage screened porch, corner plot
low taxes Asking low 30's HU 2-3186.

GRT NK Kings Immac 2 story
white brick, center hall, walnut panel
bdrms 3 new bths very low taxes
asking $39,500. Simon, HU 2-7575

RICHARDSON-UNIVERSITY GRDNS
Beautiful English type home on 80x150
plot. Must be seen to be appreciated.
$47,500. Phone HU 7-1059.

RICHARDSON Custom built (5 years).
spacious, 3 bedrooms, 2½ bths, one down
2 baths, glass porch, extras, $31,900
HU 7

YD HARBOR. Complete pri-
dead end. Woodside 1 ac-
ious 7 rm custom Ranch
s, 2 frpls, ige fireplace
d rmr, circular drv. beach
000. HAmilton 1-0572

OOD 1 ACRE TREES
tyle home, 8 charming rms
s, 2 baths, 2-car garage
in extras. $33,700.
LEN E. Jerich
7-5300 PIONEER 7-2454

ON-Greenlawn Area 9 rm-
& Cedar Colonial home
paneled den w fireplace
area, private bd. Owner
$37,500—AR 1-0246

OD Wooded acre o'sized
paneled playroom, patio
ous double garage, stream
kitchens, 2 baths. HAmilton

YD HARBOR. New Country
Top of Beech Hill Rd.
S 2½ BATHS 2½ ACRES.
HAMILTON 3-9017

OD—Ideal for Gen'l Prac
Expandable ranch, brz
acre cor., best offer

ON custom built $24,900 2
frpl. sep din rm, screener
ar. rec. trees ½ acre zone
ss HA 3-4988.

ON, 7 rm split, 3 bedrms,
s, rm, landscaped ¼ acre.
Owner HAmilton 1-1069

OD Dix Hills. 2-story Col
2 baths. 1 acre. $28,500
x: 18 or HA 7-6515 aft 6 PM

OD HOLLY HILLS
CH & 80-FT 2-STORY
HA 3-9343

OOD SO.—New 4 bdrm Col
½ bths. 2-car gar; all appl
$23,900. AR 1-0066. 1 up

OOD VILL. 11-room hom-
essional office; $78,000 OF
room—6676

OOD GREENLAWN. All-cedar
bdrms, playrm, firepl, w w
bdwash, $18,990. AN 1-0524.

Original Birchwood Ranch,
ning, 2 full baths, fully
d CE kitchen, full basement
ed with extra room and
s extras including storage
e fan, air-conditioner, car-
GI mortgage $33,500.
WE 8-9775

3 rm Ranch, 3 bedrms, 2
d baths, paneled den all
Gar compl with '57 Ford.
ge, commuting. High 4¾'s
27 2000. OV 1-2519.

mes—Missouri

Birchwood Park East, split,
t, panel den & dinette
eas OV 1-3137

ional, 7 rooms, oversized
g Firs shopping, schls
Extras. $23,890. WE 1-5098

ERY HILLS, NR MAIN ST
RACTIVE-DESIRABLE
N APT $127. LG DINETTE
137-44 70 AV. BO 8-2620.

ERY HILLS, modern 4 rm
ly decorated, main floor of
se, excel location, $125. Call
1-6407.

ERY HILLS, 147-60 70 RD
ms, newly decor, 2 fam cor.
tall shwr nr transit & shop

ONTOTOC —Sacr $29,500-
3 car garage, 22x50 pool, 14
3 streets, beautifully land-
ape 8-7935

ENCE COLONIAL
e wooded plot, 2 patios, ele-
odeled interior. All rms
ge, 5 bedrms, 2½ baths, cen-
air, din'g brkfst, den, par-
all fl. 2 w/b frpls, ultra mod
Every conceivable luxury.
2 car gar. Low taxes. Quiet
a. Walk to schools, shops,
000 FR 1-2231

mes—Arkansas

ICE. New Colonial $41,500
Lovely turn 1½ brick
Rd. left to model. CE 9-9184

RITTENDEN '51 RANCH
WOOD SHOPPING AREA
square kitchen, garage

JCED TO $14,890
A-C-T-I-O-N
ead Tpke PE 5-1400

LEVITTOWN
CLOSING FEES
over existing mtge, $88 per
on minimum one on prev-
t. full price only $12,590.
HOME SALES PE 1-5420.

30 ranch, Westbury 4 bd-
ull baths, dormer, paneled
itch, vestibule, oversized
roofed patio, beaut land-
walk to swimming pool
nly. $17,990. ED 4-5356.

N-OMEGA Ranch (not
4 ige bdrms, 2 baths, ige
en, oversize gar, all
el new dishwasher, conven-
ing, excel ige fam, $16,990

EN $13,890 2 bedrms, '58
beaut corner plot in destr-
n of Hicksville. Only $990
qualified 1 GI mortgage.
Hempstd Tpke. PE 5-6120.

EN Expanded Ranch. Over-
bdrms, 2 bths, panld din
rm, playrm. Extras incl TV
s, comb scrns. $16,990.

ES—Private beach, all brick
family, 6 rms+2 baths+5 rms
pen house with 20' view of
ocean. 80x120, 2-car gar.
only $31,000
ES. Private beach, 3 bedrm
e home 80x67, gar, bsmt.

SYLVAN REALTY
ark Av. GE 1-1730

e Cod, Stone & Brick, 8 rms
4 baths, large living & din-
e fireplace, sundeck, extra
patio, 2 car finished ga-
77x157. Tree lined quiet
ands, professional lawn
nkler Private Beach rights
e. Principals only—$39,500.
-1735

nes—Spanish Ranch
each area, 4 br, 2 bths + 2
bsmt, Gar., 90x65. Trans.
Owner. GE 1-7221.

e beach-gorgeous 3 bedrm

nes—Louisiana

th Dunes, 6 bdrm house,
ath, many unusual features,
$50,000. Bkr GE 2-7111.

ES Teacher leaving town
er wishes to rent rm, rm
beautifully landscaped lot
Easily accessible to nearby
50 incls util from mid-
1. Trustee 4-0722.

LES & Glen Cove Area
½ rms, 3 bdrms.... $18,000
se 2 bdrm, gar.... $13,000
h fplc apartment.... $12,500
ZILAS, OR 1-0682. 5772

al TRANFRD MUST SELL
REDUCED TO $28,500.
bth Ranch, 1/3 ac, many
1-0526

VALLEY, 3 bedrooms, 2
ne panelled den, finished
private beach rights, 2/3
extras. $36,000 OR 6-2053.

ALLEY vic. Panoramic water
yds to priv bch, 5 yr old
drms 2 bths, den. Secri-
Exclusive. 484 Merrick Rd. 1-5210

Homes—Indiana

BARTHOLOMEW Attractive 4-rm apt
2d fl, tiled bath, pvt ent, for quiet
fam avail Apr 1. $125 MO 4-6970.

BARTHOLOMEW modern 5-rm apt
Top floor, elevator. Lovely view. Walk
to station. $155. MO 4-1986.

CARROLL 5 large rooms, sunporch
modern kitchen, bathroom; pantry
garage; good references. MO 4-1867.

BARTHOLOMEW 155 CRARY AVE,
4½ rms; 2nd fl; NO BUILDING.
CALL SUPT, MO 4-6787.

BARTHOLOMEW WEEQUAHIC PARK
New Luxurious Air-Cond Bldg.
Excellent commutation & Shopping
Agent always on prem. Waverly 3-6859

CARROLL Sub-lease spacious modern
3½ Rm Apt, opp park; elev, air-cond.
NY bus at corner. $174 mo WA 3-3733

BARTHOLOMEW Pine Grove Manor
Garden cooperative apts. Total in-
vestment $400. 2-bedroom units $101.75.
3-bedroom units $122.10. CH 9-6450.

FLOYD-FOUNTAIN Wykagyl Golf View
COUNTRY CLUB APTS
1255 NORTH AVE.
One of Westchester's most luxu-
rious & Modern Bldgs. Large
Terraces Gate House Immediately
Adjacent Subway & Shopping Bus
4½ & 5½ ROOM APTS
See Supt Prem NE 3-9438

BARTHOLOMEW 167 Centre Ave
MODERN ELEVATOR BUILDING
3½ $123
4½ $160
See superintendent basement
N Ro...hell
BEACH PRIVILEGES
2½ & 3½ rm apt. NE 6-3370

BARTHOLOMEW-Davenport Neck, lrg
3 bedrm apt $170 short sublease.
optional renewal. NE 6-0742

BARTHOLOMEW—LOVELY 4½ RMS
View of Sound. Nr schools & beach
$152. BE 2-2840.

BARTHOLOMEW 4½ rooms, 2 baths,
garage enclosed porch, private bch
$185. NE 6-4174; NE 2-2477.

NEW ROCHELLE Island Manor,
3½, $125; 4½, 2 baths, $150; gdn apts,
600 Pelham Rd. Glen Is App. NE 3-6168

TIPPECANOE 204 WOODCLIFF AVE.
NEW BLDG. FACES PK. AIR-COND
3½ rms, parking, $145. Call wkdys
4 PM-9 PM all day Sat-Sun. UN 9-0979

FLOYD-FOUNTAIN 665 NEWKIRK AVE
Modern Development Apartment
4½ garden $111; 4½—$119. Immed.
Garages avail. Supt. Union 6-3234

FLOYD-FOUNTAIN 201 79 St. 3 rm
modern apt, park view at. $100 mo.
Leone UN 7-0061 or UN 9-0858.

FLOYD-FOUNTAIN615 HUDSON BLVD
2 rm efficiency $85; 3½—$115. Modern
elev. bldg. Agent UNion 7-8883.

FOUNTAIN QUALITY & ECONOMY!
DELIGHTFUL SUBURBAN LIVING
at LOW, LOW COST!
NEW LUXURIOUS
AIR-CONDITIONED ELEV APTS

OVERLOOK TERRACE

Fairview, Prospect & Maple Aves

3, 3½, 4, 4½, 5 Rms, fr $130
FREE GAS, FREE AIR-CONDITIONING
FREE ON SITE PARKING!
IMMEDIATE OCCUPANCY
Spacious, off-foyer apts
Multitude of closets
Deluxe kitchens; Built-in
ranges & wall ovens
Elegant Lobby
Beautiful, unobstructed views
including L I Sound
Near fine schools, excellent
shop'g, lovely beaches, boat'g
fishing major highways RR
sta (3) air-cond trains daily)

Homes—Tennessee

LOADON

749 Scotland Rd, Orange

Luxury 4 to 5½ apts. 2 Baths deluxe
appointed and immediately available.
PRIVATE SWIMMING POOL
Central air conditioning, elevators; 15
cu ft refrigerators; GE dishwashers;
electric ranges; wall ovens; private
terraces; parking
Schools, churches, stores all near-by
adjacent Mountain Railroad Station.
South Orange, NJ Call OR 4-8029.

LEWIS-LOADON 5½ lge rms, new 2-
fam $185. Business cpl, security, refs.
5 min G W Bridge WI 7-4179

LEWIS-LOADON 5½ lge rms, new 2-
fam $185. Business cpl, security, refs.
5 min G W Bridge WI 7-4179

LEWIS-LOADON Country Club Garden
2-STORY LUXURY GARDEN BLDG
Overlooking Pelham Country Club
3½ Rms w/Terrace, $137
4½ Rms Terrace, fr $162
NEAR ALL CONVENIENCES
920-C Pelhamdale Ave or PE 8-1907

LEWIS-LOADON 2½ large rooms, elev
bldg overlooking golf course, fire
place, $100 including parking. PE
5-6274 till 9 AM.

LEWIS-LOADON 4784 Boston Post Rd.
2½-3½-4½ rms; excel layout; beaut
ocation-parking facils. Supt PE 8-0070.

LEWIS 17 5th Ave near station
mod elev bldg 3½ rms $87.50-$115
Supt or PL 5-1370.

LEWIS-LOADON MANVILLE RE
3½-ROOM GARDEN APTS
rivate entrances in countrified settin
convenient to
schools, shopping & transportation
ee Supt ROgers 9-329

LEWIS-LOADON 3½ rm modern garden
apt available May 1st, sublet Oct 31
3½ $165 mo includes heat, hot water
& garage. Call EG 2-4611 after 6 PM

REDDING Two Houses $37,500
One 8 yr round modern Ranch with
3 or 4 bdrms. The other a delight-
ful rustic house usable for a long
summer season or all year round.
Beautiful 3½ acres with wide view.
DAVID H. BATCHELDER
Wilton, PArter 2-3365

REDDING. Delightful secl summer hse
Small—easy care. 4 wooded acres
fplc, cathedral liv rm, $19,900 Wk-
ings— WE 8-2880; NY wk eve
MU 5-0140.

RIDGEFIELD, 3 newly decorated rooms,
near buses, shopping. $100. garage
optional utilities WI 5-8898

RIDGEWOOD 5-rm garden apts $185.
April & later. Ch. NY shops & trans
See supt, 286 Oak St. GI 4-9213.

ROSELLE, Garden-Type Apts
"EXCLUSIVE BUT
NOT EXPENSIVE"
3 RMS $96; 3½ RMS $102
2 Bdrm Apts 4-$112; 4½ $125
GARAGE $8
IMMEDIATE & FUTURE OCCUPANCY

BUS DIRECT TO NYC
(25 MIN STOPS AT DOOR)
SHOPPING 100 YARDS AWAY
400 ACRE PARK WITH
LAKE ADJOINING.

Warrington Village Apts
ST GEORGE AV and Warrington Pk.
See Supt Apt 6C or assistant Supt 56A
Chestnut 5-1910—Chestnut 1-1688

ROWAYTON Area: New England salt
box on wooded lot. Ch. Bedrooms
1½ bths, 15x22 liv rm, fireplace, built-
in cupboards & bookcases. Radiant
heat, 2-car garage, nr schools. Beach
privileges. Asking $30,800. VO 6-1796

ROWAYTON, for less than $20,000
Cape Cod, rolling partly wooded 1/3
ac location. Owner YY 474-7071
ext 830. wkdays, Norwalk: PO 6-3704.

ROWAYTON, Colonial 3 bedrms, 1½
baths, 2-car gar. Many extras.
DOUGLAS BORA Agcy, TE 6-5318.

CRAWFORD 5 bdrms or more. Over-
looks Inlet. Rental-purchase HI 530's
PITT NYC MU 8-2355, Stmfd DA 2-1688

CRAWFORD Fairfield Woods 4 bdrm
1 acre pvt beach shopping schls
Railroad 6 min $35,940 FI 8-4115

CRAWFORD Prec Real Estate Map
Including Stamford, Darien, Bennett
Assoc High Ridge Rd. Davis 2-1684.

E. GREENWICH VICINITY
NEW TERRACE APTS
BEAUTIFUL, SPACIOUS GROUNDS
3½ RMS FROM $140
JR 4 RMS FROM $150
5 BDRM BATHS FROM $180
6 BEAUTIFUL ROOMS $225
Hollywood kitchens dishwasher built
in ovens, tile bths, air conditioned occ
LONGVIEW TERRACE
315-325 King St Port Chester
Shops—Schools—RR within 3 blocks
Supt on premises. WE 9-7533.

R.E. 1½ 2½ 3½, $175 & $200
1ST FLR, MODERN, AIR COND
EXCELLENT LOCATION. WO 7-3235

Homes—Kentucky

ADAIR mdrn 4½ rms, 2 bths
terrace, garage. Near station, shop
pings. WO 7-0947.

ADAIR rm gdn apt, grd flr, excel
loc, prof or residential. Avail July 1
See Supt. Purchase St. WO 7-458

MONTGOMERY
30 YR FHA MORTGAGE
3 bdrms, fpl, tile bath, gar, nr schls.
Full price $16,600. Prin only. Fulton
1-3077.

RAHWAY—Owner selling 6 rm Ranch.
3 yrs old, many extras. Asking $21,900
Good com'ting. Call after 5. FU 1-5592

MONGOMERY 27 PARK LANE.
FAIR HAVEN. 8-rm colonial ranch;
3 bdrms; TV rm; dine rm; full cel-
lar; 2 firpls; patio. Splendid condi-
tion. Fenced yard; beautiful trees: oak, pine, dogwood, holly; near
river, ocean. Attractive price. Action
wanted! Owner: Demlinger, Shadyside
7-0554.

MONTGOMERY RUMSON
FARMS ESTATES RIVERFRONT
ELLEN HAZELTON RUMSON 1-2005

Homes—West Virginia

BARBOUR charm of this gracious
Colonial with wide Center Hall. Large
living & dining rooms, both with
fireplaces, den with built-in book-
selves, pantry, kitchen & lavatory on
1st flr. Upstairs a master bedroom
with dressing room & bath, 4 other
bedrooms & bath 3rd flr has nice
bedroom, bath & storage. 3 car gar-
age. Excellent location Offered at
$44,000.
16 Oak St. Ridgewood.
OLiver 2-5400

BARBOUR VIC. SADDLE RIVER
GEORGIAN COLONIAL
With wide center hall, spacious liv-
ing room fireplace, full dining room,
kitchen, family room with a fireplace
and all the latest built-ins, SIX love-
ly bedrooms, 4½ baths, full base-
ment, 2 car attached garage. Extra:
include wall-to-wall carpet, intercom-
washer & dryer, dishwasher, refrige-
tor-freezer, wall oven, etc, $65,000.
STOP AT THE PINK BRICK RANCH
2nd traffic light west of Route #17
MULTIPLE LISTINGS
906 E. Ridgewood Avenue
OLIVER 2-0883 Open Sunday:

MARICOPA
Early American farmhouse, completely
modernized. 1st flr den or 4th bedrm,
full dining rm, modern kitchen, spa-
cious living rm, 3 bedrooms, new tile
bath on 2d. Full basement. Garage.
Lots of charm here for only $20,500.

Picture Book Cape Cod. Immaculate
condition. Fireplace, porch, 4 bedrooms,
2 baths, rec rm. Garage. Completely
Landscaped. Offered at owner's actual
cost of $33,000.
Many Others from $16,900 Up
10 So. Maple Ave. Ridgewood GI 5-8077

WE SPECIALIZE IN FINDING HOMES
FOR OUT OF TOWN BUYERS
LIBERAL FINANCING AVAILABLE

Homes—Mississippi

PONTOTOC OUT-OF-TOWNERS
OVER 500 MULTIPLE LISTINGS
SITKENS REAL ESTATE GI 5-9000
158 Franklin Ave. Ridgewood
OPEN SUNDAYS AND EVENINGS

Ridgewood, Clse bus-train
Gd school—4 bdrm—1½ bth—fam rm—att
gar, $24,800. Owner Gilbert 5-9712

PONTOTOC "House-O-Rama" selec-
tions, Save time-effort. Schultz &
Trovato 81 No Maple Ave. OL 2-2666

PONTOTOC Col, 3 bdrms, den, 1½
baths, gar, por, gar. $26,900
Gilsenan & Co. Gilbert 5-1600

PONTOTOC vic. 1737 center hall
Dutch col. 4-acre. 3 firepl; "in-law"
wing. Must see! Jud Corbin GI 5-7226

PONTOTOC 6-bedrm col home. 3
bths, den, rec rm, 2-car att gar. In
the 50's. Shutts-Shutts, OL 2-3510.

PONTOTOC 4 bedrms, 1½ bths, rec
rm, dishwash, refrig, air-cond, $2,000
down. $19,900 OLiver 2-4411

PONTOTOC vic. 4½ acre estate

Homes—Connecticut

SHORT HILLS House beautiful! Over
acre beautifully shrubbed; custom
modified ranch. Geo. Allsopp DRexel
6-2266

SO. MIDDLESEX —2 bdrm Cape Cod
with gas heat and garage. GI mort-
gage. lot 50x100. Phone PL 5-4680
(NJ).

SOUTH RIVER. Located in Middlesex
Mdws attract 1-room Colonial, large
livrm with granite fireplace, dining rm
sun parlor, 3 bdrs. 2-car garage, 80x100
lot. $19,900 mtge assumed; only $2,900
Near NY express trains. CL 2-1870

SPRING LAKE 8 yr old home consist-
ing of 4 bedrms, 2 baths, living rm,
dining rm, kitchen, hot water heat, 2
car garage. Owner says sell at
$22,000, Immediate Occupancy. We have
it!
LONGSTREET AGENCY of Spring Lake
312 Morris Ave. Gibson 9-5400

SPRING LAKE. Only brand new 3 bed-
room Split, storms & screens. $26,500.
Principals. Gibson 9-8895.

STAMFORD—RELOCATED OWNER.
Must sell 1-yr-old charming Ranch in
No Stamford area with gracious living
for a commuting executive. On 1.7
acres with professional natural land-
ming pool and in immaculate condi-
tion. Ent hall, liv rm w/fpl, dining
rm, panld playrm, kit w/applis, 3
bdrms, 2 baths, panl family rm. Lndry
2-car gar. A fine buy at $46,500.
BOB MEEK
FAIRFIELD COUNTY PROP
Bedford 4 & St DA 5-4197

STAMFORD
BUILDER'S SACRIFICE
Colonial Ranch on over 2 acres.
Easy commuting. Porch entrance,
flagstone foyer 40' living rm,
firepl, dining rm panld den,
equipped kit, 4 bdrms, 3 baths,
3 baths, playrm, firpl, basemt, attic.
2-car gar. Asks $63,900
KENNETH IVES & CO.
961 High Ridge Rd. DA 2-3441
14 E 55 St MU 8-3060

STRATFORD, Pre-Revolutionary home
in Putney. Center hall Colonial with
4 bedrooms on second floor, 1 on third
living room, dining room, newly re-
modeled kitchen with dishwasher. Firs'
floor utility room, basement playroom
2 baths, 11 closets, 3 fireplaces, screened
porch, acre lot, large swimming pool

Owner transferred — $34,900.
Two minutes to Merritt Parkway and
ten minutes to Connecticut Thruway.
Contact TFX 5187 Times.

STAMFORD $15,990 On nearly 4
acres high open land of fields &
orchard surrounded by big old maples
150 yr old remodeled farmhouse. Liv-
ing rm, dining rm both with fire-
places, den, 4 bedrms, 2 baths. Big
barn, little playhouse. Owner Trans
erred. $32,000
EXCLUSIVELY SHOWN BY
STELLA POSNANSKY
Long Ridge at Erskine DA 2-269

STAMFORD Ridge
An immaculate 3 bedroom 2 bath
split in young neighborhood. Liv rm
w/fpl, din rm, kit, 1/3 landscaped
acre. Won't last at $26,900
JANE CYPRES
896 High Ridge Rd. open Sun DA 2-1675

STAMFORD, A loss Partnership dis-
solving, sell at loss Saw Mill Rd Co
tonial, 2 acres, lake $300 sq ft living
area, landscaped, reduced from $55,000
to $48,200. This won't last long. 1st
isting. NE 7-2041, DA 4-9366.

STAMFORD, Beautiful one acre house
sites $7,900 to $8,500. Also available
rm ranch. $37,000.
Merritt Pkwy, Den Rd exit follow signs
Barclay Estates DA 2-1055

STAMFD Ranch 1+ acre, liv-rec rm
with firepl, 3 bdrms, 2 baths, $48,500.
Geo. Castles DA 2-1601.

STAMFORD, Distinctive home, 3 bed-
rms, 3 baths, pool..... $55,000
JACK McLAUGHLIN, DA 2-1651

STAMFD, Desirable split lev. Game rm,
fplcs, 3 bdrms, 2½ baths, $29,000.
CABLE Rity, FI 8-4247.

MIDDLESEX Ridgecroft Apts. View of
natural beauty, conven to everything
3½ rms $120 mo. ME 1-1791.

MIDDLESEX vic. 3½ & 4½ rms from
$130. Swimming pool. Cedar Hill gar-
dens, 35 So Bway Irvington. LY 1-8400

Homes—Virginia

BOTETOURT Englewood, On Tradilgar
St. 9 rm, brk & stone, 4 bdrms, 3
bths 2 lav, fam rm, scrnd por, r-c rm,
2 car gar, ige prop. $69,900 Owner
TEanock 6-5372

BOTETOURT 900. 4 bdrm Cape Cod
att garage, brick screened porch, sem
finished recreation rm. $15,000. 5¼%
1st mtg may assume. TE 3-0316.

BUTLER. $24,990. 7-rm split 8 yrs 2
bdrms, finished rec rm, expan attic
patios oversized gar. 65x150 plot 4½
% Conv. assume, nr everything TE 6-1651

BOTETOURT split level Tudor. W
Eng. Whittier 4 bdrms, 2½ baths, fir
bsmt, heated attic, 2 car gar, many
extras. $30,900. Prine only. TE 7-7734

BUTLER
ROARING 20'S
Colonial—3 bedrooms, 1½ baths, living
room, dining room, large kitchen,
2 car garage..... $22,500
Ranch—8 year old, living room-din-
ing room combination with fireplace
modern kitchen, 3 bedrooms, tile bath
attached garage, lovely location. $23,500
Colonial—Stone and frame, excellent
transportation and school area, foyer
entrance, large living room with fire-
place, family size dining room, paneled
den, farm kitchen with dining area
3 bedrooms, finished paneled recreation
room, patio and garage $24,900
Colonial—Brick and frame, 9 years
young, living room with fireplace, din-
ing room combination with fireplace
modern kitchen, 3 bedrooms, tile bath
attached garage, lovely location. $23,500
Colonial—Stone and frame, excellent
transportation and school area, foyer
entrance, large living room with fire-
place, family size dining room, paneled
den, farm kitchen with dining area
3 bedrooms, finished paneled recreation
room, patio and garage $24,900
Colonial—Brick and frame, 9 years
young, living room with fireplace, din-
ing room combination with fireplace
attached garage, beautiful grounds.
$25,900
Colonial—Mellow and roomy, music
room, living room dining room, mod-
ern kitchen, 5 bedrooms, 2 new tile
baths, excellent condition. $27,800
SMITH-DAVIS, Inc.
53 County Rd, Tenafly LOwell 7-1166

BUTLER Young 3-bdrm, 1½-bth cu
Colonial; firpl; beaut. area, $25,900.
Frank Dupignac, LO 7-4300

BUTLER Superb Dutch Colonial;
Old English decoration; wooded acre
brook; $55,000. Garrett Felter, LOwell
8-2442

TENAFLY ¾ acre; 1st flr master bdrm
& bath, panl playroom, rec rm, $55,000
James E. Hanson & Co. TE 7-3800.

TENAFLY Spanish Dutch Col; 3 lge
bdrms; den, firepl; $22,900. Beck
Realty, LO 7-1313.

TENAFLY E Hill—4 bdrm 3 bth Cape
immed occupy—w/w; firpl; rec rm;
Prestige! $43,900 Jack Smith LO 7-0089

TENAFLY E. Hill Beautiful ¾ acre
plots, Models on display K & L Cus-
om Homes. DU 5-6038; PO 8-5930

TOTOWA BORO,
3 yrs. 3-fam, ultra mod in every
respect, firpl kitchen, col tile deluxe
bath, lge liv rm w/picture window, w-w
carpet, dining rm w/lge wall mirrors
salt & pepper tile floor, playrm 2 off-
street garage, 2 air conditioners, recess
radiation. Ask $24,900. "Exclus"

Homes—Alabama

Union, Rnch, 3 bdrm, 1½ bths
firepl, large finished rm upstairs; suit-
able professional or priv; pnlngd only;
asking $30,000. Murdock 6-0384.

MONTGOMERY LARGE HOME!
IDEAL LOCATION FOR PROFES-
SIONAL USE. MURDOCK 6-7559.

CHEROKEE 10 min Times Sq. 3 rms,
all improvements, elevator. Excell loc
Supt Union 4-7274.

Homes—Vermont

VINELAND—6 rms, tile bth on 175 x
165 corner, paved sts, plenty trees
PLUS 2 place garage w/lav. & sink
SASILY CONVERTED TO DR'S OFC.
1 blk shop. Many ext. $30,000. For
details: Mrs. M Belfi, State & Chest
nut Ave, Vineland.

WAKEFIELD, brk det 2 fam 1-6, 1-7,
full bsmt, 1 fare zon; economical
living. $24,500. Cash $6,000, terms
JEROME Reservoir vic. brk det
corner, 1-6, 1-9 extra lge rms, full bsmt,
oil, 2 car det gar. Exc oppty profes-
sional use. $50,000, terms.
DELIA PARKWAY NORTH, brk det,
7 rms. (4 bdrms), full bsmt, patio, 2 car
det gar. Asking $22,500.
MANY OTHERS OPEN TODAY

Colonial—3 bedrooms, 1½ baths, living
room, big dining room, large kitchen
2 car garage..... $22,500
Ranch—8 year old, living room-din-
ing room combination with fireplace
modern kitchen, 3 bedrooms, tile bath
attached garage, lovely location. $23,500
Colonial—Stone and frame, excellent
transportation and school area, foyer
entrance, large living room with fire-
place, family size dining room, paneled
den, farm kitchen with dining area
3 bedrooms, finished paneled recreation
room, patio and garage $24,900
Colonial—Brick and frame, 9 years
young, living room with fireplace, din-
ing room combination with fireplace
attached garage, beautiful grounds.
$25,900
Colonial—Mellow and roomy, music
room, living room dining room, mod-
ern kitchen, 5 bedrooms, 2 new tile
baths, excellent condition. $27,800
SMITH-DAVIS, Inc.
53 County Rd, Tenafly LOwell 7-1166

BUTLER Young 3-bdrm, 1½-bth cu
Colonial; firpl; beaut. area, $25,900.
Frank Dupignac, LO 7-4300

BUTLER Superb Dutch Colonial;
Old English decoration; wooded acre
brook; $55,000. Garrett Felter, LOwell
8-2442

TENAFLY ¾ acre; 1st flr master bdrm
& bath, panl playroom, rec rm, $55,000
James E. Hanson & Co. TE 7-3800.

TENAFLY Spanish Dutch Col; 3 lge
bdrms; den, firepl; $22,900. Beck
Realty, LO 7-1313.

TENAFLY E Hill—4 bdrm 3 bth Cape
immed occupy—w/w; firpl; rec rm;
Prestige! $43,900 Jack Smith LO 7-0089

TENAFLY E. Hill Beautiful ¾ acre
plots, Models on display K & L Cus-
om Homes. DU 5-6038; PO 8-5930

TOTOWA BORO,
3 yrs. 3-fam, ultra mod in every
respect, firpl kitchen, col tile deluxe
bath, lge liv rm w/picture window, w-w
carpet, dining rm w/lge wall mirrors
salt & pepper tile floor, playrm 2 off-
street garage, 2 air conditioners, recess
radiation. Ask $24,900. "Exclus"

Homes—Georgia

WESTPORT BLUEWATER HILL
Contemporary ranch house, private bch
rights. Large glass louvered porch, shad-
rees. $40,000. Owner Capitol 7-6726

BLECKLEY Dutch Colonial $22,500
Perfect cond, central loc, 3
bdrms, brick fireplace, full din rm, lge
itchn with pantry, 3-car gar, split
all fence. Capital 7-8224.

BLECKLEY-WESTON-NORWALK
3-4 bedrm homes. Priced from $34,500
A. S DOLAN CA 7-8043

BLECKLEY
5 bedrooms, 2½ baths. $34,500
Fairfield Land & Title CL 6-0456

W BLECKLEY Large, sunny, attract
ive, barn 2 closets, kitch priv, bus
woman UN 4-6914 Sun wkdays eves.

W BLECKLEY 600—Extra-lge rm &

Homes—New York

CANARSIE
WE HAVE A CHOICE SELECTION
OF ALMOST NEW 1 & 2-FAMILY
Bungalows Duplexes & Split Levels.
EXISTING VA & FHA MTGES.
OTHER RESALES ALSO AVAIL.
TOP DOLLAR VALUES
OPEN EVERY DAY
TERRY R'LTY 9105 AV L CL 1-1200

BAY BIDGE 83 St, detached 1 family
8 spacious rooms, 2½ baths, large
livingroom with open fireplace, powder
room first floor, cheerful kitchen. In-
spect today and make offer.

EXCLUSIVE LISTING!
3/4 MILLION MORE HOMES
A CHOICE INVESTMENT

This season the average nighttime program on the CBS Television Network delivers 785,000 more U.S. homes than the second net-work, 996,000 more homes than the third. This makes the seventh straight year that our advertisers are winning the biggest na-tionwide audiences in television. As appraised from A. C. Nielsen Reports 1 October 1960-1 March 1961, 6 to 11 pm, AA basis.

BEST LOCATION
CBS TELEVISION NETWORK

OUTSTANDING VIEW

BKLYN HEIGHTS. 4 story bldg with four 6 rms-bath apts., garden, oil heat. Ideal ige family. Only $10,000 cash req. Owner call eves. MA 4-2419

BKLYN HGHTS, Cobble Hill, Charming
2-family, $22,000. 4 family, excel cond.
$30,000. 1/3 cash. Evelyn Brown, Bkr.
JA 2-4624.

Homes—New Hampshire

WEST CARROLL—new split level, idea-
community, 7 rms, 4 bdrms, recrea-
tion room, fireplace, 2-car garage, den
2½ baths, on dead-end street $35,000
Call for appointment 8 AM to 6 PM
evenings, RE 1-3579, or inquire 9 Lin-
den Ct West Orange.

WEST CARROLL ige custom built ranch
Panoramic view of city skyline, 7
large rms, jalousied porch, 4-car gar,
wall-wall carpet, full drapes, ice water
in tap, extras, leaving state, $50,000
Call for appointment, RE 1-5454.

WEST ORANGE—Gregory section, three
bedroom home carpeted, modernized
air-conditioned plus many extras. 6-10
evenings. Call REdwood 1-6137.

WILTON NORWALK
$25,500-Contemporary built-in Hi Fi
Excellent schools 3 bedrooms
$29,500-Contemporary-beautiful wood-
land-4 bedrooms-3 baths
$32,500-Contemporary-attrac landscaped
playrm-2 f/plcs-3 bdrms-2 B
JAMES E. GREENBERG
544 Riverside Av Westport CA 7-1002

WILTON, Col ranch, 4 yrs old, 2 acres
4 bdrms, liv rm, din rm, 2 bths
porch, compl air cond. 5 min to RR
2 car garage. $40,000 Owner, Porter
3-3430.

Homes—Massachusetts

WILTON CNTRY privacy, splendor,
small lot development prices, 3 bdrm
ranch, ac, + Bldr, PO 2-3688

WILTON, River & falls-1 story, 7 rms
3 baths, 2 fplcs, $49,500
SHORELINE REAL ESTATE. PO 2-5548

WHITE ST. 51, nr Canal St. 4,000 sq
ft store—2 bsmnts, Air cond, Hi ceil,
Dry load, only Price $12,000. PO 2-8880.

WHITE MEADOW LAKE, 3 bedroom
furnished ranch house. Oil heat. April
May, June, $125 mo. 23 Miami Trail
Call UNion 9-0056.

WHITE MEADOW LK, $9,250. Beaut.
3-bdrm home overlooks lake. Herbert
Schwartz Br. WO 2-3454. OA 7-2500 (NJ)

HAMPSHIRE Lake 6 rm brk & stone
ranch, fully landsc 1½ ac, ige equipped
swim pool, barbecue, Put rd. 3 lge
bdrms, 2 baths, lge liv rm, fpl, den
hall, ige din rm, mod kit, dishwshr &
refrig, ige fin rec rm w/bar and fpl
Lain. Excellent 2-car garage, paved
driveway. Conv location ...$50,000
$24,000 mtge. PA 6-3752, NJ

WOODCLIFF LAKE. Custom brick
Stone accents; 4½ kitchen, half-acre
$47,800. Thomas Bustard, North 4-7600

Homes—New Jersey

VILL GREEN Detach
95 NORTH BROADWAY
Beautiful garden apts in elegant Geor-
gian setting: 3½ & 4½ rms from $135;
free conditioned parking; near schools,
Shopping & all transp. Supt WH 8-5116

ESSEX-HUDSON 325 MAIN ST
LUXURY ELEVATOR BLDG

Huge 5½ (3 Bedrms)

2 BATHS, TERRACE, DISHWASHER
ALSO 4 ROOMS
Convenient to shopping & schools,
immed occup. Supt or WH 6-0395

ESSEX-HUDSON 113 NORTH BWAY
Beautifully landscaped garden apt.
4 RMS (1 BATH), $155-$160
5 RMS (2 BEDRMS), $175
Excel location, EN 2-8900, WH 9-3811

Homes—Maryland

PRINCE GEORGE
Beautifully landscaped garden apts 3
rms, $118, 4½ rms, $150. WH 8-5908.

WHITE PLAIN PARK SITE APTS
2 Westchester Av at circle. Modern,
ual elev, bldg, 3½, 4½, Agent on prem

WHITE PLAINS
THE WESTBROOK
Modern Elevator Apartments
Short Walk to Schools & Shops
Doorman Service
1R 3 ROOMS $125
1½ 3½ Rms (1 Bath) $170
2½ RMS (3 Baths) $195
10 Franklin Ave, See Supt. RO 1-2473

WHITE PLAIN

44 NORTH BROADWAY
STORY MODERN ELEVATOR APTS
CENTRALLY LOCATED
4½ Rms from $172
Supt or phone RO 1-0546

WHITE PLAIN VILL GREEN
95 NORTH BROADWAY
Beautiful garden apts in elegant Geor-
gian setting: 3½ & 4½ rms from $135;
free outdoor parking; near schools,
shopping & all transp. Supt WH 8-5116

WHITE PLAIN 325 MAIN ST
LUXURY ELEVATOR BLDG

Huge 5½ (3 Bedrms)

2 BATHS, TERRACE, DISHWASHER
ALSO 4 ROOMS
Convenient to shopping & schools,
immed occup. Supt or WH 6-0395

WHITE PLAINS 111 NORTH BWAY
Beautifully landscaped garden apt.
4 RMS (1 BATH), $155-$160
5 RMS (2 BEDRMS), $175
Excel location, EN 2-8900, WH 9-3811

Homes—South Carolina

CHESTERFIELD
Beautifully landscaped garden apts 3
rms, $118, 4½ rms, $150. WH 8-5908.

CHESTERFIELD, PARK SITE APTS
2 Westchester Av at circle. Modern,
ual elev, bldg, 3½, 4½, Agent on prem

CHESTERFIELD 1 REMSEN ROAD
New Garden Elevator Bldg
DELUXE 3 BEDROOM APT
Terrace, 2 baths, Immed occup,
SPECIAL TERMS
VO 1-5599 YO 8-477

SPARTAN 3 rooms, overlooking Hud
son, new building, free gas, swim
ming, tennis & parking, $125 a month
transportation. Immediate occupancy
350 Warburton Ave. See supt or GI
3-3123.

CHESTERFIELD 3 VALENTINE LANE
New elev bldg, convenient to every
thing. Large 3½ rms. Immed occup
SPECIAL TERMS
VO 8-6095 YO 8-477

SPARTAN 1 Remsen Rd. New Garden
elevator bldg. True suburban liv-
ing. 3½, 4½ & large rooms.
SPECIAL TERMS
VO 1-5599 YO 8-477

SPARTAN—678 WARBURTON AVE
2 studio, $94; 3½, $128; 4, terr, $150
incl gas, pkg, swim pl. Supt, GR 6-0220

SPARTAN vic Lincoln Park. Modern
bedrm apt,

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

April 17—**Institute on Musical Copyright Law in the Music Industry,** Vanderbilt U., Nashville, Tenn., under sponsorship of Tennessee Bar Assn., Nashville Bar Assn., Nashville Symphony Assn., Country Music Assn., and Tennessee Assn. of Broadcasters.

April 17—**Academy of Motion Picture Arts & Sciences** Oscar award ceremonies. Santa Monica (Calif.) Civic Auditorium. The presentation will be telecast by ABC-TV.

April 17-20—**International Advertising Assn.** Waldorf-Astoria Hotel, New York City.

April 18—Comments due in **FCC** rulemaking to add vhf channel to Syracuse-Rochester, N. Y.

April 18—Radio & Television Executives Society, Peabody Awards luncheon. Hotel Roosevelt, Grand Ballroom, New York City.

April 18-19—**Institute of Radio Engineers,** Los Angeles section, lecture series, "Recent Advances in Electron Devices." April 18—California Polytechnic College Auditorium, Pomona. April 19—Rodger Young Auditorium, 936 W. Washington, Los Angeles. Weekly lectures continue for six weeks at same locations. Series tickets available from IRE, 1435 S. LaCienega Blvd., Los Angeles 35.

*April 19—**American Marketing Assn.,** Los Angeles chapter. Carolina Pines Banquet Hall, Hollywood. Speaker: Kenneth C. Snyder, Needham, Louis & Brorby. Topic: "The Role of Television in the Marketing Picture."

April 19-22—**1961 American Film Festival,** sponsored by Educational Film Library Assn. at Barbizone-Plaza Hotel, New York City.

*April 20—**Southern California Broadcasters Assn.** monthly luncheon meeting at Michael's Restaurant. Gordon Gumpertz, president, Gumpertz, Bentley & Dolan, L.A., will discuss "The Los Angeles Newspaper Jungle."

April 20-21 — **Pennsylvania AP Broadcasters Assn.** Sheraton Hotel, Philadelphia.

April 20-22—**American Assn. of Advertising Agencies** annual meeting. The Greenbrier, White Sulphur Springs, W. Va. The annual dinner will take place on Friday evening, April 21.

April 20-22—**Alabama Broadcasters Assn.** spring convention. The Holiday Inn Riviera, Dauphin Island, Ala.

April 21-22—**National Assn. of Educational Broadcasters,** Region II (southeast) annual meeting. Hotel Thomas Jefferson, Birmingham, Ala.

April 22—**UPI Broadcasters Assn. of Connecticut,** fifth annual convention. Silvermine Tavern, Norwalk.

April 22—**Intercollegiate Broadcasting System,** national convention. Carnegie Institute of Technology, Pittsburgh, Pa.

April 24—Annual meeting and luncheon, **The Associated Press Members.** Principal luncheon speaker: Secretary of Defense Robert S. McNamara. Waldorf-Astoria, New York City.

April 24—Deadline for return of nominations ballots for **National Academy of Television Arts & Sciences** Emmy awards competition.

April 24-25—**Nebraska Broadcasters Assn.,** convention. Blackstone Hotel, Omaha.

April 24-28—**U. of Florida** third annual Communications Week. Broadcasting Day, April 24. Advertising Day, April 25. Other days devoted to photojournalism, print media and public relations. Gainesville, Fla.

April 25—**American Marketing Assn.,** New York chapter marketing workshop: Management use of marketing research, advertising agencies. Lever House auditorium, New York, 4 p.m.

April 25-27 — **Sales Promotion Executives Assn.,** annual conference. Benjamin Franklin Hotel, Philadelphia. Speakers include Hickman Price Jr., assistant secretary, U.S. Dept. of Commerce.

April 26-28—Seventh Region Technical Conference, **Institute of Radio Engineers.** Hotel Westward Ho, Phoenix, Ariz.

*April 26-29—**Institute for Education by Radio-Television,** Deshler-Hilton Hotel, Columbus, Ohio. Speakers include John Burns, RCA president; Louis Hausman, director Television Information Office; Henry Loomis, director, Voice of America; and Clifton Fadiman, author, writer and radio-tv entertainer.

April 27—**Georgia Assn. of Broadcasters,** management conference. Dinkler Plaza Hotel, Atlanta.

April 28 — Nationwide **Conelrad** drill in which all radio and tv stations will participate.

April 28—**Arizona Broadcasters Assn.,** spring meeting. Wild Horse Ranch Resort, near Tucson.

April 28—**UPI Broadcasters of Massachusetts,** spring meeting. U. of Massachusetts, Amherst.

April 28—Deadline for entries in 15th annual achievement awards competition of the **Los Angeles Advertising Women Inc.** Open to women in 13 western states and western Canada. Entry blanks available from Los Angeles Advertising Women Inc., 4666 N. Forman Ave., North Hollywood, Calif.

April 28-29—**Tennessee AP Broadcasters,** radio news clinic. Nashville.

April 28-30—**Alpha Delta Sigma,** professional advertising fraternity, national convention. U. of Minnesota, Minneapolis-St. Paul.

April 29-30 — **UPI Broadcasters Assn. of Texas,** annual meeting. Baker Hotel, Dallas.

April 30—**UPI Broadcasters of Missouri,** annual meeting. Governor Hotel. Jefferson City.

April 30-May 3—**U. S. Chamber of Commerce** annual convention, Washington.

MAY

May 1-31—National Radio Month.

May 1—Comments due in **FCC** rulemaking to revise program reporting forms in original, renewal and sale applications.

May 1—Comments due to **FCC** in space policy inquiry.

May 1—Comments due on **FCC** request for suggested "methods" of reserving one vhf channel in both Los Angeles and New York for educational tv.

May 1—Deadline for submissions of 100-200 word abstracts and 500-1000 word detailed summaries of papers for the 1961 **Western Electronic Show & Convention (WESCON).** Send to the attention of E. W. Herold, WESCON Northern California Office, 701 Welch Road, Palo Alto, Calif.

*May 1—**Chicago Area Agricultural Assn.,** 2nd annual farm marketing and advertising seminar. Pick-Congress Hotel, Chicago.

May 1-3—**Assn. of Canadian Advertisers.** Royal York Hotel, Toronto, Ont., Canada.

May 2-4—**Electronic Components Conference.** Jack Tarr Hotel, San Francisco.

May 3—**Station Representatives Assn.,** Silver Nail Timebuyer of the Year Award luncheon, Waldorf-Astoria Hotel, N. Y.

May 3-6—**American Public Relations Assn.** 17th annual convention. Hotel Shelburne, Atlantic City, N. J. The association's Philadelphia Forge will be host. The theme will be: "Analyzing Public Relations' Accomplishments Problems, Opportunities and Skills."

May 4—**American Tv Commercials Festival,** Hotel Roosevelt, New York City, all day.

May 4-5—CBS Television Network-CBS-TV Affiliates Assn., annual meeting. Waldorf-Astoria Hotel, New York City.

May 4-6—**Western States Advertising Agencies Assn.,** annual conference. Shelter Island Inn. San Diego, Calif.

May 4-7—**American Women in Radio & Television,** national convention. Statler-Hilton Hotel, Washington, D. C. Keynote speaker: LeRoy Collins, president of NAB.

May 4-14—**Brand Names Week.**

May 5—11th annual **Radio-Television Conference & Banquet** sponsored by Radio-Television Guild of San Francisco State College. At San Francisco State College.

May 5-6—**U. of Wisconsin Journalism Institutes,** Wisconsin Center, Madison.

May 5-7—**National Assn. of FM Broadcasters,** Washington, D. C. Board of Directors meeting, May 5; annual business meeting, May 6; "FM Day," May 7.

*May 6—**Advertising Assn. of the West,** fifth district, conference. Huntington-Sheraton Hotel, Pasadena, Calif., 9:30 a.m. Theme of conference: "Practical Advertising."

*May 7—**Broadcast Pioneers** business meeting, 2:30 p.m. West Burgundy Room, Sheraton Park Hotel, Washington, D. C.

May 7—**Assn. of Maximum Service Telecasters,** annual membership meeting. 9:30 a.m. Palladian Room, Shoreham Hotel, Washington, D. C. Board of directors will meet May 6, also in Washington.

May 7-10—**NAB** annual convention. Sheraton Park and Shoreham Hotels, Washington.

May 7-12—**Society of Motion Picture & Television Engineers, 89th semiannual convention. King Edward Sheraton Hotel, Toronto, Canada. Theme will be "International Achievements in Motion Pictures and Television."** Speakers include John J. Fitzgibbens, president, Famous Players Canadian Corp. (operator of pay tv system in Toronto).

May 8-10—**National Aerospace Electronics Conference,** Institute of Radio Enginers. Biltmore & Miami Hotels, Dayton, Ohio.

May 9 — **Broadcast Pioneers, 20th annual** dinner 7:30 p.m., Cotillion Room, Sheraton Park Hotel, Washington, D. C.

May 10—Reply comments due in **FCC** program form rulemaking.

May 10—Deadline for return of final voting ballots in National Academy of Television Arts & Sciences annual **Emmy** awards competition.

May 11 — **Assn. of National Advertisers** Workshop on International Advertising, Hotel Plaza, New York City.

May 12 — **Connecticut Broadcasters Assn.,** annual meeting. The Waverly Inn, Cheshire.

May 12—Deadline for entries in Industrial Design Award Competition of Aug. 22-25 **WESCON.** Entry forms available from WESCON Business Office, 1435 S. La Cienega Blvd., Los Angeles 35.

May 12 — **Academy of Television Arts & Sciences,** Phoenix chapter. Second annual Emmy awards banquet. Backstage Club and Sombrero Playhouse, Phoenix.

May 13 — New York are **Emmy** awards telecast, WNBC-TV, 10:30-11:15 p.m.

May 13—**Illinois AP Radio-and-Television**

RAB SALES CLINICS

April 24—Raleigh, N. C.
April 25, 26—Richmond, Va.
April 27—Washington, D. C.
April 28—Philadelphia.
May 1—Portland, Me.
May 2,3—Boston.
May 4—Syracuse, N. Y.
May 5—Rochester, N. Y.
May 15—Harrisburg, Pa.; Kansas City.
May 16—Omaha, Neb.; Pittsburgh.
May 17—Cleveland; Des Moines, Iowa.
May 18—Minneapolis.
May 18,19—Detroit.
May 19,22—Chicago.
May 22—Denver.
May 23—Indianapolis.
May 23—Salt Lake City.
May 25—Columbus, Ohio.
May 25,26—Tulsa.

Advertising Federation of America 1961 Conventions

April 21-22—**AFA** 9th district convention. Savery Hotel, Des Moines, Iowa.
May 27-31—**AFA** 5th annual convention. Sheraton Park Hotel, Washington, D. C.



Hitch your star to a wagon

Good talent is a grand and glorious thing. Great talent is even grander. But no talent is worth a dime of any sponsor's money unless the commercials measure up to the entertainment.

Those vital minutes of commercial time bear a heavy load of responsibility. What counts on the balance sheet is their power to grip . . . to sell . . . to return a profit.

The commercial is the payoff . . . . N. W. AYER & SON, INC.

Flint–Bay City–Saginaw moves into the top 40 (in actual TV homes delivered)

You see, what were once two eastern Michigan markets—Flint and Bay City-Saginaw—are now listed and officially recognized as one. So this moves this heavily populated urban area way up among the 40 largest TV markets in the country.*

Right in the same neighborhood with Providence, Charlotte, Denver and New Orleans.

And that's in terms of homes actually delivered: people watching television, not just set owners. It's a market with money, too. Even a little better



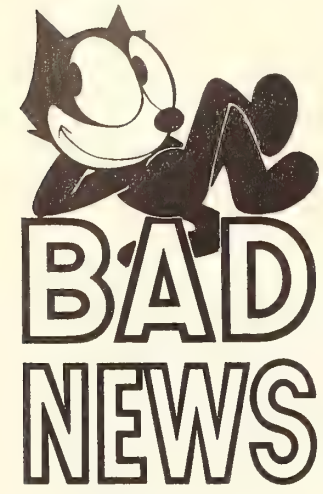
off than some of its new top-40 neighbors. SRDS reports, for example, nearly $200 more to spend per household than the national average.

How do you reach it? The only way, really, is from within the market area.

For the very latest figures we have show that far-away Detroit stations no longer give you the eastern Michigan audience. It's the stations within that deliver the viewers today and, we're glad we can add, at a most appealing cost. That's where we are, of course—within the market area. Our transmitter is only 20 miles from Flint, 12 from Saginaw and 25 from Bay City. With City-Grade service to all three. To reach us, and to get all the figures on the nation's newest top-40 market, just call Harrington, Righter & Parsons, Inc. Offices in New York, Chicago, Detroit, Boston, Atlanta, Los Angeles and San Francisco.

*ARB—March, 1960 (Sun.-Sat., 6-10 p.m.)





BAD NEWS

FOR T. V. STATIONS PROGRAMMING OPPOSITE...

FELIX THE CAT!

The world's most famous feline will go before the cameras soon for the 260th and final episode in the current series. Thus, TV stations will start moving schedules around to program FELIX as a full half-hour per day—causing an anticipated upheaval in local ratings.

FELIX Fan Clubs . . . FELIX Birthday Parties . . . FELIX merchandising aids are also creating major problems for opposition stations relying on ordinary cartoons to attract and hold the loyal children's audience.

WARNING!

Don't let this happen to you. If Felix has not picked a channel in your market area as yet . . . do the obvious . . . make certain he's pushing *your* call letters . . . and make your move NOW, . . . while there's still time!

CALL OR WRITE

TRANS-LUX TELEVISION CORP.

625 Madison Avenue
New York 22, New York
PL 1-3110
Chicago • Hollywood

Assn. Northwestern U., Evanston.

May 13-14 — **Illinois News Broadcasters,** spring convention. Otto Kerner, governor of Illinois, principal speaker. Northwestern U., Evanston.

*May 15-27—**The First International Festival of Television Arts & Sciences,** Montreux, Switzerland. The festival is divided into three parts: (1) May 22-27—**Television Contest** (telecasts from all countries wishing to participate will be judged; (2) May 17-21—**Television Symposium** (technical papers and speakers), and (3) May 15-27—**Television Equipment Trade Fair** (display of latest equipment). Information available from: Festival committee, 8 Grand Rue, Montreux, Switzerland.

May 16—**National Academy of Television Arts & Sciences,** 13th annual **Emmy** awards presentation. NBC-TV, 10-11:30 p.m. (EDT), originating from New York and Los Angeles.

May 20 — **California AP Television-Radio Assn.,** Paso Robles, Calif.

May 22-24—**National Symposium on Global Communications,** Institute of Radio Engineers. Hotel Sherman, Chicago.

May 25—**Chicago Unlimited** salute to AFTRA. Grand Ballroom, Sheraton Towers Hotel, Chicago.

May 25-28—**Federation of Canadian Advertising & Sales Clubs,** 14th annual conference. Ottawa, Ont., Canada.

*May 27-31 — **Advertising Federation of America,** 57th convention, Sheraton-Park Hotel, Washington, D. C. Gen. Alfred M. Gruenther, president of American Red Cross, is keynoter; economics session features Dr. Neil H. Borden, Harvard, and Dr. Dexter Keezer, economics adviser to McGraw-Hill.

JUNE

June 2—**Wyoming AP Broadcasters,** convention. Plains Hotel, Cheyenne.

*June 2—**UPI Broadcasters of Michigan,** spring meeting. Selfridge Air Force Base, Mt. Clemens.

June 2-3—**Industry Film Producers Assn.** second annual convention and trade show. Hotel Miramar, Sanata Monica, Calif.

June 3 — **Florida AP Broadcasters Assn.** Daytona Beach.

June 3-4—**Oklahoma AP Broadcasters Assn.,** meeting. DeVille Motor Hotel, Oklahoma City.

June 5-16 — **International Communications Workshop,** sponsored by World Commission for Christian Broadcasting, American Jewish Committee and several other religious groups. U. of Southern California, Los Angeles.

June 6—**American Marketing Assn.,** New York chapter, marketing workshop: Management use of marketing research companies, Lever House auditorium, New York, 4 p.m.

*June 8-9—**North Carolina Assn. of Broadcasters,** convention. Durham. Speakers include Clair McCollough, chairman NAB joint boards; J. Leonard Reinsch, radio-tv advisor to President Kennedy and Sol Taishoff, editor and publisher of BROADCASTING.

June 8-10—**Marketing Executives Club of New York,** annual seminar, Pocono Manor, Pa.

June 10—**Florida UPI Broadcasters Assn.** annual meeting. Pensacola.

June 11-23—**AFA's** third annual Advanced Management Seminar in Advertising & Marketing. Conducted by faculty members of Harvard Graduate School of Business Administration. Chatham Bars Inn, Cape Cod, Mass. Registration and tuition fee: $375. Application forms at AFA, 655 Madison Ave., New York.

*June 12-13—Third National **IRE** Symposium on Radio Frequency Interference. D. R. J. White, Don White Assoc., chairman. Maj. Gen. James Dreyfus, USA, keynote speaker. Main program sessions will be chaired by E. W. Allen, FCC chief engineer; Stuart L. Bailey, Jansky & Bailey; H. Dinger, Naval Research Lab., and Dr. R. Showers, U. of Pennsylvania. Henry Randall, Office of Research & Engineering, Dept. of Defense, will preside at a special session on the government's electromagnetic compatibility program. There will also be a series of tutorial sessions. Sheraton-Park Hotel, Washington, D. C.

TvB Sales Clinics

May 2—Pittsburgh.
May 4—Washington, D. C.
May 9—Buffalo.
May 11—Boston.
May 16—Salt Lake City.
May 18—Portland, Ore.
May 23—San Francisco, Cincinnati.
May 25—Los Angeles, St. Louis.
May 30—Jacksonville, Fla.
June 1—Charlotte, N. C.
June 6—Minneapolis-St. Paul.
June 8—Chicago.
June 13—Omaha.
June 15—Oklahoma City.
June 20—San Antonio.
June 22—New Orleans.

June 12-15—**World Conference on Missionary Radio.** Third World Conference on Christian Communications. Concordia College, Milwaukee, Wis.

June 14-15—**Institute of Radio Engineers,** conference. Hotel Sheraton, Philadelphia.

June 14-16—**Virginia Assn. of Broadcasters,** annual meeting. Hotel Roanoke, Roanoke.

*June 15-18—**Florida Assn. of Broadcasters,** annual convention. Seville Hotel, Miami Beach. Speakers include Harold Cowgill, former chief of FCC Broadcast Bureau on "License Renewals" and FCC Commissioner Robert T. Bartley.

June 19-21 — **American Marketing Assn.,** national conference. Ambassador Hotel, Los Angeles.

June 20-22 — **Catholic Broadcasters Assn.** annual meeting. Calhoun Beach Hotel, Minneapolis-St. Paul, Minn.

June 23-24—**Maryland-D. C. Broadcasters' Assn.,** summer meeting. Ocean City, Md.

June 25-29 — **National Advertising Agency Network,** annual management conference. Broadmoor Hotel, Colorado Springs, Colo.

June 25-29—**American Academy of Advertising,** annual convention. U. of Washington, Seattle.

June 25-29—**Advertising Assn. of the West,** annual convention. Olympic Hotel, Seattle.

June 26-28—**National Convention on Military Electronics.** Sponsored by Professional Group on Military Electronics, IRE. Shoreham Hotel, Washington, D. C.

JULY

July 1—**Chicago Publicity Club,** 20th anniversary celebration. J. Leonard Reinsch, Cox Stations and radio-tv advisor to President Kennedy will be principal speaker. Mayfair Room, Sheraton-Blackstone Hotel, Chicago.

July 10 — **Wisconsin Broadcasters Assn.** Plankington Hotel, Milwaukee.

July 10-12—**National Assn. of Television & Radio Farm Directors convention,** Shoreham Hotel. Washington, D. C.

July 10-28—Three week summer workshop on Television in Education, **U. of California at Los Angeles.**

AUGUST

Aug. 11-12—**Texas Associated Press Broadcasters Assn.,** fourteenth annual meeting. Hotel Lincoln, Odessa, Tex.

Aug. 22-25—**1961 Western Electric Show & Convention.** Cow Palace, San Francisco.

SEPTEMBER

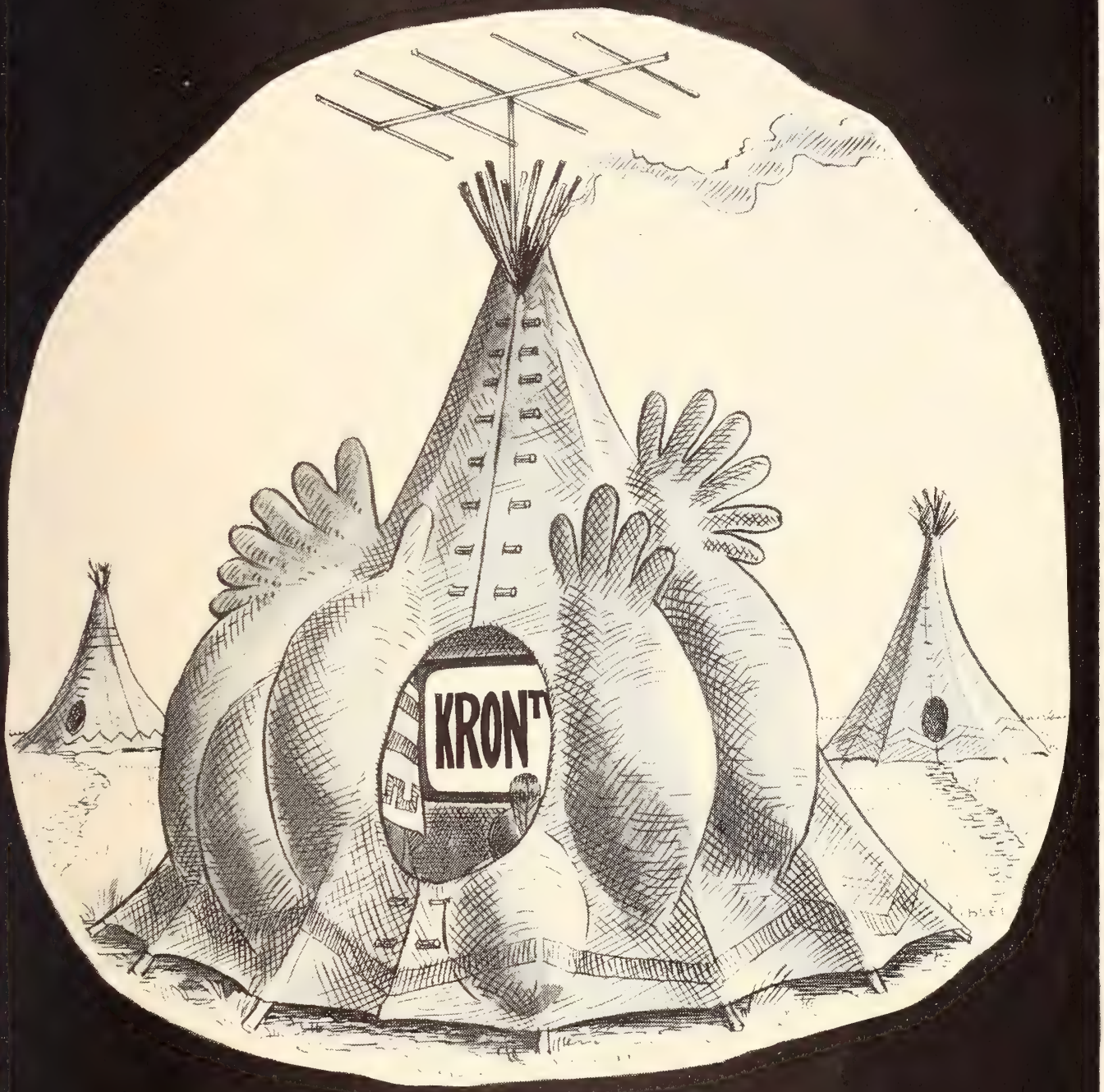
Sept. 15-17—**Michigan Assn. of Broadcasters** fall convention and business meeting. Hidden Valley, Gaylord, Mich.

Sept. 27-30—**Radio Television News Directors Assn.,** annual convention. Statler Hilton Hotel, Washington, D. C.

OCTOBER

Oct. 3-4—**Advertising Research Foundation** conference, Hotel Commodore, New York City.

KRON is TV in SF

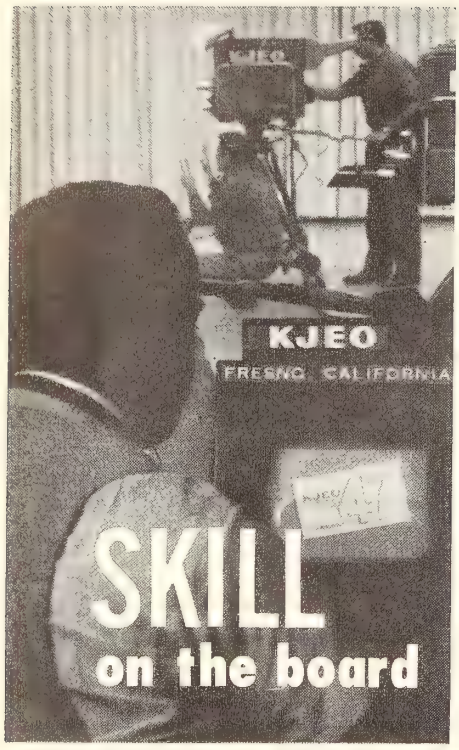


San Franciscans are sold on KRON-TV

TURN TO PAGE 41

S.F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

SEAL OF GOOD PRACTICE



Skill on the board keeps "sell" in the message. Expert handling of commercial material can and does put your product ahead. When you've got the extras that count — smooth production of live or filmed commercial material, crisp delivery of local-live tags — your KJEO time-buy shows you know.

Throughout Central California KJEO-TV is famed for board men. And talent. Top announcers, top engineers, top film technicians are at work right now, to give you the "Air Time Product Image" you want.

Be confident. If KJEO-TV is your buy in the BILLION DOLLAR MARKET it's the best engineered by far.

our ratings? | We've Got Them!
Check with your nearest H-R representative

our network affiliation? | abc Of Course!

KJEO
CHANNEL 47 Fresno, California

J. E. O'Neill, *President*
Joe Drilling, *Vice Pres. - Gen. Mgr.*
W. O. Edholm, *Commercial Mgr.*

OPEN MIKE ®

Knocked over

EDITOR: I just wanted you to know how pleased and proud, and grateful, I am for the very nice profile you ran on me (OUR RESPECTS, March 27). I was just knocked over and the appearance of this piece is a high point in my career.

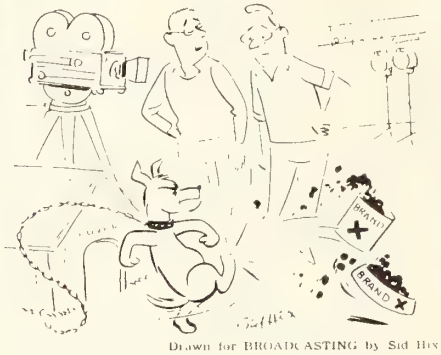
I've had any number of good comments on it from friends and from acquaintances I have not heard from for years. . . .

Thank you very much and my respects to you, to Bruce Robertson of your Hollywood bureau and to your important publication.—*Ken Snyder, Vice President, Needham, Louis & Brorby, Hollywood.*

That dog cartoon

EDITOR: We are the advertising agency for the Ralph Wells Co., Monmouth, Ill., manufacturers of dry dog food made only under private label. They have no product of their own. For them we edit and publish a house organ monthly called *Paw Prints.* We would like to use the cartoon on the editorial page of the March 13 BROADCASTING. —*Gordon S. Fowler, L. W. Ramsey Adv. Agency, Davenport, Iowa.*

[Permission granted.]



Drawn for BROADCASTING by Sid Hix

"I think he's got it. Make the next one a take."

Still helpful

EDITOR: In the March 21, 1960, issue of BROADCASTING you published a two-page article on programming entitled "Winter vs. summer viewing." Our sales staff has found this article very helpful in selling summer radio—and still does, despite the year-old figures. I am wondering whether Nielsen has indicated to you that they plan a 1961 version of these facts, and if so, whether you plan to print them.

If not, could you at this late date order us 100 reprints of the 1960 article?—*Marian E. Knight, Promotion and Merchandising Director, WSAI-AM-FM Cincinnati.*

[BROADCASTING has not run a more recent story because A. C. Nielsen Co. reports there is little change in the figures. We do not have reprints, but could have 100 printed for you at a price of around $20.]

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BROADCASTING
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*Reg. U.S. Patent Office
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EVERYONE'S TALKING ABOUT

The BIG CHANGE in "BIG D"!



—and the biggest pace-setting change is on

WFAA · 820 · RADIO

"SOUTHWEST CENTRAL" . . . a completely new format with the emphasis on *electronic journalism* is the key to the great new sound on WFAA-820 RADIO in Dallas! Backed by the biggest advertising campaign in WFAA's history, all North Texas is finding a radio "home" that's informative and delightfully entertaining day and night! Originating from our new multi-million dollar "Communications Center" with all new equipment, WFAA-820's powerful 50,000 watt clear channel voice beams "Southwest Central" to an area of over 5 million people!

NEWS NBC News on the Hour followed by 5 minutes of State & Local News!

FEATURES Brief cut-ins all day long from WFAA's staff meteorologist, woman's editor, sports director, farm editor, and other human interest stories.

GOOD MUSIC with a special appeal to the young adult, comprising the best of the albums and the current top popular hits.

Your Petryman has an Audition Tape of the New "Southwest Central" from WFAA Radio . . . Call Him!

Represented by
Edward Petry & Co., Inc.
The Original Station Representative



WFAA 820 RADIO DALLAS

BROADCAST SERVICE OF THE DALLAS MORNING NEWS

Sponsors and programs: association breeds responsibility

Good products should be known by the advertising company they keep.

The great American companies whose brand names and corporate names are such intimate parts of our lives develop their products with great care. When a company like Campbell Soup says, as they do, "To make the best, begin with the best, then cook with extra care!" they describe the attitude (or a conscience) that is typical of most, if indeed not all of our great consumer-oriented companies. This illustrates how ardently these business firms take care to protect not only their own standards and reputation but the consumer as well.

Now, I submit that once we have taken such care where our products are concerned, we have an equal responsibility to ourselves and our consumers as to what we say and with what means we say it. If we say it with television, then our commercials should be helpful, tasteful, instructive, accurate. Remember, we are a guest in that living room.

It is the intimacy of television that makes it so powerful, such a great advertising medium. But that very intimacy places a heavy responsibility on the advertiser's shoulders that extends beyond the commercial and includes the very show itself.

Public Image ▪ Like it or not, we are responsible for the program. All right —let the networks say they control it —they do, ultimately, since they control the mechanical forces, electronic equipment, station arrangements, actual transmission, etc. And they can keep a show off or force it on their network as they choose. But whom does the public hold responsible for a show they see and respect or dislike? To whom do they write in praise or protest? You all know it is the sponsor.

Thus, we cannot avoid the responsibility. I do not think we can, nor should, say to the public (or even insist on it in our contracts to networks, stations or packagers) that we have no responsibility, because, like it or not, we do.

Now, I am not saying we advertisers have to get into show business. We don't. That is, we do not have to involve ourselves with story lines, scripts, production factors, casting, directing, etc. In fact, we should not have to, except in matters of taste, good influences and consideration for the viewer and the viewer's family.

We have every right, and we should exercise it, to insist upon a respectable, clean, inoffensive treatment in connection with anything we sponsor. It is our money that pays the bill—or better yet, it is our customers' consumers' money, and we owe them this consideration.

Taking a Stand ▪ We should be courageous enough to take whatever stand is appropriate in maintaining our standards and influence for what we feel represents good taste.

Today, as sponsors, our obligations and responsibilities are increasing rather than diminishing. We cannot escape the onus—and, in fact, we should reach for it—that stems from the conscience of an advertiser who will strive to uplift, who will set some standards and adhere to them.

It is heartening to see advertisers willing to experiment, willing to try new things. And they are. Public service programs are being considered carefully by companies and used effectively. For the future I think that we must all be willing to be patient and a little more dedicated to this medium. If it takes time to build something fine, let's take the time, when, with conviction, we see an opportunity to do it.

There is a great opportunity for people engaged in the advertising-marketing-promotional function today. There is the opportunity to help our local communities, educators, government people, the young people planning their careers—to help them understand this function and its role in our economy, to help them all understand that we do consume our way to prosperity.

Today, we (and by "we" I mean the practicing marketing men) need perspective ourselves. Then we can help others with their own perspective. Let us keep our perspective on what advertising's true role is in the business environment. Too often, I fear, when advertising or the marketing function is attacked, our people respond by going to the other extreme, by trying to make it out as a force in and of itself that is totally responsible for a flourishing economy, by claiming that it alone can pace our success. Advertising is but one of several vital factors, interdependently a part with other business forces which together mould a prosperous balance of production with consumption.

Proud Heritage ▪ Let us keep our perspective—but let us be proud of our heritage, because there is much to be proud of!

Now is the time to grasp our jobs with vigor and elevate the quality of our craft by a watchfulness and dedication to better advertising. We don't need new rules, new laws, new regulations. The tools for improvement already exist, if we will but use them. Fairfax M. Cone has pointed out that "most agencies and their clients are honest. The thing we have to watch for is the exception, and whenever we find one we should refuse to appear in his company, either in print or on the air." This is a conscience.

So much of our advertising is so very good. So little is so very bad, really.

The 1960s are going to be about as great as they have been hailed to be. They will not be easy. But it is going to be a time of great building—building of the economy, building of our cultural, educational and social environments. And advertising can contribute much to this building by building itself.

Let's do it. We already have so much that is so good on which to build.



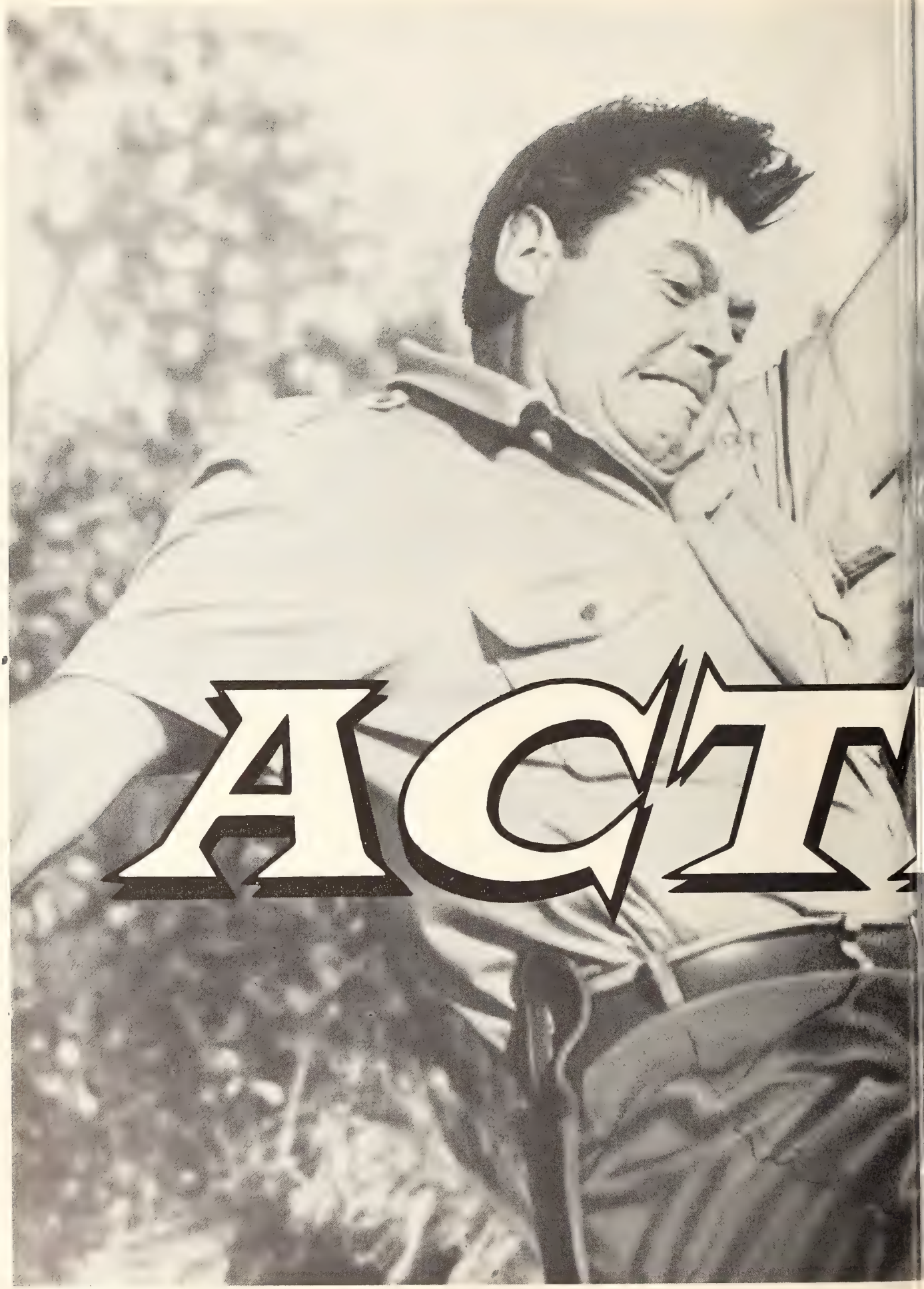
Douglas L. Smith worked in a wholesale house advertising department while attending the U. of Minnesota till 1938, was in sales for U. S. Gypsum Co., was an infantry major in WW II, then joined Malamed-Hobbs agency, Minneapolis. In 1949 he became a product manager at Swift & Co. He moved to BBDO, N. Y., as account executive in 1953 and came to Johnson & Son as advertising manager in 1955. He was named advertising and merchandising director in 1956.

United Press Movietone News

supplies newsfilm

to more television stations

than all other services combined.


ACT


NOW AVAILABLE...A SPECIAL GROUP OF
50 HOUR-LONG POST-'48 COLUMBIA
FEATURES THAT SPELL...
ION!
16 rousing JUNGLE JIM features starring Johnny Weissmuller plus 34 other top-grade action films (made as recently as 1958) that are bigger and better in every way than any of the made-for-television hour-long adventure programs being offered today. Bigger-name stars...better and more costly productions that offer the widest possible range of intriguing stories and colorful settings — each jam-packed with action and suspense.
Bigger and better sales action in your market, contact
SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

By Any Yardstick

THE BIG ONE

Takes the *Measure*



ARB

PULSE

NIELSEN

TRENDEX

WKRG-TV

CHANNEL 5 MOBILE, ALA.

Call Avery-Knodel, Representative
or C. P. Persons, Jr., General Manager

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
April 17, 1961 Vol. 60 No. 16

ADVERTISING'S IMAGE A SHINY ONE

■ Special survey shows public has high opinion of ad business

■ Stature has improved despite criticisms of past few years

■ People in advertising held in high esteem by average man

Despite the attacks against it, advertising continues to have a generally favorable public image, and what's more, as a business it is assuming a greater importance in the minds of most consumers.

The new, brighter shine to Madison Avenue's image comes through in the results of a special survey conducted for BROADCASTING by The Pulse Inc. It's apparent, too, that the public in a mere three-year period got to know more about advertising and generally liked what it found.

That the public attitude is so favorably disposed toward Madison Avenue may come as an eyebrow lifter to many observers, both within and outside the advertising business. During this three-year span, the quiz scandals broke (fall of 1959) resulting in a tidal wave of criticism, some extreme and harsh, that sowed seeds of skepticism about the advertising business.

A similar study of the public's attitudes toward advertising appeared in a special BROADCASTING Pulse report in the spring of 1958 (BROADCASTING, April 28, 1958).

Major Change ▪ Significantly, both studies follow a similar results pattern (see the complete findings detailed on page 28), with a few exceptions, of which the major difference appeared in answer to this question:

Did the person interviewed think that the business of advertising was "important"? A total of 965 out of 1,000 respondents thought it was, the 96.5% so disposed contrasting with a much lower, though substantial 79.2% answering in the affirmative three years ago.

In its study, covering the 1,000 personal interviews in 10 major markets, Pulse also found:

▪ To a substantial segment of the public (62.8%), the advertiser's importance shows up, for example, as the one who is believed to decide what program goes on tv (see Question J). The chief reason as expressed by most, appears

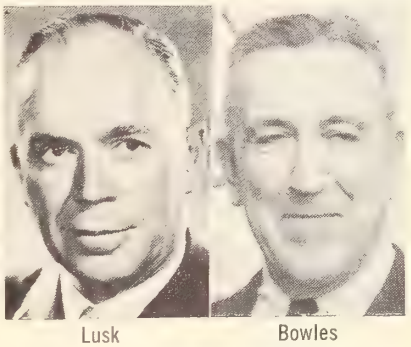
Does advertising exaggerate? Not at all, says B&B's Lusk

U. S. Undersecretary of State Chester Bowles, a Madison Avenue alumnus, took some pot-shots at the advertising business last week and got a quick challenge from the agency he helped to found.

Speaking on CBS-TV's *Washington Conversation* (April 9, 12-12:30 p.m., EST), Mr. Bowles said advertising and public life "are a million miles apart;" that were he doing it over again, he would have gone into government service immediately after college and stayed away from advertising. Mr. Bowles was co-founder of Benton & Bowles, a successful, major-billing agency. He left it in 1941 and has retained no interest in B&B.

Among other charges hurled at Madison Avenue, Mr. Bowles said that "in advertising, things are exaggerated;" that advertising people "try to appeal to people who have some money." He conceded that advertising sometimes stoops to reach persons on the $4,000-$5,000 income level, but rarely goes below that, "because this isn't a big enough market."

Quick to counterattack was Robert E. Lusk, president and chief executive of Benton & Bowles Inc., who intimated that Mr. Bowles' advertising concepts are 20 years behind the times and that Mr. Bowles himself is guilty of what advertising is charged with—"exaggeration."



Lusk Bowles

Mr. Lusk said: ". . . Enormous changes have occurred in the market place and correspondingly in advertising, since [Mr. Bowles] left over 20 years ago. Advertising has vastly broadened its lines of communication and developed completely new techniques in many areas, including market research and the use of media."

Things Have Changed ▪ Mr. Lusk said television "was still in its infancy" when Mr. Bowles left advertising and that he is "apparently unaware that there has been great democratization of the consuming public . . . and that most advertising today appeals to every consumer regardless of his or her income." He said that today there are "more buyers than there are voters," that "people at all levels buy automobiles, houses, clothing," etc.

The Benton & Bowles executive said he believes today's consumer is so much more sophisticated than his counterpart of 20 years ago that today "advertising without believability would fail." He maintained B&B has never used 'wild adjectives' in describing the products and services of its clients.

Before his present appointment as Undersecretary of State, Mr. Bowles served as Democratic representative from Connecticut, ambassador to India and governor of Connecticut. In partnership with William Benton, he founded Benton & Bowles Inc., in 1929, but both men subsequently left the agency to go into public service. Mr. Benton left in 1936 and eventually became a U. S. senator; Mr. Bowles departed five years later.

A. Where agencies hang out

Various streets in the U. S. have become associated with specific business. Can you name the business associated with:

	Number	Percent in '61	Percent in '58
Wall Street (finance)	733	73.3	83.0
Hollywood & Vine (movies)	644	64.4	68.2
Times Square (theatre & entertainment)	344	34.4	28.2
Madison Avenue (advertising)	203	20.3	20.8
Seventh Avenue (garment industry)	272	27.2	25.7
Total respondents	1000		

B. Who they are

(If respondent associated advertising with Madison Avenue) Can you name a company in the advertising business?

	Number	Percent in '61	Percent in '58
Compton	2	1.0	....
Leo Burnett	2	1.0	....
Maxon	2	1.0	....
BBDO	5	2.5	5.6
Young & Rubicam	4	2.0	1.7
J. Walter Thompson	2	1.0	1.7
Benton & Bowles	2	1.0	1.3
McCann-Erickson	2	1.0	1.3
Miscellaneous	30	14.8	12.1
None	152	74.8	76.3
Total who associated advertising with Madison Avenue	203	100.0	100.0

basic: "Because they (the advertisers) pay" for the programs. The respondents, moreover, like it that way: A majority of 46.5% felt it was the advertiser who *should* decide what programs go on the air.

▪ The rose-glasses view of advertising people—they were regarded in 1958 as well-educated, well-mannered members of American society—hasn't changed. If anything, comments that the advertising man is "intelligent" or "clever" were more numerous in the 1961 survey than in 1958 (from 8.3% to 19.5%, see Question H). And only a minor percentage of respondents felt there was anything "superficial or false" about the person who works in advertising.

The questions in the special Pulse survey were drafted in cooperation with BROADCASTING. In the main, the questions were identical to those making up the 1958 study (with the exception of questions added on tv program decisions) and were designed to get a true picture of what the public thinks about advertising today.

In both studies, Pulse interviewers asked the questions in each of 10 major markets—New York, Los Angeles, New Orleans, St. Louis, Atlanta, Cleveland, Dallas, Boston, Chicago and Detroit. The 1,000 total interviews (1,116 in 1958) were divided about equally in each of the 10 cities. The interviews were conducted in the last week of March.

Once again, those interviewed could name only a few of the companies engaged in the advertising agency business, yet a high percentage had a clear idea of the specific functions of agencies. This is true despite the fact that advertising agencies have done little to explain their function to the public.

Only this week at the American Assn. of Advertising Agencies' annual meeting at The Greenbrier, White Sulphur Springs, W. Va., the membership is scheduled in a closed session to hear details of a proposed public relations program (BROADCASTING, April 3).

The new public relations project—recommended by the 4A's public relations counsel, Hill & Knowlton—came after a four-month "study and analysis

C. Evaluation of ad business

Do you think that the advertising business is important?

	Number	Percent in '61	Percent in '58
Yes	965	96.5	79.2
No	35	3.5	20.8
Total respondents	1000	100.0	100.0

D. Advertising's good points

Why do you think the advertising business is important? (Asked of those answering "yes" to question C).

	Number	Percent in '61	Percent in '58
Sells product	92	9.5	20.9
Tells what's available	60	6.2	7.0
Describes uses of product, qualities	30	3.1	8.6
Enlightens public	109	11.3	6.8
Makes people buy	30	3.1	1.5
Stirs competition	22	2.3	1.2
Helps business firms, boosts business, promotes business	124	12.8	8.9
Presents new products	79	8.2	7.9
Keeps tv on air, free tv programs	8	.8	2.0
Informs public on many products	253	26.2	24.3
Means of choosing between products, better products	44	4.6	2.3
Stimulates sales	92	9.5	1.4
Miscellaneous	69	7.1	2.1
No particular reason	12	1.2	2.9
Total responses	1024	105.9*	....
Total Respondents	965		

*Totals over 100% due to multiple responses

E. Advertising's bad points

Why do you think the advertising business is unimportant. (Asked of those answering "no" to question C).

	Number	Percent in '61	Percent in '58
If products are good, they sell themselves	7	20.0	22.4
Money spent on advertising should be used to lower prices	3	8.6	3.9
Unnecessary, superfluous	4	11.4	12.1
Misleads public, lies	9	25.7	4.7
Doesn't give new product a chance	3	8.6	1.3
No particular reasons	9	25.7	34.9
Total responses	35	100.0	....
Total respondents	35		

F. What's likable

Is there anything you like about advertising?

	Number	Percent in '61	Percent in '58
Introduces, gives information about new product	136	13.6	14.8
Acquaints public with product, informative	147	14.7	19.9
Leads to comparative and selective buying	32	3.2	4.2
Sales and bargains	19	1.9	2.2
Samples & coupons	5	.5	2.6
Stimulates buying, helps business	44	4.4	6.0
Educational	49	4.9	3.2
Helps you choose products wisely	16	1.6	
Entertaining, attractive, interesting	79	7.9	7.3
Creates, stimulates competition	14	1.4	1.4
Good programs	10	1.0	1.4
Pays for tv, keeps away pay tv	19	1.9	1.9
The methods—cartoons, slogans, billboards	96	9.6	7.6
Cleverness of ads—ingenuity	25	2.5	2.2
Everything	17	1.7	1.9
Miscellaneous	108	10.8	2.2
Nothing	232	23.2	17.5
Total responses	1048	104.8*	100.5
Total respondents	1000		

*Totals over 100% due to multiple responses.

G. What's dislikable

Is there anything you dislike about advertising?

	Number	Percent in '61	Percent in '58
False, exaggerated, misleading claims	151	15.1	10.6
Too frequent	47	4.7	10.1
Too many	66	6.6	4.7
Interrupts tv viewing	80	8.0	5.0
Silly, infantile, foolish	74	7.4	5.9
Overselling	39	3.9	3.6
High pressure	9	.9	3.5
Repetitious, redundant	93	9.3	6.6
Monotonous, boring	36	3.6	4.5
Long	6	.6	4.9
Loud, noisy	30	3.0	2.2
Liquor ads	3	.3	0.9
Increases cost of product	6	.6	0.8
Nudity—sex appeal	8	.8	0.7
Mail advertisements	6	.6	0.6
Highway billboards	1	.1	0.6
Miscellaneous	92	9.2	3.0
Nothing	274	27.4	43.3
Makes me spend money I don't have	5	.5	
Total responses	1026	102.6*	....
Total respondents	1000		

*Totals over 100% due to multiple responses.

of public opinion toward advertising."

In the past few years apparently there has been little happening to change the general impression and association the public has of advertising with Madison Avenue nor ability to name an agency.

Only 20.3% of the respondents could associate Madison Avenue with advertising, while 73.3% knew Wall St. and finance go together. While a few mentions of agencies were made, the huge majority (74.8%) could not name one advertising agency. Nevertheless, the function of the agency—irrespective of the respondent's familiarity with Madison Avenue's association—appeared to be understood.

Not So Negative ▪ The Pulse survey, interestingly enough, might be interpreted as finding that the negative attitude among the public is not so widespread as one would be led to believe.

This appears despite the fact that some of the recent criticisms apparently are rubbing off on the public. For example, in reaction to the question on what, if anything, the respondent disliked about advertising, an increasing number cited "false, exaggerated, misleading claims," a development which, superficially at least, would appear to be of direct result of recent Federal Trade Commission complaints.

Also of special interest: fewer complaints were received on commercials being played too frequently, but more people now think that there are too many commercials on the air, that they interrupt tv viewing; that they are silly or are repititious and redundant.

Ordinary Joe ▪ It's also interesting to speculate on the fact that in describing the advertising man, an almost negligible percentage feel that he is either "superficial" or "false." Apparently the public feel that while advertising in general may attempt to hoodwink them, the person in advertising actually is an "ordinary joe" who is only following orders.

More respondents thought the advertiser is the decision maker on programming for television. (Of respondents, 62.8% said the advertiser, 22.3% said the tv stations decided.) Aside from an opinion expressed by a majority of respondents that advertisers decide on programs because they pay for them, another large segment (13.7%) felt the reason was that advertisers pick the show best suited for their product.

Of those who felt it was the tv station which decides the program, the highest percentages highlighted these reasons: because stations know more about programming, or what the public likes, or the best time spot, or (as did 9.9%) felt the station had "a right to do so" or (as did 8.1%) thought the station knew "what's best."

More people (46.5%) thought the advertiser should decide what program goes on the air, fewer, though a substantial number (31.7%), felt the station should decide.

H. What an ad man's like

How would you describe a person who works in advertising?

	Number	Percent in '61	Percent in '58
Good appearance, well dressed	74	7.4	4.5
Good talker, interesting	66	6.6	6.9
Well educated, well informed	93	9.3	5.9
Ambitious, aggressive	95	9.5	6.5
Imaginative, original	128	12.8	11.0
Gregarious, extrovert, outgoing personality	105	10.5	7.1
Good salesman	93	9.3	4.9
Intelligent, clever	195	19.5	8.3
Energetic, hard worker	38	3.8	3.2
Alert	61	6.1	4.8
Executive, businessman	61	6.1	2.9
Honest, sincere, polite	18	1.8	1.9
Interested in meeting people	27	2.7	....
Misc. favorable	49	4.9	1.4
Showman, actor	4	0.4	0.4
Man in grey flannel suit, Ivy League	21	2.1	1.8
Neurotic, nervous, anxious	10	1.0	1.7
Huckster	9	0.9	0.8
Arrogant, boastful, conceited	12	1.2	0.6
Superficial	4	.4	0.4
False	5	.5	0.4
Misc. unfavorable	21	2.1	0.6
Average	76	7.6	6.5
Don't know	66	6.6	10.1
Total responses	1301	130.1*	....
Total respondents	1000		

*Totals over 100% due to multiple responses.

I. What agencies do

What do you think an advertising agency does?

	Total Number	Percent in '61	Percent in '58
Sells product to public	73	7.3	15.5
Advertises product	263	26.3	34.5
Prepares ad & copy, writes commercials	78	7.8	11.8
Presents new products to public	162	16.2	1.8
Handles advertising for producer	64	6.4	2.0
Sales promotion campaigns	88	8.8	11.7
Promotes sales	70	7.0	5.1
Buy time, space, tv programs	26	2.6	1.2
Solicits clients	28	2.8	1.3
Increases business	13	1.3	1.4
Creates demand for product	25	2.5	2.1
Misc. neutral	5	0.5	3.5
Brainwashes, persuades public	9	0.9	0.6
Talks people into buying unwanted things	20	2.0	1.8
Misc. unfavorable	15	1.5	
Not certain	90	9.0	6.6
Total responses	1029	102.9*	
Total respondents	1000		

*Totals over 100% due to multiple responses.

J. The say-so on tv programs

Television programs are sponsored by large and small firms; these companies pay the television stations in order to advertise their products on these television programs. Do you believe that these advertisers decide what programs are to be televised or do you believe that the television stations decide what programs are shown?

	Number	Percent
Advertiser decides	628	62.8
Tv station decides	223	22.3
Both equal	101	10.1
Don't know	48	4.8
Total	1000	100.0

K. The advertiser, because:

Why do you say that? (Asked of those who answered "advertiser decides" in question J).

	Number	Percent
They will sponsor a show with large audience	42	6.7
Won't spend money on a show with no audience	16	2.5
Associate their product with a popular program	29	4.6
Because they pay for it	318	50.6
They are more in touch with the public	31	4.9
Pick the show best suited for their product	86	13.7
Sponsor censors the program	8	1.3
They have a right to control their show	28	4.5
Advertisers keep the show on the air	48	7.7
The commercials say so	16	2.5
Misc.	39	6.2
Don't know/no particular reason	17	2.7
Total responses	678	107.9*
Total respondents	628	

*Totals over 100% due to multiple responses.

L. The tv station, because:

Why do you say that? (Asked of those who answered "tv station decides" in question J).

	Number	Percent
They know more about programming	45	20.2
Station knows what the public likes	38	17.0
Station knows best time spot	44	19.7
Station has right to do so	22	9.9
They know what's best	18	8.1
Station is concerned about what is shown	14	6.3
Station has low standards	6	2.7
It's their station; they decide	22	9.9
Misc.	10	4.5
Don't know/no particular reason	9	4.0
Total responses	228	102.3*
Total respondents	223	

*Totals over 100% due to multiple responses.

M. Who should have say-so

Which one should decide what programs are shown?

	Number	Percent
Advertiser	465	46.5
Station	317	31.7
Doesn't matter	48	4.8
Public should decide	79	7.9
Both should have voice in it	91	9.1
Total	1000	100.0

A big tv bettor asks why pot's light

LEVER, NO. 3 NETWORK USER, WONDERS WHY EVENING VIEWING'S DOWN

Major tv advertiser Lever Bros. wants the networks to explain why there has been an apparent decline in the use of tv sets during prime time over the past three seasons.

A report prepared for Lever's media department by A. C. Nielsen Co. covers the 1957-58, 1958-59 and 1959-60 seasons, showing set usage by half-hours.. A decline in set usage ranging up to 6% over the three-season period highlights the report summary.

The Lever Bros. move in circulating the study among the three networks was disclosed last week. Reportedly the first mention of the Nielsen report was made by a Lever official during the Westinghouse Broadcasting Co. seminar held in Pittsburgh (see page 112).

The tv networks reported they are still "studying" or "analyzing" the Nielsen figures, copies of which were said to have been sent to the heads of the networks about three weeks ago.

This, in summary, is what was contained in the Nielsen report:

Evening usage is down across entire year (7:30-11 p.m.; S-S)

	Avg. year (Oct.-Sept.)	Winter (Nov.-April)	Summer (May-Aug.)
1957-58	58.8%	65.0%	48.6%
1958-59	57.2	63.4	47.4
1959-60	55.8	61.9	45.9
Per cent change From			
1957-58	—5%	—5%	—5%

Daytime usage is down in winter and up in summer (10-5; M-F)

	Avg. year	Winter	Summer
1957-58	20.7%	23.7%	16.6%
1958-59	19.8	21.5	18.0
1959-60	20.4	22.1	18.6
Per cent change From			
1957-58	—1%	—7%	+12%

'So Interesting' ▪ According to one Lever spokesman, the report was sent to the networks "because we found the results of the survey to be so interesting."

Lever Bros. qualifies as a blue-chip advertiser on the networks. Last year, for example, Lever ranked No. 3 among all network advertisers, with gross time billing at more than $28.6 million. Only competitor Procter & Gamble (No. 1 in network) and American Home Products rank ahead of Lever.

Interestingly enough, the Lever move apparently was underway even while Television Bureau of Advertising was preparing to announce—also on the basis of A. C. Nielsen data—that a new all-time high in viewing was set in February of this year, surpassing the previous all-time peak viewing month of February 1958 (BROADCASTING, April 3).

The TvB disclosure of the record six hours and eight minutes viewing per day, however, was attributed mainly to the daytime where all time periods showed significant increases over February 1960.

Lever's investments in network tv advertising have continued unabated and, for that matter, this summer alone the advertiser will be in at least nine nighttime tv network programs, an apparent record tv program summer total for the company.



Manners and friend

Manners the butler, tv salesman for Kleenex table napkins since 1956, will be joined this spring by Cousin Casual, an equally diminutive character, who will represent the new Kleenex casual size napkins. Cousin Casual, more relaxed and less formal, will be the spokesman for the new napkins now being introduced nationally.

Camels go more miles on tv, stockholders hear

If you're spending more now but enjoying it less, do as Camel cigarettes, try tv.

R. J. Reynolds acknowledges it paid more for advertising in 1960, but the cost per sale was less than in 1959.

Bowman Gray, board chairman of the company, told stockholders about management's media philosophy at Reynolds' annual meeting last week, saying, "We regard television as a particularly effective medium because it not only reaches a vast audience but also is unique in affording personal salesmanship by combining sight and sound."

Recognizing that audience interests are diversifying, Mr. Gray reported, R. J. Reynolds is de-emphasizing westerns and mystery-adventures next fall and adding *Sing Along With Mitch* (NBC), NBC's Saturday night movies, the *Garry Moore Show* (CBS) and *To Tell the Truth* (CBS), continuing with *The Flintstones* (ABC), *Wagon Train* (NBC), *Lawman* (ABC) and *77 Sunset Strip* (ABC). Reynolds also will sponsor more sports. Radio, magazines and newspapers round out coverage plans, stockholders were told. (The William Esty Co., New York, is the tobacco firm's advertising agency.)

Increased advertising costs last year were attributed primarily to higher media charges.

Camels, Winstons and Salems, the company's major cigarettes, are doing record first-quarter business this year, Mr. Gray told the meeting, held Wednesday (April 12) in Jersey City, N. J.

Schenley pours big wine budget into radio-tv

Schenley Import Co., New York, has completed plans for broadcast media's one-half share in a $1 million campaign in the New York market for its Dubonnet wines (AT DEADLINE, April 10). Included is 39-week sponsorship of a half-hour Saturday (10 p.m.) music program, *Mantovani,* which will be simulcast on WNTA-AM-FM-TV New York-Newark, N. J.

In addition, Schenley, through its

How WHO-radio services aid food advertisers in America's 14th LARGEST radio market!

Feature merchandising services offered in high-traffic food stores!

WHO - Radio's Feature Merchandising Services provide *unmatched in-store attention* for the products of qualifying advertisers.

These outstanding services are performed in *high-volume* chain and independent supermarkets in every city and town of over 5,000 population, in 28 of Iowa's most heavily-populated counties. These counties account for 46% of all retail food sales in Iowa!

Experienced staff members make a minimum of *480 store calls* for your products over any 13-week period. They work with grocers to assure that your products get maximum facings, better shelf positions, 50 one-week displays of suitable products, and 24-days of Bargain Bar participation.

50,000-watt WHO reaches 865,350 homes in 96 of Iowa's 99 counties *plus* a number of counties in neighboring states. Only 13 other stations in America offer you more audience or more buying power than WHO!

WHO-Radio is equipped and staffed to blend your advertising with professional, "big market" programming. Talk to your PGW Colonel soon about WHO Radio and America's 14th Largest Radio Market!

Sources: NCS No. 2 and Pulse, March, 1960.

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC and WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc., *Representatives*

agency, Kleppner Co., New York, has purchased radio-tv spot schedules which will continue for the next 13 weeks, stop for 13 weeks and then resume for 26 weeks. Some 80 radio spots on five stations and 40 tv spots on two stations will be aired weekly.

Wine advertising on radio and tv is permissible under the NAB code, but Dubonnet's new tv commercials were rejected by at least two New York stations—WCBS-TV and WNBC-TV, both code subscribers—when the stations' respective continuity acceptance departments declared that the storyboards shown them put emphasis on the name Schenley instead of Dubonnet. The repetitive reference to Schenley, the stations said, associated the commercials with Schenley's hard liquors and thus constituted a violation of the code. WNTA-TV and WOR-TV, which accepted the Dubonnet campaign, are non-code stations.

A Dubonnet spokesman said on Thursday that "the commercials do feature the Schenley 'Seal of Elegance' but this in no way violates the NAB code." Dubonnet wines, he continued, "have been known, sold and identified as a Schenley product since Repeal." In answer to news reports that a major portion of Dubonnet's budget had been allocated from other Schenley products, a company spokesman said: "The $1 million budget has been set up exclusively for Dubonnet and affects no other products' expenditures."

Agency appointments...

▪ The Greater Cleveland (Ohio) Rambler Dealers Assn., local tv user, appoints Geyer, Morey, Madden & Ballard Inc., N. Y., for an expanded advertising program.

▪ TreeSweet Products Co., Santa Ana, Calif., names Eisaman, Johns & Laws, L. A., as agency. Saturation radio campaign for frozen orange juice starts April 17 on KFWB, KMPC and KPOL Los Angeles; KABL, KEWB and KSFO San Francisco-Oakland; KCBQ and KSDO San Diego, all California.

▪ Technicolor Inc., L. A., appoints Kenyon & Eckhardt, L. A., as agency for the company's consumer advertising.

▪ Coca-Cola Bottling Co. of Los Angeles, which left McCann-Erickson, L. A., a year ago to be handled by Murphy Asoc., that city, returns to M-E June 1. At the same time, Joe Murphy, head of Murphy Assoc., will become asociated with M-E with primary responsibility for supervision of the L. A. Coca-Cola Bottling account. McCann-Erickson, N. Y., handles national advertising for Coca-Cola.

700 TO ATTEND AAAA MEET

This year's theme: "Growth Through Advertising"; Collins among speakers at three-day convention

"Growth Through Advertising" is the theme of the annual meeting of the American Assn. of Advertising Agencies this week at The Greenbrier Hotel in White Sulphur Springs, W. Va. More than 700 agency representatives and guests are expected at the three-day meeting, which will include an address by NAB President LeRoy Collins.

The convention opens with a members-only business session Thursday; media and advertiser guests are invited to join the Friday-Saturday sessions. The highlight of the closed session will be the election of new officers and directors, who will be introduced at the Friday morning session by Harry Harding, executive vice president of Young & Rubicam and current chairman of the AAAA board of directors.

Other Friday events include talks by John Hay Whitney, publisher of the *New York Herald Tribune* and part owner of Corinthian Broadcasting Co. as well as the Herald-Tribune radio network in suburban New York, on "A Growing Nation"; Arno H. Johnson, vice president and senior economist of J. Walter Thompson Co., on "The Growing Importance of Advertising in Our Economy"; I. E. Purvis, president of Gallup & Robinson Inc., on "Increasing the Effectiveness of Advertisements—Case Studies in the Creative Application of Research"; and Dr. Samuel Stevens, president of Stevens, Thurow and Assoc., on "Encouraging Creativity Through Persuasive Techniques."

Friday evening will be devoted to the AAAA's 43rd annual dinner which will be spiced by entertainment provided by Jimmy Durante, Dorothy Provine and Rudy Vallee.

Awards, Talks ▪ Included on the Saturday agenda, besides Mr. Collins' speech, are presentation of the 1961 Arthur Kudner Award by George H. Gribbin, president of Young & Rubicam; and talks by E. G. Gerbic, vice president of Heublein Inc., and William Bernbach, president of Doyle Dane Bernbach Inc. The concluding address of the convention will be given by Harry Harding before he relinquishes his gavel to the incoming chairman.

Not on the program but slated for showing at various times during the convention will be a special selection of outstanding tv commercials and award winners from the 1960 Venice Film Festival.

Preceding the convention will be the annual region and council governors' meeting on Wednesday. Some 50 governors of the Eastern East Central, Central and Western AAAA regions are expected to attend along with representatives of 21 local councils. The purpose of the meeting is the exchange of information on regional and local activities.

The design of a print symbol for this year's "Growth Through Advertising" convention theme was created for AAAA by Boleslaw Czernysz of Young & Rubicam.

Fifth printing

A third edition (fifth printing) of 30,000 copies has been ordered for the AAAA booklet, "What Advertising Agencies Are—What They Do and How They Do It," —making it one of the most popular business treatises on record. Written by Frederic R. Gamble, president of the AAAA, the booklet has already been distributed to 30,000 member agencies and nonmember parties since it became available last July. The new edition, which contains some slight revisions and updating from previous editions, will be translated into six foreign languages.

Gulf sponsors a third Of NBC-TV news specials

More than a third of the 21 major news specials on NBC-TV in the first three months of 1961 were sponsored by Gulf Oil Corp., through Young & Rubicam. Gulf Oil's eight "instant specials" plus 12 other NBC special news reports set a record, according to the first in a series of quarterly reports by NBC News.

The major sponsors of NBC programs during the period, besides Gulf, have been Texaco Co. (Cunningham & Walsh); Timex Corp. (W. B. Doner); Purex Corp. (Edward H. Weiss); General Mills Corp. (Knox Reeves), and Mutual of Omaha (Bozell & Jacobs).

The report shows 45 station clients for the NBC News Program Service, which uses network lines to transmit filmed news stories instantaneously to NBC-affiliated stations. Subscribing stations tape or kinescope as many as 10 stories daily for use on local news programs. Other first-quarter achievements: news bureaus opened in Rio de Janeiro and Buenos Aires.



Again, WSB-TV dominates the ratings for local, national and world news in this important three station market. ARB (Jan.-Feb. 1961) shows 6:30-7:00 p. m. news with an average rating of 43.0. Nielsen (Feb. 6-Mar. 5, 1961) shows average ratings of 39.9. Viewers in Atlanta and Georgia look first to WSB-TV for fast, accurate, unbiased news. News gathered, interpreted and reported—by experienced newsmen—8 times daily. To sell Atlanta's million plus other Georgians too, schedule WSB-TV!

CHANNEL 2
wsb-tv
ATLANTA

Represented by
Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

Research firm is testing its own tests

FINDS THE BEST PRE-TESTING METHOD IS IN CATV HOMES

The Center for Research in Marketing Inc., Peekskill, N.Y., a firm that tests television commercials and programs, has been testing its tests. The winning method for testing commercials, the company believes, is "CC/TV," which uses community-antenna homes for pre-testing.

William Capitman, president of the center, described CC/TV last Thursday (April 13) for the Copy Research Group of the American Marketing Assn.'s New York Chapter, commending it as a system that is about as near as you can get to the actual circumstances of home viewing, short of buying air time.

Over the past year-and-a-half, CRM has used five eastern catv samples to test commercials for a substantial group of advertisers and agencies. At the same time the company has used theatre-type testing (a network also is a client), which Mr. Capitman styles the "captive audience" technique, and the rear-screen system, which simulates receiver projection, so the company is in a good position to test the tests.

These are the varying results Mr. Capitman got, testing two commercials and a program with the three methods, using matched samples.

Commercial A
Food product

	Captive	Rear screen	CC/TV
Positive evaluation	72	64	38
Recalling of one or more copy points	92	90	78
Negative reactions	26	24	39
Image of brand	Highly Positive	Highly positive	Neutral
Communication	High clear	High clear	Moderate confusing

Commercial B
Personal product

	Captive theatre audience	CC/TV
One of the best commercials	1	5
Better than most	1	8
Unsuitable for tv	7	1

Program X

	Captive	CC/TV
Overall reaction	Positive	Moderate
Sex preference	Men	Women
Appeal to children	Moderate	Low
Strength compared to competition	High	Moderate Low
Audience building predictive	High	Moderate Low
Actual rating position		Low

In his AMA presentation, Mr. Capitman described operation of his CC/TV testing in Port Jervis, N.Y., which has about 2,000 catv homes. The center selects a sample, and programs a show and advises the homes. While the show is on the air, blank questionnaires are delivered to homes. At show's end, an announcer tells respondents to get their questionaires and quizzes them on the test commercial. In return for mailing in the questionaire, the cooperating viewer receives a premium from the center.

Through background data the center develops on buying habits and other characteristics of its catv audiences, the method lends itself to testing competitive commercials and other uses by means of matched samples. The system is used for testing copy as early as the storyboard stage.

Citing some of CC/TV's merits over rear-screen and audience testing, Mr. Capitman mentioned the disadvantage of an interviewer's presence when a test commercial is offered on a portable projector, and about theatre testing he said, "It is so totally different from the television viewing situation that I do not believe that the results can be validly predictable of response."

The Center for Research in Marketing was founded in 1957 and began by testing package design, using sociological and psychological techniques.

Three brewers sponsor 'Diamonds' in 33 markets

Three regional brewing companies have signed to sponsor Ziv-UA's newly released *King of Diamonds,* half-hour tv series, in a total of 33 markets, according to Len Firestone, vice president in charge of syndication sales. Jackson Brewing Co. (Jax Beer), New Orleans, will sponsor the series in 18 midwest and southwest markets; Piel Bros., Brooklyn, has bought five major markets in the east (New York, Philadelphia, Hartford, New Haven and Syracuse), and Jacob Schmidt Division, Pfeiffer Brewing Co., Detroit, has bought 10 markets in the Midwest. The new series stars Broderick Crawford as chief of security and recovery for the diamond industry.

TvB says summer drop in tv viewing only slight

The small decline in tv viewing that occurs in the summer is not reason enough for tv advertisers to take a "vacation" in June, July and August, Television Bureau of Advertising claims in a brochure called "This Is Summer Tv?" released last week.

TvB acknowledges a 3.4% fall off in television's full week accumulated audience in the summer. While weekly unduplicated homes reached is 95.6% in a "peak" March, the percentage for a full week in August is 92.4—"hardly a summer slump," the brochure asserts.

In the daytime, the TvB folder shows, the hourly average of homes using tv, Monday through Friday, 9 a.m. to 5 p.m., is 17.5 in the months of April, May, September, October, November and December; in June, July and August the average is 18.5. In late night tv, there is no mid-winter bonus audience with the hourly average of homes using tv in the summer at 22.5, against the full-year average of 23.8.

TvB adds that "homes with the highest education, largest incomes and most members maintain their viewing levels all year long even more consistently than other homes." As for those "vacationing advertisers," the brochure points out: "That just leaves more prime availabilities for the advertiser who knows the numbers."

Atlanta award winners

Henderson Adv., Greenville, S. C., took top tv commercial honors at the third annual awards ceremonies of the Radio & Television Representatives Assn. of Atlanta. The contest was limited to southeastern agencies and accounts doing business through Atlanta station reps.

The winning commercial was for Sea Pak Frozen Foods. Certificates of merit were issued to Liller, Neal, Battle & Lindsey; C. Knox Massey & Assoc.; Henderson Adv.; and McCann-Marschalk. The outstanding radio honor was taken by Liller, Neal, Battle & Lindsey for its Life of Georgia commercials.

KSD-AM-TV moves to Katz

NBC affiliate KSD-AM-TV St. Louis announced last week that effective July 1, The Katz Agency Inc., would be its national sales representative. The move was the latest steming from the FCC order that network spot sales organizations get out of the national sales representation business. Earlier this month another NBC affiliate, WAVE-AM-TV Louisville, appointed Katz as national sales representative (BROADCASTING, April 3, 1961). Both stations were formerly represented by NBC Spot Sales.

Rep appointments...

- KCDA-TV Douglas, Ariz.: Spot Time Sales.
- WQXR New York and WHNC New Haven, Conn.: Foster & Creed, Boston.
- WDXB Chattanooga, Tenn., and WLAN Lancaster, Pa.: Weed Radio, N. Y.



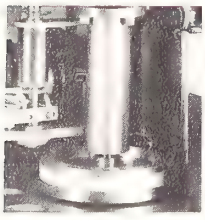
ALL-NEW CARTRIDGE RECORDER DEVELOPED TO MEET BROADCAST STATION CRITERIA . . . SCHAFER 3000

From basic design through each precision machined part of the finished product, all details of the new Schafer 3000 were planned to meet the most stringent broadcasting station criteria. Components for this all-new machine were developed from new concepts to meet this high standard. The result is jewel-like precision and an entirely new standard of dependability for the industry, yet the unit is operationally compatible with other cartridge recorders now being used. The 3000 is available in its case as a self contained unit or for rack mounted operations. It accommodates all sizes of the Fidelipac cartridge, from 30 seconds to 60 minutes.

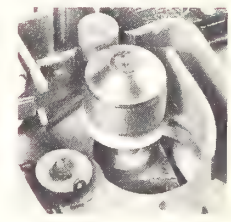




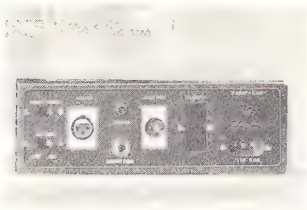
SCHAFER 3000 **BASED ON A GROUP OF ENTIRELY NEW CONCEPTS,** the Model 3000 Cartridge Recorder will outlive other machines by many years, affording precise, one-hand operating ease in continuous use. Machined parts take the place of stampings to assure its exceptional capabilities. An extra-size, hysteresis



synchronous motor with nylon belt drive, large machined brass fly wheel and other precision machined parts, greatly reduce flutter and wow. 25 cycle input allows pre-starting when unit is coupled with Schafer Automation. Cartridge engages pinch roller electronically when it is inserted in slot. The new concept bringing the pinch roller into position vertically rather than pivoting it into place, eliminates problems associated with the older concept. Separate record and playback heads make possible exceptionally high fidelity. Machine has tone burst system of cueing on second track Specifications are equal to those of the finest professional "reel to reel" recorders. A remote control plug on back of the 3000 permits push button control to console or direct connection to Schafer Automation system. Ease of maintenance is facilitated by having all circuitry transistorized and mounted on plug-in panels Standard equipment includes boards for power supply, relay control, tone burst and reproduce amplifier. Record amplifier and mike preamp. are available as accessories









SPECIFICATION SCHAFER 3000

FREQUENCY RESPONSE . . ±4 db, 25-15,000 cycles

DISTORTION . . . . . less than 2%

SIGNAL-TO-NOISE RATIO . . . . 55 db below peak record level

FLUTTER & WOW 2%

EQUALIZATION . . . . . NAB curve

LINE INPUT . . balanced bridging, zero dbm

LINE OUTPUT . . +4 VU, 600 or 250 ohms balanced

MICROPHONE INPUT . . 50—150—250 ohms

SPEED . . . . . 7.5 IPS

POWER REQUIREMENT . . . . . 115 volts, 60 cycles (available on special order—240 volts, 50 or 60 cycles)

schafer

CUSTOM ENGINEERING

DIVISION OF TEXTRON ELECTRONICS, INC.
235 SOUTH 3RD ST., BURBANK, CALIFORNIA
DIR. DIAL: 213-TH 5-3561 FAX: RLJ

NETWORK TV CLIENTS: 376

TvB's 1960 figures show number at all-time high topping 1956's 341 users; P&G tops spender list

An all-time record for the number of advertisers using network television was set in 1960. The Television Bureau of Advertising reports today (April 17) that the total last year hit 376, up from the previous high of 341 advertisers in 1956.

Gross time billing on the networks last year was at an all-time high of $682,371,069 (BROADCASTING, March 6).

TvB's list of 376 advertisers also makes these points:

- Leading network advertisers in order of rank were Procter & Gamble, American Home Products, Lever Bros., General Motors, Colgate-Palmolive, General Foods, R. J. Reynolds Tobacco, Sterling Drug, General Mills, and Brown & Williamson Tobacco (see alphabetical listing for expenditures of each).
- A total of 53 companies in 1960 used the medium for the first time, and of this number 27 spent less than $100,000 while 15 had gross time billing between $100,000 and $200,000.
- The base of network tv advertising broadened in that 96 advertisers spent less than $100,000.

Gross time Expenditures
348 network television advertisers
spending $25,000 or more during 1960
(TvB/LNA-BAR)

RANK	COMPANY	EXPENDITURE
243	Academy of Mot. Pict. A & S	$ 143,517
*226	Adams Corp.	180,265
138	Adolph's Ltd.	606,506
*246	Airequipt Mfg. Co.	138,991
22	Alberto-Culver	8,822,038
284	Aluminum Ltd.	82,175
50	Aluminum Co. of America	3,492,926
285	Amer. Character Doll	80,404
39	American Chicle	4,612,913
190	American Cyanamid	280,976
128	American Dairy Assn.	686,839
289	American Express	77,638
84	American Gas Assn.	1,478,363
2	Amer. Home Prods.	33,376,057
256	American Luggage Works	129,565
202	Amer. Mach. & Foundry	249,105
177	American Marietta	380,884
165	American Motors	426,297
*280	Amer. Photo. Equip.	94,351
*332	American Red Ball Trans.	36,570
73	American Tel. & Tel.	1,904,364
19	American Tobacco	9,701,965
248	Amity Leather Prods.	137,595
131	Anheuser-Busch	646,573
45	Armour & Co.	3,988,370
43	Armstrong Cork	4,181,034
229	Arnold Schwinn	174,000
257	Atlantic Refining	128,448
156	Atlantis Sales	500,447
167	Avco Corp.	422,380
273	Ballantine	111,732
32	Bayuk Cigars	5,705,471
38	Beech Nut Life Savers	4,819,117
61	Beecham Products	2,796,388
111	Bell & Howell	$ 1,009,047
196	Benrus Watch	264,875
223	Berkshire Knitting	192,205
*271	Better Vision Inst.	113,971
*249	Binney & Smith	137,458
90	Bishop, Hazel	1,305,408
233	Bissell Inc.	160,816
36	Block Drug	5,242,390
*313	Blue Bell	47,820
130	Bon Ami	655,388
135	Borden	613,920
258	Botany Industries	121,299
291	Boyer Labs	75,960
88	Breck, John H.	1,322,555
240	Bridgeport Brass	152,204
110	Brillo Mfg.	1,025,496
16	Bristol Myers	10,747,288
10	Brown & Williamson	12,533,149
182	Brunswick Corp.	332,404
310	Burgermeister Brewing	50,794
206	Burlington Industries	236,835
157	Calif. Packing	488,109
34	Campbell Soup	5,304,700
89	Canada Dry	1,311,430
145	Canadian Breweries	570,799
56	Carnation	3,009,147
29	Carter Products	6,174,175
*311	Chanel Inc.	48,592
97	Chemstrand	1,190,550
*236	Chemway Corp.	158,930
78	Chesebrough-Ponds	1,786,149
337	Chicago Printed String	32,451
341	Chicago Show Printing	30,420
23	Chrysler Corp.	8,638,201
328	Chun King Enterprise	37,871
306	Citizens for Kennedy	55,475
125	Citizens for Kennedy & Johnson	708,829
299	Clark, J. R.	66,290
132	Cluett Peabody	645,229
148	Coca-Cola	561,080
*322	Coleman Co.	42,790
5	Colgate-Palmolive	22,511,280
209	Colorforms	232,000
251	Columbus Coated Fabrics	133,735
*302	Commonwealth Products	60,000
134	Congoleum Nairn	613,929
92	Consolidated Cigar	1,290,070
194	Consolidated Foods	270,943
141	Continental Baking	593,837
*274	Continental Oil	111,430
*214	Continental Wax	219,447
279	Coopers Inc.	96,336
52	Corn Products	3,342,356
143	Coty Inc.	$ 984,650
99	Cowles Magazines	1,188,633
174	Cracker Jack Co.	394,135
253	Curtis Publishing	132,976
275	Democratic Nat'l. Committee	109,074
295	Democratic Pty.-Cook County	72,950
81	Dow Chemical	1,613,613
296	Dow Corning	72,430
48	Drackett	3,577,524
225	Drug Research	185,910
28	DuPont, deNemours, E. I.	7,558,622
*100	Dumas Milner	1,174,728
255	Dusharme Products	131,780
*346	Eagle Pencil	26,481
35	Eastman Kodak	5,271,794
261	Elnr Roosevelt In. for Cancer	118,265
129	Electric Autolite	675,878
*297	Electric Storage Bat.	70,240
153	Elgin National Watch	536,419
118	Equitable Life Assurance	835,763
163	Eversharp Inc.	432,891
184	Ex-Lax Inc.	324,760
180	F & F Laboratories	363,347
199	Factor, Max	258,428
95	Falstaff Brewing	1,236,529
*142	Field Enterprises Educational	587,898
*316	Filbert, J. H.	45,740
77	Firestone Tire & Rubber	1,789,210
205	Florida Citrus Comm.	239,331
213	F.T.D. Ass'n	221,581
14	Ford Motor	11,159,933
69	General Cigar	2,307,464
31	General Electric	5,745,718
6	General Foods	18,623,648
9	General Mills	14,651,707
4	General Motors	22,985,033
147	General Nutrition	566,401
267	General Tel. & Electronics	115,296
119	General Time	832,269
303	Genesee Brewing	58,170
122	Gerber Products	759,149
308	Gibson Greeting Cards	51,783
294	Gilbert, A. C.	73,640
12	Gillette	12,075,302
241	Glidden	147,323
101	Gold Seal	1,151,020
83	Goodrich, B. F.	1,568,158
76	Goodyear Tire & Rubber	1,819,908
136	Greyhound	613,536
288	Grocery Store Prods.	77,780
317	Gulf Guaranty Land & Title	45,505
87	Gulf Oil	1,334,609
200	Hagan Chemicals & Controls	255,347
*238	Haggar Co.	153,280
103	Hallmark Cards	1,145,218
*344	Hambro Automotive	28,841
169	Hamm, Theo. Brewing	412,908
333	Hanes, P. H., Knitting	36,000
139	Hartz Mountain Products	605,576
57	Heinz, H. J.	2,940,051
51	Helene Curtis	3,350,042
112	Hills Brothers Coffee	979,556

*New to network television

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week April 6-12 as rated by the the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., April 6	**The Untouchables** (9:30 p.m.)	ABC-TV	27.9
Fri., April 7	**Flintstones** (8:30 p.m.)	ABC-TV	25.0
Sat., April 8	**Gunsmoke** (10 p.m.)	CBS-TV	26.5
Sun., April 9	**Candid Camera** (10 p.m.)	CBS-TV	32.0
Mon., April 10	**Andy Griffith** (9:30 p.m.)	CBS-TV	22.7
Tue., April 11	**Garry Moore** (10 p.m.)	CBS-TV	27.0
Wed., April 12	**The Bob Hope Show** (9 p.m.)	NBC-TV	26.9

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memo to:
Jack Finnell

As any Lansing listener survey for the past four years will tell you, WILS dominates the market.

- Here's one reason why the Lansing market is worth buying:

TOTAL RETAIL SALES
$6,472.00
per city household

$368,100,000.00
total metro area
(source: SRDS Spot Radio, Mar. '61)

- Here's an example of how WILS dominates the Lansing market:

NATIONAL ADVERTISER ACCEPTANCE

35 OUT OF THE TOP 50 National Spot Radio Advertisers* with distribution in the WILS market BUY WILS RADIO including 9 OUT OF THE TOP 10:

- Ford Motor Co.
- R. J. Reynolds Tobacco Co.
- Chrysler Corp.
- Liggett & Meyers Tobacco Co.
- Anheuser Busch, Inc.
- American Tobacco Co.
- Joseph Schlitz Brewing Co.
- Sinclair Refining Co.

*Radio Advertising Bureau-1959

17

RADIO WILS LANSING
1320

24 HRS/DAY
5000 WATTS DAYS
1000 WATTS NIGHTS

represented exclusively by
Venard, Rintoul and McConnell

RANK	COMPANY	EXPENDITURE
154	Hollywood Brands	$ 512,640
137	Hoover Co.	612,005
319	Hygrade Food Prods.	45,419
329	Ideal Toy	37,790
338	Ind. Cits for Nixon & Lodge	32,297
186	Independent Television Co.	315,430
247	Insurance Co. of N. Amer.	138,394
149	International Parts	552,183
211	International Shoe	228,377
335	Jantzen	35,920
348	Jaymar-Ruby	25,179
171	Jergens, Andrew	397,224
278	Johns-Manville	100,497
305	Johnson, Howard D.	55,496
41	Johnson & Johnson	4,297,630
25	Johnson, S. C., & Son	8,103,747
40	Kaiser Industries	4,448,040
173	Kayser Roth	394,705
18	Kellogg	9,900,196
150	Kemper Insurance	551,526
159	Kendall Co.	476,444
49	Kimberly-Clark	3,524,286
*331	Kiwi Polish Co.	37,768
314	Knapp-Monarch	47,160
266	Knox, C. B., Gelatine	116,325
*339	Kurlash Co.	31,960
*269	Lanolin Plus	114,270
198	Lanvin Parfuns	260,563
*320	Lawry's Foods	45,000
98	Leeming, Thos., & Co.	1,188,960
181	Lehn & Fink Prods.	358,316
*276	Lenox Inc.	106,840
3	Lever Brothers	28,613,140
260	Lewis Howe	119,770
164	Libbey-Owens-Ford	429,160
15	Liggett & Myers	10,991,624
293	Lincoln Nat'l. Life Ins.	73,815
330	Lionel Corp.	37,790
*324	Little Crow Milling	42,000
96	Longines-Wittnauer	1,192,020
26	Lorillard, P.	7,755,281
140	Ludens Inc.	601,020
124	M & R Dietetic Labs.	727,151
*327	Malt-O-Meal	39,705
228	Manhattan Shirt	177,853
105	Mars Inc.	1,120,670
79	Massey-Ferguson	1,667,479
93	Mattel Inc.	1,272,690
*232	McCall Corp.	162,165
80	Mennen Co.	1,621,120
102	Mentholatum Co.	1,148,774
20	Miles Laboratories	6,839,446
170	Miller Brewing	408,940
*312	Miller Brothers Hat	48,018
298	Minn. Mining & Mfg.	70,176
162	Minute Maid	443,309
116	Mogen David Wine	938,889
270	Mohasco Industries	114,075
250	Monsanto Chemical	135,720
54	Mutual Benefit Health & Acn't.	3,036,436
17	National Biscuit	10,347,922
188	National Brewing	300,682
24	Nat'l. Dairy Prods.	8,529,811
155	Nat'l. Grape Co-Op.	511,220
265	Nat'l. Nixon-Lodge Clubs	116,550
219	Nat'l. Presto Industries	201,364
146	Nat'l. Repub. Congress Comm.	568,150
290	Nat'l. Repub. Senatorial Comm.	77,205
82	Nestle Co.	1,611,156
*342	N. E. Mutual Life Ins.	30,223
126	N. Amer. Philips Co.	707,302
179	N. Amer. Van Lines	367,170
*343	North Woods Coffee	30,000
262	Northam Warren	117,870
189	Norwich Pharmacal	298,788
72	Noxzema Chemical	1,906,269
272	Ocean Spray Cranberries	113,540
323	Ohio Oil	42,686
227	Old London Foods	179,850
71	Olin Mathieson	2,190,483
221	Outboard Marine Corp.	194,033
192	Pabst Brewing	276,799
185	Palm Beach Co.	316,430
187	Pan Amer. Coffee Bureau	314,734
65	Pet Milk	$ 2,529,401
*282	Peter Pan Foundations	90,630
117	Peter Paul	879,249
191	Phila. & Reading Corp.	280,348
218	Philco Corp.	204,586
13	Philip Morris	11,245,448
*204	Phillips Petroleum	244,056
166	Phillips-Van Heusen	425,524
37	Pillsbury Co.	4,927,310
85	Pittsburgh Plate Glass	1,374,266
*104	Plough Inc.	1,124,788
63	Polaroid Corp.	2,755,186
152	Polk Miller Prods.	544,454
242	Pond, A. H., Co.	146,170
1	Procter & Gamble	46,406,679
*113	Proctor-Silex Corp.	950,698
46	Prudential Insur.	3,766,861
70	Purex Corp.	2,279,952
55	Quaker Oats Co.	3,022,574
47	Radio Corp. of America	3,735,367
307	Rainbow Crafts	54,000
30	Ralston Purina	6,067,040
252	Reader's Digest Assn.	133,599
168	Realemon-Puritan	421,303
345	Reardon Co.	26,940
318	Reddi-Wip	45,486
315	Remco Industries	46,000
74	Renault Inc.	1,898,117
292	Renuzit Home Prods.	75,700
195	Republican Nat'l. Comm.	265,178
*286	Restonic Corp.	80,087
183	Retail Clerks Internat'l Assn.	325,935
42	Revlon	4,219,880
106	Rexall Drug & Chem.	1,114,560
60	Reynolds Metals	2,818,160
7	Reynolds, R. J.	15,891,416
67	Richardson Merrell	2,374,527
304	Rock of Ages	56,784
176	Sandura Co.	386,729
216	Savings & Loan Foundation	212,429
*326	Schaper Mfg.	40,000
64	Schlitz Brewing	2,625,530
44	Scott Paper	4,020,948
235	Scovill Mfg.	160,494
212	Scripto Inc.	226,120
*277	Sealright Oswego Falls Corp.	100,504
268	Sealy Inc.	114,716
59	Sears, Roebuck	2,827,765
107	Seven-Up	1,090,850
224	Shattuck, Frank G., Co.	189,785
193	Shell Oil	274,028
244	Shulton Inc.	139,578
222	Shwayder Bros.	192,580
68	Simoniz Co.	2,331,275
197	Sinclair Oil	262,690
94	Singer Mfg.	1,245,351
*334	Smith-Corona Marchant Inc.	35,956
264	Smith, Kline & French Labs.	116,675
*325	S. & N. Cal. Renault Dealers	41,740
340	Spalding, A. G.	31,000
120	Speidel Corp.	830,108
62	Sperry Rand Corp.	2,783,184
178	Staley, A. E., Mfg.	373,180
58	Standard Brands	2,887,140
281	Standard Oil Co. of Calif.	94,007
161	Standard Oil Co. of Ind.	448,079
121	Standard Oil Co. of N. J.	786,155
*172	Standard Triumph Motor	395,582
*287	Stanley-Warner	77,850
114	State Farm Mutual Auto. Ins. Co.	948,953
300	Steel Co's Coordinating Comm.	65,010
8	Sterling Drug	15,358,919
*230	Stewart-Warner	167,676
123	Stokely-Van Camp	728,127
301	Stroh Brewery	63,228
108	Studebaker-Packard	1,064,249
75	Sunbeam	1,825,112
144	Sunshine Biscuits	573,701
66	Sweets Co. of Amer.	2,484,559
86	Swift & Co.	1,366,220
207	Technical Tape Corp.	236,818
11	Texaco Inc.	12,161,822
*220	Top Value Enterprises	200,275
217	Travelers Insurance	208,678
*127	20th Century Fox Film	698,950
91	Union Carbide	1,304,462

*New to network television



VITAL...

TO STAND ON SOLID SALES GROUND IN NORTHWESTERN OHIO AND SOUTHERN MICHIGAN, YOU NEED

WSPD-TV

the station with the new 1000-foot tower reaching 443,400 homes. This is solid coverage in the 2-billion-dollar market which is

TOLEDO



A STORER STATION • Represented by The Katz Agency

Rank	Company	Expenditure
151	Union Oil Co. of Cal.	548,176
*254	Union Wadding Co.	132,482
*158	U. S. Borax & Chem.	483,398
175	U. S. Brewers Foundation	390,015
53	U. S. Steel	3,298,618
115	U. S. Time Corp.	945,913
208	U. S. Tobacco	234,728
109	VanCamp Sea Food	1,032,380
231	Volunteers for Nixon & Lodge	165,089
203	Wander Co.	246,661
215	Ward Baking Co.	213,410
33	Warner Lambert Pharm.	5,464,060
336	Washington, State of	32,902
160	Watchmakers of Switzerland	458,190
*263	Watkins Products Inc.	117,168
210	Wembley Inc.	230,311
*309	West Bend Aluminum	51,000
*239	Western Tablet & Stationery	152,730
*283	Westgate Calif. Corp.	90,090
21	Westinghouse Electric	8,825,165
259	Whitman, S. F. & Son	120,915
*321	Williams Furniture	43,771
27	Williams, J. B., Co.	7,629,626
234	Williamson Dickie	160,694
133	Wrigley, Wm., Jr.	616,248
*201	Wurlitzer Co.	255,220
237	Wyler & Co.	157,000
347	Yardley of London	25,600
245	Zenith Radio	139,088

*New to network television

Business briefly...

Coca-Cola Ltd., Toronto, Ont., has signed a one-year contract for a weekly half-hour program on four Canadian fm stations, the first major national commercial program on such stations in Canada. Coca-Cola will use CHFI-FM Toronto, Ont.; CKVL-FM Verdun, Que.; CFRA-FM Ottawa, Ont.; and CJOB-FM Winnipeg, Man. Account was placed by McCann-Erickson Canada Ltd., Toronto, and stations are represented by Radio & Television Sales Inc., Toronto.

American Tobacco Co. (Lucky Strike cigarettes), N. Y., soon will be in 50-60 markets with a 20-week spot radio campaign that's already started in a few markets. The current tv spot drive for Lucky Strike is slated to end May 20. Agency: BBDO, N. Y.

Minute Maid Corp. (Snow Crop new process frozen orange juice), Orlando, Fla., is launching a saturation tv spot campaign that will be fully underway in most major markets by May 1. The spot orders are planned on a 52-week basis. Agency: Kastor, Hilton, Chesley, Clifford & Atherton, N. Y.

Dow Chemical Co., Midland, Mich., will sponsor an hour-long tv special next season starring Judy Garland, but the network and date are unannounced. Format and production plans for the show, which will be pre-taped, are currently being developed. Miss Garland's first tv appearance was on CBS-TV on Sept. 24, 1955. Agency: MacManus, John & Adams, N. Y.

Procter & Gamble Co., Cincinnati, will sponsor *The Dean Martin Show,* a color special, on NBC-TV April 25 (Tue. 10-11 p.m. EST). Appearing with Mr. Martin will be Tony Martin, Tina Louise and Andy Griffith. The program will be produced by Alan Handley and directed by Greg Garrison. Agency: Benton & Bowles, N. Y.

STATION BREAK HASSLE

Second-saving situation seemingly serious; Networks undaunted despite Y & R rebellion

A controversy was taking shape last week that is expected to thrust some advertising agencies into a heated dispute with the television networks over plans to expand evening station break time.

Young & Rubicam, New York, in a series of sharply-worded telegrams, last Thursday (April 13) became the first agency to come out openly with criticism of ABC-TV's declared policy to lengthen evening station breaks from 30 seconds to 40 seconds, and of CBS-TV's tentative proposal to expand the breaks from 30 to 42 seconds after half-hour shows and from 60 to 70 seconds after hour-long programs. The belief in advertising circles at week's end was that other agencies with heavy investments in network program sponsorship might follow Y&R's lead.

George H. Gribbin, Y&R president, sent telegrams to ABC, CBS and NBC in which he explained the agency's position on the matter, urging that station break time practices remain unchanged.

His telegram to ABC was most outspoken, since that network already has announced that the 40-second station break will go into effect with the start of the 1961-62 season. CBS-TV, which had announced its plans to agencies on April 7, was advised by Mr. Gribbin to reconsider its proposal, although the network had said it would not implement it unless other networks instituted expanded nighttime station breaks. Mr. Gribbin urged NBC-TV, which has made no announcements on the subject, to maintain a position of "no lengthening" of station break time. Mr. Gribbin sent copies of each of the telegrams to LeRoy Collins, NAB president, for his information.

In his telegram to Oliver Treyz, ABC-TV president, Mr. Gribbin made these observations in "protesting" the pending expansion of station break time from 30 to 40 seconds:

- This move is a "direct infringement upon responsible use of the free airwaves granted to networks and stations by all the people."
- The pending change appears to be "in violation of the spirit, if not the letter, of the code of the NAB, subscribed to by stations and networks."
- If executed, the move could be "another step toward a chaos of commercialism" extending from coast to coast.
- Such a reduction of program time is, in effect, an increase in network rate time since the time is being taken away from purchasers of programs without compensation by a proportionate decrease in charges.
- Increased time placed in the hands of affiliates "will increase the difficulties in policing schedules."

Mr. Treyz replied by wire almost immediately. He advised Mr. Gribbin that ABC-TV had made known its policy on Feb. 1, "prior to the start of the 1961-62 selling season." He pointed out, too, that ABC-TV to date has accepted tv network business in the amount of approximately $200 million, including orders from Young & Rubicam, in accordance with the revised station break policy.

Mr. Treyz stated that the network "deliberately" had announced its policy "well in advance" of the normal buying season so that agencies and advertisers would know what they were buying. He added pointedly:

"It would seem to us therefore that your controversy may be with other networks, who, we understand, in response to our leadership, are attempting retroactive changes by proposing to alter terms and conditions of business already placed and accepted by them."

It was estimated that Y&R places at least $6 million on ABC-TV's nighttime schedule and a substantial amount of daytime business.

Spokesmen for CBS-TV and NBC-TV declined to comment on Mr. Gribbin's telegram. Industry observers believed that since ABC-TV is emphatic in its decision to lengthen the station break time, CBS-TV undoubtedly will proceed with its contemplated changes and NBC-TV, for competitive reasons, may have to follow.

CBS-TV's letter to agencies, dated April 7, 1961, said the network is considering adoption of longer station breaks and said these plans may provide for either a 42-second break (in lieu of 30 seconds) at the end of each nighttime program or a 70-second station break at the end of certain programs which are sold on a participating basis. The letter, signed by William H. Hyland, vice president, sales administration, said these changes would not be implemented "unless it becomes necessary, competitively, to make such expanded nighttime station breaks available to our affiliates."

The San Francisco picture:

KRON-TV

had more viewers

than any other television station

in Northern California

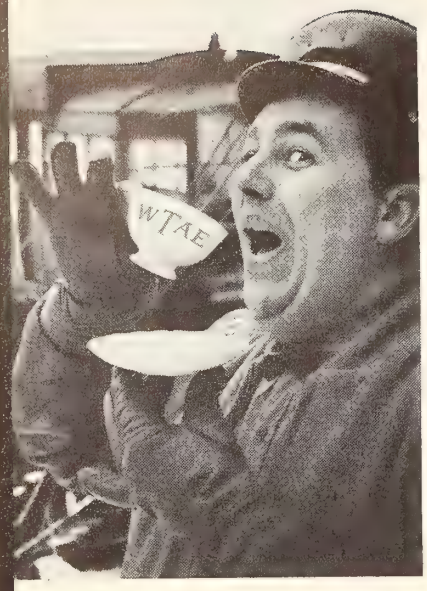
every month

for the last three years

1958 1959 1960

San Francisco Chronicle
NBC—Channel 4
Peters, Griffin, Woodward

Source: ARB Reports
Total Homes Reached Per
Average Quarter Hour



Take TAE and see

how to get to the top in the **PITTSBURGH** Market

If you want to get to the top in the Pittsburgh Market, start by buying WTAE, the TV station that delivers the most homes reached at the lowest cost per thousand. If you have any question about the changed TV picture in Pittsburgh, and WTAE's rise to dominance, consult your Katz representative for the figures. Also ask him to tell you about the increasing number of local TV favorites now on WTAE, as well as an increasing number of the city's most prominent local advertisers. It's hard to stop a trend, and the overwhelming trend in Pittsburgh is to WTAE.

BASIC ABC IN PITTSBURGH

WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4

JFK AT NAB CONVENTION

Will appear before joint opening session May 8; H E W Secretary Abraham Ribicoff also scheduled

NAB's featured star will be President John F. Kennedy.

LeRoy Collins, association president, announced April 13 the Chief Executive will take part in the formal convention opening in Washington May 8.

Although President Kennedy had been invited some weeks ago, final details had not been worked out until April 8 when the White House notified Gov. Collins the invitation had been accepted.

The Chief Executive will be introduced to the NAB delegates by Gov. Collins, who presented then Sen. Kennedy to the Democratic convention in Los Angeles last summer while serving as permanent chairman of the nominating proceedings.

Dwight W. Martin, WAFB-TV Baton Rouge, La., co-chairman of the NAB convention committee, will preside at the formal opening. Merrill Lindsay, WSOY-AM-FM Decatur, Ill., the other co-chairman, will preside at the May 8 luncheon at which the keynote address will be given by Gov. Collins (convention program in April 10 BROADCASTING).

Judge Justin Miller, former NAB president and board chairman, will be awarded the NAB's 1961 Distinguished Service Award at the formal opening. Others participating will be the Most Rev. Philip M. Hannan, Vicar General of the Archdiocese of Washington, who will deliver the invocation, the U. S. Marine Band and a Joint Service Color Guard.

Minow's Debut ▪ FCC Chairman Newton N. Minow will be luncheon speaker May 9 at the ownership-management session. Concurrent meetings will be held during the May 7-10 convention period by the NAB Engineering Conference.

A second high administration figure will take part in the convention—Abraham Ribicoff, Secretary of Health, Education & Welfare. He will address the ownership-management luncheon May 10, the final day. Acceptance by Gov. Ribicoff completed the list of speakers for the industry's annual meeting.

Several additions to the agenda of National Assn. of Fm Broadcasters were announced last week by Fred Rabell, KITT (FM) San Diego, president. The association will meet Saturday, May 6 and the next morning, joining in the NAB Fm program in the afternoon (see NAFMB story, page 44).

Among side meetings to be held during the convention are sessions of the Assn. of Maximum Service Telecasters. Lester W. Lindow, executive director, said the AMST board will meet May 6, 6:30 p.m., at the Broadcasters Club; May 7, 9:30 a.m., membership meeting, Palladium Room, Shoreham Hotel; May 8, 8:30 a.m., board meeting; May 8, dinner meeting of technical committee at the Mayflower Hotel.

A labor clinic in which contract negotiations and language will be emphasized is scheduled May 10. Program features include a talk by Frank O'Connell, labor counsel for Olin Mathieson Chemical Corp., according to James H. Hulbert, NAB economics-station personnel manager. Mr. Hulbert and his assistant, David L. Doughty, will discuss secondary boycotts.

Ward L. Quaal, WGN-AM-TV Chicago, chairman of the NAB Labor Advisory Committee, will report on efforts to improve contract negotiations between networks-advertisers and American Federation of Television & Radio Artists and Screen Actors Guild. Mr. Quaal will moderate a workshop session. Richard Freund, ABC vice president, will report on network agreements with National Assn. of Broadcast Employes & Technicians.

Meanwhile at the Shoreham ▪ Engineering conference topics cover a wide range of technical developments, including remote control, color tv, power supplies and space satellites. President Collins will greet technical delegates May 8 at the first session. A. Prose Walker, NAB engineering manager, will preside and Warren L. Braun, WSVA-AM-FM-TV Harrisonburg, Va., will be session coordinator. Engineers will join owner-management delegates for the formal opening to be addressed by President Kennedy.

Luncheon speakers at the engineering conference will be Henry Loomis, Voice of America director, May 8; Maj. Gen. J. B. Medaris, Lionel Corp., former chief of the Army missiles and space programs, May 9; Dr. Edward Teller, U. of California, "father of the hydrogen bomb," May 10.

Raymond F. Guy, retired NBC senior staff engineer who is now a consultant, will be presented the 1961 NAB Engineering Achievement Award. Virgil Duncan, WRAL-TV Raleigh, N. C., heads the NAB arrangements committee for the conference's five techni-

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cal sessions. Two joint meetings will be held with owner-management delegates. Mr. Duncan will review the broadcast equipment exhibits at the opening technical session May 8.

A score of technical papers will be read at joint radio-tv engineering sessions Monday and Wednesday afternoons and at separate radio and tv sessions Tuesday morning. George W. Bartlett, recently named NAB acting engineering manager upon Mr. Walker's move to Collins Radio Corp., will preside at the Monday afternoon session with Benjamin E. Windle, WCLT-AM-FM Newark, Ohio, as coodinator.

The Monday afternoon program includes: George Jacobs, chief of VOA frequency division, VOA report prepared with Edgar T. Martin, VOA engineering manager; Robert Morris, ABC, semi-conductor high-voltage power supplies for transmitters; George Hixenbaugh, WMT-AM-TV Cedar Rapids, Iowa, exchange of technical information; George S. Turner, FCC chief of field engineering-monitoring bureau, renewal inspections; John Wentworth, RCA, transistors in broadcast studio equipment design.

Leslie S. Learned, MBS engineering director, will preside Tuesday morning at the radio session with Clure Owen, ABC, as coordinator. The speakers: A. H. Bott, RCA, effect of swr on cross-modulation of fm multiplex; R. S. Bush, Gates Radio Co., power dividers for directional antenna systems; William A. Kennedy, Collins Radio, fm antenna mounting; Mr. Braun, acoustical design and studio characteristics; Bernard Wise, Industrial Transmitters & Antennas, fm engineering.

J. D. Bloom, WWL New Orleans, will preside at the concurrent tv session with Jack Petrik, KETV (TV) Omaha, as coordinator. The speakers: Prof. William L. Hughes, Iowa State U., use of color field redundancy in simplifying color tv transmission; Richard H. Edmondson, RCA, automation at WRC-TV Washington; Ben Wolfe, WJZ-TV Baltimore, 20 millimicrosecond d.c. pulser and transistorized video distribution amplifier; A. C. Angus, General Electric Co., large station audio system; Kenneth LiDonnici, Fairchild Camera & Instrument Co., 8mm magnetic sound film in tv; L. W. Weiland, Ampex Corp., time base stability in video recording.

William S. Duttera, NBC, will preside at the final technical session Wednesday with Mr. Bartlett as coordinator. The speakers: Adrian B. Ettlinger, CBS-TV, computer control of program switching; Gene Ellerman, WWTC Cadillac, Mich., fireproof buildings that burn; Bernard Nadler, Adler Electronics, vhf translators; Jean Felker, AT&T, satellite communications; Ogden L. Prestholdt, CBS-TV, am remote control operations.

WBBM-TV precedes editorials with documentary

WBBM-TV Chicago rarely gives an on-the-air editorial, but when it does, the CBS-owned station puts real sock into it. The station precedes the editorial presentation by a documentary report on the problem which will be the subject of discussion.

Vice President and General Manager Clark B. George voiced WBBM-TV's second editorial. Titled "Justice Denied," the short but pointed comment called for passage of state legislation that would increase the number of Cook County Superior Court judgeships. Why? To help break a logjam of court cases, especially suits involving personal damage, chiefly from auto accidents. Even a simple case today takes six years to come to trial, WBBM-TV said.

In the documentary preceding Mr. George's appearance, WBBM-TV showed scenes from a typical auto accident involving personal injury and property damage. Scenes from a mock jury trial followed, to emphasize the amounts of time, space and people involved in such a case. Interviews with judges and lawyers representing various groups both for and against the proposed legislation concluded the documentary giving equal time to all sides in the issue.



Film shot shows court clerk examining one of 65,000 cases now in log jam

NAFMB elects directors; Adds to May meet agenda

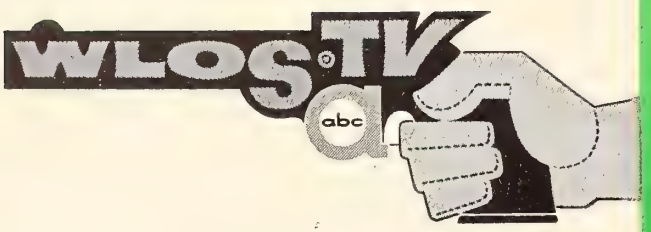
Eight regional directors have been elected by the National Assn. of Fm Broadcasters, according to vote results announced last week by President Fred Rabell KITT (FM) San Diego, Calif. Several additions to the NAFMB program (BROADCASTING, April 10) to be held May 6-7 prior to formal opening of the NAB Washington convention also were announced by Mr. Rabell.

Elected NAFMB regional directors were T. Mitchell Hastings Jr., Concert Network (re-elected); John Reynolds, WJBR(FM) Wilmington, Del.; William Baird, WFMB(FM) Nashville, Tenn.; Frank Knorr Jr., WPKM(FM) Tampa, Fla. (re-elected); Harold Tanner, WLDM(FM) Detroit; Bill Drenthe, WCLM(FM) Chicago; Lynn Christian, KHGM(FM) Houston, (re-elected); and Arthur Crawford, KCBH(FM) Los Angeles.

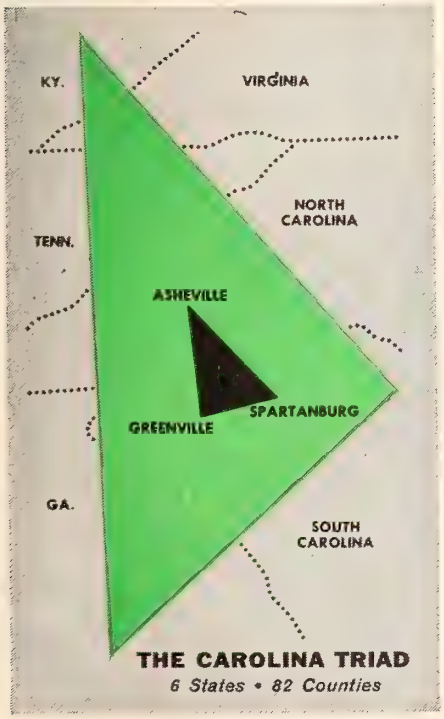
Taking part in a May 6 afternoon panel on production and aids, including automation, will be Mr. Hastings; Paul Schafer, Schafer Custom Engineering; John Esau, Programatic Broadcasting Service; David Bennett, Triangle Stations. Bill Tomberlin, KMLA(FM) Los Angeles, will be moderator. A sales seminar will feature Frank Gallagher, of Gallagher, Evans & Dill Adv. Agency, Wilmington; Shirl K. Evans Jr., WFBM-FM Indianapolis, and Mr. Tanner.

Added to the May 7 fm profile session were Mr. Hastings, Karl Kritz, WPFM(FM) Providence, R. I., John McGorrill, WMTW-FM Mt. Washington, N. H., Messrs. Baird, Tanner and Crawford, Garry Gielow, KPEN(FM) San Francisco, and David Green, KXTR(FM) Kansas City.





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ARE CBS-TV AND NBC-TV COPYCATS?

Treyz says they imitate ABC-TV's successful programs

CBS-TV and NBC-TV were criticized last week by Oliver A. Treyz for "copying" ABC-TV programming concepts and thereby limiting the choice of the viewing public.

The ABC-TV president expressed his views in an address last Wednesday (April 12) before the Cincinnati Advertising Club. Though Mr. Treyz did not call CBS-TV and NBC-TV by name, he referred to them as the "old-line networks." He claimed that when ABC-TV began building up audiences and attracting advertisers with its emphasis on action-adventure and westerns, the other networks followed this approach instead of adopting a "counter-programming" policy.

As an example, Mr. Treyz cited the case of ABC-TV's *77 Sunset Strip*, which gained audience superiority in its Friday night time slot, and resulted in another network scheduling a similar action-adventure show against it. He called this "precisely the competition in kind that of necessity cuts down tv's diversity and narrows its scope. . . . And in this case, as in most instances, the imitative show gets far less audience than the original."

'Mitch' Vs. 'Strip' ▪ On the other hand, Mr. Treyz pointed to the successful move made by NBC-TV against *77 Sunset Strip* with *Sing Along With Mitch*. He acknowledged: "We don't make it a habit to publicize the success of a rival network. But neither should we overlook a fresh approach on any network. In this instance, *Sing Along* dramatically emphasizes the case for imaginative counter-programming as a stimulus to increased viewer interests.

Television's law of audience magnetism is very close to the natural laws of magnetism; likes repel, and opposites attract."

Mr. Treyz asserted that a "balanced diet of contrasting program appeals" appears to be the logical prescription for maintaining "diversity and vitality" in television. ABC-TV, he said, is attempting to appeal to the diverse groups that comprise the tv audience and pointed to these developments:

- Children and teen-agers are exposed to such public service-adventure programs as *High Road, Bold Journey* and *Expedition* on ABC-TV. The network is planning a late afternoon news program aimed at teen-agers and is scheduling the Winston Churchill series in a time period that will encourage viewing by youngsters.
- The senior citizens have available such programs as the Lawrence Welk telecasts and ABC-TV's extensive sports coverage, which also appeal to other age groups.
- The selective viewer has such tv fare as Bell & Howell's *Close-Up* and the Churchill series at his disposal.

Mr. Treyz said that ABC-TV constantly aims to counter-program, and in 1961-62, the network is reducing the number of its westerns; developing new forms of cartoon programs (*Top Cat* and *Calvin and the Colonel* will be added for next season, supplementing this year's *The Flintstones*), and is building a news staff with the emphasis on the working reporter, rather than the face before the camera.

He urged that each of the networks strike out on its own, developing "its own vitality, its own individuality, its own uniqueness and personality," and added:

"When the country has three such networks, it will enjoy full, rich, diversified, total television service."



Oliver Treyz, (c) president of ABC-TV, visited with officials of Taft Broadcasting Co., owners of ABC-TV's new Cincinnati affiliate, WKRC-TV, while he was in town to address the local Advertising Club. Chatting with him are (l to r) John Murphy, vice president in charge of Crosley Broadcasting Corp.; Hulbert Taft Jr., president, Taft Broadcasting Co.; David G. Taft, Taft executive vice president, and Sam T. Johnston, WKRC-TV manager.

How to get air time

Thousands of radio and tv news editors and program directors owe a vote of gratitude to NAB. The association has issued a handbook for publicity chairmen, under the title, "If You Want Air Time." Twice it stresses the protocol of calling on broadcasters—that you don't just walk in unannounced. Make an appointment, the pamphlet says. People working in radio and tv are no different from people in other business, it says, "except that they probably are more pressed for time than most."

The 18-page booklet is for distribution by local radio and tv stations to civic clubs and other non-profit organizations which seek air time. The book points out specifically that broadcasters are under no obligation to grant free time to any group, but pride themselves on being alert to the public service needs of the community. The booklets are available to NAB members only, at 15 cents a copy; 12 cents each in lots of 100.

NBC-TV drops program unit

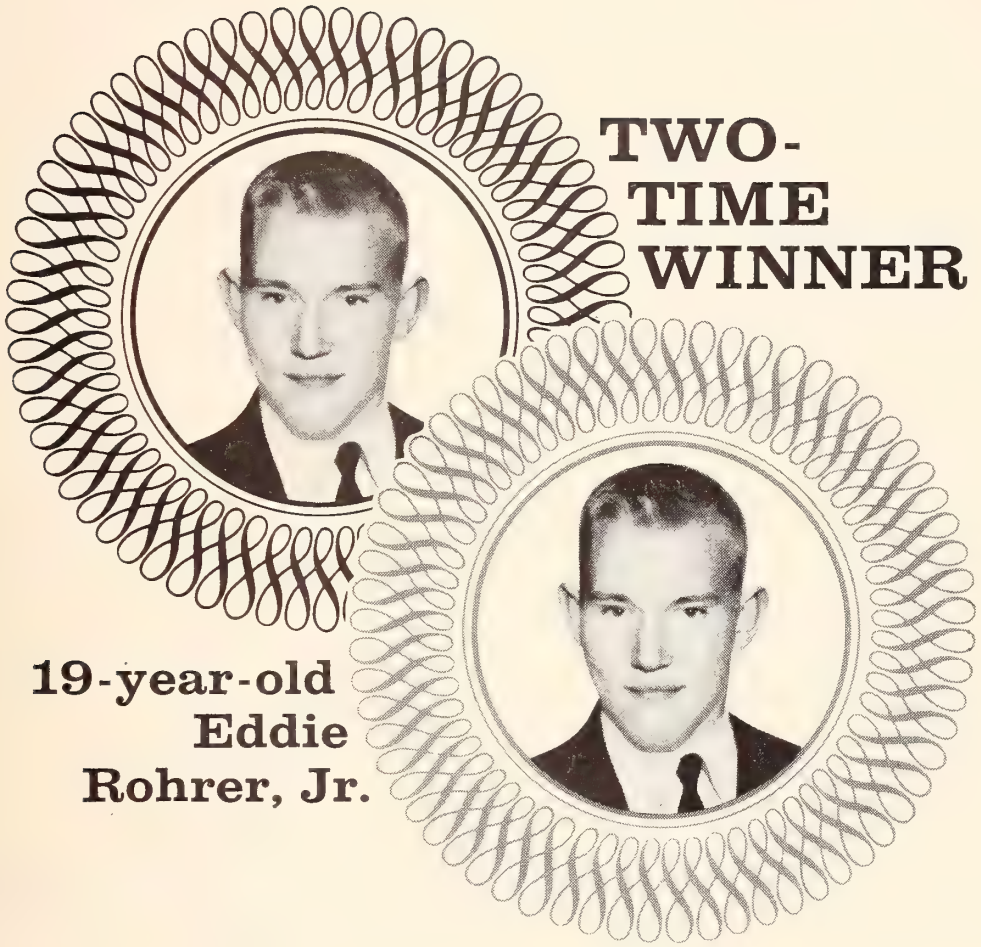
NBC-TV is eliminating its participating program unit and main administrative functions are being integrated into other network departments. As consequence, network reports, Jerry A. Danzig, participating programs vice president, is resigning. Also announced: election of Theodore H. Walworth Jr., newly-appointed general manager of WNBC-AM-FM-TV New York, to vice president (WEEK'S HEADLINERS, April 3).

KLRN (TV) asks advice

KLRN (TV) Austin, Tex., a new educational station on ch. 9 expected to go on the air in 1962, currently is conducting a program survey to determine the needs of its area.

Operated by the U. of Texas on contract with the Southwest Texas Educational Television Council, KLRN is seeking advice on programming by questionnaires to key citizens in the surrounding communities as to program ideas.

TWO-TIME WINNER



19-year-old Eddie Rohrer, Jr.

In April, KDKA-TV received the duPont award for public service programming. The citation carried with it a cash award of One Thousand Dollars ($1,000.00), and the station was afforded the privilege of granting a scholarship for that amount. A year earlier, the station had won the Edison Award for service to youth. It, too, carried a cash award which KDKA-TV decided to turn into a scholarship fund. Only question: how do you choose from thousands of students the one most deserving? KDKA-TV officials turned the problem over to Pittsburgh educational leaders. Eddie Rohrer was selected. He began his studies and did exceptionally well. But throughout the year, Eddie pondered: how would he complete his college education? Luckily, the same question occurred to KDKA-TV officials upon receipt of the duPont award.

KDKA-TV Pittsburgh, Pa. WBC WESTINGHOUSE BROADCASTING CO., INC. Represented by TvAR

274 broadcasters win safety awards

180 RADIO, 67 TV STATIONS, 7 NETWORKS HONORED

The National Safety Council's 1960 public interest awards "for exceptional service to safety" were announced Thursday in Chicago. The noncompetitive honors went to 180 radio and 67 tv stations and 2 tv and 5 radio networks. Awards also went to other mass media, and advertisers.

Network winners included CBS Radio and CBS-TV, CBC Radio and CBC-TV, NBC Radio, Mutual and California Farm Network. The broadcaster and advertiser winners also will be considered for the Alfred P. Sloan Awards for Highway Safety to be made May 16 in New York. NSC's public interest awards recognize initiative and originality by the mass media in promoting accident prevention.

Tv station winners:

Armed Forces Tv, Spangdahlem, Germany; CKSO-TV Sudbury, Ont.; KABC-TV Los Angeles; KARD-TV Wichita; KCMO-TV Kansas City; KDKA-TV Pittsburgh; KELO-TV Sioux Falls; KFRE-TV Fresno; KGW-TV Portland, Ore.; KIRO-TV Seattle; KMTV (TV) Omaha; KOVR (TV) Stockton, Calif.; KPIX (TV) San Francisco; KRLD-TV Dallas; KRON-TV San Francisco; KSOO-TV Sioux Falls.

KTNT-TV Tacoma; KTRK-TV Houston; KTVH (TV) Wichita; KTVR (TV) Denver; KVTV (TV) Sioux City; KWTV (TV) Oklahoma City; KYW-TV Cleveland; WAGA-TV Atlanta; WBTV (TV) Charlotte; WBTW (TV) Florence, S. C.; WCBS-TV New York; WCET (TV) Cincinnati; WCPO-TV Cincinnati; WDAU-TV Scranton; WDSU-TV New Orleans; WFBC-TV Greenville, S. C.; WFBM-TV Indianapolis.

WFLA-TV Tampa; WGAL-TV Lancaster, Pa.; WGN-TV Chicago; WGR-TV Buffalo; WHIO-TV Dayton; WJW-TV Cleveland; WKJG-TV Fort Wayne; WLOS-TV Asheville, N. C.; WLW-D (TV) Dayton; WLW-I (TV) Indianapolis; WLW-T (TV) Cincinnati; WMAZ-TV Macon, Ga.; WMCT (TV) Memphis; WNBC-TV New York; WNED-TV Buffalo; WNHC-TV New Haven; WOW-TV Omaha.

WPRO-TV Providence; WQED (TV) Pittsburgh; WRBL-TV Columbus, Ga.; WRC-TV Washington; WRVA-TV Richmond; WSAZ-TV Huntington, W. Va.; WSB-TV Atlanta; WSVA-TV Harrisonburg, Va.; WSYR-TV Syracuse; WTAE (TV) Pittsburgh; WTIC-TV Hartford; WTVC (TV) Chattanooga; WTVT (TV) Tampa; WVUE (TV) New Orleans; WWJ-TV Detroit; WWL-TV New Orleans; WYES (TV) New Orleans.

Radio station winners:

CFPL London, Ont.; CHED Edmonton, Alta.; CHIC Brampton, Ont.; CHLO St. Thomas, Ont.; CHML Hamilton, Ont.; CHUM Toronto, Ont.; CKPC Brantford, Ont.; CKSL London, Ont.; CKSO Sudbury, Ont.; KABC Los Angeles; KAYO Seattle; KBAM Longview, Wash.; KBHS Hot Springs, Ark.; KBIZ Ottumwa, Iowa; KBON Omaha; KCHE Cherokee, Iowa; KCRS Midland, Tex.

KDHL Faribault, Minn.; KDUB Lubbock, Tex.; KDWB St. Paul; KELO Sioux Falls; KERG Eugene, Ore.; KEWB Oakland, Calif.; KEYZ Williston, N. D.; KFAB Omaha; KFOR Lincoln, Neb.; KFOX Long Beach, Calif.; KFRE Fresno, Calif.; KGBX Springfield, Mo.; KGEE Bakersfield, Calif.; KGGF Coffeyville, Kan.; KHQ Spokane; KING Seattle; KJOY Stockton, Calif.; KKAN Phillipsburg, Kan.; KLAC Hollywood; KLIK Jefferson City, Mo.; KLON Long Beach, Calif.; KMMJ Grand Island, Neb.; KMNS Sioux City; KMOX St. Louis; KNCM Moberly, Mo.; KOIN Portland, Ore.; KONO San Antonio; KPAY Chico, Calif.; KPOJ Portland, Ore.; KQTE Missoula, Mont.; KRIZ Phoenix; KRKC King City, Calif.; KRLA Pasadena; KRLD Dallas; KSDS San Diego.

KSLU Canton, N. Y.; KSOO Sioux Falls; KSRV Ontario, Ore.; KSTN Stockton, Calif.; KTIP Porterville, Calif.; KTNT Tacoma; KTRE Lufkin, Tex.; KVI Seattle; KVOE Emporia, Kan.; KVOZ Laredo, Tex.; KWG Stockton, Calif.; KXOL Fort Worth; WABZ Albemarle, N. C.; WAKR Akron; WARM Scranton; WAUB Auburn, N. Y.; WAVE Louisville; WAVI Dayton.

WAVZ New Haven; WBMC McMinnville, Tenn.; WBOE Cleveland; WBVP Beaver Falls, Pa.; WBZ Boston; WCAE Pittsburgh; WCCC Hartford; WCFL Chicago; WCMO Marietta, Ohio; WCOG Greensboro, N. C.; WCPO Cincinnati; WCRE Cheraw, S. C.; WDEL Wilmington; WDSU New Orleans; WEAN Providence; WEBB Baltimore; WEEI Boston.

WEJL Scranton; WELS Kingston, N. C.; WENN Birmingham; WERE Cleveland; WESB Bradford, Pa.; WFBE Flint, Mich.; WFBM Indianapolis; WFLA Tampa; WFLO Farmville, Va.; WFPG Atlantic City; WFYI Garden City, N. Y.; WGAR Cleveland; WGBI Scranton; WGN Chicago; WHAS Louisville; WHEC Rochester; WHER Memphis.

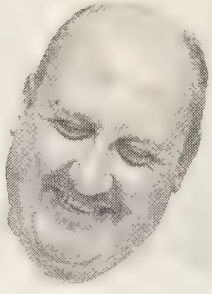
WHIO Dayton; WHK Cleveland; WHTC Holland, Mich.; WHYE Roanoke; WIBC Indianapolis; WIBG Philadelphia; WICC Fairfield, Conn.; WIL St. Louis; WILM Wilmington; WINA Charlottesville, Va.; WING Dayton; WIP Philadelphia; WIS Columbia, S. C.; WISN Milwaukee; WIZE Springfield, Ohio; WJMX Florence, S. C.; WJR Detroit.

WKAR East Lansing, Mich.; WKDA Nashville; WKLO Louisville; WKLZ Kalamazoo; WKMH Dearborn, Mich.; WKMI Kalamazoo; WKY Oklahoma City; WLBN Lebanon, Ky.; WLSV Wellsville, N. Y.; WLW Cincinnati; WMAL Washington; WMAQ Chicago; WMAZ Macon, Ga.; WMCA New York; WMEK Chase City, Va.; WMPS Memphis; WMRN Marion, Ohio.

WMSC Columbia, S. C.; WNEW New York; WNOE New Orleans; WOHO Toledo; WONE Dayton; WOW Omaha; WOWL Florence, Ala.; WOWO Fort Wayne; WPAR Parkersburg, W. Va.; WPEP Taunton, Mass.; WPIT Pittsburgh; WQAM Miami; WRCV Philadelphia; WREM Remsen, N. Y.; WRIP Chattanooga; WRIT Milwaukee; WRKH Rockwood, Tenn.

WRVA Richmond; WSAY Rochester; WSB Atlanta; WSBF-FM Clemson, S. C.; WSGW Saginaw, Mich.; WSMT Sparta, Tenn.;

*KLZ radio a FORMULA STATION?



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SURE... And it's a wonderful formula that combines the best of music, entertaining public service programs, timely local and national news broadcasts and top CBS network features.

The catalyst is PERSONALITY! Take "Doc" Jack Wells for instance. He's heard on KLZ every weekday afternoon from 3:30 to 4:55 and the happy blend of live and recorded music, conversation and special features he prepares is a tonic for listeners . . . and the perfect showcase for your commercial message.

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Why WINK-TV bought Warner's "Films of the 50's".

Says Joe Bauer:

"Every year we scour the market for better and better feature films for our sponsored Thursday night 'Variety Theatre'. With literally thousands of films to choose from, we decided the Seven Arts package is

IN A CLASS BY ITSELF

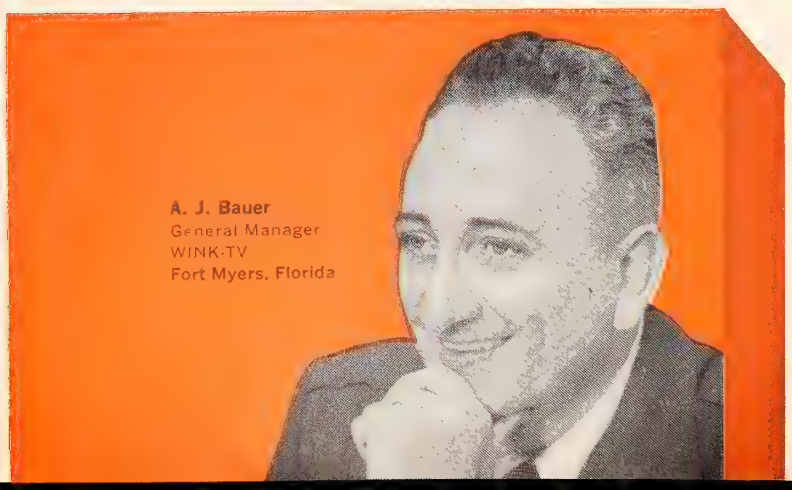
"The sponsor is convinced his show is now giving the Fort Myers audience the best feature film entertainment that money can buy."

Warner's Films of the 50's . . . Money makers of the 60's

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue	YUkon 6-1717
CHICAGO: 8922-D La Crosse, Skokie, Ill	OR 4-5105
DALLAS: 5641 Charlestown Drive	ADams 9-2855
BEVERLY HILLS: 232 Reeves Drive	GRanite 6-1564

For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data)



A. J. Bauer
General Manager
WINK-TV
Fort Myers, Florida

WSNY Schenectady; WSPA Spartanburg; WSSC Sumter, S. C.; WSVA Harrisonburg, Va.; WTAX Springfield, Ill.; WTIC Hartford. WTIP Charleston, W. Va.; WTIX New Orleans; WTKM Hartford, Wis.; WTOL Toledo; WTTM Trenton, N. J.; WTXL West Springfield, Mass.; WUSJ Lockport, N. Y.; WVCG Coral Gables, Calif.; WVPO Stroudsburg, Pa.; WWDC Washington; WWJ Detroit; WWKY Winchester, Ky.; WWVA Wheeling.

Pay tv's prospects discussed in New York

Chief stumbling block to even limited expansion of pay tv is its economics: for example, to properly wire New York City it would cost an estimated $500 million. This is the opinion of Jean Dalrymple, executive producer, International Telemeter Co., pay-tv subsidiary of Paramount Pictures Inc., who spoke at the monthly meeting of the Drama Desk, an organization of New York theatre editors and reporters. She also admitted the prohibitive costs would keep pay tv from reaching as many people as does free tv.

Miss Dalrymple pointed out it costs $1.5 million to set up a wired pay tv station and $150 for each set. Because of this, Telemeter, currently conducing a pay tv experiment in Etobicoke, a suburb of Toronto, is finding it difficult to fill requests, now on file, for 40,000 pay tv sets. She further indicated this is also the reason that "Telemeter plans to go mainly into suburban areas and away from big cities."

Others joining the Drama Desk discussion, which was entitled "Will pay tv help or hurt the theatre" were Marshall Jamison, who is associated with the Zenith Radio-RKO General pay tv experiment to begin later this year in Hartford, Conn.; Carol Channing, star of *Show Girl,* the Broadway show which just completed an extended two-weeks' run on Etobicoke's pay tv system; Anne Meacham, star of *Hedda Gabler,* which will be shown to pay tv subscribers starting April 20; and Paddy Chayefsky and Tad Mosel, writers who have worked for both the theatre and television.

Mr. Jamison reported surveys taken in Hartford revealed 75% of the inhabitants wanted to see Broadway shows on pay tv. He said the Zenith-RKO General system, Teco Inc., plans 21 hours of programming a week for Hartford with motion pictures and perhaps a Broadway play once a week.

Mr. Mosel was hopeful that someone would create a new kind of theatre for pay tv, rather than borrowing from live theatre. He warned that pay tv was in danger of becoming "a kind of middle man," a relay for entertainment productions.

It was Mr. Chayefsky's contention that "there is a vast difference between a stage play and the photographed version of it." He expressed doubt that "television can present a correct version of a Broadway play."

Macfadden buys into pay tv system

BARTELL TO SEEK U.S. TV OUTLET FOR TEST

Macfadden Publications' purchase of a "substantial interest" in Teleglobe Pay-Tv System Inc., New York, was announced last week by Gerald A. Bartell, president of Macfadden and Bartell Broadcasting Corp., and Solomon Sagall, president of Teleglobe. The cost and the percentage of Macfadden's interest were not disclosed.

Macfadden and Teleglobe hope to form a separate company soon to make a commercial test of the Teleglobe system in a major area and they'll soon seek FCC approval. A company spokesman said Bartell seeks to buy a U.S. tv station to use for the pay television test.

Mr. Sagall said Teleglobe recently was granted patents in England and Italy, and has applied for U.S. patents. It differs from other pay tv systems in that only the sound is withheld and there are no decoding or unscrambling attachments at tv receiver, Mr. Sagall said. Subscribers are billed monthly by centralized metering.

Mr. Sagall, founder of Scophony Ltd., a pioneer British tv firm, said "the efficiency of Teleglobe resides in its simplicity and relatively low cost." Mr. Sagall said there is "no tampering with, or modifications of, the home receiver and no costly or involved installations."

"Equally suitable for color and black-and-white programs, Teleglobe employs an audio network, using telephone lines, that withholds sound, but not picture, from all but subscribers," Mr. Sagall said. "The system is compatible with both over-the-air and coaxial-cable transmission."

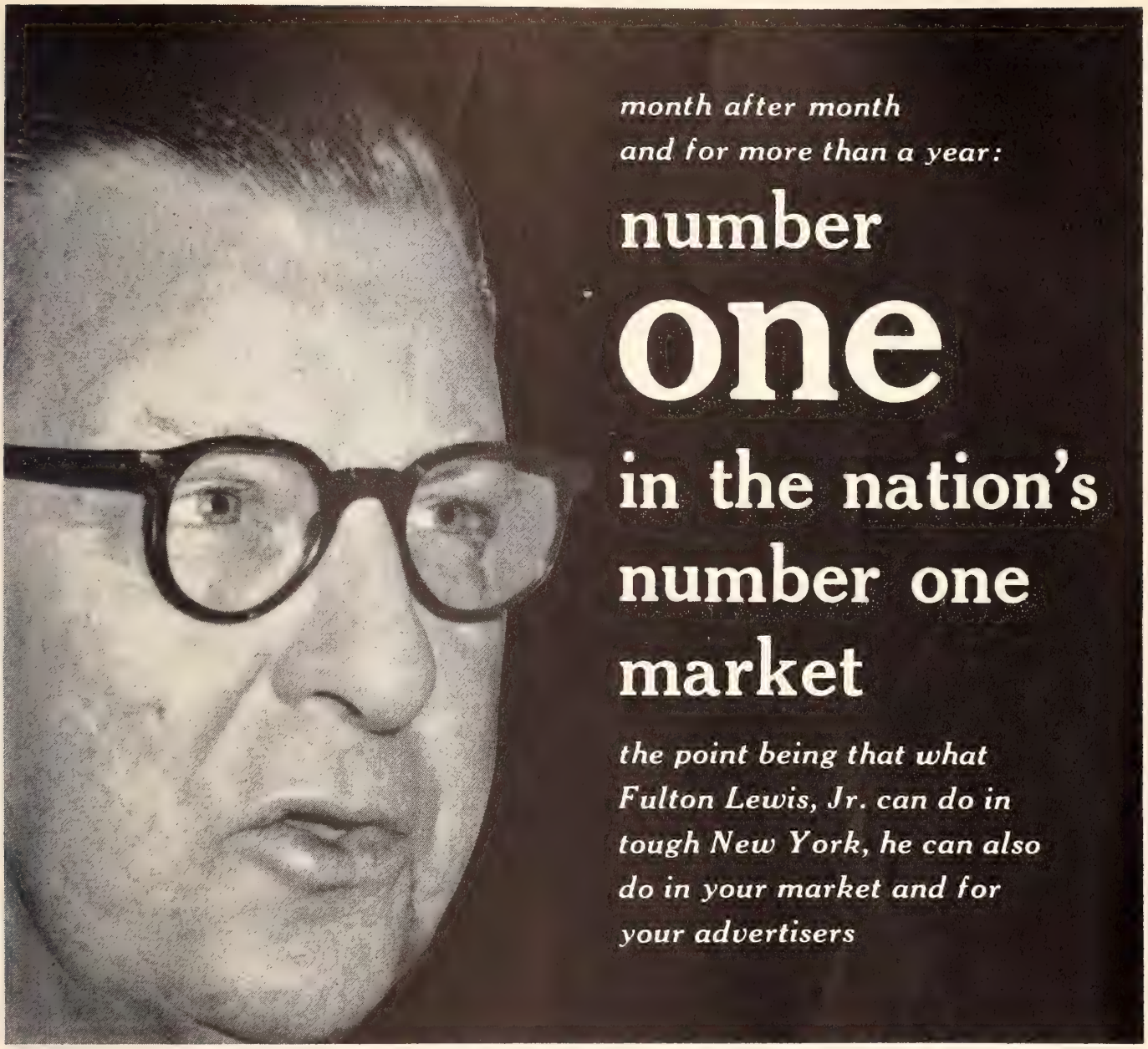
Macfadden Publications, of which Bartell Broadcasting became the largest single stockholder in February, entered into the pay tv agreement because "publishing and broadcasting have a common interest, especially in serving the mass audience," Mr. Bartell said.

Bartell owns and operates WOKY Milwaukee, WAKE Atlanta, KCBQ San Diego, WOV New York, WYDE Birmingham, Ala., and KYA San Francisco.

At present there are only two prospective pay tv operations in the U. S. In Hartford, Conn., RKO General has FCC authority to run a three-year test of off-the-air Phonevision, using its ch. 18 WHCT (TV) there. In Little Rock, Ark., a local group has petitioned the Arkansas Public Utilities Commission to order Southwestern Bell Telephone Co. to furnish wire lines for a Telemeter coin-in-the-box system. This is the same system which has been operated for more than a year in Toronto, Ont.



Signing ceremonies for Macfadden Publications' purchase of an interest in Teleglobe Pay-Tv System Inc. are (l to r): Solomon Sagall, Teleglobe president; Gerald A. Bartell, president of Macfadden and of Bartell Broadcasting Corp., and Irvin S. Manheimer, Macfadden chairman.



some salable arithmetic on FULTON LEWIS, JR.

To prove what we suspected (that provocative broadcasting builds audiences), we compared Pulse ratings in New York City. Month after month and for more than a year, Fulton Lewis, Jr. has been the number one program; number one at 7 o'clock and also number one in competition with all other news and commentary programs regardless of time.

Number one market too big to relate to your sales problem? Try Richmond, where Mr. Lewis also clearly dominates the field of news commentary. Or look at the results he's achieved for a Chevrolet dealer in Demopolis, Alabama.

Does controversy count for anything? Thumb through the endorsements Mr. Lewis has received from his co-op advertisers in the savings and loan field (and who could be more sensitive to public opinion?). A Southern California institution doubles its resources in a little more than two years. A Dallas sponsor points to a 20% increase in deposits in one year. And so forth and so forth. Want a convincing sales argument? We'll gladly send you copies of many such testimonials.

What are the extras worth to your client? Aside from crackling style and ability to command loyalty from listeners, add the value of personality promotion. Mr. Lewis will tape custom introductions for your client, record commercials, provide endorsements. Mr. Lewis is not content to sell himself; he sells for your advertiser.

Why not number Fulton Lewis, Jr. among the priority programs to sell in your market or region. Contact Mutual's Cooperative Programming Dept. for the complete story.

All the arithmetic to make the sale is on your side.

MUTUAL RADIO NETWORK *A Service to Independent Stations*

1440 Broadway, New York 18, N.Y. • Subsidiary of Minnesota Mining & Manufacturing Company

3M COMPANY

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ WAVY-AM-TV Portsmouth (Norfolk), Va.: Sold by Tidewater Teleradio Inc. (J. Glen Taylor, president) to Gannett Co. Inc. for a net figure of about $4.5 million. Gannett board approved acquisition last week, Paul Miller, Gannett broadcasting chief announced. Sale must be approved by WAVY owners, although this is considered a formality. Gannett owns WHEC-AM-TV Rochester, N.Y., where it publishes *Rochester Times-Union* and *Democrat & Chronicle;* WINR-AM-TV Binghamton and WENY Elmira, both New York, and WDAN Danville, Ill. It also publishes newspapers in other New York cities, New Jersey, Connecticut and Illinois. WAVY is 5 kw on 1350 kc. WAVY-FM is 26 kw on 96.9 mc. WAVY-TV, established in 1957, is ch. 10 and NBC-TV affiliated. Broker was Blackburn & Co.

▪ KTRC Santa Fe, N. M.: Sold by Garfield C. Packard to Carl S. Goodwin for $100,000. Mr. Goodwin was co-owner for the past four years of KRIG Odessa, Tex., recently sold. KTRC is 250 w on 1400 kc. Broker was Hamilton-Landis & Assoc.

▪ KSLY San Luis Obispo, Calif.: Sold by Rex O. Stevenson to Berry Broadcasters Inc. for $50,000. Berry comprises Reginald D. Streeter, John W. Barba and Sylvain Lassalette. Messrs. Streeter and Barba were formerly employed at KWIP Merced, Calif.; Mr. Lassalette is an automobile dealer. KSLY is on 1400 kc with 250 w. Broker was Blackburn & Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 133).

▪ WKST-AM-TV New Castle, Pa.-Youngstown, Ohio: Sold by S. W. and Wanda E. Townsend to Communications Industries Inc. for $975,000 for 81.2% interest plus $200,000 to S. W. Townsend for 10 years consultancy and agreement not to compete. Sale includes option to purchase remaining stock for $225,000. Communications Industries is headed by Lazar Emanuel, New York attorney, and includes Blair Walliser and Paul Smallens. It is a majority stockholder in WACE Chicopee, Mass., WEOK Poughkeepsie, N. Y.

▪ WGSM Huntington, N. Y.: Remaining stock sold by Byron T. Sammis and others to Edward J. and Gertrude C. Fitzgerald, present 36.76% owners, for $287,885. The Fitzgeralds also own WGBB Freeport, N. Y. FCC Chairman Newton N. Minow did not participate.

▪ WPLH Huntington, W. Va.: Sold by The Tierney Co. to George H. Clinton for $125,000. Mr. Clinton has a minority interest in WTMA-AM-FM Charleston, S. C.

Record radio billing reported by Storer

The "greatest" March radio billing period in the 34-year-old history of Storer Broadcasting Co. is seen as an indicator of the end of the business recession, according to George B. Storer, chairman of the multiple broadcasting company.

Mr. Storer made his announcement at the annual Storer stockholders meeting in Miami last Wednesday.

He explained the reason for his "cautious" optimism by noting that radio reflects the broadcasting business and the overall economy more quickly than television because an advertiser can prepare a radio schedule, or increase an existing schedule, in a matter of hours.

Storer's first quarter showed a decline, mainly attributed to a dip in television sales plus the lack of a tax loss carryover included in the 1960 figures.

Announced was the election of George B. Storer Jr. to the presidency of the company; Mr. Storer Sr. retaining the chairmanship. Other new elections were also announced (see WEEK's HEADLINERS, page 10).

Earnings Dip ▪ First 1961 quarter earnings of $1,055,418 (42.6 cents per share) compared to $1,423,079 (57.5 cents per share) in the same 1960 quarter were announced at the meeting. Both are net after taxes. The 1961 earnings were based on 2,474,950 shares outstanding; 1960 on 2,474,750 shares.

One reason for the decline, it was pointed out, was that the first quarter last year included a loss tax carry-forward at WITI-TV Milwaukee. No such carryover was applicable in 1961.

Storer owns WJBK-AM-TV Detroit, WJW-AM-TV Cleveland, WSPD-AM-TV Toledo, WITI-TV Milwaukee, WAGA-TV Atlanta, WIBG Philadelphia, WGBS Miami, WWVA Wheeling (W. Va.) and KGBS Los Angeles. It also owns the *Miami Beach Sun* and a majority interest in Standard Tube Co., Detroit.

Media reports...

Lower rates ▪ WTCN-TV Minneapolis-St. Paul, which went independent yesterday (Sunday) as its ABC-TV affiliation switched to KMSP-TV there, has anounced a new rate card with lower rates effective immediately. WTCN-TV has dropped its Class AA (7:30-10 p.m.) one time one-hour rate from the

only serious buyers will learn your identity

We do not send out lists. Every sale is handled on an individual basis. You are revealed only to serious, financially responsible buyers. You avoid the risks of selling without our deep knowledge of markets . . . and are further protected by our reputation for reliability!

BLACKBURN & Company, Inc.

RADIO • TV • NEWSPAPER BROKERS

NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.	CHICAGO	ATLANTA	BEVERLY HILLS
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	Calif. Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Ave.	Robert M. Baird	9441 Wilshire Blvd.
Washington Building	Chicago, Illinois	Healey Building	Beverly Hills, Calif.
STerling 3-4341	FInancial 6-6460	JAckson 5-1576	CRestview 4-2770

previous $1,500 to $1,200. One time one minute spot rate drops from $340 to $250. Time Inc. acknowledged the financial impact of the affiliation loss to WTCN-TV in a footnote to its 1960 financial report (BROADCASTING, April 10).

Quarterly quarter ▪ American Broadcasting-Paramount Theatres Inc., N. Y., last week declared a second-quarter dividend of 25 cents per share on common stock and the same on preferred, payable June 15 to holders of record May 19.

'Yanqui, yes!' ▪ WRUL New York, international short-wave radio station, last week started to broadcast in Spanish a schedule of 81 home games of the New York Yankees to the Caribbean area, Mexico, Central America and Venezuela.

Networks get ready for directors' strike

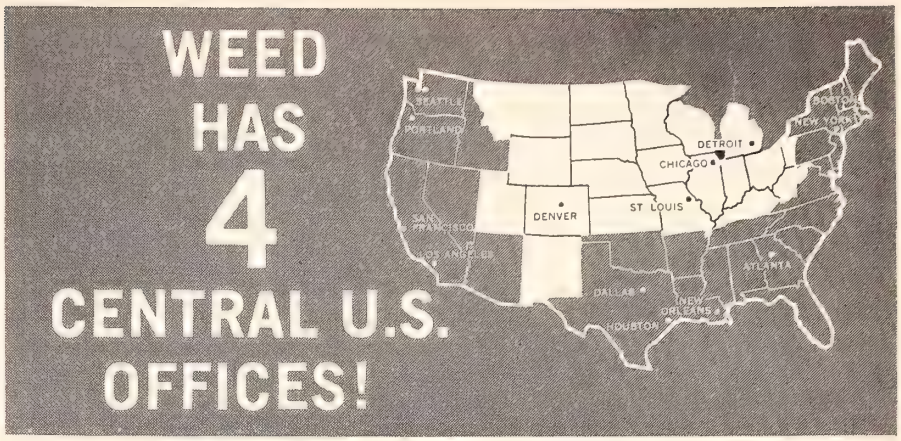
The deadline for contract negotiations between the Directors Guild of America and the radio-tv networks was set for midnight last Friday (April 14). Network officials were hopeful of a settlement but said they are prepared to maintain operations if DGA calls a strike.

The key issue is DGA's demand for a change in the method for payment of directors on live or taped tv shows. Now they are paid $190 weekly minimum, plus commercials fees for working on sponsored shows. The Guild's proposal would eliminate staff directors and place them under a free-lance contract, whereby they would be paid $630 a week and guaranteed 23 out of 26 weeks of employment. It was reported that under such a scale there would be no extra payment for overtime and no limit on the number of hours or days a director could work in a week. Approximately 900 guild members are covered by network contracts.

The networks have rejected the proposal, claiming it is "unworkable" in tv, a network source said. Their attitude is that the DGA plan would impose "A motion picture concept" on tv.

PAB host to congressmen

The Pennsylvania Assn. of Broadcasters will hold its second annual breakfast for members of the Pennsylvania congressional delegation tomorrow (April 18) at the Congressional Hotel in Washington. Milton Bergstein, WMAJ State College, Pa., president of PAB, and John S. Booth, WCHA Chambersburg, chairman of the broadcast committee, will head a delegation of about 25 broadcasters. An equal number of members of the Senate and House from Pennsylvania have accepted.



This territory is IMPORTANT
This territory is ACTIVE
This territory is DEMANDING

That's why 4 of Weed's 14 offices are located here. Only direct face-to-face salesmanship and constant servicing can produce maximum results in the Central U.S.



Wherever a buying decision is made...
a WEED man IS THERE!

STATIONS FOR SALE

EAST—$300,000

Nationally known fulltime station in one of North Carolina's top markets, fine opportunity, asking $300,000.

WASHINGTON, D. C.
1737 DE SALES STREET, N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

SOUTH—$250,000

MAJOR MARKET FULLTIMER
In one of the most beautiful and fastest growing markets—grossing over $150,000 yearly and constantly increasing. A good money-maker, good equipment, valuable real estate, serving over 200,000 people, well accepted, good music station.

DALLAS
1511 BRYAN STREET
RIVERSIDE 8-1175
DEWITT 'JUDGE' LANDIS
JOE A. OSWALD

MIDWEST—$63,000

Semi-suburban property just right for owner-operator. Priced realistically at $63,000 with good terms.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

WEST COAST—$135,000

Fulltime northwest radio station with good frequency and power. Heavy fixed assets including land and building go with sale. 1960 cash flow in excess of $30,000. Total price $135,000 with 29% down and long term on balance.

SAN FRANCISCO
111 SUTTER STREET
EXBROOK 2-5671
JOHN F. HARDESTY
DON SEARLE—Los Angeles

Hamilton-Landis & Associates INC.
NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING

A Solomon of the radio spectrum?

POSSIBILITY OF SUPER ALLOCATION AUTHORITY SEEN IN TALKS

An administrator to oversee the administrators of the radio spectrum may be the outcome of current informal meetings among the FCC, the Office of Civilian & Defense Mobilization and White House aides.

The meetings have been going on over the last few weeks, a White House source acknowledged last week, to work out a method of coordinating the apportionment of the spectrum between government and non-government users.

They're not only discussing the apparatus to handle the apportionment, but also considering some kind of supervision over usage.

As it was explained, this means that if a band of frequencies is allocated to a government user, but is not being used, there ought to be some way to revise the allocation and assign it to another claimant. And vice versa.

The existence of the preliminary discussions involving the future of radio spectrum management was indicated last Thursday in President Kennedy's message to Congress on the regulatory agencies.

Speaking of the need to coordinate the activities of various independent agencies, the President referred to the "coordinated effort . . . underway to provide a better method for the allocation among governmental and non-governmental users of the radio spectrum, and to improve the regulation over the method of their use . . ."

What May Happen ▪ The current discussions may result in the establishment of a more formal spectrum administration, it was learned last week. This could lead to a request to Congress for legislation. Or, it was pointed out, the President might use the powers he has acquired under the Reorganization Act to put this into effect.

FCC Chairman Newton N. Minow has represented the FCC at the meetings. White House participants have been James M. Landis, the President's expert on regulatory agencies; Dr. Jerome B. Wiesner, science adviser to the President, and Myer (Mike) Feldman, deputy special counsel to the President.

The idea of establishing a more formal chain of command to handle the radio spectrum has had various proponents during the past 25 years. The latest was a special congressional hearing in 1959 under the chairmanship of Rep. Oren Harris (D-Ark.), who heads the House Commerce Committee. At that hearing a panel of government officials and communications and electronics experts testified on various proposals. There was a strong feeling that a frequency allocations board should be established to handle the overall division between government and non-government. Some urged the creation of a government czar or board to ride herd on government users, the FCC continuing to assign bands and issue licenses to non-government users (BROADCASTING, June 15, 1959).

At present, frequency allocations are handled on an informal basis by the Interdepartmental Radio Advisory Committee, representing government users, and the FCC, representing non-government users.

More Power ▪ The President asked that more authority over administration and management be given the chairmen of the agencies. Recommendations to effect the plan will be submitted shortly, the President said, and, it was learned they may be sent to Congress this week.

In a related statement, the President urged that the regulatory agencies be more responsible to the White House in the management of their affairs. Since he must enforce the laws Congress passes, Mr. Kennedy said, it's up to the White House to see that the independent agencies have a strong tie to the executive department.

The presidential message stressed that overall managerial oversight of the agencies should be in the executive's hands. This includes the power to coordinate the various agencies whose responsibilities cut across the same field, he said.

Although the President did not name the agencies, Mr. Landis previously has referred to a lack of coordination among three agencies, all concerned with transportation—the Interstate Commerce Commission (railroads, trucks and busses), the Civil Aeronautics Board (air commerce) and the Federal Maritime Board (water transportation). In the field of communications Mr. Landis has referred to the overlapping interests of the FCC and the Federal Trade Commission, and the FCC's relationship to the Dept. of Justice.

Hill and High Water ▪ The President's ideas are believed bound to run into conflict with Congress, always touchy about its authority over the independent agencies.

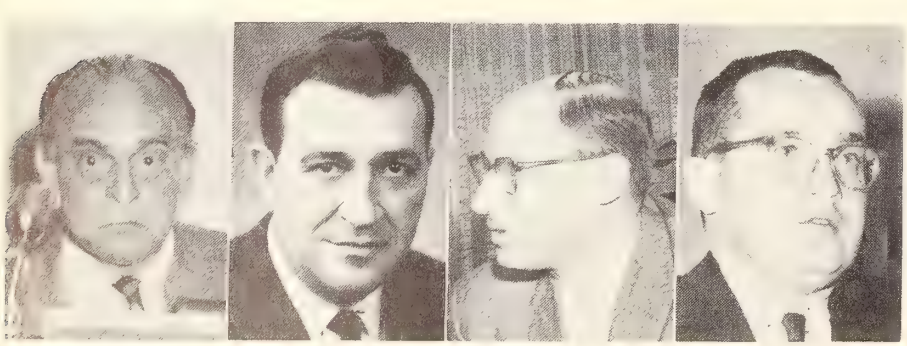
One observer noted that Mr. Kennedy's ideas for making chairmen responsible to the White House are at odds with the House Oversight Committee's recommendation that the chairmanship of an administrative agency be rotated annually among its members.

In his special message, the President also urged that all agency decisions be written by individual commissioners, instead of as a blanket agency decision, the method now used at the FCC.

He also suggested more delegation of responsibilities and authority to panels of commissioners, or to the staff. He urged that standards and pay for hearing examiners be raised.

The President issued an Executive Order last week which set up an Administrative Conference on regulatory agencies. The conference will include representatives of government agencies, the bar, universities and other "practitioners," he said. Heading this conference, it is presumed, will be Circuit Judge E. Barrett Prettyman, of the District of Columbia U.S. Appeals court. Judge Prettyman last year headed an organizing committee for such a conference at the request of President Eisenhower.

No Czar, No Raises ▪ Much of Mr. Kennedy's message was similar to proposals enunciated by Mr. Landis, one-



Mr. Landis | Mr. Wiesner | Mr. Feldman | Mr. Minow



THEY LIVE IT UP . . . AND LOVE IT . . . in the fabulous KSLA market. Oil-rich, timber-rich, cattle-rich, and growing industrially . . . this tri-state area hardly knows recession. Its people play hard, work hard and have the money to buy. They look to KSLA-TV for news they believe . . . programs they enjoy.

Ask our reps (Harrington, Righter and Parsons) about the fabulous KSLA market!

CBS **KSLA TV SHREVEPORT LOUISIANA**

IN THE CONGRESSIONAL HOPPER

Here, in capsulated form, are bills introduced in Congress that are of interest to those in broadcasting and allied fields:

HR 6056. Rep. A. Sidney Herlong Jr. (D-Fla.)—would expand, for the purpose of determining manufacturers' excise taxes, the exclusion of local advertising charges from the sales price of an article. Ways and Means Committee. March 29.

HR 6180. Rep. Charles S. Gubser (R-Calif.)—would create a permanent Commission on Organization of the Executive Branch to conduct studies and make recommendations to promote economy and improve efficiency in government.

S 1534. Sen. John J. Williams (R-Del.)—would provide criminal penalties for anyone attempting to bribe a government official and for officials accepting bribes. Judiciary Committee. April 12.

S 1535. Sen. John J. Williams (R-Del.)—would prohibit former government officials, including members of Congress, from representing, within two years of their separation from office, firms or individuals in matters which they had become aware of while in government service. Judiciary Committee. April 12.

S 1567. Sen. John A. Carroll (D-Ore.) for himself and Sens. Philip A. Hart (D-Mich.), Edward V. Long (D-Mo.), and William Proxmire (D-Wis.)—would spell out government information to which the public is entitled and require government agencies to make it available. Judiciary Committe. April 12.

time Harvard Law School dean and a former member of three government agencies (Federal Trade, Securities & Exchange and Civil Aeronautics), early this year (BROADCASTING, Jan. 2, 9).

But the message made no mention of one of the stormiest of the Landis proposals: that an overseer of the regulatory agencies be established in the White House. Nor was any mention made of Mr. Landis' recommendations involving the tenure of commissioners and their compensation.

The establishment of an office of regulatory oversight in the White House, however, has adherents on Capitol Hill. Last week a Senate Judiciary subcommittee issued a majority report recommending among other things that an Office of Administration and Reorganization be set up in the White House to investigate trouble spots in the administrative area, report their causes to the President, provide the agencies with management consultant services and prepare plans to increase agencies' effectiveness.

Republican members of the committee balked at this suggestion, seeing in such a move a potential source of conflict between the administation and Congress.

Sens. John A. Carroll (D-Colo.), who is chairman of the subcommittee, and Philip A. Hart (D-Mich.) are the majority; Sen. Everett Dirksen (R-Ill.) is the minority.

A general code of ethics for all government personnel, particularly the executive departments and the independent agencies, is expected to be issued sometime in the near future.

The message made specific proposals for reorganizing the Federal Power Commission, including the addition of two new commissioners. It recommended that the Federal Power Act be changed to exempt small pipeline operators from licensing requirements, particularly where no significant extensions or changes are involved.

The target—lightening the load of administrative agencies to pare away insignificant, routine processes—may be carried over to other agencies, including the FCC, it was understood. This would be one way of extracting commissioners particularly, and staffs generally, from a daily grind of paper work.

Although President Kennedy made no mention of several other Landis ideas, it was learned that there may be some reorganization of agencies, including the FCC, and that the White House is still actively considering Mr. Landis' suggestion that task forces be assigned to study individual agencies.

NBC says Justice erred in Philco plea

NBC told the U. S. Court of Appeals in Washington last week that the Dept. of Justice was way off the beam when it urged that the FCC ought to give Philco Corp. a hearing on its protest against the 1957 renewal of the network's licenses for WRCV-AM-FM-TV Philadelphia.

The Justice Dept.'s memorandum, NBC said, has nothing to do with the case at hand. Both the antitrust consent decrees and the concurrent plea of no defense, cited by Justice, occurred after the protest by Philco was filed, and therefore, properly, could not be considered by the FCC, the network told the court. It also noted that in its 35 years it has never been adjudged guilty of any antitrust violation, either by the government or in a private suit. It also took a slap at the government agency's statement that the FCC had not since 1931 reviewed NBC's qualifications to hold a broadcast license. It pointed to the 1946 Washington, D.C., tv comparative hearing when NBC won ch. 4 there; and to various other FCC proceedings right up to 1956.

The network cited the terms of the consent decrees, holding that they do not imply a finding of violation. The antitrust suits, instituted both times by the government, referred to RCA's patent licensing practices and NBC's transaction with Westinghouse involving the Philadelphia stations.

Two weeks ago the FCC itself argued against the Justice Dept.'s viewpoint (BROADCASTING, April 10.)

WROC-TV asks sale okay despite several protests

Transcontinent Television Corp. has asked the FCC to approve its sale of WROC-TV Rochester, N. Y., and to ignore union protests (AT DEADLINE, March 20).

The company in a separate petition asked the FCC to ignore the opposition of WSAY Rochester to the sale. WSAY said the sale would concentrate monopolistic control in the hands of the Gannett newspaper chain (BROADCASTING, April 3).

Unions (AFTRA and NABET) objected to a clause in the sale contract agreeing to abandon WROC-TV's union pacts. Unions said this was contrary to their contract with WROC-TV. Transcontinent denied this, saying only preamble of union contract refers to Transcontinent's successor companies, not the body of the contract.

Transcontinent also pointed out that FCC traditionally has never ruled out sales because of private contractual disagreements.

Transcontinent answered the WSAY plea by avering that allowing WHEC-TV to have ch. 10 fulltime would not violate antitrust procedure any more than WHEC-TV's sharing time as it currently does on that channel.

WVET-TV and WHEC-TV also petitioned that the sale be approved, stating that the case has been heard in the courts for the past 10 years and that Gannett has been found not to be monopolistic. The stations said that WSAY will have to contend with competition in any case, since ch. 13 may be dropped into Rochester under pending rulemaking. The fact that WSAY operates at a loss is not all the fault of monopoly, the stations ventured.

THAT WCKY SURE

cleans up

CINCINNATI

When the dust settles after you've looked at this one's Pulse and that one's Hooper . . . This one's mail map and the other one's private study of adult behavior in radio listening, one fact emerges. In the bustling Cincinnati market, that big 50,000 watt WCKY is the answer to a buyer's prayer. It's got the coverage . . . reaching all of the new — exploding — Cincinnati area. It's got the circulation . . . you can name the stations in the nation, with bigger reach, on the fingers of one hand. And it's got the price . . . you can figure the pennies-per-thousand cost on just your two hands. The moral is plain. If you want to take competitors to the cleaners in Cincinnati, mop up with WCKY. AM Radio Sales will help you.



WCKY-RADIO IS SOME BUY
50,000 WATTS • CINCINNATI

The tab for political time last year

The FCC last week submitted its final report on the political broadcasting activities of radio and television stations throughout the country last fall.

The document, which gives the most complete picture of these activities ever attempted, generally supports the findings of an earlier report (BROADCASTING, March 6) covering some of the same ground—namely, that broadcasters behaved reasonably well and fairly in covering the political campaigns.

However, it appeared last week that the FCC may be asked to substantiate its report with further information. Creekmore Fath, counsel for the Senate Watchdog Subcommittee, said he is interested in a station-by-station breakdown of certain questions covered on a state-by-state basis.

He said that, in some respects, the report did not jibe with information developed at the Watchdog hearings last month (BROADCASTING, April 3).

He did not specify which areas he had in mind. However, he indicated skepticism about a finding in the report that the number of radio stations refusing to sell time for political broadcasts was negligible.

The massive FCC report provides, among other things, a state-by-state breakdown of how broadcasters handled coverage of contests for president, vice president, governor, senator and U. S. representative. It will figure importantly in the hearings the Senate Communications Subcommittee will resume on a bill (S 204) to make permanent last year's suspension of the political broadcasting section of the Communications Act with respect to presidential and vice presidential candidates.

The accompanying tables have been selected from the 103 in the report as being of special interest to broadcasters:

TABLE 1
TOTAL CHARGES FOR POLITICAL BROADCASTS[1]

	Republican	Democratic	Other	Total All Parties
3 Tv Networks	$1,820.360	$1,106,875	$	$ 2,927,235
Tv Stations	3,610,933	3,307,987	206,167	7,125,087
4 Radio Networks	44.546	34,321		78,867
Radio Stations	2,082,970	1,755,803	225,316	4,064,089
Total	$7,558.809	$6,204,986	$431,483	$14,195,278

[1]Before commissions and after discounts.

TABLE 2
NETWORK CHARGES[1] FOR POLITICAL BROADCASTS, 1956 AND 1960

	1960	1956	Percent Increase or (Decreased)
A—Combined 3 TV Networks and 4 AM Networks:			
Republican	$1,864,906	$1,877,718	(.7)
Democratic	1,141,196	1,373,736	(16.9)
Total	$3,006,102	$3,251,454	(7.5)
B—3 TV Networks Only:			
Republican	$1,820,360	$1,733,073	+5.0
Democratic	1,106,875	1,197,441	(7.6)
Total	$2,927,235	$2,930,514	(.1)
C—4 AM Networks Only			
Republican	$44,546	$144,645	(69.2)
Democratic	34,321	176,295	(80.5)
Total	$78,867	$320,940	(75.4)

Note: ( ) indicates percent declined between 1956 and 1960.
[1]Before commissions and after discounts.

TABLE 3
STATION CHARGES FOR POLITICAL BROADCASTS[1] 1956 AND 1960

	1960	1956	Percent Increase
A—TV and Radio Stations Combined			
Republican	$ 5,693,903	$3,504,173	62.5
Democratic	5,063,790	2,746,976	84.3
All Other	431,483	315,739	36.7
Total	$11,189,176	$6,566,888	70.4
B—TV Stations Only			
Republican	$3,610,933	$2,004,090	80.2
Democratic	3,307,987	1,549,347	113.5
All Other	206,167	151,995	35.6
Total	$7,125,087	$3,705,432	92.3
C—Radio Stations Only			
Republican	$2,082,970	$1,500,083	38.9
Democratic	1,755,803	1,197,629	46.6
All Other	225,316	163,744	37.6
Total	$4,064,089	$2,861,456	42.0

[1]Before commissions and after discounts.

TABLE 4
TELEVISION STATIONS: DISTRIBUTION OF STATIONS BY AMOUNTS RECEIVED FOR POLITICAL BROADCASTS

	Republican		Democratic		All Other	
	No. of Stations Reporting	Amount Received	No. of Stations Reporting	Amount Received	No. of Stations Reporting	Amount Received
Less than $500	16	$ 4,688	17	$ 3,993	85	$ 21,478
500- 999	19	14,559	26	17,633	42	29,228
1000- 1999	58	87,011	71	109,522	35	49,002
2000- 2999	68	169,346	63	161,554	11	26,899
3000- 3999	44	148,255	42	148,745	5	17,329
4000- 4999	46	205,070	43	192,652	3	14,026
5000- 9999	133	957,242	129	937,348	8	48,205
10000-14999	61	747,334	59	697,369		
15000-19999	17	287,068	22	373,365		
20000-24999	17	381,025	3	68,232		
25000-34999	8	226,887	10	292,618		
35000-49999	4	175,394	4	172,561		
50000-74999	2	131,014	2	132,395		
75000 and over	1	76,040				
TOTAL	494	$3,610,933	491	$3,307,987	189	$206,167

TABLE 5
AM RADIO STATIONS: DISTRIBUTION OF STATIONS BY AMOUNTS RECEIVED FOR POLITICAL BROADCASTS

	Republican		Democratic		All Other	
	No. of Stations Reporting	Amount Received	No. of Stations Reporting	Amount Received	No. of Stations Reporting	Amount Received
less than $100	488	$ 25,105	493	$ 25,875	376	$17,179
100- 199	448	65,085	501	72,915	185	26,606
200- 299	319	78,418	372	91,742	93	22,473
300- 399	253	88,126	283	97,670	57	19,678
400- 499	197	88,368	209	93,511	39	17,334
500- 749	367	225,082	377	231,313	63	38,313
750- 999	227	197,416	231	198,448	26	22,455
1000-1999	397	546,346	345	469,439	26	34,746
2000-2999	114	276,156	78	191,144	5	12,218
3000-3999	45	150,140	29	105,198	2	6,675
4000-4999	12	54,478	9	38,977		
5000-9999	24	159,349	8	53,510		
10000 and over	5	67,373	3	33,055		
Total	2,896	$2,021,442	2,938	$1,702,797	872	$217,677

NOW . . . 8mm SOUND-ON-FILM FOR TELEVISION NEWS! —ON CHANNEL 5 IN PHOENIX!



Tom Sherlock, Channel 5 Director of Film and Special Events, looks-ahead with the history-making camera at the KPHO RADIO-TV building.

KPHO-TV, Channel 5 in Phoenix, the station with Look-Ahead, has produced another FIRST! This time, development of a process which permits use of 8mm sof for television news.

Yes, television history was made on February 14, 1961, when Channel 5 telecast the first 8mm sound-on-film news story ever presented to a television audience.

Using the Fairchild Cinephonic 8mm sof cameras, KPHO-TV now provides inexpensive, compact sof cameras for the use of all their news staffers. With the added aid of a table top fast-film processor, KPHO-TV news *is* as news *should be* . . . immediate, accurate, complete.

KPHO-TV, the leading independent TV station in the United States, leads again, in Look-Ahead.

KPHO-TV PHOENIX 5

KPHO-TV, CHANNEL 5
631 N. 1st AVE.
PHOENIX 3, ARIZONA
RICHARD B. RAWLS, *Vice Pres., Gen. Mgr.*
HOWARD STALNAKER, *Station Manager*
A MEREDITH STATION—AFFILIATED WITH BETTER HOMES AND GARDENS MAGAZINE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

THOSE POINTED QUESTIONS

FCC staff's renewal-time inquiries indicate extent of concern with wayward licensees

More and more stations are being asked to account for their programming as their turns come up for license renewal—an indication of the FCC's increasing interest in programming (BROADCASTING, April 10).

A check last week of letters of inquiry to stations whose licenses have expired this year indicates the extent of FCC activity. Stations checked were in Alabama and Georgia, (where licenses expired April 1) and in Florida, (where licenses expired Feb. 1). The inquiries are from FCC staff people who study renewal applications, then recommend to commissioners whether the licenses should be renewed or set for hearing. Although many of the letters are on financial or technical matters, several are directed to programming.

The inquiries chide stations for the number of commercials run during a given period; for failure to deliver programming promised at last renewal; for not scheduling educational or discussion programs; for not providing an outlet for "local self-expression." The staff letters make it plain that licensees are expected to dot i's and cross t's in describing the length and number of all commercials, in accounting for 100% of programming time and in explaining why the station classifies a program as it does.

So far this year, the FCC has complained to over two dozen stations about claimed overcommercialization; to some 20 stations about alleged failure to carry out programming promises and over 30 stations on the quality and variety of their programs.

Although comments on the FCC's controversial revised programming forms are not due until May 1, the commission, through the staff letters, has already put some of its proposals into practice.

Spot Check ▪ The FCC staff compares the program logs of the "composite week" submitted by applicants with the station's statement on the time it devotes to commercials. For example, a letter to a Florida station said 31 to 38 spots were scheduled in some hours, sometimes as many as 11 in a 14½-minute period. The inquiries wanted to know the length of each spot and said, "A question is raised as to whether the station's programming is interrupted by spot announcements in a manner and to a degree so as to cause a deterioration in program service."

A station in a major Alabama market was asked about its "special promotion days" when it schedules more than its usual number of spots. The inquiry wanted to know if these "special" days are designated each Tuesday and Thursday, for example.

The time in which the spots are clustered is also of interest. Another Alabama station was questioned about broadcasting an average 22 spots per hour from 8 a.m. to 6 p.m.

Several stations did not elaborate on their commercial policy beyond stating that they complied with NAB standards for radio. The answer did not satisfy the FCC letter writers, who pressed for greater details about the number and length.

Broken Promises ▪ In several cases the FCC staff noted a "wide variance between representations made at the last renewal period and the actual program offerings." Stations were warned that misrepresentations may have been made that could cast a cloud upon the licensee's character qualifications.

One Georgia station was told: "The station's programming appears from the composite week's logs to consist entirely of music and news interspersed with spot announcements. The 2.9% of educational programming and the 1.6% to be devoted to discussion of subjects of public interest does not seem to have been broadcast. Please submit a statement explaining this discrepancy."

Another Georgia station was called on alleged difference between the live local programming it promised and its actual percentage of recorded music. The same station reduced its percentage of live local programming on its proposed program schedule to conform with the amount actually broadcast. The FCC letter suggested this station should explore local needs to find whether it is depriving its community of a chance for local self-expression. (It is the only station in that market.)

Why Not? ▪ The letters go beyond comparing promise and performance, however, to include stations that have not broadcast certain categories of programs in the past and have not indicated that they intend to broadcast them in the future. In these cases, the letters ask, "Why not?"

A major market Georgia station revised its schedule to include "religious programming." A description made it apparent the program would be devoted to gospel records. If the program is entirely recorded and entirely music, it doesn't qualify as "religious programming" by FCC standards, the staff inquiry said.

A station which claimed a certain amount of time as educational programming was informed that unless the program was produced by and in behalf of recognized educational groups, the fact it might be instructional does not make it educational by FCC criteria.

One station, reprimanded for a lack of educational programming, responded that it invited members of the faculty of the local high school to use its facilities when they wished. No one accepted the offer and the FCC refused to certify the station having aired educational material.

A recurring comment in the letters of inquiry: "You are requested to explain how the local needs and interests have been and are being served by your operation." The request is similar to one of the requirements on the FCC programming form now set for rulemaking.

When a Birmingham, Ala., station was accused of not providing enough local news, it responded, "However, we do furnish local news." The three local newspapers are among its sources of information, the station said.

The FCC's concern with community service by radio stations is expressly set forth in a typical letter: "In view of your showing that less than 3% of your program offerings are on a 'live' basis, it cannot be determined how you are serving the local interests of the community and whether opportunity is provided for local self-expression. You are requested, therefore, to submit a statement to indicate how you are serving the particular needs and interests of the community, what efforts are being made to provide for local self-expression and what steps are being taken to make time available for the discussion of public issues. . . . It is requested that you submit a statement showing the time and dates that religious and agricultural types of programming were carried by your station together with brief descriptions of the programs allegedly broadcast."

KORD hearing delayed; more log samples asked

Hearing for license renewal of KORD Pasco, Wash., on charges of overcommercialization and failing to live up to programming promises has been set back from June 5 to July 17 (BROADCASTING, April 3, 10).

The FCC Broadcast Bureau agreed to the postponement to allow the station time to plead for reconsideration of the comission's hearing order. July 5 has been set for exchange of exhibits between KORD and the bureau.

At a prehearing conference last week, the bureau asked KORD to give it a representative sample of the station's logs from the three-year period to be covered in the renewal hearing.



ON THE GENTLE ART OF CELLING

Once there was a good, but stern, Media Director. One day a young timebuyer came to ask his opinion on an important matter.

Believing that nothing should be handed out in a silver spoon*, the Media Director handed the young timebuyer a sterling answer, indeed, but it was scrambled in this honeycomb.

The letters in the cells spell out his precise advice. See if you can trace it through, using the letters in every cell just once, and always passing from a cell to one that is touching it. Send us the correct sentence and win a copy of Dudeney's "Amusements in Mathematics"—Dover Publications, Inc., N. Y. If you've already won it, say so and we'll send you a different prize.

** He was not averse, however, to scheduling the stations that deliver the largest audience on a silver spoon. (In Washington, he bought WMAL-TV, first all week long, 6 PM to Midnight. ARB Jan-Feb '61.)*

wmal-tv abc

Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM,** Washington, D. C.; **WSVA-TV** and **WSVA,** Harrisonburg, Va.

23 CONGRESSMEN IN BROADCASTING

10 in Senate, 13 in House hold some kind of station tie-in

Ten senators and 13 representatives in the 87th Congress have either a direct or family-connected interest in commercial or noncommercial-educational broadcasting, according to FCC records.

The total number of congressmen with these interests is seven fewer than during the 86th Congress. Missing from this year's list is former Senator, now Vice President, Lyndon Johnson, whose wife and brother have extensive broadcasting holdings in Texas.

Also missing is former Representative, now Interior Secretary, Stewart Udall of Arizona, whose uncle has broadcasting interests in that state. Others not listed this year either did not return to Congress or disposed of their radio-tv holdings.

While the interests of the congressmen listed range from token to controlling stockholdings, none of the senators or representatives owns a radio or tv station outright. However, several hold sole or controlling interests within their families.

Several of the congressional interests are not financial. For instance, one sentor is a trustee of an educational station. Another senator's aunt is a member of a state board of education which is a licensee for two tv stations, one of them educational.

Of the commercial stations having some congressional tie-in, 24 are ams, 13 are fms and 18 are tvs; of the noncommercial-educational type, one is an am, one an fm, and one a tv.

The congressional list, showing station network affiliations where they exist, follows:

Sen. Clinton P. Anderson (D-N.M.), Albuquerque—owns 250 of 4,513 shares common voting stock of KGGM-AM-TV Albuquerque and KVSF Santa Fe, both New Mexico. His son, Shelbourne, is director and owns 107 shares of the same stations.

KGGM: CBS; KGGM-TV: CBS; KVSF: CBS.

Sen. Roman L. Hruska (R-Neb.), Omaha — his brother, Victor, Ponte Vedra Beach, Fla., is a trustee of WJCT (TV) Jacksonville, Fla., educational station.

Sen. Olin D. Johnston (D-S.C.), Spartanburg—his wife is vice president-director and owns 125 of 500 shares of common voting stock of WFGN Gaffney, S.C.

WFGN: Keystone.

Sen. B. Everett Jordan (D-N.C.), Saxapahaw—owns 36 of 473 shares of common voting stock of WBBB-AM-FM Burlington, N.C. His wife owns 34 of 750 shares of common voting stock of WHKY-AM-FM Hickory, N.C.

WBBB: MBS; WHKY: ABC.

Sen. Robert S. Kerr (D-Okla.), Oklahoma City—is vice president, director and owns 327 of 2,500 shares of Class A common voting stock of KVOO-TV Tulsa, Okla.; is president, director and owns 50,611 of 100,000 shares of common voting stock of WEEK-AM-TV Peoria and WEEQ-TV LaSalle, both Illinois. His wife owns 371 shares same type stock in KVOO-TV and 11,488 shares of Illinois stations. His brother, T. M. Kerr, owns 172 shares of KVOO-TV and is secretary-director and owns 11,141 shares of Illinois stations. Geraldine H. Kerr, wife of T. M. Kerr, owns 3,255 shares of Illinois stations.

KVOO-TV: NBC; WEEK-TV: NBC; WEEQ-TV: NBC.

Sen. Warren G. Magnuson (D-Wash.), Seattle—owns 10,389 of 257,505 shares of common voting stock of KIRO-AM-FM-TV Seattle.

KIRO: CBS; KIRO-TV: CBS.

Sen. Winston L. Prouty (R-Vt.), Newport—his cousin, John A. Prouty, Newport, owns 1 of 1,643 shares of common voting stock of WIKE Newport.

Sen. A. Willis Robertson (D-Va.), Lexington—his brother, Harold F., is director, but not a stockholder, of Shenandoah Life Insurance Co., licensee of WSLS-AM-FM-TV Roanoke, Va.

WSLS: NBC; WSLS-TV: NBC, ABC.

Sen. John J. Sparkman (D-Ala.), Huntsville—he is a trustee, but not a stockholder, of WAMU-FM Washington, an educational station. His wife is partner and owns 49% WAVU-AM-FM Albertville, Ala.

Sen. Herman A. Talmadge (D-Ga.), Lovejoy—his aunt, Mrs. Julius Y. Talmadge, Athens, Ga., is a member of the state board of education, licensee of WEGA-TV Savannah, an educational station, and WXGA-TV Waycross, Ga.

Rep. J. Floyd Breeding (D-Kan.), Rolla—is director and owns 1 of 2,000 shares of common voting stock of KTVC (TV), Ensign, Kan.

KTVC (TV): ABC.

Rep. Thomas B. Curtis (R-Mo.), Webster Groves—is trustee, but not a stockholder, of WDCR Hanover, N.H., commercial station licensed to Dartmouth College.

Rep. John W. Davis (D-Ga.), Summerville—director, but not a stockholder, of WGTA Summerville.

Rep. James J. Delaney (D-N.Y.), Long Island City — owns 13,000 of 1,149,798 shares of capital common voting stock of WPRO-AM-FM-TV Providence, R. I.; WROW and WTEN (TV) Albany, N.Y.; WCDC (TV) Adams, Mass.; WTVD (TV) Durham, N.C.

WPRO: CBS; WPRO-TV: CBS; WROW: CBS; WTEN (TV): CBS; WCDC (TV): CBS; WTVD (TV): CBS.

Rep. L. H. Fountain (D-N.C.), Tarboro—is secretary-treasurer and director and owns 86 of 300 shares of common voting stock of WCPS-AM-FM Tarboro. His brother, R. M. Fountain, Tarboro, is vice president and director, and owns 107 shares, and another brother, V. E. Fountain, is president and director, and owns 107 shares of same stations.

Rep. Porter Hardy Jr. (D-Va.), Churchland — is director and voting trustee for 20,754 shares of Class B common voting stock and owns 300 of 18,204 shares Class A common non-voting and 232 of 8,006 shares Class C common non-voting stock in WAVY-AM-FM-TV Portsmouth, Va.

WAVY-TV: NBC.

Rep. Paul C. Jones Sr. (D-Mo.), Kennett—he is president, director and owns 100 of 490 shares of common voting stock of KBOA-AM-FM Kennett. His wife owns 22 shares and his son, Paul C. Jr., 28 shares of same stations.

Rep. Eugene J. Keogh (D-N.Y.), Brooklyn—owns 17,763 of 1,149,798 shares of capital common voting stock of WROW and WTEN (TV) Albany, New York; WCDC (TV) Adams, Mass.; WTVD (TV) Durham, N.C.; and WPRO-AM-FM-TV Providence, R.I. He also holds 2,500 shares in same stations for minor children Susan and E. Preston Keogh.

WROW: CBS; WTEN (TV): CBS; WCDC (TV): CBS; WTVD (TV): CBS; WPRO: CBS; WPRO-TV: CBS.

Rep. Richard E. Lankford (D-Md.), Annapolis—owns 30 of 140 shares of preferred non-voting stock of WNAV-AM-FM Annapolis.

Rep. George H. Mahon (D-Tex.), Lubbock—his brother John B. and his nephew Eldon B. each own 50% of KVMC Colorado City, Tex.

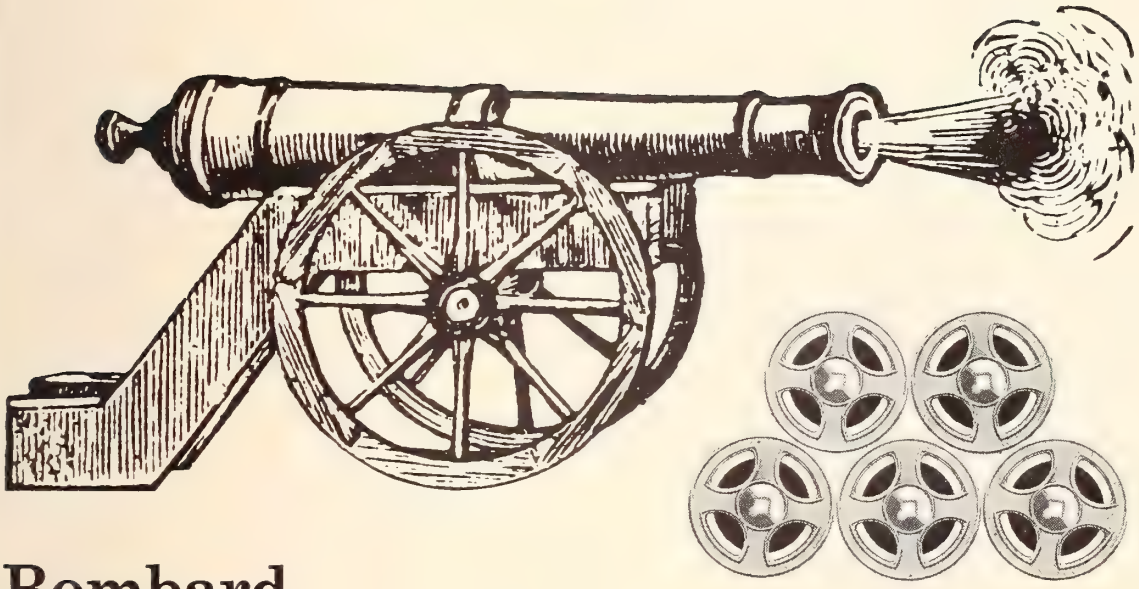
KVMC: Keystone.

Rep. Albert M. Rains (D-Ala.), Gadsden—is first vice president and owns 45 of 150 shares of common voting stock of WGAD Gadsden and is vice president and director and owns 36 of 120 shares of common voting stock of WGSV Guntersville, Ala.

WGAD: ABC; WGSV: KBS

Rep. William W. Scranton (R-Pa.), Scranton—owns 11,854 of 869,306 shares of Class B common voting stock

SAN FRANCISCO BAY AREA



Bombard San Francisco Night and Day

Combine all your spots—prime time minutes, morning ID's, afternoon 20's, film, live and videotape commercials—for the most advantageous Penetration Plan discounts in San Francisco.

Additional discounts on 13, 26 and 52-week night and day penetration schedules!

Call KTVU or H-R Television Inc. for excellent availabilities in live sports, The Play of the Week, high-rated live, syndicated and kids shows.

KTVU

CHANNEL 2

SAN FRANCISCO • OAKLAND One Jack London Square, Oakland 7, California

of WGR-AM-FM-TV Buffalo, WROC-FM-TV Rochester, N. Y., WDAF-AM-FM-TV Kansas City, Mo.; and 2,558 of 14,000 shares of stock of WNEP-TV Scranton.

WGR-AM: NBC; WGR-FM: QXR; WGR-TV: NBC; WROC-FM: QXR; WROC-TV: NBC (Primary), ABC (Secondary); WDAF-TV: NBC; WNEP-TV: ABC.

Rep. Phil Weaver (R-Neb.), Falls City—his nephew's wife, Mrs. Jane Ann Calhoun Weaver, Lincoln, Neb., owns 7 of 5,000 shares of common voting stock of WTAD-AM-FM Quincy, Ill., and KHQA-TV Hannibal, Mo.

WTAD: CBS; KHQA-TV: CBS, ABC.

Government briefs...

Reorganization authority ▪ President Kennedy signed into law last week the government reorganization bill. The measure permits him to submit to Congress reorganization proposals which will become effective in 60 days unless vetoed by either branch of Congress. The authority extends to June 1, 1963.

Payola case off? ▪ A Federal Trade Commission examiner has issued recommended orders which would dismiss FTC complaints against three record companies charged with payola involving radio and tv disc jockeys. The complaints, all issued last year, are against Columbia Record Sales Corp. and affiliated Columbia Record Distributors Inc., New York; Capitol Records Distributing Corp. and Dot Records Inc., both of Hollywood. The examiner's initial decision was based on motions by FTC attorneys to drop the litigation since the Communications Act amendments passed by Congress last year outlaw the practice (BROADCASTING, April 10).

Anti-gambling proposal ▪ Anyone using wire or cable to transmit gambling information between states would be subject to a $10,000 fine or up to two years' imprisonment under terms of legislation Attorney General Robert F. Kennedy recommended to Congress last week. Radio and television, however, would be excluded from the bill's provisions, and sports broadcasts would not be affected.

Payola consent ▪ Federal Trade Commission last week announced acceptance of consent order against former Era Records, Hollywood, Calif., prohibiting one-time owners from using payola to get records played on broadcast stations. Order, for settlement purposes only and not an admission of violation, provides that payola to disc jockeys or others must be disclosed to public.

The FCC last week...

▪ Granted an extension of time to KFRE-TV Fresno, Calif., for dual operation on chs. 12 and 30, but only until June 1, instead of for the 90 days requested. The FCC stated "Such further limited use of ch. 12 should not have a significant adverse effect on deintermixture of Fresno or on the Fresno uhf stations, and should give [KFRE-TV] ample time to accomplish the purpose on which its original request was based." The station had asked for dual operation to serve people in areas that could not receive uhf signals during the changeover period.

▪ Was asked by WNEB Worcester, Mass., to approve the request of WWOR (TV) that city, to allocate ch. 13 to that city but to deny WWOR's request to institute show-cause proceedings why WWOR should not operate on ch. 13 (BROADCASTING, April 10). WNEB said the channel should be allocated and then set for comparative hearing.

▪ Awarded a contract to Melpar Inc. for the fabrication, installation and check-out of an antenna atop the Empire State Bldg. to be used in the FCC's uhf experiment in New York. The $248,000 contract, first let in the $2 million study of uhf, calls for installation by Nov. 10, 1961.

▪ Invited comments by May 17 on pro-

WAST
PUTS YOUR MESSAGE ACROSS



In This Important
ALBANY — SCHENECTADY — TROY MARKET . . .
Special balanced programming attuned to area preferences exposes more prospects to your selling strategy. And . . . viewer confidence in WAST multiplies the effectiveness of your sales message.

abc

WAST
ch. 13 ALBANY, N. Y.
WILLIAM A. RIPLE, *General Manager*

SELL Where People BUY

call your H-R *man*

Portrait of 6 announcers at work

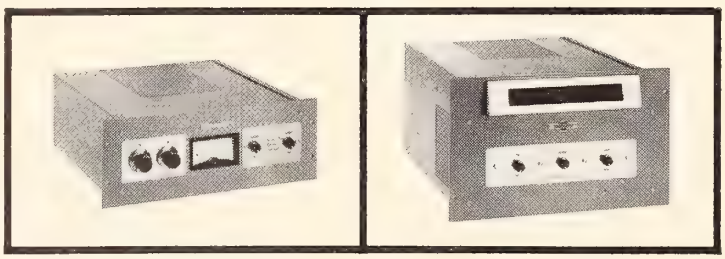
Yes...six announcers—or as many announcers and other program personnel as you have on your staff—all available from sign-on to sign-off with an absolute minimum of effort and expense. The secret is the AUTOMATIC TAPE CONTROL system shown at right. It gives you maximum use of staff voices with only one man on duty. ATC records spots, programs, special effects, music . . . anything up to 31 minutes in length . . . on pre-set tape magazines. Staff members record while on duty. Then your operator simply slips the magazine into the playback slot, pushes a button and the message is on the air instantly. When the message is completed, the tape rewinds automatically, ready for a repeat performance or storage. And, ATC gives you true fidelity in reproduction with a frequency response of ±2 db from 70 to 12,000 cps; ±4 db from 50 to 15,000 cps. Signal-to-noise ratio is 55 db, and wow and flutter under 0.2% rms.

NOW COMPLETE AUTOMATION AVAILABLE

ATC 55, our newest development, permits the automatic use of 55 consecutive magazines without reloading or resetting. Used in sets of two or more, ATC 55 allows completely automated broadcasting twenty-four hours a day.



ATC is made by the originator and largest manufacturer of automatic tape control equipment . . . in use in over 600 radio and TV stations



Recording amplifier | Playback unit

AUTOMATIC ATC TAPE CONTROL

209 E. Washington St. • Room 100 • Bloomington, Illinois

SEE THE ATC 55 AT THE N. A. B. SHOW, BOOTH 6

posed rulemaking to substitute ch. 32 for ch. 51 in Louisville. The change was requested by WLKY (TV) Louisville, which now holds a permit for ch. 51. The proposed reallocation also would involve substituting ch. 26 for 32 in Richmond, Ind.; ch. 83 for 26 in Anderson, Ind.; ch. 66 for 25 in Madison, Ind.; ch. 32 for 26 in Knoxville, Tenn., and ch. 26 for 32 in Oak Ridge, Tenn.

▪ Denied a request by KISD Sioux Falls, S. D., to make effective immediately an initial decision looking toward granting that station an increase in power from 250 w to 1 kw. The request to examine the initial decision at this time would be contrary to normal commission procedure since exceptions have been filed. Since KISD had not shown that public interest requires an immediate grant, the commission refused to deviate from its normal procedure.

FCC seeks revision of interest-conflict ban

The FCC has asked Congress to lift the Communication Act's conflict-of-interest ban as it applies to those serving in the FCC units of the National Defense Executive Reserve.

The reserve was set up to create a supply of trained executives who could, in a national emergency, immediately step into government positions. The FCC unit trains individuals for jobs as commissioners or bureau chiefs.

In a letter to Congress last week, FCC Chairman Newton N. Minow said the ban affects those individuals most qualified for FCC reserve training—those now in the communications industry.

The FCC last week also asked Congress for authority to impose fines for violations of its rules by radio stations in the common carrier and safety and special interest fields. Chairman Minow said these violations are mounting and existing FCC sanctions are inadequate.

Broadcast Bureau files stand on WDKD renewal

The Broadcast Bureau last week outlined the extent to which it will willingly go along with requests by WDKD Kingstree, S. C., a station facing a license renewal hearing because of alleged off-color programs (BROADCASTING, March 20 *et seq.*).

The station asked the FCC for (a) a bill of particulars and clarification of the charges; (b) a copy of the complaint filed by the FCC field office, information on the alleged offensive material and the names of parties who furnished the commission information; (c) enlargement of the issues to cover WDKD's overall performance and programming instead of one alleged obscene program.

The bureau cited as precedent the FCC's decision not to give a bill of particulars to KWK St. Louis (facing license-revocation proceedings) in requesting denial of WDKD's plea. As to clarification, the bureau said the scope of the hearing is patently the three-year period covered in license renewal; that the scope of the programming issue is clearly the Charlie Walker show in which the off-color remarks are claimed to have been made. The bureau said that WDKD's lawyer has listened to the tapes of that show, which precipitated the hearing.

The bureau added it is willing to allow the licensee, E. G. Robinson Jr., to tape the pertinent portions of the Walker show.

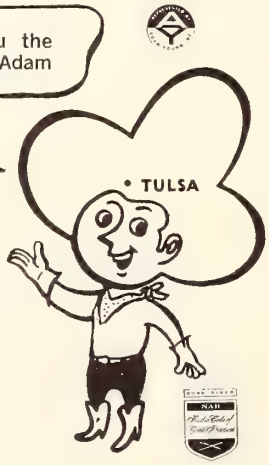
On enlarging issues to include WDKD's overall programming, the bureau cautioned the FCC that licensees in the past have furnished several isolated examples of commendable programming not typical of their regular operation. But, the bureau said it doesn't object to inclusion of the station's overall programming if WDKD is required to supply "representative" programming from periods selected at random by the FCC. This might set a desirable precedent for dealing with such situations, the bureau suggested.



DON'T MOVE THAT DIAL!
I want to hear KAKC... Tulsa's QUALITY station

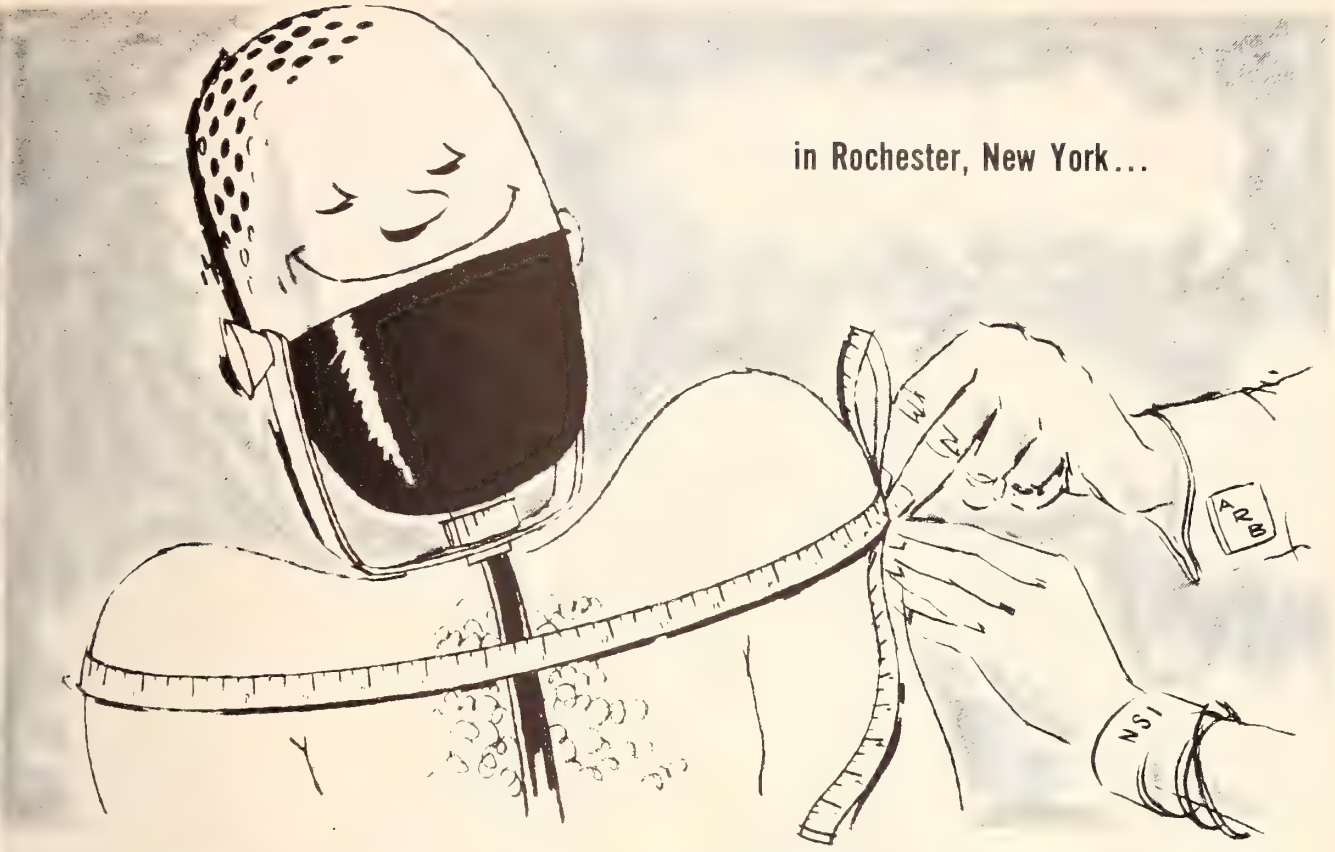
There are many definitions of the word "quality" but it all boils down to an opinion of the majority of the people. While quality means one thing in one place, it may mean an entirely different thing in another. In Tulsa a majority of the radio listeners have preferred the new KAKC for over 4 years and still do! Yes, in Tulsa Quality means the new KAKC. The listeners know it and so do the advertisers who use the new KAKC. Why don't you use it too?

Hi, I'm K. A. Casey . . . here to offer you the quality radio "buy" in Tulsa. Call your Adam Young representative and see for yourself.



FIRST IN TULSA
the new KAKC Dial 970
A Public Radio Corp. STATION

KIOA DES MOINES | KBEA/KBEY-FM KANSAS CITY | KAKC TULSA



all measurements* prove that Channel 10 is the BIG One...

*N.S.I. AND A.R.B. METROPOLITAN AUDIENCE SURVEYS . . . NOVEMBER 1960

...HAS THE BIGGEST OVERALL SHARE OF AUDIENCE!

...CARRIES 16 OF THE TOP 20 FAVORITE TELEVISION SHOWS!

It's always gratifying when independent surveys of the Rochester Metropolitan Area see affirmatively—"aye to aye"—as regards the dominant position of Channel 10. Not only do we carry 80% of the Top Twenty favorite Rochester shows—not only do we deliver the largest over-all Rochester viewer-audience—but, from key executives to propmen, from facilities to promotion—*we have what it takes to make the sponsor happy!*—We also have some mighty attractive availabilities. Write, phone or wire for complete details.

CHANNEL 10

BASIC CBS • AFFILIATE ABC

ROCHESTER, N.Y.

WHEC-TV
EVERETT McKINNEY INC.

WVET-TV
THE BOLLING CO. INC.

Ford asks for FCC-industry entente

SAYS NEW RULES PROTECT THE HONEST BROADCASTER

Speaking before the Kansas Assn. of Broadcasters in Topeka last Saturday (April 15), FCC Commissioner Frederick W. Ford entered a new plea for the industry to support the commission's program policy statement of last summer and proposed new program reporting forms. (BROADCASTING, April 10; also page 102).

"There has apparently been an attempt to obfuscate and confuse the purpose of the commission in its proposed form by imagining all types of disastrous eventualities," he said. "I am sure you will not be confused by these efforts, but will accept the adopted policy of the commission as expressed in its July 29, 1960, report as the basis for this form."

The former FCC chairman characterized the policy statement "as a new charter of freedom for broadcasters, but like all freedom it must be exercised judiciously and with self-discipline. If this is done and the industry cooperates fully in this major effort of the commission to bring about a climate for improved programming, I am sure that it will result in the satisfaction of knowing that you have served the public interest to the best of your ability and in higher profits for yourself."

Commissioner Ford said that he is convinced, from personal discussions with broadcasters, that the commission's policy embodies sound practice "as well as a guaranty of as complete freedom as possible for a broadcaster to serve the public interest as he, not the commission, finds it in his service area."

Agreeing with the views of FCC Chairman Newton N. Minow (BROADCASTING, April 10), Commissioner Ford said that stations should notify the commission of important changes in its programming as reflected in past applications.

Cause for Concern ▪ The speaker said that it appears some licensees are purchasing stations for the capital gains involved rather than with a view toward serving the public interest. He expressed concern over the high rate of turnover in station properties. "For my part," Commissioner Ford continued, "I would like to be sure that individuals who seek to become broadcast licensees are doing so with a primary purpose of serving the public. Generally speaking, if he does not expect to operate a station for at least three years, his motives for entering the public service area should be subjected to close scrutiny."

Referring to current rulemaking to require that licensees hold stations for a three-year minimum, he stated: "I am hopeful that in your own self-interest you will not listen to the blandishments of those who tell you that the commission wants to force you to remain a broadcaster and that you should be as free to buy and sell stations as cans of tomatoes. Dedicated broadcasters who know the public interest of their areas should support the efforts of those who would eliminate the fly-by-night from your number.

"How many of your broadcaster friends have told you of their experiences with competitors who literally bought an audience with prizes and giveaways only to unload on the inexperienced newcomer?"

He pointed out that the commission acted on 465 applications last year for changes in ownership of stations. Approximately 20% of these were held by the sellers for less than a year and more than half for less than three years. "Is it any wonder that the commission and congressional committees are concerned with such a high rate of quick turnover?" the commissioner asked his audience?

Appearing on the KAB program with Commissioner Ford was H. W. Bourell, FCC engineer in charge of the Kansas City field office. Mr. Bourell spoke on the commission's expanded program of field investigations of stations.

FCC STORM WARNINGS

Former bureau head alerts Illinois broadcaster group

An eight-point "get ready" warning for Illinois broadcasters— to prepare them for visits soon by FCC investigators under the commission's New Frontier strict enforcement policy—was sounded Wednesday by Harold G. Cowgill, former chief of the commission's Broadcast Bureau. He was succeeded Monday at the FCC by Seattle attorney Kenneth Cox (see story, page 00.)

Addressing the Illinois Broadcasters Assn. in Springfield, Mr. Cowgill confirmed reports of the FCC's intent to vigorously enforce its rules and regulations and to take action in cases of performance not matching promise, overcommercialization, careless technical maintenance and similar violations (BROADCASTING, April 10). He even suggested that stations might be asked to justify such practices as excessive self-promotion in situations where promotion announcements or references are so numerous as to conflict with what might be considered a balanced on-air presentation of other program material. His check list for licensees:

▪ Immediately obtain and read a copy of the Sept. 13, 1960, amended Communications Act. He said he is constantly amazed at the number of station owners and managers who have never seen a copy of the law.

▪ Read the current FCC rules and regulations and check in detail station compliance with each provision.

▪ Hold staff meetings with programming, engineering and sales people so that all may be familiar with the requirements of the proposed new Section IV program report, on which comments are due May 1 (BROADCASTING, April 10, Feb. 27, also page 102).

▪ Study "very carefully" the station's prior promises to the FCC on programming and compare them with the present operation.

▪ Either correct present performance to match with those promises or prepare to justify the differences.

▪ Make a current study of the needs of the community served by the station.

▪ Join the state broadcasters association if the station is not now a member. "I'm serious about this," Mr. Cowgill emphasized.

▪ Urge the officers of the state broadcasters association to inaugurate a program of collecting and distributing information of general interest to all broadcasters in a manner similar to that followed recently by the Florida state association.

Mr. Cowgill said that in previous years the commission field investigators often have given stations the chance to mend their fences when a discrepancy was found and before a violation order was issued, but this forewarning policy now could be "pretty well out the window." The law doesn't require it, he observed.

The field audit "does not mean an examination of your books only," Mr. Cowgill explained. "It is a term adopted for lack of a better one to mean a complete and exhaustive examination of the licensee himself, his staff, his facilities, his relationship to the community to determine whether in the past and in the future the station will be operated in the public interest."

You Will Be Checked ▪ Under the new commission policy, Mr. Cowgill indicated, there will be more field investigations of complaints as well as stepped-up technical inspection of facilities. Applications for license renewals, transfers, assignments and new or major changes in facilities will be given "in-depth" examination, as will the new Form 324 financial report and the Form 323 ownership report.

Stations also may expect close scrutiny and appraisal of their responses to the proposed new Part IV program section of broadcast applications, he said, particularly station statements describing the community served, its needs,

Government section continued on page 101



Florida: state of the decade-long boom

ORDERLY GROWTH CONTINUES AS INDUSTRY COMES TO BOLSTER TOURISM

A Florida utility executive looked up from his March kilowatt charts, peered out over the St. Petersburg horizon, and observed, "This is one of the finest recessions we ever had."

J. S. Gracy, senior vice president of Florida Power Corp., let his economic paradox sink in for a few seconds and continued, "Take the recession of 1960-61. It's still going on, according to what we hear. But take a look around Florida and what do you find?"

Answering his own question, he said, "You won't see a lot of down-hill curves on the Florida business charts. The last two recessions, 1958 and this one, have had the same effect—they've merely slowed down the rate of growth."

Mr. Gracy in a few words described the solidity of Florida's business and industrial structure after a decade of booming progress that usually has inspired such extravagant terms as sensational and fantastic, and now and then a gloomy forecast that it can't last.

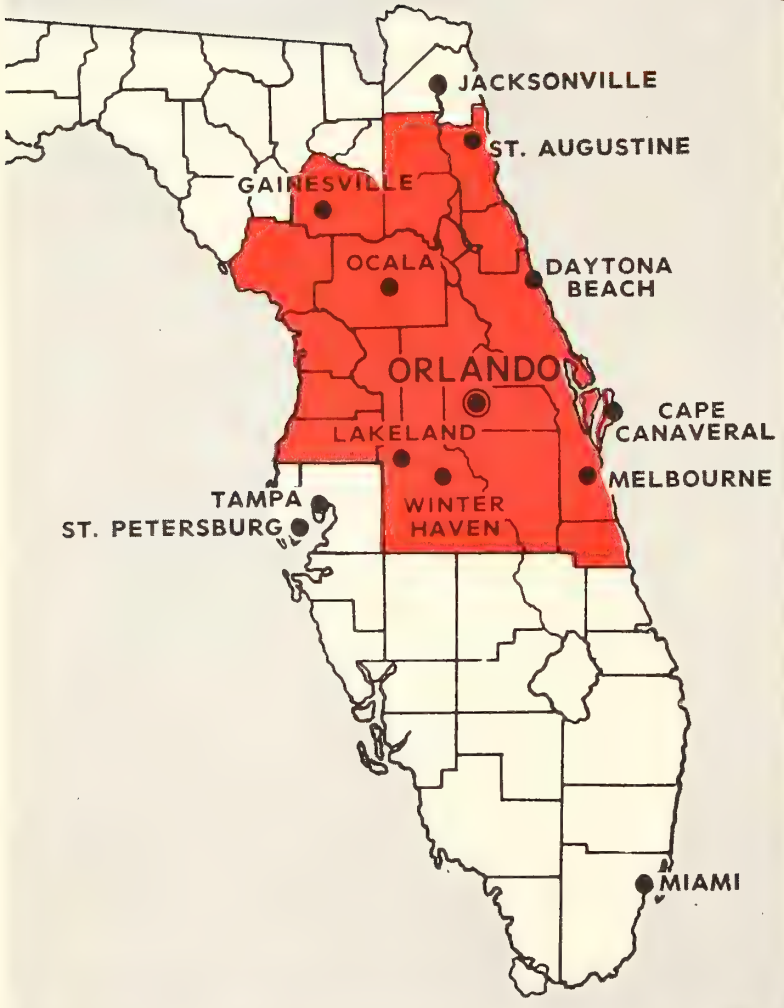
Florida is booming, as even a cursory glance at business indicators will show. But it's a boom that has left relatively few of the financial scars that followed Florida's scandalous real estate inflation of the '20s.

Orderly Growth ▪ Balmy Florida, the rich man's palm-draped playground of a past era, is shaping its decade-long boom into a surprisingly orderly transition. A steady industrial bottom has been placed under the unstable tourist and agricultural economy of the past and its dependence on the sensitive whims of the travel-minded and the follies of nature.

With this new versatility, Florida has joined the nation's top markets—nearly 5¼-million people (April 1, 1961 estimate) whose rate of spending is above the national average.

This subtropical peninsula at the

CENTRAL FLORIDA MARKET EXCLUSIVE



Central Florida's exclusive TV market covers 19 counties, one-fourth of Florida's TV homes. Coverage based on 1960 ARB report.

THREE CENTRAL FLORIDA TV STATIONS DRAMATICALLY PROVE VIEWER PREFERENCE WITH LATEST ARB COMBINED FREQUENCY INDEX OF 10.6

MORE VIEWERS WATCH and are loyal to these Central Florida Stations than any others.

FLORIDA'S ONLY INLAND MARKET with primary and Grade B TV coverage over **ground.** No signal waste over ocean.

EXPOSE YOUR SELLING MESSAGE over 1,143,600 consumers.

ORLANDO is the third fastest growing metropolitan market in the U. S.

WAREHOUSES for some products distributed in the Central Florida market are located in seaports of Jacksonville, and Tampa, but the CONSUMING Central Florida market is penetrated only by WESH-TV, WDBO-TV, and WLOF-TV.

WESH-TV
Ch. 2 - NBC
Avery-Knodel

WDBO-TV
Ch. 6 - CBS
Blair TV Assoc.

WLOF-TV
Ch. 9 - ABC
Young TV

. . . PENETRATING OVER 8 OUT OF 10 HOMES IN THE BILLION DOLLAR CENTRAL FLORIDA MARKET.

southeastern tip of the United States is riding into the '60s on the impetus of an economic overhaul that is changing all marketing concepts—a change so rapid its significance has escaped those who haven't had a chance to study the modern influences in depth.

A close look up and down the peninsula from Jacksonville and Pensacola on the north to Miami and on to Key West will quickly show that:

- Florida's economic growth is double the national rate; its absolute gain in population is exceeded only by California; it ranks 10th in population.
- Consumers spend a higher than average share of their income for goods and services although its average personal income is just 93% of the present U. S. figure.
- Central and southeast Florida are pace-setting the spectacular spots in the U. S. economy.
- Manufacturing income is increasing at four times the national pace.
- Florida shares with California the highest passenger auto saturation in the U. S.—one auto per 2.4 persons.
- Gasoline sales are double the figure a decade ago.
- Per family and per capita retail sales are 20% above the U. S. rate.
- Individual income has multiplied 7½ times in two decades.
- Supermarket sales average $1.6 million per store compared to $1.4 million on the national level.
- Home-purchase mortgages (under $20,000) totaled $1.6 billion in 1960, going up while the rest of the nation went down.
- Federal government payments totaled $1.25 billion in the last fiscal year, including $260 million in pay of military personnel and $490 million in prime contracts.

That's a quick look at the way things are happening in Florida, a state blessed by benevolent nature with mild climate and an incredible geography. No other state in continental U. S. can claim 1,000 miles of navigable inland waterways, 30,000 lakes (many interconnected), 13 deep water ports, a statewide rainfall of 50 inches a year, a statewide underlayer of stored water, three-score springs of major and second magnitude totaling 3 billion gallons a day, and fertile soil.

All the essays by economists and the seductive claims of those who extol Florida's charms boil down to two elemental facts:

- People like to visit Florida.
- They like to live in Florida.

And Florida welcomes both visitors and new citizens because its decade-long boom—a healthy growth despite its speed—is characterized by a sort of reverse economic cycle.

People First ▪ Dr. Reinhold P. Wolff, director of the U. of Miami business-economic research bureau, put it this way:

"Traditionally an area develops from its raw material through commerce and processing to consumers.

"In Florida this process moves in reverse. First come the people, then retailing and wholesaling, next manufacturing for the market and finally the related industries."

Dr. Wolff added significantly, "If people are here, the jobs will come."

The jobs have been coming. Florida's economy is healthy and so are its residents, a majority of whom are migrants weary of northern winters.

Florida is a sort of ethnic and social anomaly. Its 600-mile northern strip forms the southern boundary of the Old South, an industrial, forest and farming area tied closely to southern Georgia and Alabama. Pensacola is just 60 road miles from Mobile, Ala.

Southern Florida, on the other hand, reflects the heavy northern migration, an impact shared by Central Florida and the West Coast.

The surf-lapped shoreline, longest in the continental U. S., and Florida's lakes bring 11 million tourists yearly to this land of 12-month outdoor living. They pour a cheery $1.8 billion into the state's economy (see tourism, page 82).

Well Advertised ▪ Florida's recreational charms are well-known and justly renowned. Not so well known is the full story of its phenomenal industrial growth—an increase of 1,000% in value added by manufacturing in two decades and 1,100% in manufacturing payrolls. New sophisticated industries of the jet and missile age have sprung up (see industry, page 74).

The end-of-the-line location once was a deterrent to industry. With the advent of light industry and air transport, the handicap of hauling expense is lessening and the state enjoys mounting importance as takeoff point for the Caribbean and South America.

Sprawling, up-to-date cities are spreading all over the Florida landscape. Payrolls have held up much better than the national average during the current recession.

Income Leader ▪ Dr. George B. Hurff, director of the Florida U. bureau of economic and business research at Gainesville, said the spending by affluent retired people helps keep per-capita buying in the state at a high point. Florida leads the entire Southeast in its personal income, he said, and the figure is rising faster than the U. S. pace.

Florida's business has been spotty in recent months. Actually the total amount of trade was above that a year ago but it was split up among more business firms. For new enterprises, like new houses and mills, are appearing so fast it's hard for federal and state agencies to keep count. The number of houses doubled in the last decade while population increased about 80%.

A fact-hunting observer setting out from northwestern Florida will discover the direct journey from Pensacola to Key West via Tampa is 878 miles—the longest distance between any two cities within any continental state and farther than El Paso-Beaumont or Amarillo-Brownsville in Texas. But the trip is a rewarding experience which reveals an economic revolution.

Homes Are New ▪ Most of Florida's structures are new. The 5¼ million people are living it up. They have mortgages, gossipy neighbors, low property taxes because of a $5,000 homestead exemption, traffic jams and unpaid bills. But they also have swimming pools, patios, 600 varieties of fish, surf, about a million boats and almost 365 days of sunshine.

Last September Florida's Keys fought back from Hurricane Donna, first major catastrophe in a quarter-century. "We had four feet of water and lost most of our equipment and the cash register," said Tom Hanley, operating a higher-priced restaurant at Marathon. "But we were open for business in two months. Yes, we got the money out of the cash register." The Keys are jammed with fishermen and vacationers —many big spenders who park their yachts at boatels with private docks.

Gov. Farris Bryant and Wendell Jarrard, new chairman of the state development commission, exude optimism for the '60s. They recall the doubled factory employment in the '50s and note that Florida was the only one of the 12 southern states that showed a 1960 increase in manufacturing employment twice the national rate.

They also mention Florida's position as the fastest growing of all states, which makes it attractive to manufacturers oriented to consumer markets; stepped-up industrial promotion at local and state levels; continued expansion at Cape Canaveral, which attracts more electronics firms; and intensified water shortages in other parts of the nation that give Florida's abundance an even greater importance.

Economic sunshine has been pouring on Florida for years. There's no forecast of imminent trouble by those who have been watching the state improve its national position and local prosperity. A conservative guess would indicate about a 50% growth in the market during the next decade, below that of the '50s but likely to be well above the national average.

People keep coming to Florida, and that's what Florida wants most.

Some of Florida's best figures...

Some of Florida's best figures are on television coverage studies: WJXT in Jacksonville puts you on the map in 65 bustling Northeast Florida and South Georgia counties vs. only 39 for the second-best station. With run-away leads in ratings—and in homes delivered—according to Nielsen, WJXT consistently offers advertisers Florida's most alluring sales figures!



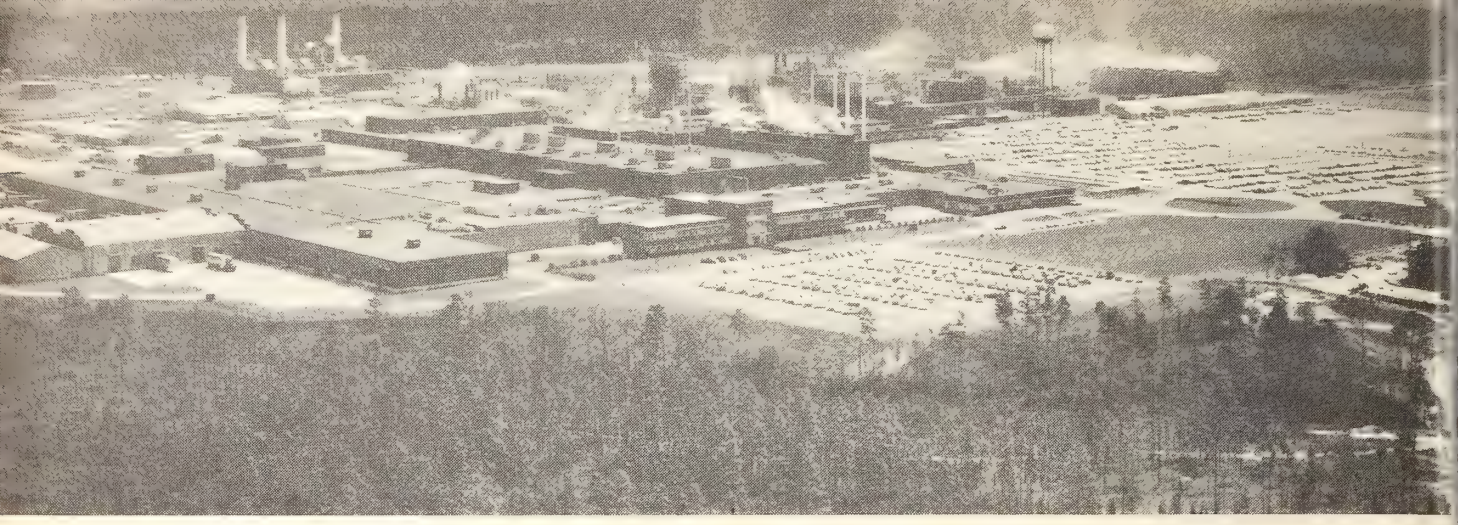
JACKSONVILLE, FLORIDA

Represented by CBS Television Spot Sales

Operated by The Washington Post Broadcast Division:

WJXT *channel 4, Jacksonville, Florida* **WTOP RADIO** *Washington, D.C.* **WTOP-TV** *channel 9, Washington, D.C*





Near Pensacola the Chemstrand Corp. chemical fiber plant is the largest wholly unified nylon plant in the world. It has a capacity of 114 million pounds of nylon a year and employs approximately 6,500 persons.

Growth of industry sets national pace

MANUFACTURING GAINS IN IMPORTANCE AS BACKSTOP FOR TOURISM

A fun-hunting tourist, hellbent down U. S. 1 or 441 at 65 mph toward Florida's 30,000 lakes or 1,197 miles of beaches, will pass by billions of dollars in industrial and military plant investment without sensing the existence of the state's newest attractions.

Florida's landscape is dotted with large and small installations whose appearance within the last decade has made it the fastest-growing industrial economy between the Atlantic and the Pacific.

Fastest Growth ▪ From 1954 to 1958 Florida led the U. S. in percentage growth of manufacturing, a growth that doubled that of Texas and California. Arizona, with only a tenth the population, tied Florida in the growth rate.

Dr. George B. Hurff, director of the U. of Florida economic-business research bureau, said that Florida manufacturing rose by 78% in value added, 80% in payrolls and 40% in number of employes compared to respective figures of 12%, 18% and minus 0.7% for the nation.

This industrial expansion is having an important influence in the state. It serves as a backstop for the basic tourism and agricultural income and helps make the economy depression-proof. The three leading industries are food and kindred products; chemicals, pulp, paper and paper products.

Yet this important industrial growth owes much to the newer products of the jet age—electronics, plastics, electrical products, light metal fabrication and the routine requirements of a boomish area.

A detailed story of Florida's industry is likely to be outdated by the time it appears on a printed page. The modern, one-story plants often are scarcely visible from traffic arteries though many add to the charm of the area in contrast to the unsightly stacks and multistoried structures of earlier decades.

A lot of big plants can be seen only from a low-flying plane taking an uncharted, wandering course around the state. Some can't be seen even from the air due to stay-off mandates by the military—Cape Canaveral and its $700 million Patrick Air Base complex, for example.

Plants Are Many ▪ On a here-and-there flight from Daytona Beach northwest to Gainesville, a huge new Hudson paper plant appears on the landscape. A few moments later, after a quick look at the little town of Spuds—it's a potato-growing center—the enormous Sperry-Rand plant appears at Gainesville. Southbound out of Gainesville are quarries and then the first orderly orange groves with the processing plants operated by the Minute Maid-Coca Cola combine. South of Orlando, where industries appear in bunches, looms the biggest of them all—Martin's missile plant.

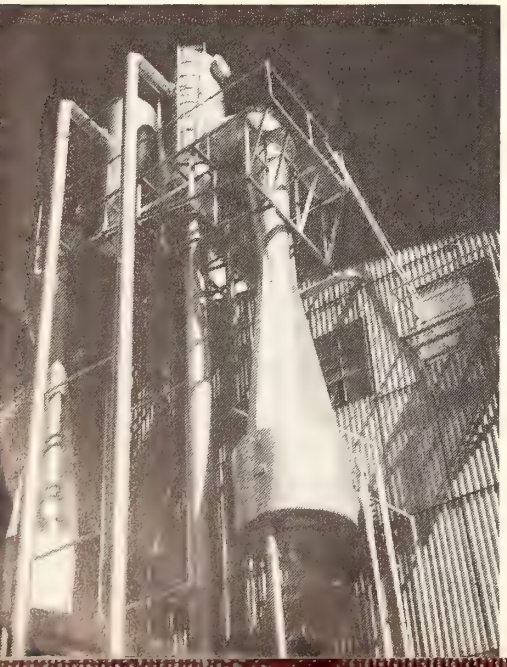
The jet and missile-age installations are fed by hundreds of smaller component and assembly plants. These and the more prosaic plants making modern necessities are operating in Florida because there is a good supply of skilled labor; these employes and administrative personnel like to live in the cozy climate; there's minimum absenteeism due to weather or illness; the state has unlimited water supplies; it provides nearby markets for much of the production and it's easy to attract young technicians and engineers to the outdoorsy living—and they bring along their families.

All this has led to lively intramural competition among cities and smaller communities anxious to land money-bringing industrial plums. Miami, St. Petersburg, Tampa, Jacksonville, Fort Lauderdale, Orlando, Gainesville—these and dozens of others are scouring the nation in the search for new industries.

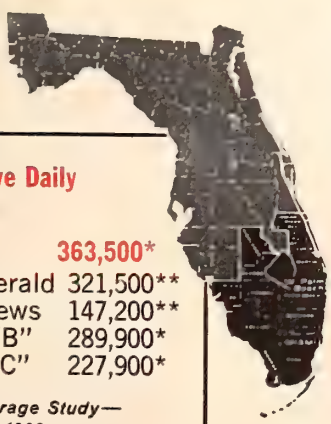
In the middle of the last decade the then governor, LeRoy Collins, set up the Florida Development Commission with an industrial services branch. Florida's charms were soon being extolled, supported by statistical services and a promotional budget.

Big Business ▪ The new firms setting up major shops in Florida since 1955 comprise an all-star industrial rollcall

Evaporators like this make possible production of concentrated citrus juices.







Comparative Daily Circulation

WTVJ	363,500*
Miami Herald	321,500**
Miami News	147,200**
Station "B"	289,900*
Station "C"	227,900*

**ARB Coverage Study— January 1, 1960*

***Publisher's Statement— March 31, 1960*

Not only does WTVJ outshine the other two television stations, but it reaches more homes than Miami's two newspapers, too! 13.1% more South Florida homes view WTVJ daily than read the area's largest newspaper... 147% more than the second newspaper. And 40.5% more homes watch WTVJ daily than the average of the other two Miami TV stations. If you haven't yet seen Profile III, check with your PGW Colonel right away—it's revealing!

WTVJ

CBS

SOUTH FLORIDA

A Wometco Enterprises, Inc., Station



REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WOMETCO ENTERPRISES INC

WTVJ
WLOS-TV
WFGA-TV
(Affiliate)

—Pratt & Whitney, West Palm Beach; Martin, Orlando; Univis Lens Co., Fort Lauderdale, one of the largest lens-grinding firms (you may be wearing Univis lens to read these words); General Electric Co., St. Petersburg; Anheuser-Busch and Schlitz, Tampa; RCA, near West Palm Beach; American Cyanamid at Pensacola; Prudential Insurance Co., huge office building in Jacksonville; Minneapolis-Honeywell, St. Petersburg and Riviera Beach; Sperry-Rand, Gainesville and Clearwater; Chemstrand, at Pensacola; Radiation Inc., at Melbourne; St. Regis at Pensacola and Jacksonville, and American Airmotive and Aerodex, Miami, are among major expansions.

There's talk of new projects to come —Minneapolis-Honeywell with a big Dyna Soar space vehicle program and a $12 million U. S. Sugar Corp. plant in the Palm Beach area, for example. Florida is deep in the atomic business with a $72 million government investment, including a $12 million GE project near St. Petersburg that has 1,500 employes. Florida leads the nation in producing nuclear-age metals.

Florida lacks its own oil and gas but gets it easily from Texas and other producing spots by water haul and by the Houston Texas Gas & Oil Corp. pipeline that distributes Texas gas over the state.

The industrial setup includes a $70 million phosphate industry that provides half of this nation's supply. Processing plants for commercial fish and citrus fruits are important, and the 22 million acres of commercial forest land supports a $300 million pulp industry for paper and plastics.

Last decade 700,000 homes were built, using vast quantities of Florida-fabricated products, and another 900,000 will be built in the 60s.

Industrial executives are confident fast air transport will help the state, with its extensive airport and repair facilities and favorable location for shipment of light products to Latin America, the Caribbean, Africa and other markets.

An effective aid to industry is the big research facility at the U. of Florida in Gainesville. This engineering and industrial experimental station will soon be joined in major research and development work by a project to be set up at the U. of Miami. Industries are provided facilities that speed the development of orderly industrial progress. Availability of these facilities attracts new plants to the state.

Impressive Statistics ▪ The basic manufacturing figures compiled by the U. S. Census Bureau in 1958 show a 78.3% increase in value added by manufacture since the bureau's 1954 compilation. The electrical machinery group shows the highest gain, 719%, followed by miscellaneous, 589%, chemical, 193%; stone-clay-glass products, 181%; textile mill products, 171%; primary metals, 145%.

Total value added by manufacture in 1958 was $1.4 billion. Food was first, $331 million, followed by chemicals, $236 million; pulp-paper, $156 million; stone-clay-glass, $103 million and down to $4 million in leather goods.

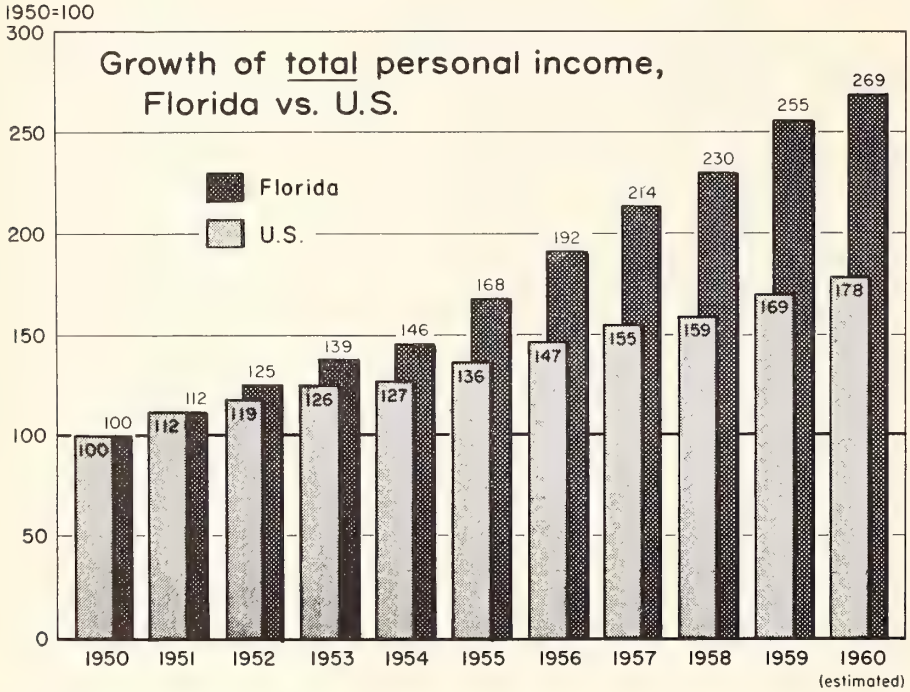
With the high-paying jobs in its glamour industries—aviation, electronics, plastics, light metals, nuclear plants and pharmaceuticals—Florida points proudly to its growth and its claim to national leadership in new industry during the first half of 1960. And Florida is confident it can come up with the 18,500 new industrial jobs needed every year to meet the growth pace predicted by Arthur D. Little Inc., famed Boston research firm, in a study of the state's economy. These industrial jobs will provide the foundation for a total of 70,000 new jobs that will be needed every year.

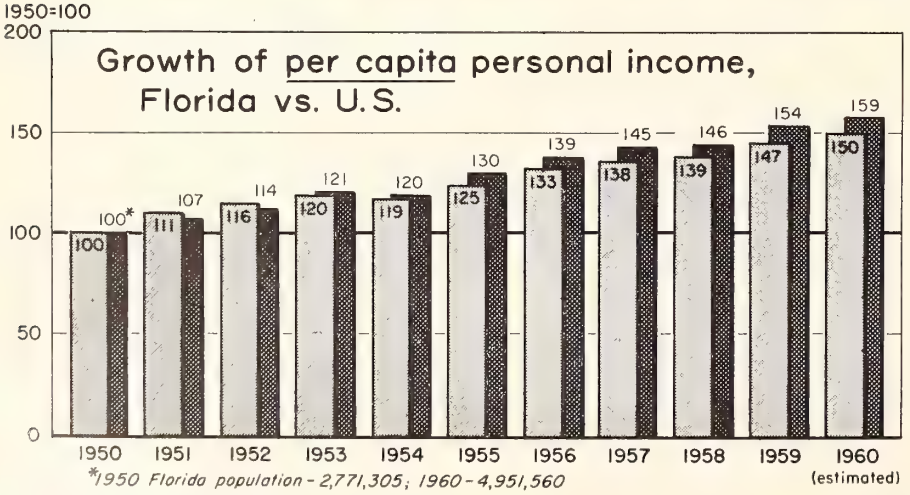
Martin's Orlando plant, the state's largest (over 9,200 employes) and only 3½-years old, is located on a 7,000-acre site. Its Pershing, Bullpup and other missiles are loaded with gadgetry evolved from products of several thousand sub-contractors.

In the heavier industries, Florida Steel Corp., at Tampa, converts scrap metal into steel bars with modern electric furnaces. This provides a saving of $14 a ton freight for Birmingham steel, a big help to the construction industry.

Last year 30 new electronic plants were opened, bringing the state's total to 180 with a payroll of perhaps $100 million.

More will be opened every month. And that's how industry is growing in Florida.







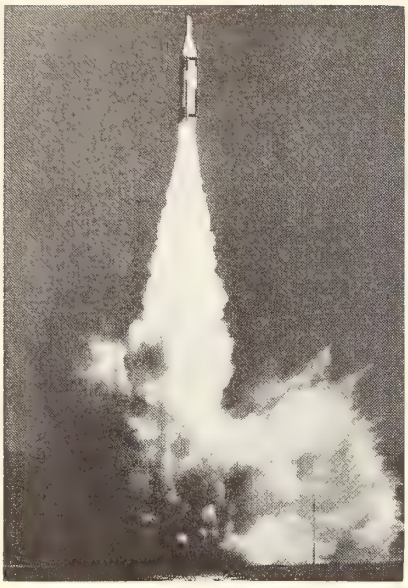
Prepared by Bozell & Jacobs, Inc.

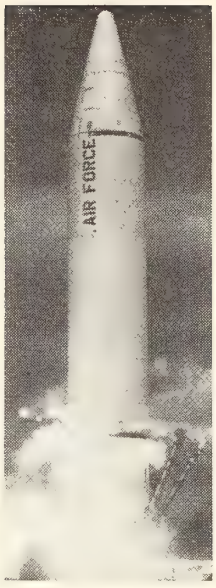
Fine. Who sharpens your people?... The Advertising Federation of America works continually to sharpen the skills of those who sell this nation's products and services. > All year round, nearly every business day, one or more of the 180 advertising clubs of the AFA and the Advertising Association of the West across the country participate in workshop sessions or in advertising and marketing clinics. > From June 11-23, AFA will hold its annual Advanced Management Seminar in Advertising and Marketing, supervised by faculty members of the Harvard Graduate School of Business. At these seminars, advertising executives sharpen skills, gain scope, by working with management problems in which advertising is a vital element of the overall operation. For details, write AFA. > Participation in these programs makes for more effective businesses and a more vigorous economy. You have a stake in this economy. To further your business interests, join AFA-AAW and lend this study program your leadership. You will profit from it.

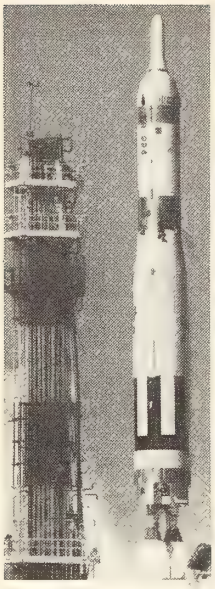
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655 MADISON AVENUE NEW YORK 21, NEW YORK

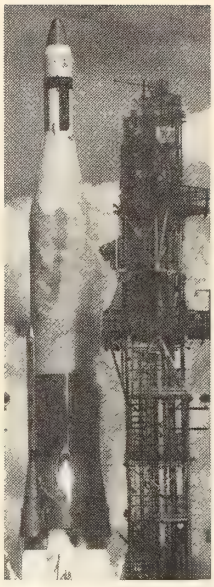
FOR THE AFA AND
THE ADVERTISING ASSOCIATION OF THE WEST
FERRY BUILDING SAN FRANCISCO 11, CALIFORNIA

The Advertising Federation of America and the Advertising Association of the West and their 60,000 members marshal the forces of the advertising industry to protect its freedoms, to promote education in, for and about the profession, and to conduct public service activities through its media.











A Polaris missile (left) is launched from the Patrick Air Force Base; an intermediate ballistics missile (second) tests ground support equipment; a Titan missile (third) is launched from the test center; the Convair-Lockheed Midas is off; and the U. S. Army Courier 1B communications satellite in flight.

Canaveral, free world's rocket center

ENTIRE STATE FEELS IMPACT OF SPRAWLING MILITARY BASE

Shortly after noon last March 15 a white vapor trail streaked upward in view of a reporter driving into Cape Canaveral, Fla.

The latest version of the Polaris missile, propelled by solid fuel, accomplished two missions as it sped down the Atlantic missile range:

▪ It achieved important scientific and military goals.

▪ Of more immediate importance to Florida, particularly the central part of the state, it demonstrated the economic impact of the largest missile proving ground in the free world.

This decade-old project is part of Patrick Air Force Base, a $700 million depot providing work for 17,300 service and civilian personnel, and one of 27 major defense establishments in Florida. Its payroll increased from $2 million to $130 million in a decade.

Brevard County, which houses this vast installation, received $115 million of this payroll in 1960. And the figure doesn't include another $14.3 million in contracts for construction or the $53.6 million in contracts for supplies and services. Moreover, all of these figures are increasing in 1961.

Swift Growth ▪ Yet this is only part of the story of a once backward county that had only 23,000 population in 1950. The 1960 census gave Brevard County over 111,000 population, an increase of 370%.

"Brevard County is the fastest growing county in the United States," according to Lt. Col. Clifton A. McClelland, of the missile center's operations analysis office. "Last year 40,000 visitors were recorded at the base. This does not include uncounted thousands of friends and relatives."

The numerous tourist accommodations around Cocoa Beach, neighboring Cocoa on the mainland and adjacent communities can sleep 13,000 persons any night, Col. McClelland added.

Quoting U. of Florida figures, Col. McClelland said more than 75,693 persons migrated into Brevard County to

Florida's Rate of Growth

Year	Population	Retail Sales (000)	Electricity (kw capacity)	Auto Licenses	Gasoline Sales (1,000 gals.)	Tourist Rooms
1950	2,771,305	$2,810,451	1,029,352	1,117,105	778,906	513,995
1951	2,968,000	2,928,490	1,130,452	1,225,591	859,550	**
1952	3,122,000	3,157,493	1,274,539	1,320,566	953,376	**
1953	3,289,000	3,494,120	1,458,108	1,461,081	1,023,646	**
1954	3,469,000	3,561,210	1,743,487	1,579,502	1,104,189	**
1955	3,678,000	4,577,023	2,062,000	1,800,969	1,232,165	664,473
1956	3,937,000	5,279,952	2,293,636	1,984,860	1,371,215	710,521
1957	4,209,000	5,892,159	2,585,000	2,216,414	1,489,104	711,973
1958	4,515,000	6,276,133	3,264,000	2,346,775	1,565,920	791,614
1959	4,884,000	6,625,213	3,548,000	2,554,047	1,672,151	809,602*
1960	4,951,560	7,000,000*	**	2,717,121	1,763,310	816,047*
1961	**	7,300,000*	**	**	**	828,955*

*Estimated **Not available



The Northrop Snark takes off on a test flight from the Air Force Missile Test Center at Patrick Air Force Base.

live in the last decade, equal to the migration in New York State.

All these new residents required housing, schools, community services, supplies and the other accoutrements of modern society. The county's median family income (after income taxes) rose from $2,079 in 1949 to $5,100 currently. Total personal income increased 885%.

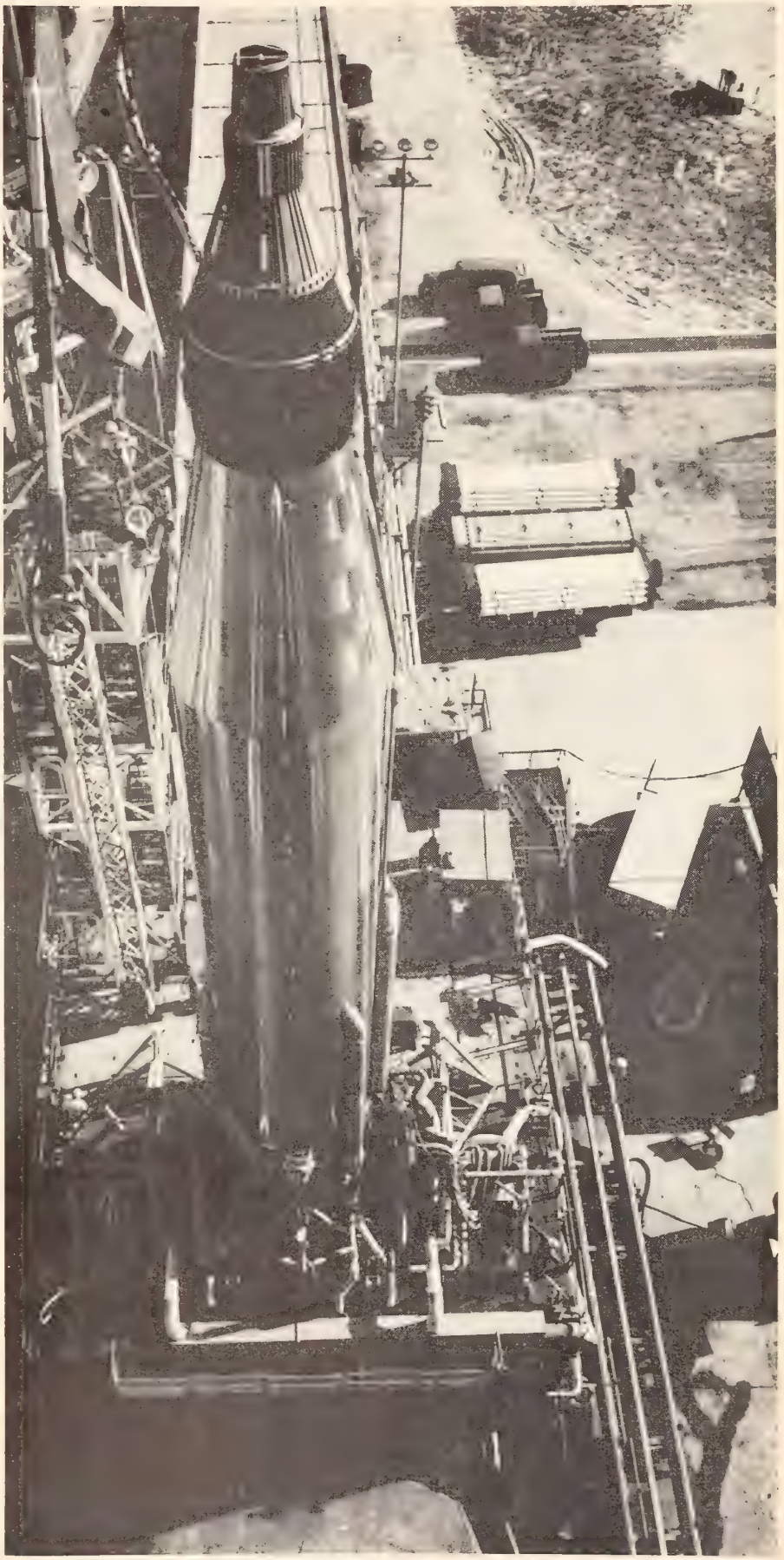
State Profits ▪ The impact of the missile center is felt all over the state but the bulk of the economic benefits flow into Central Florida, with Orlando as the main beneficiary. Incidentally, some 500 Orlando residents drive 30 miles to the cape every day to work at the missile site or the administration center down the beach.

To house all the people who moved into Brevard County more than 21,000 dwelling units were constructed. In addition, 6,500 house trailers were added and a number of other buildings converted into dwellings.

About the future. Col. McClelland cited a projection showing an estimated 166,500 persons in Brevard County by 1964. This is based on increased employment at the missile center and other non-defense industrial growth. By 1970 the population may reach 200,000.

Missiles for the Air Force, Army and Navy are tested at Cape Canaveral and space vehicles are launched for the National Aeronautics & Space Administration as well as the Defense Dept.'s Advanced Research Projects Agency.

Growth of the missile center was an important factor in the recent order setting up new air routes to the Pacific Coast. Canaveral was recently designated a "port of entry" for discharge of foreign goods, providing another boost to Central Florida's economy.



A view from the air of the Atlas Missile 10D, with its mercury capsule installed, ready for launching at Cape Canaveral. Growth of this huge base, where missiles are tested for the Army, Navy and Air Force, has contributed substantially to the growth of Florida's economy.

Florida crops retail for $2 billion

FRUITS, WINTER VEGETABLES MOST IMPORTANT; BEEF INDUSTRY GROWS

The first A-bomb dropped on Japan in August 1945 had an unpublicized side effect on a small food-processing plant in Central Florida's lake country. Besides signaling the imminent end of World War II, the bomb blasted the hopes of struggling Florida Foods Inc. to start a new food industry based on—guess what?—dried orange juice.

Knowing heads had nodded in the land of orange groves when little FF landed a $750,000 order for orange powder from the Quartermaster Corps. Growers were sympathetic when the government contract was promptly canceled, but they nodded again when FF announced a few months later that it had come up with another idea—frozen concentrated orange juice.

By the spring of 1946, just as the citrus market was crashing, FF had accumulated 2,500 cases of concentrate and shipped them to the Washington, D. C., trade.

Out of that post-war struggle came the present Minute Maid-Coca Cola combine, world's largest grower and processor of citrus fruits.

A similar tale of industrial daring centers around the growth of Tropicana Products Inc., which sells half of all the chilled Florida orange juice. This is natural-strength juice. They thought Anthony T. Rossi, head of Tropicana Products Inc., was a bit balmy when he announced in 1956 the good ship *SS Tropicana,* a tanker, would sail to New York from Port Canaveral with an 8,000-ton cargo of fresh orange juice. Now the *Tropicana* makes the New York voyage every nine days.

Saved the Industry ▪ These two industries saved the struggling orange-growing country by creating new markets for their fruit. Nearly three-fourths of the crop now goes into juice. Florida's citrus crop, dominated by oranges, has an on-tree value well in excess of $200 million and retail value of $1 billion, according to the Florida Citrus Commission. Florida grows over 73% of the nation's citrus crop (23% of the world's). California is second.

Minute Maid owns 25,000 acres of groves and leases another 5,000. This acreage supplies about a third of the fruit. It headquarters in Orlando.

The 1960-61 citrus crop, which dominates the state's agriculture, is a good one, according to the citrus commission. Size of the crop is good, and prices are holding up.

A yearend report by Neill Rhodes, commissioner of the state's marketing bureau, gives these values for the 1959-60 crop season: citrus, $275 million; truck crops, $170 million; other fruits, nuts, $2.8 million; field crops, $77 million; livestock, $98 million; dairy products, $90 million; poultry-eggs, $43.7 million; horticultural specialties, $37 million; forest products, $14 million.

Crop Value High ▪ In Florida they like to say that agriculture generates more income than tourism or manufacturing, using a figure of over $2 billion for the value of crops at retail, wherever sold.

The fertile soil, some of it black muck, yields enormous crops on a year-round basis. Florida has long supplied winter vegetables and fruits to the northern markets and this will continue at an accelerated rate in the 60s, it's generally believed.

Commercial flower growing is becoming more important and is the largest outside California. Around a million hampers of gladiolus and 400,000 of cut chrysanthemums are shipped out of Tampa, Fort Myers and other centers from December to June by air, truck and rail transport.



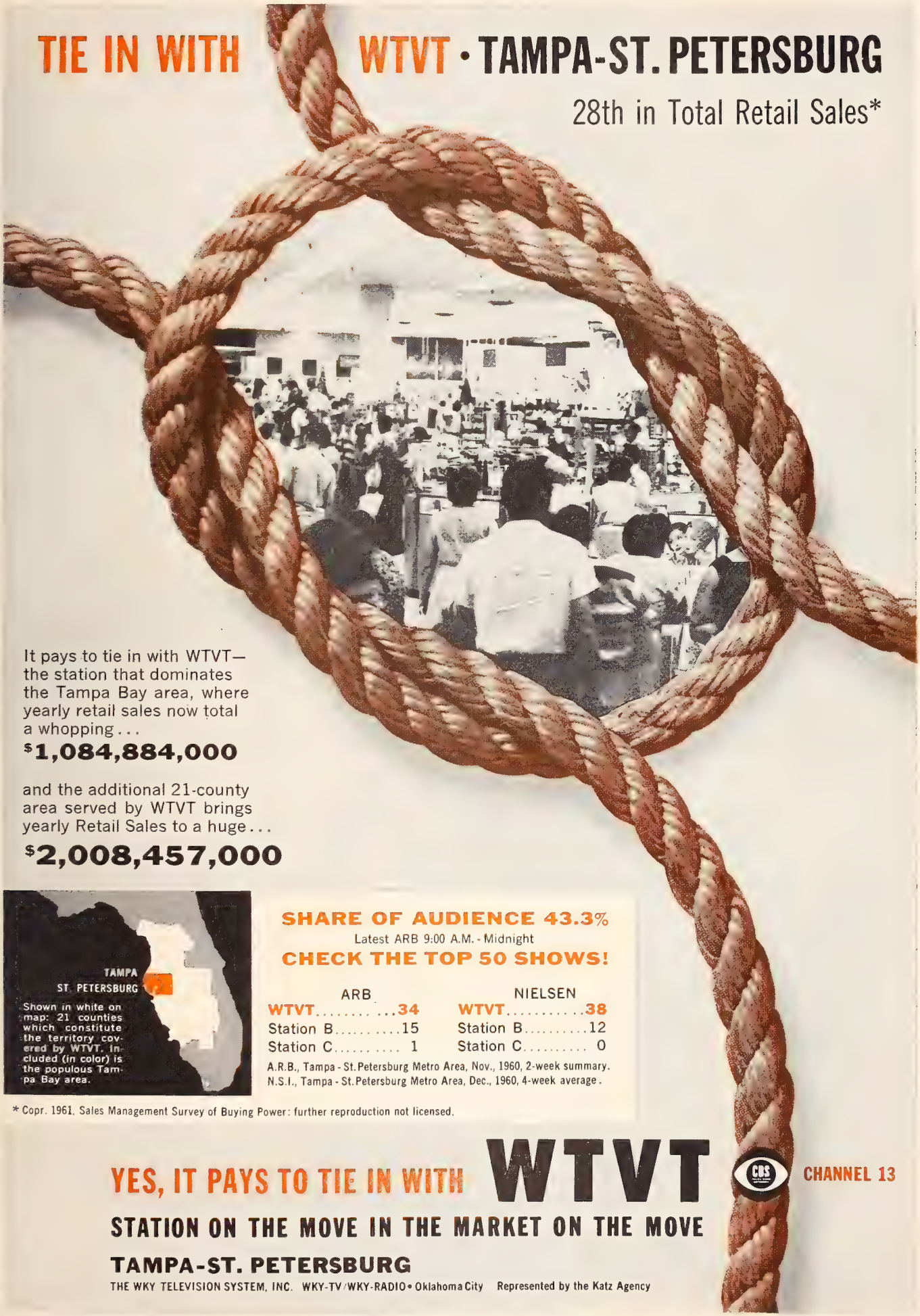
Soon Popular ▪ Frozen orange juice, packed in a six-ounce can to which three cans of water are added, caught on quickly and sales zoomed to 500 cases a week. FF was caught short when Snow Crop Markets, its distributor, was bought by Clinton Foods. William A. Coolidge, head of National Research Corp., and John Hay (Jock) Whitney rescued FF by investing about $800,000 in the project. Another boost came from crooner Bing Crosby, whose radio plugs extolled the merits of frozen orange concentrate. Sales in 1948 totaled $3 million and in 1949 Minute Maid was adopted as the company name.

Florida's cattle graze in deep, rich pastures, green the year 'round. About 1.6 million beef cattle roam the pastures. The state eradicated the screwworm by an intense program that utilized radiation techniques.

There's tobacco, some shade-grown in the northern part of the state. The state's agricultural future looks good. The lush soil around Lake Okeechobee could produce all the sugar cane and beet sugar the nation could use but neither is a major crop.

TIE IN WITH WTVT · TAMPA-ST. PETERSBURG

28th in Total Retail Sales*



It pays to tie in with WTVT—the station that dominates the Tampa Bay area, where yearly retail sales now total a whopping . . .

$1,084,884,000

and the additional 21-county area served by WTVT brings yearly Retail Sales to a huge . . .

$2,008,457,000

Shown in white on map: 21 counties which constitute the territory covered by WTVT. Included (in color) is the populous Tampa Bay area.

SHARE OF AUDIENCE 43.3%

Latest ARB 9:00 A.M. - Midnight

CHECK THE TOP 50 SHOWS!

	ARB		NIELSEN
WTVT	34	WTVT	38
Station B	15	Station B	12
Station C	1	Station C	0

A.R.B., Tampa - St. Petersburg Metro Area, Nov., 1960, 2-week summary.
N.S.I., Tampa - St. Petersburg Metro Area, Dec., 1960, 4-week average.

* Copr. 1961, Sales Management Survey of Buying Power: further reproduction not licensed.

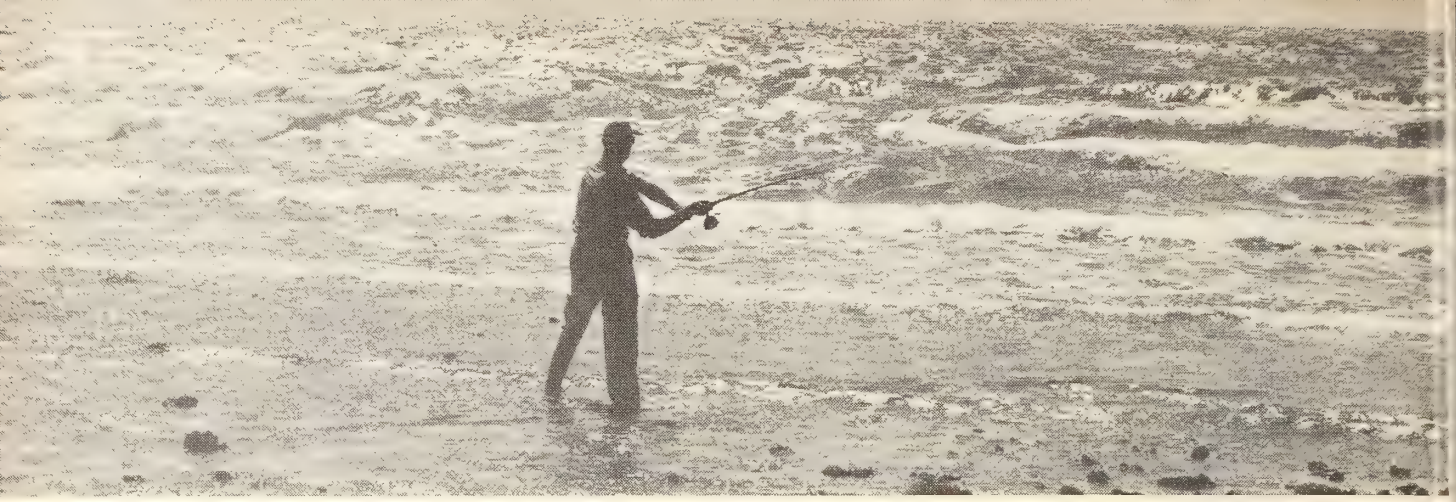
YES, IT PAYS TO TIE IN WITH WTVT

CBS CHANNEL 13

STATION ON THE MOVE IN THE MARKET ON THE MOVE

TAMPA-ST. PETERSBURG

THE WKY TELEVISION SYSTEM, INC. WKY-TV/WKY-RADIO • Oklahoma City Represented by the Katz Agency



WHERE THE TOURIST IS KING

11 million visitors contribute $1.8 billion a year to Florida's continued economic well-being

The metropolis of Miami and its adjoining Miami Beach playground shuddered last month at the tart comments of a roving newsman who claimed he had been treated discourteously by a Miami cop.

Mayor Robert King High, of Miami, apologized to syndicated columnist Jim Bishop, who had been in the city during a break in the famed Judge Peel trial at Fort Pierce.

The mayor had good reason to be concerned over press and broadcast publicity given the event. After all, Miami and Miami Beach share a huge chunk of the $1.8 billion spent yearly by the 11 million tourists who visit Florida for fun, fishing and good health.

Tourism is Florida's No. 1 industry, a phenomenon that should continue so long as Americans like to loll in the sun, romp in the surf, go to the races and escape the rigors of northern winters.

Mayor High moaned in public over the publicity given the Jim Bishop incident. "It's more damaging to the city than anything that has taken place in years," he said. But Walter Headley, police chief, took a calmer view, resenting the mayor's indictment of the whole police force because of a single incident involving one officer who didn't give a polite answer to a request for directions.

Business Gains ▪ This one incident quickly blew over as southeastern Florida counted the money that flowed in with tourist business enjoying a revival in March following the nationwide air strike.

It pointed up, however, a problem that has long concerned the state—the matter of courtesy to strangers who come bearing folding money and traveler's checks. "Keep Florida green—bring money," its residents like to say, obviously aware of the part tourism has played in the state's fantastic growth during the last decade.

The winter vacation season hit a high level before Christmas, tapered off after the holidays and then rose to a Feb. 15 peak. It fell off earlier than usual but the early March pickup was encouraging.

"Tourists are spending less money for fancy quarters," said Robert Riedel, director of the hotel and restaurant unit of the Florida Development Commission. He said one big vacation hotel reported it wasn't refusing as many people as a year ago—a sad state that shook its owners right down to their fifth mortgage.

Florida is overbuilt in some spots. Even at the Feb. 15 peak there were reasonably priced (depending on the location) hotel and motel rooms available for those who would look. Total tourist business this season has been at the 1960 level despite the national recession, but the money has been divvied up among more rooms and restaurants. This is described as the reason for many of the complaints by businessmen.

Welcome For Tourists ▪ Mr. Riedel said his office is emphasizing the need for courtesy to tourists. Taking a leading role in the statewide move is Florida Assn. of Broadcasters. Early this year FAB under President Lee Ruwitch, executive vice president and general manager of WTVJ (TV) Miami, started a politeness campaign to educate Floridians on the value of tourism. Stations are broadcasting spots pointing out the advantages of giving tourists a good welcome. James LeGate, former broadcaster, is president of the Miami-Dade County Tourist and Convention Council.

"Floridians were beginning to take tourists and tourism for granted," said Ed Keys, assistant director of the Miami-Dade County Chamber of Commerce. "Now they're becoming aware of the importance of this industry as well as the growing popularity of the Bahamas and Caribbean islands. The state's broadcasters were quick to take up the campaign to make tourists and their dollars welcome."

The rise of the motel has helped Florida's popularity, with around two-thirds of tourists staying in these facilities compared to the 10% who put up at hotels. Four out of five tourists come by automobile, 14% by plane, 3% by train and 3% by bus, according to the Florida Development Commission.

Of the $1.8 billion spent directly by tourists, 24% goes to lodging, 28% to food and drink, 12% to amusements, 12% to clothing and footwear, 8% to gasoline, 7% to souvenirs and gifts, 4% to drugs, cosmetics, tobacco and photo supplies, 2% to services and lesser percentages to assorted auto expenses, barbers, doctors and utilities.

Big Money ▪ Florida residents received $223 million in salaries and wages out of tourist spending in service establishments and $115 million in retail stores. This tourist spending yielded $76 million in direct taxes, one-seventh of all taxes collected by the state. Direct advertising by the state was credited with producing $100 for each promotional dollar spent.

While August is the best tourist month in Florida from a numerical standpoint, summer tourists stay about half as long as those arriving in winter, living it up cheaply on the beaches and spending less than half as much per person. Mid-Atlantic and East North Central areas are the principal source of tourists.

The state hopes to attract more visitors from the Midwest and Far West and the March order providing National, Delta and Eastern airlines with new routes is expected to stimulate this source of tourism.

Though hotels and motels are described as overbuilt, the bed-hunting agonies of a wandering reporter during March didn't confirm the claims of those familiar with tourist housing.

More motels have been built in the last 30 months than during the previous seven years. Official figures show that one out of four tourists stay with friends and relatives.

Entertainment Sought ▪ Florida visitors want to be entertained, and they get what they want. The state is dotted with attractions based on natural beauty —flora, fauna and feminine. The average family spends $60 on amusements, or a total of around $250 million last year. Cypress Gardens, Parrot Jungle, Silver Springs, Bok Singing Tower and many other attractions entice tourists to their gates.

Cypress Gardens and 22 other enterprises belong to Florida Attractions Assn., which has a code of ethics designed to see that tourists aren't gypped or advertising falsified. A quarter-century ago Dick Pope Sr., father of water skiing, started clearing a cypress swamp. The result was the world-famed water-skiing show. The attractive spot has provided a setting for five major movies, 1,000 newsreel features, 351 movie shorts, countless tv shows and skiing tournaments.

The dynamic Mr. Pope and his son, Dick Jr., operate the gardens, "where rare and exotic plants gathered from the ends of the earth form a paradise of beauty and a mecca for over a million visitors each year." They say few visitors have ever complained they didn't get their $2 worth.

Water Sports Abound ▪ With 30,000 lakes, plus 17 large springs and 50 stream basins, Florida claims to be outstanding in its water attractions. The general coastline of 1,197 miles is the longest of any state. These provide year-round fishing (600 varieties), boating and swimming—a collection of water recreational facilities said to be unmatched anywhere in the nation.

The Keys area consists of a series of small islands surrounded by the Atlantic Ocean, Gulf of Mexico and some of the world's best fishing. Weather is tropical and no frost has even been detected. A scenic overseas highway, damaged by 1960's Hurricane Donna, was quickly repaired.

"Everyone benefits by Florida tourism," the development commission said. Many tourists return to become citizens, fleeing from northern snows.

Nearly three out of four who go to the race tracks are tourists. The tracks had 1,519,000 paid admissions in the 1959-60 season and the state got $14.5 million from the $170 million bet at mutuel windows. In the off-season, 500,000 visitors go to the Hialeah track in Miami, where the pink flamingoes are a tourist attraction.

Name your fun—Florida's got it, and hopes you'll come back for more, bringing more of the green stuff.



NORTH, AREA OF MANY FACES

Populous markets in three adjoining states tied into 400-mile Jacksonville-Pensacola strip

The statistical story of the 400-mile east-to-west strip often described as Northern Florida is enough to drive a marketer daffy—that is, until he throws away his geography and goes dollar-hunting.

This slice of Florida has many economic faces. It is anchored on the east by Jacksonville and on the west by Pensacola. Both are major metropolitan trading areas, throbbing with modern industry and important military bases.

In between is wooded country teeming with pine trees plus farming land and such communities as Tallahassee, the capital, Panama City and Lake City.

Important Borders ▪ Northern Florida has two boundaries, both important. On the south are the Gulf of Mexico and the rest of the state of Florida. On the north are Alabama and Georgia. Not contiguous but of economic significance is southern Mississippi.

The commercial aspects of this unusual geography become apparent if the Jacksonville and Pensacola trading areas are each defined as the territory covered by a strong television signal.

Scorning artificial barriers of the mapmaker, a Jacksonville tv wave will reach northward to a score of Southern Georgia counties that include such markets as Brunswick and Waycross. To the marketer this means around 1¼-million people who will spend at least $1½ billion this year.

And Pensacola, Jacksonville's opposite number, includes a dozen Alabama and a half-dozen Mississippi counties in its actual trading area. This embraces Mobile, Ala., which for years has counted Pensacola as a market rival. The Pensacola-Mobile combination adds up to close to a million people who will spend around a billion dollars in 1961.

A mathematician, groping for a fancy definition, might describe the complex this way: North Florida consists of the sum of its productive parts plus important parts of southern Georgia, Alabama and Mississippi.

The industrialization of Northern Florida started in a serious way after World War I when the duPonts began acquiring pine forests, feeling pine provided the best pulp for some types of paper and boxes. Reforestation techniques were set up to provide a continuous yield and avoid destruction of forest land.

A kraft mill was opened in 1938 at Port St. Joe on the Gulf Coast by St. Joe Paper Co. It has grown and a chemical complex has developed, including Glidden Co. (fatty acids, and other chemicals for paint, ink, linoleum), Allied Chemical (supplying chemicals to the St. Joe and other pulp plants) and Michigan Chemical (extracting magnesium from sea water).

Long a Port ▪ Jacksonville, of course, had been an important seaport since colonial days but 20th century industrialization keyed its growth into major importance. Its eight miles of improved waterfront and 70-odd piers are supported by the largest naval stores yard, next-to-largest coffee and largest wholesale lumber market in the South Atlantic.

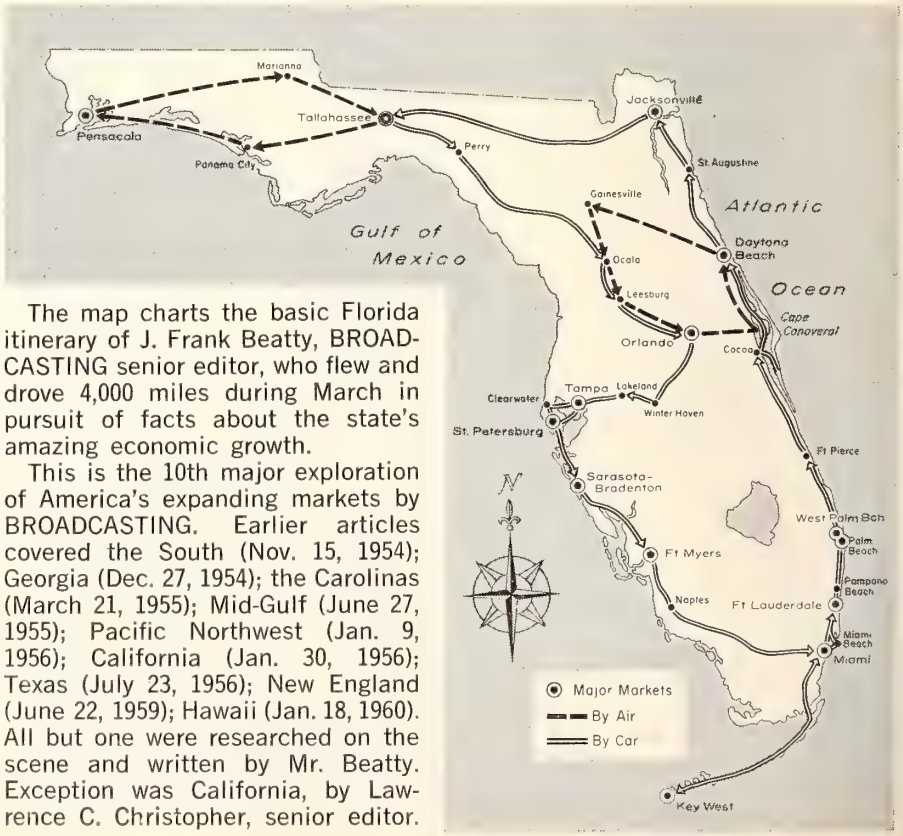
Distribution is a major Jacksonville business. The city boasts next-day delivery of cargo 400 miles in any direction except eastward (Jacksonville Beach is only 16 miles away). That includes Miami, Pensacola-Mobile and Charlotte, N. C. New expressways ($100 million worth) in the city will be joined in the future by high-speed roads to Miami and to Orlando and St. Petersburg. Recently the Walgreen and Rexall regional headquarters were moved from Atlanta to Jacksonville. Atlantic Coast Line moved its headquarters from Wilmington, N. C., to Jacksonville.

With its fine harbor, ship-repair facilities, rail and highway complex and air service, Jacksonville likes to be known as the distribution point for an area having 5½-million people. If a cross-Florida canal is built, Jacksonville's location on the wide St. John's River will give it a great circle water route up the East Coast to the St. Lawrence Seaway, through the Great Lakes and down the Mississippi to New Orleans and across the Gulf of Mexico to the canal entrance on the West Florida coast.

Retail trade for the first quarter of 1961 was running ahead of last year. Jacksonville is growing as an insurance center. Its shipyards have a big business in cleaning oil tankers, the ships arriving from the north all ready for housecleaning.

More Factories ▪ Manufacturing doubled in the decade ended in 1959. That year metropolitan area plants showed $176 million value added by manufacture, with $70 million in manufacturing payrolls. A thousand wholesalers employed 13,500 persons with a $53 million payroll. Headquartered in Jacksonville is the 526-store southeastern chain (Kwik-Chek and Winn-Dixie) operated by Winn-Dixie Stores Inc. The chain has 225 stores in Florida, doing nearly half of the $721 million in annual sales. Sales this year are running above 1960, the chain reported. Jacksonville has one of the largest stores in the Sears Roebuck group.

The U. S. Naval Station at nearby Mayport is growing into a $30 million project, with the Navy spending $6.5 million in local markets. The naval payroll is $30 million yearly for 6,000 civilians and $142 million for 27,459

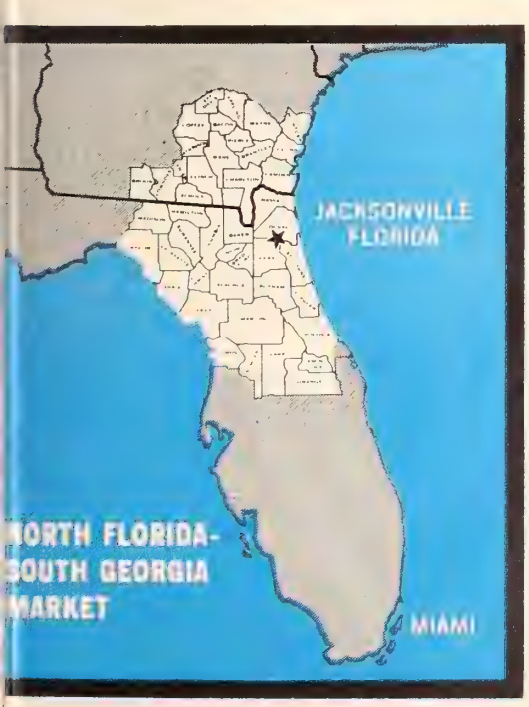


The map charts the basic Florida itinerary of J. Frank Beatty, BROADCASTING senior editor, who flew and drove 4,000 miles during March in pursuit of facts about the state's amazing economic growth.

This is the 10th major exploration of America's expanding markets by BROADCASTING. Earlier articles covered the South (Nov. 15, 1954); Georgia (Dec. 27, 1954); the Carolinas (March 21, 1955); Mid-Gulf (June 27, 1955); Pacific Northwest (Jan. 9, 1956); California (Jan. 30, 1956); Texas (July 23, 1956); New England (June 22, 1959); Hawaii (Jan. 18, 1960). All but one were researched on the scene and written by Mr. Beatty. Exception was California, by Lawrence C. Christopher, senior editor.



WFGA-TV captures a big 51.0% share of audience in November ARB!



From 9 a.m. to midnight, 7 days a week, WFGA-TV corrals a 51% metro share of sets-in-use in Jacksonville. For the biggest return on your advertising dollar, see your PGW Colonel about WFGA-TV.

WFGA-TV

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WTVJ
WLOS-TV
WFGA-TV
(Affiliate)

service personnel, according to local businessmen. They figure Jacksonville will be the main Atlantic Coast rival to the port of New York in a decade.

Jacksonville is dressing up its downtown as well as outlying areas. New facilities include a new $5 million six-story City Hall, new county courthouse, new 20-story Robert Meyer Hotel, new 22-story Prudential Insurance regional headquarters and $10 million 17-story Atlantic Coast Line headquarters.

This financial center has three of Florida's largest banks. Its paper and kraft mills, cigar plant, glass and cigar-making facilities are important employers. Duval County will soon reach a half-million population and hopes to hit the million mark in the mid-'70s.

Pensacola's broad-beamed economy is based on chemical and pulp industries, fishing, the military, tourism and distribution—and lots of each. The industrial rollcall features such names as Chemstrand, American Cyanamid and Escambia Chemical. The Navy's six flight bases have a $96 million annual payroll, including 6,500 civilian personnel; Eglin Air Force Base has a $60 million payroll, with 4,000 civilians.

The American Cyanamid plant, with an investment of $27 million, was located in Santa Rosa County after the company had scanned 200 sites in search of a spot with plenty of pure water. It's generally known that the local supply is what northwestern Floridians like to describe as 99.999% pure. In any case, American Cyanamid needed, and got, extremely pure water and found just what it wanted for its synthetic Creslan fibre.

Historic Spot ▪ Pensacola was visited four centuries ago (1559) by the Spanish explorer Tristan de Luna and settled in 1698. It changed hands occasionally as Spain, France and England sensed its strategic value. For a brief time it was the capital of Florida and in the War Between the States the city surrendered to the federal troops.

The naval air station is home base for all naval aviation training and the Air Force has its enormous base, Eglin, 40 miles to the east. The city is spending $3½ million to improve the port and expand foreign trade, being the closest shipping point for the world's largest integrated kraft paper plant, St. Regis, which processes from pine seed to finished product.

Chemstrand is working 24 hours daily turning out nylon, having 6,700 employes and planning to enlarge. It's convenient to southern textile mills. Escambia Chemical petrochemical plant produces polyvinyl chloride, the basis of plastics, and synthetic alcohol. Here again the pure water is important. Armstrong Cork makes acoustical tile.

Pensacola products include wallboard, chemicals, naval stores, steel drums, beer, seafood, fertilizers, cotton seed oil and boats. Farm products include soybeans, corn, potatoes, sugar cane, peanuts, fruit, cattle and vegetables. A commercial fishing specialty is the red snapper. Also the fleets bring in major quantities of shellfish.

Tourism has helped Pensacola business and picked up nicely to a March peak. The beach was once a pirate's playground. The sand is dazzling white and fishing flourishes.

Fishing Center ▪ Panama City, a short drive eastward, has fine beaches and a colossal International Paper Co. plant at nearby Auburndale. It's also a famed sport fishing center along with oil, commercial fishing, chemical, textile and boat production. Tyndall Air Force Base is 10 miles to the east.

The deep-water port at Panama City takes ocean trade and there is a major barge port on the intracoastal waterway. The network of bays and coves offers miles of waterfront sites for industry. Beaches support a $10 million-a-year tourist business and both lakes and streams are found to the north. Bay County is an important crop center, with slash pine harvested on a 12-month basis. Vegetables, poultry and livestock are important. Some of the pure silica sand contains valuable heavy minerals. Gulf Power Corp. will build a $20 million plant.

Tallahassee, the capital, teems with the tradition of the Old South. Its gardens are popular scenic attractions along with The Grove, a southern mansion built back in 1825 by Richard Keith Call, twice territorial governor. The Grove is now owned by ex-Gov. LeRoy Collins, NAB president, and his wife, Mary Call Collins. The mansion is open as a showplace. Tallahassee is the home of Florida State U.

Interwoven with Panama City and Tallahassee are such fast-expanding markets at Dothan, Ala., and Albany, Ga., plus Thomasville, Ga., cities of the Old South that symbolize the industrial transition of the postwar period.

Effective coverage

Over a hundred radio and a score of tv stations provide Florida's 5¼ million people, plus those in areas adjacent to the state, with effective broadcast coverage.

All medium-sized and large cities have prime signals from tv stations. A number of community antenna systems serve outlying towns—Key West, for example, which is 160 road miles from Miami.

Florida has what is described as the largest educational tv network in the nation.

IN JACKSONVILLE

MORE ADULTS *

THE MATURE BUYING AUDIENCE

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*Pulse, Jan. 1961

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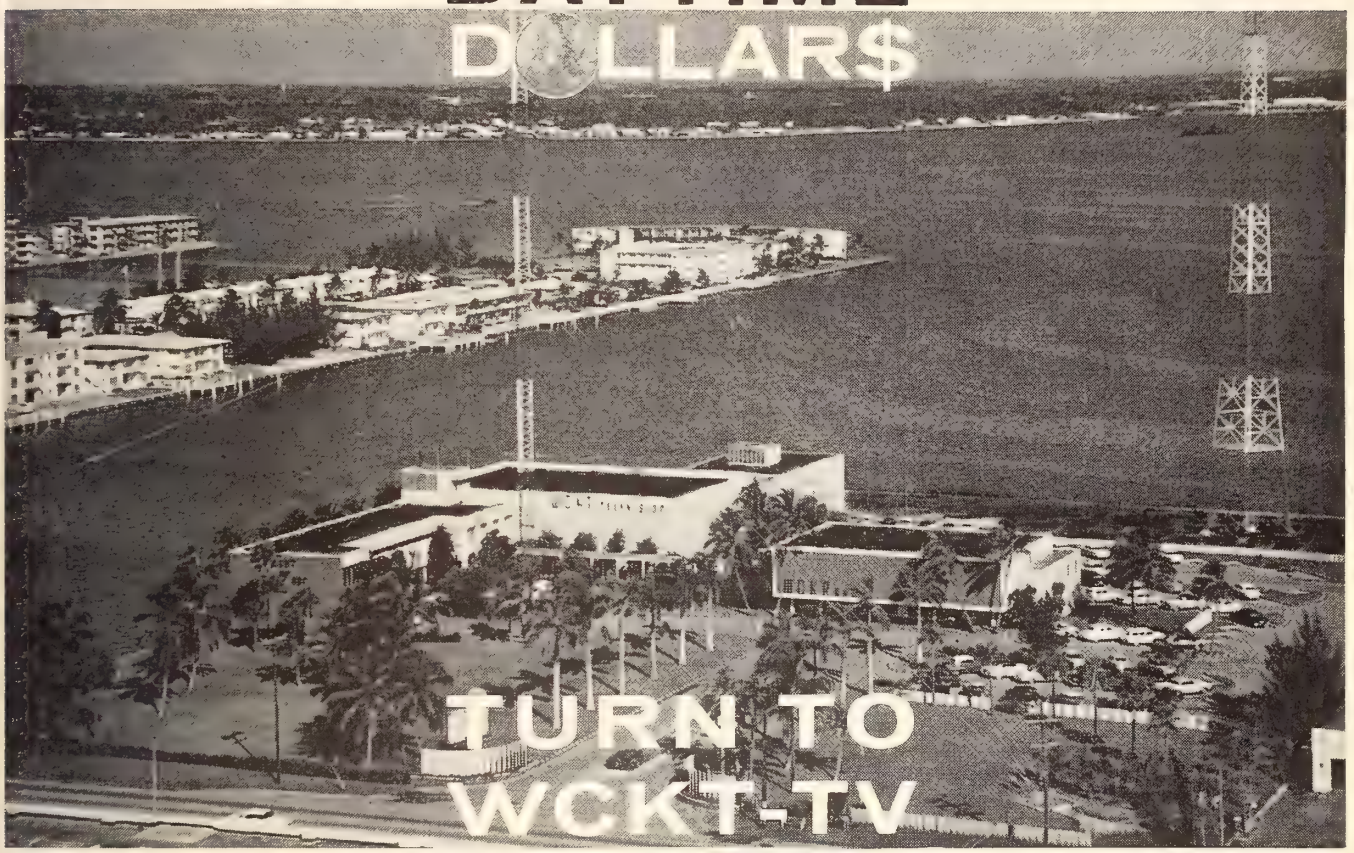
WHBC Canton—WONE Dayton

Call
Venard, Rintoul & McConnell
Southeast—Jim Ayres

WPDQ

JACKSONVILLE, FLA.

DAYTIME



MIAMI!

From sign-on to 6 PM, WCKT-TV reaches more homes in a 10-county area of the Florida Gold Coast than any other television station in Miami—a fact confirmed by Jan.-Feb. ARB ratings!

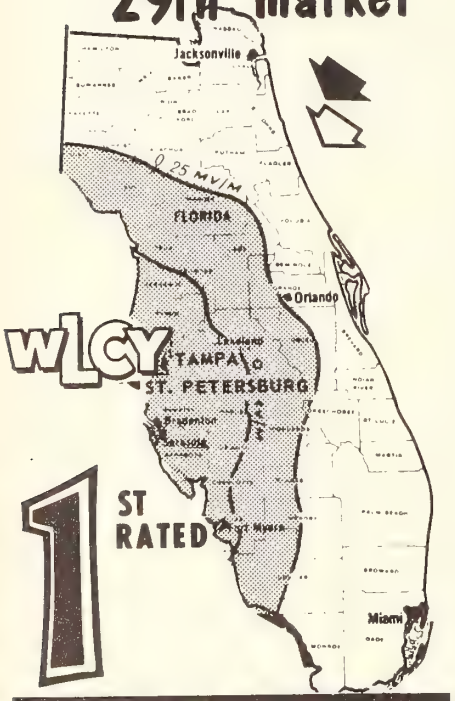
To reach the DAYTIME DOLLARS, do what thousands of daytime televiewers are doing . . .

TURN TO
WCKT-TV
MIAMI!

WCKT-TV CHANNEL 7 MIAMI, FLORIDA

Call or write Robert Fidlar, Director of Sales, or your nearest NBC Spot Sales Office

LEADERSHIP
serving
GREAT TAMPA BAY'S
million plus audience,
WLCY Radio
is DOMINANT (with
a phenomenal
334 out of 360
quarter hours)
In TOTAL Audience!
In ADULT Audience!
* PULSE RATED
Nov. '60
This is
America's
29th market



1 ST RATED
WLCY
Tampa-St.Petersburg
A RAHALL STATION
Reps: ADAM YOUNG, Inc.

RIVALS SPARK WEST'S RISE

St. Petersburg-Tampa fight for leadership pushes Gulf Coast area to new heights of prosperity

The West Coast's peninsular competitors, Tampa and St. Petersburg, have whiled away many a decade swapping dirty looks and snide commentaries.

This municipal sport was mostly harmless, since anywhere from four to a dozen miles of Tampa Bay separated the cities.

Tampa counted its cigar, industry and harbor money as St. Petersburg castigated it as a harbor surrounded by cigar factories and ugly industry.

St. Petersburg gently milked its elderly, well-heeled tourists of their northern dollars as Tampa unflatteringly called its neighbor Shuffleboard City, Green Bench Haven, Whiskers-by-the-Sea and other leering titles based on the aged visitors and retired residents.

Then things started happening, and in bunches. World War II swelled Tampa's industry. New plants and homes appeared farther and farther away from old Ybor City, the latin cigar center. The war brought young men to Tampa and St. Petersburg for military training; the post-war period brought many of them back as residents.

A decade ago Tampa's industry and commerce were doing so well that St. Petersburg decided it would like to backstop extensive tourism and trade activities with industry. It decided, however, to be choosy about it and drew up plans to attract the cleaner types of growth industries such as electronics, research, precision and electrical plants. Tampa, sensing what was going on, stepped up its industrial activity.

The result is a pair of peninsulas connected by numerous bridges and causeways, and over 800,000 people who do around a billion dollars worth of retail buying every year. Taking in Clearwater, Plant City and the rest of the region embraced by signals of the three commercial tv stations, the market area passed the $2 billion retail mark judging by local estimates.

Still Competing ▪ There's no letup in the search for new industries but the competition is making sense to both cities as they watch payrolls grow and business expand. Tampa's bank debits doubled in the last decade; its customs receipts almost tripled; its electricity consumption more than tripled; its corporate-limit population more than doubled (Hillsborough County up 59%).

Across the bay in St. Petersburg the residential-resort complexion has been retained. The industrial lineup, scattered along the peninsula northward toward Clearwater, boasts such names as Sperry-Rand, microwave division; Minneapolis-Honeywell inertial guidance center; General Electric-Atomic Energy Commission project; Electronic Communications; Babcock & Wilcox and General Cable.

Tourist income keeps growing. St. Petersburg can swallow 135,000 visitors at a time without pushing anybody out of a bed. They're solid, family-type visitors, not tin-can tourists, according to J. S. Gracy, senior vice president of Florida Power Corp., headquartered in St. Petersburg.

The population of Pinellas County jumped from 159,249 in 1950 to 372,000 in 1960, with St. Petersburg having 180,000 of the county figure and Clearwater-Belleair 38,000. The 1960 census showed Pinellas County only 20,000 behind Hillsborough (Tampa).

Bank deposits in St. Petersburg just about tripled in the 1950-60 decade; electric customers tripled; telephones the same.

St. Petersburg's industry is spanking new and clean, but Tampa too has some of the prettiest plants to be found anywhere. The Tampa Industrial Park, once a military airfield, was designed by Arthur D. Little Inc., of Cambridge, Mass. Nine major industries with over $60 million capital investment have located there and the new U. of South Florida, which is about to complete its first school year, adjoins the park.

Free Beer ▪ The Anheuser-Busch brewery in the park has free admission, free beer, 15 acres of luscious gardens and tropical birds, "the biggest free attraction in Florida." The brewery is an outstanding example of decorative industrial architecture. An attractive and competitive Schlitz plant adjoins. Tampa's breweries ship beer as far north as North Carolina and the long, costly haul from Milwaukee, St. Louis and New York is avoided. The number of Florida beer drinkers keeps pace with the population growth.

This park, one of 10 planned industrial areas around Tampa, includes Globe-Union, making auto batteries for Sears and other private labels; Thatcher Glass Mfg. Co., which uses the good mineral resources nearby, and a large Pepsi-Cola bottling plant.

Some decades ago American Can and Continental Can set up shop in Tampa to serve the citrus industry. The can companies now supply many industries, including the packing of bulk motor oil shipped from Texas.

Tampa is the closest American port to the Panama Canal. Frequent sailings are headed for South and Central America and the West Indies, which are becoming increasingly important import and export markets. The city has around 50,000 Latin Americans with close ties to these areas. This is a factor in the growth of Tampa International Airport (18 miles away St. Petersburg also has an international airport).

Over 4 million tons of phosphate from nearby quarries (world's largest deposits) pass through the harbor in a year. A recent count, before the Castro regime in Cuba, showed 750 million Tampa cigars made in a year.

Agriculture Important ▪ Hillsborough County has over half its land in cultivation, with farm income running $40 million. Plant City, 24 miles east of Tampa, wears the label, "Strawberry Capital of the World" and Ruskin to the south is "Salad Bowl of the Nation."

MacDill Air Force base at Tampa has a $30 million payroll. There are over 700 wholesale houses. Here are other capsule growth symbols—harbor, one of world's best, being deepened and is handling barges from the Mississippi; fast new air routes to West Coast will start soon; new beaches being developed and tourism encouraged; $130 million expressway system being built; migrants from the north keep coming so labor supply is good.

William C. McGinnis, president of Tampa Electric Co., said the metropolitan area (Pinellas and Hillsborough counties) had doubled in the last dozen years, with the number of customers of Tampa Electric increasing from 90,000 in 1950 to 154,000 in 1960. However he predicted future electricity load in its area (Hillsborough, part of Pasco and Polk counties, and a bit of Pinellas) would multiply four times while the population doubles because of air conditioning, heating and hot-water.

St. Petersburg businessmen are still sensitive about the old favorite—"You could shoot a cannon down the middle of Central Avenue between May and September and never hit a soul, not even on a green bench." And they bristle when it's charged the income level is subnormal because of the number of older people, replying there are more children 18 and under than golden agers. A lot of the benches have been repainted in gorgeous tropical hues.

Solid Economy ▪ Mr. Gracy said the golden-age group comprises a sound part of the economy, having a steady income. "St. Petersburg has one of the highest percentages of stockholders in the country," he said.

The city now has fewer retired people, figured on a per-capita basis, than New England, according to local sources. About one out of six in the county draw social security and their resources are boosted by liberal retirement funds. Per person buying income is $100 above the U. S. average.

Alfred L. Lino, head of Alfred L. Lino Associates, St. Petersburg agency, said the green benches are still a municipal label but the city is modern and aggressive, attracting modern industry and younger tourists. School facilities are being enlarged.

Beaches Plentiful ▪ There are seven miles of beaches and more will be added. Treasure Island and other spots are famed for tourists. A new Bay Way bridge will open Fort DeSoto Park and connect islands. Treasure Island is in line for a $3.25 million co-op apartment. All the new bridges across Tampa Bay and the 16-mile Sunshine Skyway opened in 1953 have spurred Tampa as well as St. Petersburg business.

St. Petersburg kicked off a booster campaign, Project 61, last March 7, with Suncoast Ad Club backing. Business is good at such super stores as Webb City, Doc Webb's famed drug store that dispenses yard goods, washing machines, orange honey, tv sets, auto tires and pharmaceuticals—$25 million

WFLA TV

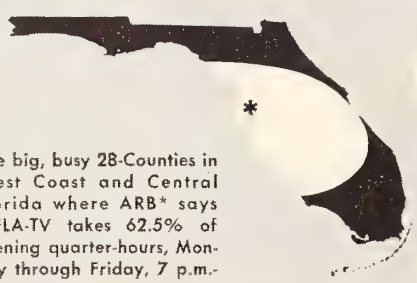
Evening Preference

...in the land of Profitunity!

During prime nighttime, 7:00 P.M. - 11:00 P.M., when most people watch TV Monday through Friday — both national rating reports show WFLA-TV to lead substantially in quarter-hour viewer preference. So, to get more viewers for your money — spot your product on WFLA-TV!

QUARTER-HOUR LEADERSHIP — 7 P.M. - 11 P.M.
MONDAY THROUGH FRIDAY

	ARB, Nov., 1960	NSI, Dec., 1960
WFLA-TV	50	46
STATION "B"	30	34
STATION "C"	0	0



The big, busy 28-Counties in West Coast and Central Florida where ARB* says WFLA-TV takes 62.5% of evening quarter-hours, Monday through Friday, 7 p.m.-11 p.m.

*ARB, Nov., 1960

Channel 8

NATIONAL REPRESENTATIVES, BLAIR-TV

wfla-tv NBC

TAMPA - ST PETERSBURG

worth in 1960.

The outlying cities in the Tampa-St. Petersburg market area include Plant City, with a new industrial park; Lakeland, which doubled population to 41,350 in a decade (Polk County now 195,000); Sarasota, 17 miles of attractive buildings, plants and homes (77,000 people in Sarasota County, almost triple the 1950 figure); Bradenton, (20,000 people).

Southward toward Fort Myers is the incredible Port Charlotte, a miles-long area that has sprung from fields in the last three years and now has several thousand people living in General Development Co.—Mackle homes ranging from modest to patio-swimming pool homes backing on canals accessible to the gulf. Some day it'll be a city of 200,000, its promoters promise.

Lush Scenery ▪ Fort Myers has great rows of tall palm trees and other lush horticulture, water everywhere, commercial tourism, small industries and extensive recreational programs. The central city is going through a modernizing process, giving Fort Myers a combination of the old and the new. Lee County population is up 2½ times to 55,000. Naples in Collier County, grows from 4,500 to 10,000 in the winter. Many of the winter visitors own their own homes .

MID-STATE COUNTIES BOOM

Orange groves and lakes make Central Florida beautiful; tourists, industry make it rich

A score or so of mid-state counties, with Orlando as a throbbing hub, comprise Boomland, U.S.A.—or Central Florida.

This dreamy section of landscape, splattered with thousands and more thousands of lakes, orange groves and modern industrial plants, long ago threw the economic book into the deepest lake.

The mid-state counties can't be described by normal criteria. Take recessions, for example. Orlando and its adjacent markets simply refuse to take them.

"We haven't any recession around here," said William H. Dial, executive vice president of the First National Bank of Orlando, largest in Central Florida. "We just keep on going. Our momentum is so strong we can't be stopped, though we might have slowed up just a little.

"Remember that 1958 recession! We weren't hurt then, either; 1958 was the best year in Orlando's history, up to that time."

Unorthodox ▪ Central Florida has written its own economic formula, unconcerned about any fixed theories of commercial growth.

This formula consists of orange juice, glamor and missile industries, stunning lakes, tourism, cattle, truck crops, 1¼ million people, a growing expressway network and some more orange juice.

With this wide foundation, Central Florida faces the future riding an upward tidal wave of booming business. As far as the region is concerned, the next decade can be described already as the Missile-Citrus Era (see Cape Canaveral and Agriculture, pages 78 and 80).

The heart of the nation's fastest-growing state has more than its share of everything a region needs.

There's the Free World's largest missile center at oceanside Cape Canaveral, a breeder of big and little industries that have given the mid-state the manufacturing shove it needed to blossom into a well-rounded market (it doubled in the last decade).

Then there's the collection of natural blessings—fertile soil, gentle hills and the thousands and thousands of lakes that honeycomb the landscape, helping temper occasional winter chills and crop-damaging frosts. The lakes entice tourists and provide recreation for the citizens. They are constant reminders that the limestone underlayer controls surface water and surging underground springs.

Income Up ▪ These resources, man-made and natural, have evolved into a unique, prosperous market. Orlando, the top city, had a metropolitan population of 320,000 last year (124% gain in the 1950-60 decade) and it will soon pass the 350,000 point. It has the highest personal income boost in the state, judging by preliminary 1960 data, and reaching out into the precision-rowed orange groves it has what is claimed to be the highest farm income per capita of any region. One-seventh of the state citrus crop is produced in a three-county area.

Everything's upward in Orlando—nonagricultural employment over 2½ times in a decade; income soon to be double the 1950 level; bank debits; bank deposits; retail sales—name it and Orlando will show a chart with a trend line that kicks off the lid. It leads the state in new industrial jobs.

Orlando has 54 lakes within its city limits, nestled among buildings, ghostly piers popping up for elevated expressways, fine homes, oak trees draped with mossy whiskers, and extensive tourist facilities It has mellow, old houses in woodsy Winter Park and stark new

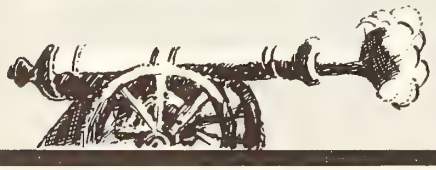
prosperous orlando's



WLOF RADIO



950/kc ■ 5000 watts FULL TIME!!!



SELLS BOOMING CENTRAL FLORIDA

HOOPER RATED #1*

7a.m.-12n. 25.7 FIRST
12n.-6p.m. 31.6 FIRST
6p.m.-10p.m. 33.3 FIRST

*AUG.-SEPT. 1960

21st year of operation

HOWARD S. KESTER, V.P. GEN. MANAGER ■
REPRESENTED NATIONALLY BY
Daren F. McGavren Co. ■
SOUTHEAST ■ Clark Brown

What National Media Buyers Can Learn From Men Who Sell Central Florida Every Day . . .

LOYALTY OF LOCAL TIME BUYERS PROVES WDBO RADIO IS THE SUREST ROUTE TO ADULT BUYING POWER!!

Advertisers in the Central Florida area, have long recognized the pulling power of WDBO Radio, Orlando. When they need to reach heads of household to influence **family** purchasing, they buy WDBO Radio for:

- **Greatest Listening Audience ***
- **Greatest Believability ****
- **Greatest Coverage, Day and Night**
- **Exclusive CBS Radio for Central Florida**

* Orlando Metropolitan Area Pulse Report, December 1960, gives WDBO a solid **first** in average listenership, 6 a.m. to midnight.

** Pulse qualitative study, also December 1960, shows listener performance for WDBO news and emergency information greater than that of **all other metro Orlando stations combined.**

Because of these factors, local advertisers consider WDBO Radio their "must" buy. The evidence:

- 18 advertisers who have used WDBO Radio for 20 or more consecutive years!
- 38 advertisers who have used WDBO Radio for at least 10 consecutive years!

If you need **adult buying power,** and if you need the kind of listener response that justifies advertiser loyalty like this, you need . . .

WDBO RADIO

ORLANDO, FLORIDA / 580 Kc, 5000 Watts / CBS Radio / Represented by BLAIR

NOT WHAT
NOT WHERE
NOT WHEN
BUT...

WHOO
WHOO
WHOO
WHOO
WHOO
WHOO
WHOO
WHOO

means RADIO
in ORLANDO-
Where Business is Good!



housing developments whose verdure hasn't had time to hide the scars of bulldozers. And most important, Orlando has the Martin missile center, Florida's largest employer.

Daytona Beach, which claims to be the most gorgeous resort anywhere, is the principal city in Volusia, a coastal county that had a population jump of close to 70% in the 1950-60 decade.

Daytona Beach qualifies as part of Central Florida by its close ties with the Orlando market to the southwest, and with the adjacent, missile-inspired Brevard County to the south—fastest-growing county in the United States, according to federal figures.

Brevard's populace, which quintupled from 23,600 to 111,400 in the 1950-60 decade, houses the Canaveral-Patrick Air Force Base facilities (see Canaveral story). Symbolizing the rocketing growth is a sticky traffic jam weekday mornings and evenings as Canaveral-Patrick personnel take Route A1A from and to mainland Cocoa. Brevard has more school children now than it had people in 1950.

Orange Groves ■ Central Florida's influence takes in the citrus hills southwest to Lakeland, where the Tampa-St. Petersburg market starts to take over; to scenic Winter Haven and the Cypress Gardens country; to Ocala and on to Gainesville, Palatka and St. Augustine on the north.

All this beauty and business is spread over the score of counties (tv market area) whose enticing appeal can best be sensed by a fact-searching process that involves a motor trip all over the area; a zig-zagging inspection from a roving plane, and most important—dozens of interviews with businessmen who have shaped the events of the last decade into a surprisingly orderly scene.

Orlando's all-star industry and military cast includes within its immediate influence, besides Martin and Canaveral, many distinguished names—American Baking Co.'s new $2 million plant (overnight from any point in the state); Pepsi-Cola (new bottling plant); Minute Maid-Coca Cola's main office, groves and processing facilities; Radiation Inc.; Orlando, McCoy and Patrick Air Force bases; American Can; American Machinery and Sanford naval air station.

Tourism is important and increasing, but manufacturing is moving ahead of

CENTRAL FLORIDA MARKET EXPANDING



Nearing completion at Orlando, Interstate Rt. 4 will be a key link in Florida's expanding highway system.



Central Florida's exclusive TV market covers 19 counties, one-fourth of Florida's TV homes. Viewer preference for WESH-TV, WDBO-TV, and WLOF-TV is dramatically proved with the latest ARB combined coverage Frequency Index of 10.6.

MORE THAN 1,143,600 CONSUMERS BUY IN THE PRIMARY COVERAGE AREA OF OUR CENTRAL FLORIDA MARKET

ONE OUT OF FOUR FLORIDIANS live in the 19 county Central Florida market. Coverage is based on 1960 U. S. Census figures.

CENTRAL FLORIDA'S POPULATION is pacing Florida's growth rate, which is three and one-half times faster than the U. S. average.

KIPLINGER PROJECTS Central Florida market population will average more than 6,500 increase per month for the next ten years!

CAPE CANAVERAL and 6 strategic military installations are located within the Central Florida market.

WDBO-TV
Ch. 6 - CBS
Blair TV Assoc.

WLOF-TV
Ch. 9 - ABC
Young TV

WESH-TV
Ch. 2 - NBC
Avery-Knodel

. . . PENETRATING OVER 8 OUT OF 10 HOMES IN THE BILLION DOLLAR CENTRAL FLORIDA MARKET.

FIRST
. . . in total number of adults —not just percentages.*
FIRST
. . . in cumulative audience.*
FIRST
. . in number of station selectors who are also the family shopper.*
FIRST
. . . station tuned to when people want news.*
FIRST
. . . choice of RESULT-minded advertisers, who year after year choose WFLA — the station with Listener Loyalty!
*Feb. 1961 Trendex Qualitative Study
WFLA RADIO
NBC - 970 KC AM - FM
TAMPA - ST. PETERSBURG
For top-rated availabilities on this sales powerhouse of Florida's West Coast — call your John Blair man!
Represented Nationally by John Blair Co.

agriculture as a new job source. Several efficient industries are attracting new plants and the labor force has almost doubled since 1955.

Orlando's First National Bank started business in 1934, getting some federal postal savings as a starter, Vice President Dial recalled. Resources now total $90 million and the bank is housed in its own $4 million 12-story building.

Distribution Center ▪ Mr. Dial figures Florida's developing network of expressways, tying Orlando and Central Florida to all major markets in the peninsula, will make distribution increasingly important. As to citrus and its billion-dollar retail impact, he said, "We haven't begun to tap the orange juice market." New groves are being developed to the southeast in the Fort Pierce region.

Five stories up in the bank building is another sample of Orlando's commercial pace, the Neals, Roether, Hickok advertising agency.

Three jobless advertising men decided in the spring of 1959 to find the most promising spot for a new agency. They cased the U. S. and settled on mid-Florida, figuring it had only begun to grow, though already the state's pacesetter.

The trio consisted of Walter C. Neals, 36, once promotion manager of WXKW Albany, N. Y., and four years with General Electric's advertising-sales promotion department; Clemens P. Roether, 30, former advertising manager of Armstrong Cork's building materials division, and Allan C. Hickok, 28, an account manager in GE's advertising-sales promotion unit.

They're two years older now and head what is called the biggest agency between Jacksonville and Miami. Major accounts include Martin's Orlando division, the Daytona Beach resort area, the First National Bank downstairs (Central Florida's largest), Masterbuilders Corp. (housing) and Sperry-Rand, Gainesville.

Billings in 1961 will exceed $1.2 million, according to Mr. Neals, the president. "A definite trend toward increased leisure time will bring more people to Florida and these people generally will have more money to spend," he said. And vice president Hickok added, "Around 1¼ million consumers live in Central Florida. Our top accounts have their home bases in Florida but they advertise nationally." The agency was an important factor in recruiting personnel for Martin, largest employer in the state (9,152 employes in mid-March).

Orlando is an educational center, having 20 colleges and universities within 80 miles. Rollins College in contiguous Winter Park has a space science institute in the planning stage. The market's agriculture has, besides citrus, important vegetable crops and cattle.

Florida bank deposits jump in ten years

Deposits in Florida banks increased nearly 2½ times from 1950 to 1960, according to a survey conducted by the Florida State Chamber of Commerce. The figures apply to deposits as of Dec. 31 each year, with the 1960 total an estimate.

Sources of the deposit figures are a special survey of Florida banks plus reports by the U. S. Comptroller of the Currency, according to Dena Snodgrass, of the state chamber.

Federal Reserve Bank of Atlanta figures show that bank debits increased in the basic six-city reporting area from $12.5 to $37.6 billion dollars in the 1950-60 period and nearly quadrupled in the period as the number of reporting cities increased from six to 12.

	Bank Deposits (000 omitted)	Bank Debits (000 omitted)		
		Total 6 Cities	Total Maximum No. of Cities	No. of Cities reporting†
1950	$2,008,304	$12,497,676	$12,497,676	6
1951	2,211,000	14,432,747	14,432,747	6
1952	2,471,964	15,567,174	16,240,356	7
1953	2,638,343	17,175,682	17,906,882	7
1954	2,949,103	19,245,351	20,002,443	7
1955	3,283,823	22,914,443	23,866,756	7
1956	3,685,899	26,002,303	27,043,904	7
1957	4,074,442	29,104,168	34,406,732	12
1958	4,502,954	31,409,346	38,192,513	12
1959	4,763,901	37,039,713	43,483,152	12
1960	4,950,000*	37,657,315	44,114,667	12

*Estimate

†Federal Reserve Bank of Atlanta increased number of cities reporting debits from six to 12 during 1950-60 period. Data show debits for original cities and also for the total number of reporting cities.

Tourism at Daytona ▪ Daytona Beach has developed tourism into a major and nicely profitable industry that bears no relation to the skyscraper clusters of Miami Beach. The bulk of the Daytona Beach accommodations (over 25,000 motel and hotel rooms) are in modest-sized but often plush buildings. Whereas Miami Beach hotels keep their beaches private, Daytona Beach has 23 continuous and wide-open miles of sand that serves as a smooth surf-edged highway and elongated swimming spot.

A moonlight drive up and down the beach (at a mandatory low speed) can't be topped anywhere for sheer motoring bliss. The beach is 500 feet wide at low tide and 10 minutes away from the airport. Tour experts describe Daytona Beach as "the best organized seaside fun spot in the world." The recreation program for a month is apt to be columns long. The fine 2½-mile auto track is world-famed and brings money to the city—up to 65,000 pay up to $20 a seat for a big race.

The narrow strip of a city, actually a number of communities, often is described by its boosters as the coolest summer spot in the state. The summer temperature averages 79, the winter 69 degrees. The locality marks the northern limit of the subtropics. Hurricanes and heat prostration are practically unknown. Longtime weather records reveal the area's uncanny fortune at dodging hurricanes, or vice versa. Right now Daytona Beach is working on an industrial development program.

Peering into the future, Daytona Beach figures its climate, beaches, waterways and ready-for-development acreage to the west will bring vast growth.

Ocala, 75 miles northwest of Orlando, is a winter resort and citrus processing center as well as a takeoff point for famed Silver Springs and other scenic charms. Cattle ranches and horse breeding are contributors to the market. A local stud farm bred Needles, a Kentucky Derby winner.

Gainesville and Alachua County have a 1961 population close to 80,000, supported by industry, U. of Florida, agriculture and retail-wholesale trade. The availability of extensive industrial research facilities at the university was a factor in bringing Sperry-Rand to the area with an electronic tube plant employing 700 people. The industrial and engineering facilities have 260 on the payroll, with a $3 million budget. The unit is active in the nuclear field. Some 13,000 students are enrolled at the university.

These cities and numerous others comprise a surprise market that figures on being even more of a surprise as the jet-missile-expressway-orange juice era matures.

Why COLOR it?

YOU KNOW THE IMPORTANCE OF FLORIDA'S

TAMPA-ST. PETERSBURG METROPOLITAN MARKET...

AND THE IMPORTANCE OF BUYING



RADIO and TV

NAT'L. REP.: VENARD, RINTOUL & McCONNELL

S. E. REP.: JAMES S. AYERS

MIAMI, FLORIDA'S BIG MARKET

Gold Coast continues to draw tourist dollars as more and more industry comes to area

Before another year passes Metropolitan Miami will be well on the way toward its second million.

Florida's most concentrated market—Miami, Hialeah, Miami Beach, Coral Gables, North Miami, South Miami, Homestead, Bal Harbour and about a dozen other bunched communities—had an estimated population of 972,266 as of April 1, 1961, compared with 935,000 when the 1960 census was taken.

The latest figure, which slid off a Dade County-Miami Development Board slide rule on March 31, is based on the addition of 103 persons every day to the city's population.

Million for New Year's ▪ At that rate, according to the board, Miami will reach the 1 million population mark next Dec. 31, just in time for a New Year's Eve celebration. And by April 1, 1962 it's estimated, Miami will have a population of 1,030,000.

Miami, southernmost major city in Florida and the U. S., too, bears little resemblance to the Old South. A majority of its prosperous residents were reared in the North and now lick their chops all winter over the horrendous newspaper headlines about bone-chilling blizzards.

Aside from the climate, flora and up-to-date architecture, Miami has distinctly northern traits. The business pace is brisk; industry flourishes; major retail chains sell as much and often more per store than the average northern counterparts; the airport is described as third busiest in the nation and it's brand new and modern.

Curiously, the second busiest airport in the U. S. is another local facility, Tamiami, with seconds-apart landings and takeoffs of private and industrial planes, according to the Dade development board.

Those who have moved in from the North usually say there's nothing missing but the snow and sleet. And Miami has charms available to no northern city: all-year flowers, sunshine almost every day (the airports are seldom socked in and have 97% contact flying records), 5 million tourists a year along the Gold Coast from the Keys north to Palm Beach, and a rate of growth seldom seen outside Florida and Southern California. Modern expressways and interchanges will help unsnarl the heavy traffic.

The Miami market has many facets of interest to advertisers:

- One million consumers within 15 miles of the downtown business section.
- One-third of Florida's 5¼ million people—over 1.6 million—within television range of Miami.
- Over 2,700 manufacturing plants employing 43,000 at peak and having an employment capacity of 55,000.
- A labor force of 400,000, living and working in Miami, with an unlimited reserve supply since many people who live there because of the climate are working at jobs beneath their skill levels.
- Retail sales in 1961 should pass $1.66 billion.
- Business indicators last year averaged a gain of around 5% despite the national recession.
- Area agriculture is a $45 million item.
- More big national industrial names will be among the estimated 200 new plants anticipated in 1961.

A new industrial research center at the U. of Miami will draw additional plants when it gets under way, stimulating industries in the electronics, plastics, synthetics, light metals, and scientific fields. First to sign up for a site was Texas Butadiene & Chemical Corp. The site was made available by Arthur Vining Davis, veteran aluminum pioneer whose influence has been important in the city's progress.

Despite its end-of-the-line geographical location, Miami is one of the nation's important transportation hubs. It is jump-off point for air and water services to the Latin countries, Africa and the Caribbean.

Air transport is especially important in the case of South America where surface facilities are limited. Many South American airlines, like U. S. carriers such as Eastern, have their service facilities in Miami where out-of-doors repair work can be done the year 'round. Air traffic is getting so heavy that patterns of the future may involve use of Fort Lauderdale's fine airport 25 miles to the north and the Navy's Opa-locka airport in between. Eastern has a $14 million expansion program under way. An air business booster will be the fast new service to the West Coast recently authorized by the government.

Refugee Problem ▪ At the moment Miami is coping with a Cuban refugee problem but has the help of federal funds. There have been rumbles that Cubans are taking jobs away from Miamians by working for less money. In any event, it's a problem that will cause concern until the refugees are welcomed back home.

Miami's relations with Fort Lauderdale, which it prefers to think of as a suburb, have been slightly strained as a result of the U. S. Census. It's built up solidly more than 35 miles from South Miami to the northern edge of Fort Lauderdale but the cities are separate metropolitan areas, because of a Washington decision that Miami hints was accomplished with the aid of political stratagems.

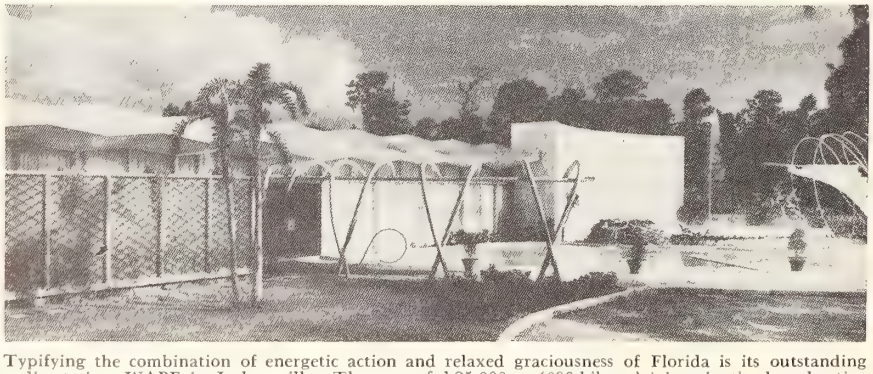
Fort Lauderdale is located in Broward County. So is Hollywood, a largish community in between. The 1960 census gives Broward a population of 334,000, quadrupling from 84,000 in 1950. Fort Lauderdale rose from 36,000 to 84,000 during the period, Hollywood from 14,000 to 35,000. Broward currently has around 360,000 people, a juicy morsel that would brighten Miami's economic aspect.

Share Water Commerce ▪ Miami and Fort Lauderdale share an imposing block of water commerce, the ports getting good chunks of the U. S.-Latin American trade. Miami is spending big money on harbor development. A new $19 million facility is being built at Dodge Island, close to downtown Miami.

With improvements at Fort Lauder-

Advertisement

Advertisement



Typifying the combination of energetic action and relaxed graciousness of Florida is its outstanding radio station, WAPE in Jacksonville. The powerful 25,000 w. (690 kilocycle) imaginative broadcasting facility demonstrates that relaxed poolside work can still result in consistent top place in audience surveys, consistent outstanding results for advertisers to whom the Florida market really matters. WAPE is represented nationally by Radio-TV Representatives, Inc.

dale (Port Everglades), Miami and projected harbor at Homestead to the south, the joint market is ready for the heavier traffic of the future—petroleum, cement, general cargo, barges and passenger traffic. Port Everglades had 100 major cruise sailings in the 1960-61 winter. The port adds a week's touring time to a New York-Caribbean cruise, Fort Lauderdale points out. One cruise ship, the *Hanseatic,* spends $5 million a year for supplies bought at Port Everglades.

In the agricultural field, Miami is shipping point for vast quantities of truck crops, giant avocados, mangoes, papaya, leeche nuts, most of the nation's limes and other crops warmed by Gulf Stream winds.

While Miami and its neighboring communities up the coast 65 miles to Palm Beach have felt the effect of a construction slowdown, other business influences keep the market on its upgrade. In Miami, for example, big conventions are coming to the area. Miami Beach hotel and auditorium facilities are unsurpassed. Bank deposits and debits, electricity consumption, telephones, gasoline sales, employment (except construction)—all are headed one main direction, upward.

Unified Role ▪ Miami's relatively new government, known as Metro, has brought the Dade County communities under unified legislative and administrative control. Metro cuts across municipal lines. The experiment is being watched with interest by other cities.

The winter tourist season just ending will equal last year's high level despite the national recession though it started out slowly.

General Development Corp., headed by the Mackle brothers, has offices in Miami and sells Florida lots and homes all over the world. "We haven't even scratched the surface of Florida real estate," said Frank E. Mackle Jr., president. "Last year we sold 33,000 lots and we completed 48% more homes in 1960 than in 1959. In five years we will be selling 25,000 homes a year." The real estate firm is generally described as the world's largest. Its $10 down-$10-a-month lots are sold by hundreds of franchised agents outside Florida. Last year, Mr. Mackle said, 4,500 people moved into General Development communities—1,252 homes valued at $15.3 million.

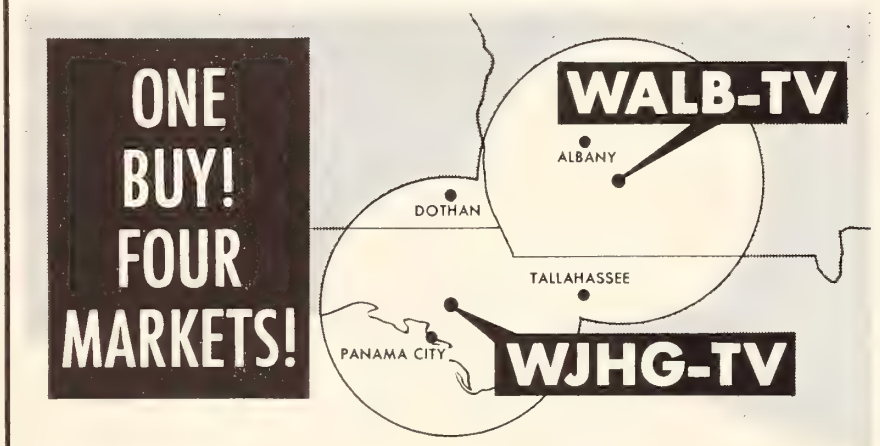
Florida's Gold Coast development has been intense since tourists discovered the Gulf Stream is just offshore, tempering the trade winds and giving the coast it salubrious climate. North of Palm Beach, Florida bends in a northwesterly direction away from the Gulf Stream.

Canal-City ▪ In Fort Lauderdale the residents keep telling each other it's the most beautiful city in the U. S. and they expect visitors to agree—which they generally do. The 265 miles of canals and waterways support nautical life whose servicing is in itself a big business. Vast marinas house uncounted boats—big yachts, deep-sea fishing boats, small outboard and every type of inboard craft. The city allows no hotels or commerce on the six miles of public beaches. Anyone can drive up, park and choose his own beach spot.

The lure of the attractive waterfront accounts for the annual Easter holiday influx of college students from all directions, a mecca-like pilgrimage that brings occasional municipal headaches when young pranksters get out of hand.

Supporting the tourist and commercial economy are nearly 450 manufacturing firms; nonagricultural employment is up 258% in the last decade. The city is unusually successful in attracting new industry—65 plants last year. A new Univis $2 million plant was described as making and selling 51% of the multi-focal lenses used for eye glasses. It employs 300 and a payroll of 1,000 is slated for 1963. Airpax Electronics employs 290 turning out components. Big co-op apartments are becoming popular.

Just north of Fort Lauderdale is spreading Pompano Beach. Its facilities



Albany - Tallahassee - Dothan - Panama City

WITH EXCLUSIVE NBC PROGRAMMING

One buy, one bill, one clearance delivers four markets areas with a combined population of 1,230,700 and 211,290 TV Homes! WALB-TV and WJHG-TV dominate this area!

GRAY TELEVISION, INC.
Delivers 82,990 More TV Homes
Than The Nearest Competitor!
Raymond E. Carow, General Manager

WALB-TV
Ch. 10
Albany,
Ga.

NBC

WJHG-TV
Ch. 7
Panama City,
Fla.

Represented nationally by Venard, Rintoul, McConnell, Inc.

In the South by James S. Ayers Company

include a good baseball park at which the new Washington Senators trained. This was a business booster for the small city of 16,000, triple the 1950 population. Rich, irrigated loam produces important farm crops, some of which are marketed at "the world's largest produce market."

Resorts Line Coast ▪ Northward up the Gold Coast are a number of major resorts, including Boca Raton, Delray Beach and Lake Worth Beach. Swankiest of all, Palm Beach has a fluctuating population of aristocrats—6,000 at a peak. They mingle with non-homeowners who put up at posh hotels and pay the fancy prices the beach commands. President John F. Kennedy's liking for Palm Beach has aroused interest in the playground of the rich.

Lake Worth separates Palm Beach's Rolls Royce-Bentley set from the normal city of West Palm Beach with its waterside beauty and industries. It's the principal city of Palm Beach County, which doubled from 114,000 to 228,000 in the 1950-60 decade. The 1960 census gave West Palm Beach 56,000 people. The county combines tourism, industry and a $100-million agricultural center based on the rich Everglades soil.



Industrial Center ▪ Pratt & Whitney has a $42 million plant, employing 4,000, near West Palm Beach. The 7,000-acre land tract required legislative approval for transfer to P&W, a political maneuver that was accomplished by Gov. LeRoy Collins, then head of state, at a special legislative session. The personnel problem at the new plant wasn't really a problem at all. Advertising copy that tested Florida's appeal for technical experts against New England produced a 30-1 ratio in favor of Florida. Among plant projects are a jet engine designed for fantastic speeds and a liquid hydrogen rocket engine.

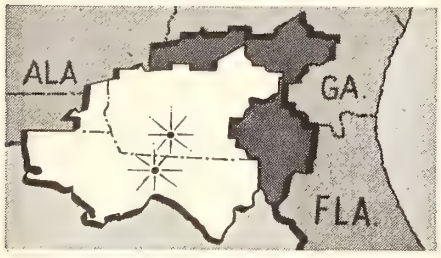
Other West Palm Beach plants include Minneapolis-Honeywell's research center at Riviera Beach and an RCA project. The Air Force Base has several thousand personnel and gives the area a $30 million lift.

Several towns in the Lake Okeechobee farming area ship to the West Palm Beach market. They include Clewiston, Belle Glade and Bryant.

Fort Pierce, 60 miles north, has been acclaimed mostly for its court house in recent months, with hordes of murder-minded reporters failing to note it is an outlet for a $30 million citrus crop, cattle and vegetables, with a deep passage to the ocean. The population almost doubled in a decade. The city is two-thirds of the way down the peninsula to Miami and is the northern limit of Sunshine State Parkway. Nearby is the Mackle's Port St. Lucie development, an owner-rental-vaction deal with fine golfing and water recreation.

There's still plenty of growing room in South Florida despite the fancy progress of the 50's. It will be interesting to watch the growth story unfold.

Bright Spot
FOR BUSINESS
TALLAHASSEE • THOMASVILLE



FITS EXACTLY . . .

WITHOUT DUPLICATING COVERAGE OF ANY OTHER MAJOR TELEVISION SERVICE . . . BLAIR TELEVISION ASSOCIATES CAN GIVE YOU THE FACTS!

CBS AND TOP LOCAL PROGRAMING
WCTV
TALLAHASSEE CHANNEL 6 THOMASVILLE
a John H. Phipps Broadcasting Station
BLAIR TELEVISION ASSOCIATES
National Representatives

CBS
WJNO RADIO
OLDEST ACCEPTED STATION IN THE PALM BEACHES
• Adult Audience • Commercially Accepted
LOCAL—REGIONAL—NATIONAL
EST. 1936
WEST PALM BEACH, FLORIDA P. O. BOX 189
National Rep. Meeker Company

CENTRAL FLORIDA MARKET

PROFITABLE



Steady, stable sales activity is typified by this Central Florida shopping center.



Central Florida's exclusive TV market covers 19 counties, one-fourth of Florida's TV homes. Viewer preference for WESH-TV, WDBO-TV, and WLOF-TV is dramatically proved with the latest ARB combined average Frequency Index of 10.6.

AVERAGE HOUSEHOLD INCOME FOR CENTRAL FLORIDA'S MAJOR METROPOLITAN AREAS IS $5,450.

FINANCIAL RESOURCES in excess of 3 billion dollars. Financial leaders predict continued steady climb.

FOOD SALES totalled more than $335,000,000 in 1960.

AUTOMOBILE REGISTRATIONS make up 21% of Florida total.

BUILDING PERMITS in Central Florida lead all Florida markets with a 36.5% increase according to U. S. Census figures.

DRUG SALES over $50,200,000 in 1960.

EMPLOYMENT — One out of two new employees staffing Florida's industrial and commercial expansion lives in the Central Florida Market.

WORLD'S LARGEST citrus industry is located in the Central Florida market.

WESH-TV
Ch. 2 - NBC
Avery-Knodel

WDBO-TV
Ch. 6 - CBS
Blair TV Assoc.

WLOF-TV
Ch. 9 - ABC
Young TV

. . . PENETRATING OVER 8 OUT OF 10 HOMES IN THE BILLION DOLLAR CENTRAL FLORIDA MARKET.

CENTRAL FLORIDA TELEVISION SELLING



To young, active and growing Central Florida families, TV is a vital part of everyday activity.



Viewer preference for WESH-TV, WDBO-TV, and WLOF-TV is dramatically proved with the latest ARB combined average Frequency Index of 10.6

WESH-TV, WDBO-TV, and WLOF-TV PENETRATE OVER 8 OUT OF 10 HOMES IN THE GROWING BILLION DOLLAR CENTRAL FLORIDA MARKET

THE EXCLUSIVE TV MARKET of Central Florida covers 19 counties. One-fourth of Florida's TV homes are here.

OVER 1,143,600 CONSUMERS buy in this primary coverage area.

PRIMARY COVERAGE of more metropolitan areas than in any other Florida TV market. Over 20 growing communities with populations in excess of 10,000 are here, including such key cities as Orlando, Daytona Beach, Winter Haven, Gainesville, Cocoa and the Cape Canaveral area.

WLOF-TV
Ch. 9 - ABC
Young TV

WESH-TV
Ch. 2 - NBC
Avery-Knodel

WDBO-TV
Ch. 6 - CBS
Blair TV Assoc.

. . . PENETRATING OVER 8 OUT OF 10 HOMES IN THE BILLION DOLLAR CENTRAL FLORIDA MARKET.

Government-continued from page 68

how the needs were ascertained, how the needs will continue to be ascertained and how such needs are to be served.

Although he expressed only his personal opinions and declined to discuss proceedings pending within the commission, Mr. Cowgill said it is reasonable to estimate that since Illinois station renewals fall due on Dec. 1, these outlets could expect the full implementation of the commission's new field investigation policy this fall.

"Now is the time to check the condition of your operations, while there may be still time to correct deficiencies."

The former chief of the Broadcast Bureau will talk to Nebraska broadcasters April 25 at Omaha and will make similar talks in Pennsylvania and later in Florida. Mr. Cowgill personally headed the FCC's pilot run of the new field investigation plan in Florida last December.

After Mr. Cowgill's talk, the IBA passed resolutions looking toward hiring of a fulltime legal representative at the state legislature and filing comments on the FCC's proposed new program form. IBA is expected to oppose all provisions except that part on meeting the "needs" of the community, which are to be distinguished from "wants," several broadcasters observed.

Hyland speaks ▪ Robert Hyland, CBS Radio vice president and general manager of KMOX St. Louis, told IBA of the high audience, advertiser and agency acceptance of his station's 14-month old policy of all-talk and no-music format in the Monday-through-Friday prime period of noon to 7 p.m. titled *At Your Service*. The show demonstrates the programming potential of radio, he said. "Radio's horizons are far broader than the confines of the top 40 list and a disc jockey's patter," he said.

Describing radio as the "only medium capable of keeping pace with our growing, mobile population," Mr. Hyland said he believes radio "can shed light on the dark corners of public life as effectively as any newspaper . . . educate and interpret as interestingly as any magazine . . . seize the imagination, command attention and entertain as absorbingly as television."

IBA's membership also was alerted to newly introduced legislation affecting broadcasting and advertising. One bill would call for an investigation of radio-tv advertising of tobacco and liquor products to determine possible harmful effects upon minors by "inducing them to use such products." Another bill would prohibit private political advertising for certain national (U.S. senator) and state offices and would substitute token ads placed and paid for by the Illinois Secretary of State.

Bids for uhf

The FCC last week invited comments by April 28 to a proposed amendment of the rules that would permit the Alaska Telephone Corp. to use uhf chs. 69 through 73 for a proposed tropospheric scatter circuit on Annette Island (Ketchikan), Alaska, to communicate with a similar station to be constructed on Trutch Island, B. C., Canada, on the condition that harmful interference will not be caused to the broadcast service of any country.

Cox takes FCC post, to eschew WINS case

Kenneth A. Cox took over officially last Monday (April 10) as chief of the FCC's Broadcast Bureau and immediately disqualified himself from participating in one of the principal cases now under study in his bureau.

In a letter to FCC Chairman Newton N. Minow, attorney Cox said that he has represented Seattle broadcaster J. Elroy McCaw for over two years and therefore asked to be "completely isolated" from bureau activities regarding Mr. McCaw's sale of WINS New York to Storer Broadcasting Co. for $10 million. Mr. Cox said that he has advised Mr. McCaw on things concerned with the WINS sale and on the station's renewal application.

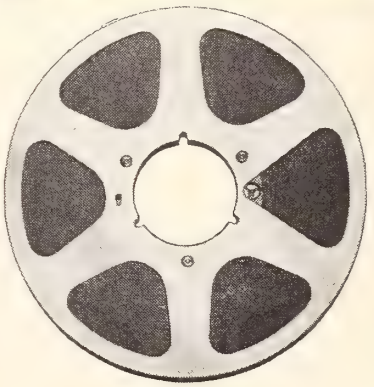
"I have consulted with personnel of the station and checked certain matters in its files, and have discussed the issues involved with other counsel for Mr. McCaw and with others interested in his behalf," Mr. Cox told the chairman. "I wish therefore to make it perfectly clear as I embark upon my duties here that I shall have nothing whatsoever to do with the processing of this matter and will seek in every way to isolate myself from it."

Chairman Minow directed that the WINS case be handled by Joe Nelson, chief of Renewal & Transfers, and John Harrington, chief of the Complaints & Compliance Division. "I have directed both Mr. Nelson and Mr. Harrington to report directly to the commission with respect to this matter and not communicate or consult with you about it in any way," the chairman told Mr. Cox. "Accordingly, it is understood that this matter will in no way pass through your office and you will have no responsibility in connection with it."

The WINS transfer now is under consideration by Mr. Harrington's division. Both Messrs. Harrington and Nelson normally report directly to Mr. Cox as bureau chief.

SPECIFY





RCA SOUND TAPE

to guard against drop-outs, tape breakage

Designed specifically for critical broadcast recording applications, RCA Sound Tape features essentially flat response throughout the entire audio frequency spectrum, uniformity of output from reel to reel, and high tensile strength. Recognized dependability of RCA Sound Tape minimizes worry over drop-outs, distortion, tape breakage, and the loss of air time.

Splice-free Mylar* base tapes are available in 2400, 3600, and 4800 foot lengths, and splice-free acetate base tapes are supplied in 2400 and 3600 foot lengths, on hub or reel. Call your local RCA Distributor today for a comprehensive list of superior quality, dependable RCA Sound Tape.

*Du Pont Registered Trademark

RADIO CORPORATION OF AMERICA
Electron Tube Division • Harrison, N. J.

A license to hunt fly-by-nighters

THAT'S HOW ADHERENTS SEE NEW PROGRAM FORM

If any broadcasters are to be placed over an impossible barrel by the FCC's plans for new programming reporting forms (BROADCASTING, April 10), they can only be the fly-by-night, in-and-out operators who are interested only in acquiring a station, hypoing its ratings and then selling for a huge profit.

Such is the feeling of advocates —including government officials, attorneys and licensees—of the commission's proposed new forms.

"The substantial station operation, and this includes a very high percentage of the total, will benefit tremendously by the commission's newly defined programming policy," a spokesman said last week. He pointed out that the fast-buck broadcaster, who is not interested in serving the public, should and can be weeded out of the industry. Comments on the FCC rulemaking are due May 1.

Advocates feel the new reporting procedures will give broadcasters a new and well-defined freedom to program their stations so as to serve the public interest, convenience and necessity—as determined by the licensees themselves. "All that is required is that they make a legitimate and prudent effort to determine these needs and explain steps taken to meet them."

The commission has placed much reliance on its July 1960 policy statement on programming, defined as a "very sound document as to what the obligations of a licensee are—financial and to the public." This statement and the subsequent reporting forms are the only alternative to restrictive legislation, many feel.

One thing the commission will expect and demand of applicants is that stations involved complete the forms themselves instead of furnishing sterotyped replies prepared by Washington counsel. The commission wants the broadcaster in Podunk to do his own research and make personal contact with his audience and not depend on his attorney in Washington to answer the questions on the basis of letters, etc, from civic, religious and community groups.

Misrepresentation the Key ▪ No licensee is going to lose his authority to operate tomorrow, next year or 10 years from now because of his programming format. But he will be in serious trouble if the commission finds misrepresentations have been made on his surveys of the needs of his locality. For example, if the applicant says he talked to John Doe and a commission investigation discloses that there is no John Doe or that John Doe was not contacted by the station, then the station will be in trouble.

In the long run, it will be the public, not the FCC, which decides if a station's format is in the public interest. A station which is not rendering a public service cannot stay economically healthy over a long period of time, advocates of the new form maintain. On the question of whether rock-and-roll and music-and-news stations are effectively using their licensed facilities, the same sources believe such sterotyped formats already are beginning to run their course and that the public will cause their complete demise in the future simply by not tuning to such stations.

The FCC will never tell a station it must program this or that subject matter but the commission will ask why a particular subject matter is not included in a licensee's program schedule. In fact, this already is being done by the agency in questioning renewal applications (see story, page 60).

A Costly Situation ▪ Proponents of the new form conceded that the first time an applicant replies the procedure will be expensive. He must compile and evaluate information asked in the admittedly complicated questions.

Once he has filed his first application under the new form, however, subsequent filing will be fairly easy. He will have his own system for keeping in touch with the public. He will know better what the commission wants and expects from him.

Much criticism of the new form has been characterized as "nit-picking and arguments about the placing of commas." Such critics, advocates say, should instead offer the commission suggestions on how to improve the proposed questions to make them both easier and more digestible for broadcasters and satisfactory for FCC requirements.

Advocates say they are not wedded to the precise language of the proposed rulemaking, as issued for comments. Many changes in the wording and meaning undoubtedly will be made and the commission is begging for constructive criticisms and suggestions, they add.

One proponent said, in summation: "If this thing is worked out thoroughly and correctly, the question of the licensee-commission relationship in programming will be laid to rest once and for all. The broadcaster will clearly understand what is expected of him. All the FCC really wants to do is protect the broadcaster who is serving the public interest from the operator who is not."

Barry-Enright sale snagged by hearing

Daniel Enright and Jack Barry, former tv quiz figures who own WGMA Hollywood, Fla., were ordered to a hearing by the FCC last week on their application for license renewal. The commission's action, taken on a 4-3 vote, forestalls efforts to sell the station to Kingsley H. Murphy Jr. and Carroll E. Crawford for $265,000.

The hearing was ordered because of Mr. Enrights's involvement in the rigging of tv quiz programs *Twenty-One* and *Tic Tac Dough,* produced by Barry & Enright. Mr. Barry was quiz master of *Twenty-One* but was not involved in testimony before the House Legislative Oversight Subcommittee which brought out that contestants were given the answers in advance of their appearance.

Among the issues designated by the commission were (1) the extent of Mr. Enright's involvement in the fixed quiz programs, (2) whether, in light of the above, licensee Melody Music Inc. (Messrs. Barry and Enright each own 50%) is qualified to be a licensee and (3) whether renewal of WGMA's license would serve the public interest.

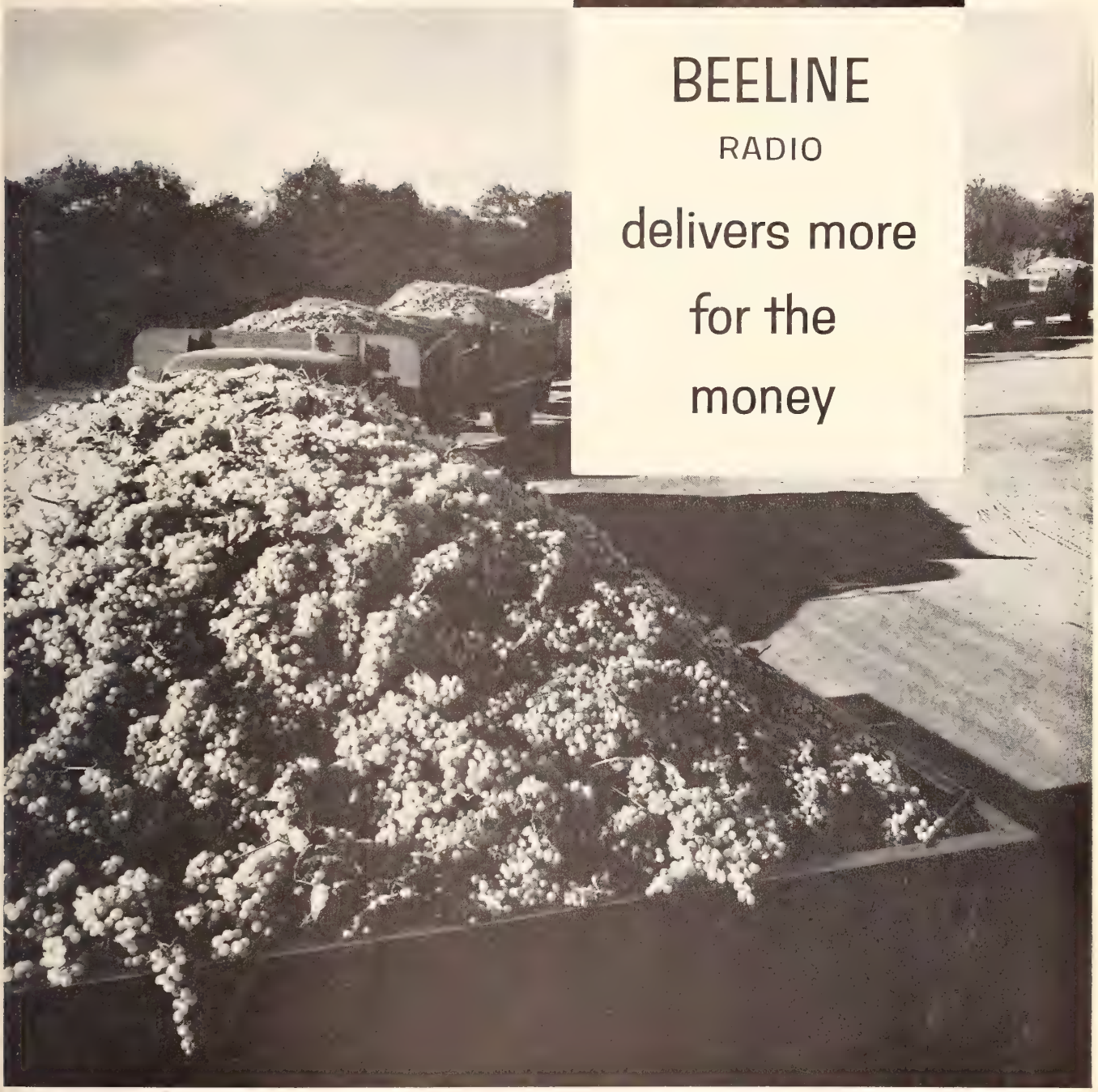
Barry & Enright asked for approval to sell the station to Messrs. Murphy and Crawford (who own KOTE Fergus Falls, Minn.) after the commission had questioned Mr. Enright's qualifications as a licensee (BROADCASTING, Dec. 7, 1959). In the sale application, Melody Music Inc. said that it recognized the commission many order "a long, expensive and time-consuming hearing" before renewing WGMA's license (BROADCASTING, Sept. 5, 1960).

Voting for the hearing were Chairman Newton N. Minow and Commissioners Frederick W. Ford, Robert T. Bartley and John S. Cross.

IN INLAND CALIFORNIA
(AND WESTERN NEVADA)

BEELINE
RADIO

delivers more for the money



Grapes on the way to market in the San Joaquin Valley

Beeline stations cover the most agriculturally productive land in the world. In grape production, for example, Fresno county is first in the nation and five other Beeline counties rank in the top ten. This is an area which produces big and spends big.

In Inland California and Western Nevada Beeline Radio delivers more radio homes than any other combination of stations, at the lowest cost per thousand (Nielsen, SR&D).

McClatchy Broadcasting Company



SACRAMENTO, CALIFORNIA
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

Theriot lied, charges FCC's Broadcast Bureau

Already in trouble with the FCC, Leo Joseph Theriot, licensee of KLFT Golden Meadow, La., last week was charged by the Broadcast Bureau with lying.

The bureau asked the commission to enlarge the issues in the license-revocation proceeding against KLFT to include Mr. Theriot's character qualifications (BROADCASTING, March 20).

Mr. Theriot had claimed in a sworn statement that he corrected the technical deficiencies that led the FCC to institute proceedings; specifically, that he hired a fulltime radiotelephone operator, George L. Roundtree Jr.

The bureau offered what it said is a statement from Mr. Roundtree that he has been employed at a radio maintenance company the past four years; that in December 1960 he "put his license" at KLFT in exchange for $50 from Mr. Theriot, but all his regular salary has come from the maintenance company; that he hasn't been to KLFT since March 12.

WMPP permit threatened by commission

The FCC began steps last week to revoke the construction permit of WMPP Chicago Heights, Ill., because of alleged false statements made to the agency on character and in an effort to conceal an unauthorized transfer.

A permit for WMPP was granted last November to Seaway Broadcasting Co. with William S. Martin, Eugene H. Dibble III and Charles D. Buford each 33⅓% owners of record. It appears, the commission said in its show cause order, that Seaway finalized transactions with Charles J. Pinckard in January 1960 which resulted in a transfer of control. Seaway's application was not amended, FCC charged.

Further, the FCC stated, Mr. Martin (Seaway president) filed an application for transfer on Dec. 5, 1960, "for the purpose of concealing from the commission the facts . . . and to cover up the failure of Seaway Broadcasting Co. to amend its application. . ." to reflect the transfer.

EQUIPMENT & ENGINEERING

AT&T TALKS SPACE COMMUNICATION

Prepared to spend $25 million for satellite tests

Hopes for a worldwide satellite communications system took another step towards realization last week when the American Telephone & Telegraph Co. announced it was prepared to spend between $20-25 million in the next year to test the sending of telephone calls, data transmission and television signals around the world.

AT&T has already bought a 1,000-acre tract near Rumford, Me., and expects to start work on a $7 million experimental space communications ground station by next month with a completion date targeted for early next year. At the same time, the firm emphatically denied that it was interested in obtaining a space communications monopoly although admitting that it did not see any advantages to a system of space ownership that would comprise an amalgamation of common carriers.

The space disclosures were made at a news briefing held in New York on the Bell System's space communications plans. AT&T's Vice President and Chief Engineer James E. Dingman said the Bell System will install a giant (250 ton) highly sensitive antenna that will beam signals to a satellite. This "horn," described as the world's largest, will also serve as a monstrous ear trumpet amplifying faint signals on a relay from Europe via the satellite. The horn will be protected by the largest inflated structure every made, a 210 feet wide, 161 feet high, radome, which will be supported by air pressure.

Low Level Orbit ▪ Mr. Dingman said that the proposed system would use from 30 to 50 low level, active satellites (5-7,000 miles from earth) and that AT&T has asked the national aeronautics and space administration to provide a suitable rocket to send an experimental communications satellite aloft. The company executive said that AT&T has offered to pay for the cost of the experimental satellites and their launching.

Several times during the briefing Mr. Dingman stressed that the Bell System does not seek a space communications monopoly. Earlier this month Rep. Chet Holifield (D-Calif.) had attacked the company for what he claimed were attempts to gain a monopoly of the space communications field (BROADCASTING, April 10).

Mr. Dingman said that he saw "no advantages" to a single integrated system of space communications ownership involving "an amalgamation of car-



WHY 6 OUT OF 7* TAPE-EQUIPPED TV STATIONS BUY AMPEX TELEVISION RECORDERS

1 **"It opened up new territories** for us in sales and production. Not only the obvious ones, such as increasing the number of spots, but we find that it becomes much more advantageous for the small agency at the local level to buy (taped) spots on a plan basis because these spots can be repeated with little extra charge. I cannot single out the most important function of our **Videotape*** Television Recorders — all their functions are important. We have made better use of our personnel and facilities. And we have cut down the cost of spot announcement production. We have been able to sell the machine and its capabilities along with our own programming and production standards.... We certainly need the recorders and they, in turn, need us. Now tape places at our fingertips — and pocketbooks — another tool for creative broadcasting.... Why we bought Ampex? Ampex invented **Videotape** and it's proved itself to the entire industry. You can't ask for more than that." — **Lawrence M. Carino, General Manager, WWL-TV, New Orleans, Louisiana.**

2 **"We've used the Ampex VTR to make money** and increase business ... very definitely. We'll go on record as we have in the past. We know that the Ampex Television Recorder used properly, and sold aggressively, will pay for itself very easily.... It's increased our business by virtue of the volume that we couldn't have obtained without the machine. It's so successful that we frequently go out to the used car lots, for example, or the furniture stores, or even the banks, and do their commercials on location on tape. There are so many ways we've used the Ampex Television Recorder to make money, that it's hard to pick out the ones to talk about.... We wouldn't have the VTR's if they didn't make money. We think so highly of ours we're about to spend another 50 thousand dollars on Ampex equipment. I guess that lets you know how we feel about Ampex. **Videotape** is their baby all the way. Always has been." — **George W. Harvey, Vice President and General Manager, WFLA-TV, Tampa-St. Petersburg, Florida.**

3 **"It's a great selling tool.** I don't see how anybody stays in business without it.... This market does more dollar volume of local business than a great many of the three-station markets in the country. A great percentage of that business is on **Videotape.**... It gets local business because it absolutely takes the risk out of it. For example, it's awfully hard for an advertiser to visualize from a piece of copy paper with a video column and an audio column just what his commercial is going to look like on TV. But if the salesman can say, 'I've got a spot all recorded for you on your fall coat sale, and I want you to see it,' then he's sold. What do we think of Ampex? They're the leaders in tape. They put tape on the map, and as far as we're concerned, it's the Ampex VTR that's keeping it there." — **John Tyler, General Manager, KFDA-TV, Amarillo, Texas.**

4 **"More than $3,000 a week in billing** — both announcement and program — dependent on one Ampex tape machine. That's a typical week here at Channel 5. We've been in business with **Videotape** for slightly over two years and our one machine shows 3,272 hours of use and service.... Ninety percent of our political business last fall was on tape. I don't say we wouldn't have gotten it on a live basis, but it was easier, less costly, and much more convenient to candidates, having the busy grass roots schedules they do.... Sure, we see every reason for getting a second machine — and we shall eventually, but we've done a phenomenal job with one for two years. There's no question about our choice of Ampex. They **are** TV tape recording, no doubt about it." — **Fred Fletcher, Executive Vice President, WRAL-TV, Raleigh, North Carolina.**

5 **"We've increased our income** with the Ampex Television Recorder by not having to spend so much time and money in getting and keeping business. What we produce on our VTR is keeping clients sold. We're putting our efforts where they'll do us the most good and our billing is increasing all the time. An end effect has been that our production, because of the Ampex Television Recorder, now puts us — a secondary market station — on a par with the quality of metropolitan market stations. ... Frankly, I can't see how some of these secondary market stations can afford to operate without a Television Recorder. We're sold on TV tape recording — sold on our Ampex equipment, too. Ampex has been the leader for five years now." — **Bill Hoover, President, KTEN-TV, Ada, Oklahoma.**

6 **"We do more jobs ... better** with **Videotape** Recording. Business is better than it's ever been and we have a smoother, more efficient operation. For us, Ampex VTR is a basic piece of equipment that fit into our operation right from the start. It's no 'sacred cow' to us; everyone here operates it. And essentially, it gives us a whole crew of operators plus announcers ... a real problem-solver when it comes to scheduling personnel. From an operating standpoint, it's tremendous. Today, for instance, the boys are knocking out 15 1-minute commercials. And we have scheduled as many as 63 recordings in one operating day. I wouldn't want to go back to operating without an Ampex." — **Al Beck, Chief Engineer, KGBT-TV, Harlingen, Texas.**

VISIT AMPEX NAB EXHIBIT NO. 28

*7.46 AS OF JANUARY 1, 1961 IN THE U.S.A. AND CANADA.

†TM AMPEX CORP.

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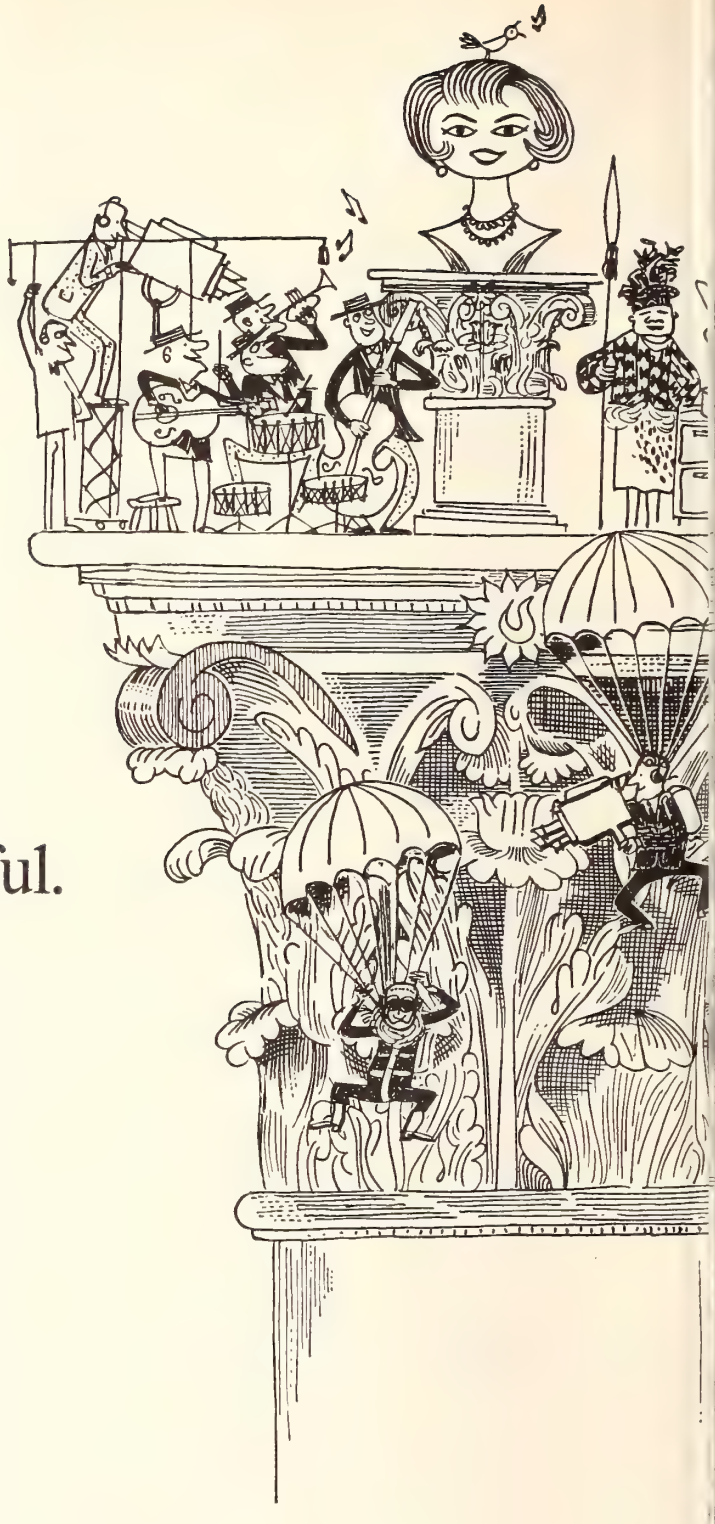
AMPEX VIDEO PRODUCTS COMPANY

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AMPEX

VIDEOTAPE TELEVISION RECORDERS: VR-1000C Deluxe Console, VR-1001A Upright Model • **MAJOR VTR ACCESSORIES:** Inter-Sync†, Amtec†, Color Facility

TELEVISION CAMERAS: Ampex—Marconi Mark IV



Women Are Wonderful.

Ann Colone's a Woman.

Ann Colone's Wonderful.

If there's a misogynist in the house, our authority for the major premise, Women Are Wonderful, is *TV Radio Mirror*, which made the comment while giving WANE-TV's Ann Colone its gold medal award for "Best TV Women's Interest Show—Midwest States."

The minor premise (minor only in formal logic terms) is axiomatic. Ann's a most attractive, vivacious, witty and entertaining lady.

The conclusion, shared by viewers, visitors and vendors alike, is inescapable. She's wonderful in providing everything from exercise gymnastics to festive cooking hints, from parakeet keepers to parachute jumpers, from the Dukes of Dixieland (in person) to the Chief of the Congolese Lunda tribe (in person). And there's always time to discuss and help community activities.

The Ann Colone Show is one-o'clock watching five days a week for large numbers of the ladies of Fort Wayne and vicinity, reaching about 60% and 100% more homes, respectively, than competing network programs; adult ladies comprise 74% of its audience.

All Corinthian stations create programs which, like the Ann Colone Show, meet local and regional tastes. This encourages local talent, builds viewer respect and helps make friendly prospects for advertisers.

Responsibility in Broadcasting

THE CORINTHIA

riers" as proposed by the Lockheed Aircraft Co. earlier this year. But, he maintained, AT&T is "willing to share space communications on an ownership basis, rental basis or any other equitable basis."

Technical agenda mapped by AMST

An extensive program of activities in the forthcoming year was planned last week by the technical committee of the Assn. of Maximum Service Telecasters. Under the chairmanship of Henry Rea, WFIL-TV Philadelphia, the committee made these plans at a meeting in Washington:

- Prepared a report and recommendations to be submitted to the board for AMST's technical program for the past year and for the coming year;
- Set up one of the largest budgets for activities to be undertaken in the coming year.
- Analyzed and reported on the FCC's rule-making looking toward short separations for vhf channel assignments; the U.S.-Canadian ch. 8 agreement made public recently; and the FCC's uhf study in New York.
- Recommended future sites for field studies of vhf and uhf transmissions.

The technical committee will meet May 8 at a dinner meeting at the Mayflower Hotel, Washington, during the NAB convention.

This will take place following a May 6 AMST board meeting in the Broadcaster's Club; a day-long membership meeting at the Shoreham Hotel on May 7, and a board breakfast meeting on May 8, all in Washington.

Visual Electronics gets loan from AB-PT

American Broadcasting - Paramount Theatres Inc., has agreed to provide a loan to Visual Electronics Corp., New York. The loan, amount not disclosed, is understood to run for 10 years, and includes an option to purchase up to 40% of Visual's common stock.

Visual, founded in 1955 by a group of former DuMont engineers, has engaged both domestically and internationally in a sales and service business. Among its primary activities in recent years is television station automation. Principal owners are James B. Tharpe, president; Pat Gallagher and Cecil Grace. In recent months it has installed and serviced tv stations in Haiti, Bermuda, Mexico and Argentina.

The company, which did over $2 million worth of business last year, will use the new funds to manufacture automation equipment.

Leonard H. Goldenson, AB-PT president, noted that the association with Visual will provide "technical resources of its sales and engineering departments in the expected development of automation in the television industry and to our expanding activities in the foreign television field. AB-PT has interests in tv stations in 10 countries outside the United States. It also has minority interests in several electronics companies, including Microwave Assoc., Technical Operations and Dynametrics Corp.

MVT buys Econ-O-List

Mobile Video Tapes has acquired Econ-O-List and established it as a new MVT division specializing in a new high speed camera technique for preparation of directories, catalogs and listings requiring minimal periodic revisions.

The device is said to have a high retention factor, allowing unusual economies in list preparation. Jules Fielding, president of Jules Fielding & Assoc., technical publishing house which owned Econ-O-List, has joined Mobile Video Tapes as executive vice president. Curtis L. Willmott, general manager of the Econ-O-List operation, becomes general manager of MVT. L. E. Huston, MVT president, in announcing the Econ-O-List acquisition, predicted the new division will add more than $400,000 to MVT's sales total in the coming year.

General Electronics purchase

General Electronic Laboratories Inc., Cambridge, Mass., has bought the Rust Remote Control Systems for Broadcasting line from Rust Industrial Co., Manchester, N. H.

General Electronic makes broadcast transmitters, fm multiplex systems, and physics teaching devices. The last were added to the product group by recent purchase of Lincoln Manufacturing Co.

Technical topics...

New playback unit ▪ Foley Electronics Co., College Park, Md., has announced a new automatic cartridge playback unit, its "Select-a-Tape model 211," for audible processing. The unit is fully transistorized and permits automatic high-speed access to any number of sections of pre-recorded information. Price $275.

New vidicon tube ▪ English Electric Valve Co., Ltd., Chelmsford, England, has introduced a new vidicon tv pickup tube which can be used in film scanning, studio broadcasting and can replace several specialized tubes in industrial applications. It is smaller and less complicated than many similar tubes now made.



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TULSA

KHOU-TV
HOUSTON

KXTV
SACRAMENTO

WANE-TV
FORT WAYNE

WISH-TV
INDIANAPOLIS

WANE-AM
FORT WAYNE

WISH-AM
INDIANAPOLIS

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TATIONS

Why the rush to hour-long shows?

THEY'RE BETTER COST-WISE, AND THEY DO WELL IN THE RATINGS

The trend toward hour-long programs is due primarily to the high cost of today's tv programming, according to Howard Barnes, director of programs, CBS-TV, Hollywood.

"Television is so expensive that few advertisers feel they can afford to follow the traditional network broadcast pattern of sponsoring their own shows exclusively," Mr. Barnes said. "The risk of sponsoring a program that fails to make the grade, at those prices, is too great. So the advertiser prefers to play it safe by spreading his tv appropriation over a number of different shows just as the prudent investor spreads his investment capital among a number of stocks rather than plunging it all on a single company.

"True," he added," The advertiser who spreads his budget foregoes the advantage of the strong program-product identification that comes with full-program sponsorship, but in most cases the cost rules that out. Look at today's tv network schedule and you'll find only about a half-dozen programs with single sponsorship."

Competition ▪ There are other reasons for the push toward hour-long tv programming than the financial one, although that is basic, Mr. Barnes stated. "Hour shows have done well audience-wise," he said. "People don't like to turn the dial and if they like the show they're watching they're apt to leave it on for its full length." This makes the hour-long program useful in inter-network competition, he commented, pointing out that an hour show scheduled to start a half-hour earlier than other strong network offerings can get a firm grip on the audience and prevent many viewers from tuning away. ABC-TV's slotting *Maverick* in the 7:30-8:30 p.m. Sunday position, giving it a 30-minute headstart on Steve Allen and Ed Sullivan, who were then battling for 8-9 p.m. supremacy on the comedy-variety front, is a good example of how well this strategy can work.

The hour-long program has advantages for the producer as well as the network, Richard Lewis, executive producer, Revue Productions, noted. "The hour is a more satisfactory length to work with," he said. "It allows for fuller development of both plot and character. There's time to develop audience involvement. The half-hour is the short story of television; there's just time to present one situation, to solve one problem. It still seems like the best length for a situation comedy. Each week the hero or heroine or couple gets into a different mess and gets out of it in typical fashion and the audience tunes in to see what their predicament is this week.

"But in the dramatic field, there's the need to develop the story, to explain the characters and why they act as they do. All the creative people connected with programming prefer the hour as giving them a better opportunity to express themselves. With hour-long shows we can attract better writers, directors, actors."

Mr. Lewis has worked with hour programming as well as the half-hour variety for about five years. He is credited with the idea of working anthology type stories and guest stars into series with continuing characters, a concept first used on *Wagon Train* and currently on *Checkmate*.

Writers Happy ▪ "The writers are especially happy with an hour-long series," he said, "as it virtually demands original scripts. The short story that fits the half-hour format is too short for an hour; the novel is too long. The novella is the right length but the supply of novellas is short and we're forced to go after original material, which means more work for the tv writer."

The idea that the hour-long format offers definite advantages to the tv producer is heartily endorsed by Robert Weitman, vice president in charge of production at MGM-TV. One 60-minute MGM series, *Asphalt Jungle*, started April 3 on ABC-TV. Two others, *Dr. Kildare* and *Cain's Hundred*, are being readied for NBC-TV starting this fall. Citing *Cain's Hundred* as an example, Mr. Weitman noted that the story of society's fight against crime today needs a full hour to allow the strength of drama and of character to develop out of each situation. "To do it in a half-hour would be to de-gut it," he stated.

But both producers agree that the hour format exacts a premium price for the advantages it offers. And not just in money, although that too is important. The production cost of the average MGM-TV 60-minute program is $115,000 per episode, Mr. Weitman said. A weekly tv series, whether hour or half-hour, has to have a program ready for airing every week. The half-hour program can be filmed in a week. The hour program cannot. Filming takes six to seven days including rehearsal and since union rules prohibit weekend work that means a production schedule of two programs every three weeks, provided everything goes along without mishap, which is a lot to hope for.

Careful Planning ▪ This calls for good writing, good acting, good direction and a lot of careful pre-planning, the producers agreed. Scripts must be ready well in advance of camera dates; casting must be completed and the shoot-

Program notes...

Busy year ▪ Screen Gems has 12 series set for tv broadcast during 1961-62, with a possibility of adding another couple before the season actually starts this fall, William Dozier, vice president in charge of West Coast activities, announced last week. New series sold to date include *Top Cat* and *The Hathaways*, both scheduled for ABC-TV; *Hazel* and *Daring Deeds of Donny Dru*, both to run on NBC-TV. Returning for another season are: *Dennis the Menace, The Donna Reed Show, Flintstones, Route 66, Naked City* and the three-Kellogg-sponsored national spot Hanna-Barbera cartoon series, *Yogi Bear, Huckleberry Hound* and *Quick Draw McGraw*. CBS-TV has also scheduled repeats of the *Father Knows Best* series.

Santa's Village ▪ Production has started on a new children's series, *Santa's Village*, to be offered as a half hour weekly program on a 52 week basis. The series is being shot in color by Moulin Studios, San Francisco, at Santa's Village, Santa Cruz, Calif. Production staff includes Dan Norton, producer; Mark Connelly, technical director; George Rickman, director; Bruce Ariss, art director. Santa's Village is an amusement park, presumably modeled after a child's concept of Santa Claus' home. Other parks are located in Skyforest, Calif., and Dundee, Ill.

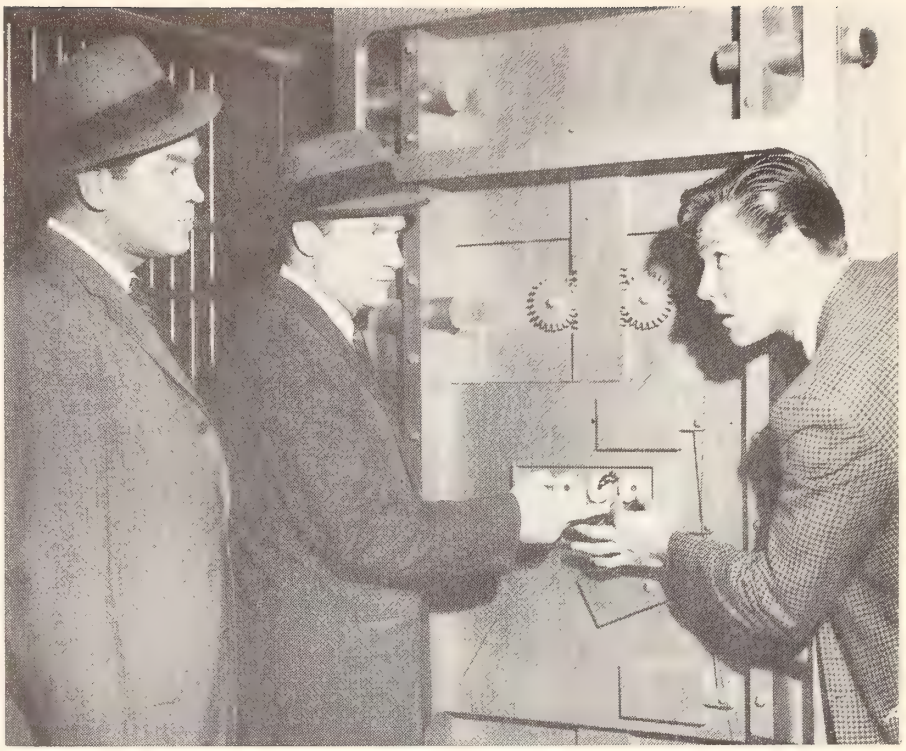
Three new ones ▪ Jim Ameche Productions has added three five-minute programs to its radio syndication service: *Let's Talk*, with Grace Leonard carrying on a conversation of a little girl with a next-door neighbor; *Male vs. Female*, Gene Parker and Marilyn Hare

ing schedule planned, so that once the cameras start rolling nothing need stop them until the episode is safely in the can. And this takes time. In fact, Mr. Weitman noted that *Cain's Hundred* will have been in work nearly a year by the time the first program hits the air this fall.

The idea of a retired criminal lawyer who once represented the "big crime" syndicate but now has agreed to help top level government officials stop crime before it happens was developed at MGM-TV and presented to David Levy, NBC-TV's program vice president, and later to the NBC's president Robert Kintner. "They liked it, so we got Paul Monash, who wrote the original two-part *Untouchables* script, to do a first script for us and when he had a rough draft we sent it to NBC and they said go ahead and polish it. When they got the finished script, they said go ahead and shoot it. That was Dec. 15. I set March 1 as a deadline and went to work."

Stages were set, the director brought in, the lead discussed, interviewed and hired, the secondary parts cast and on Jan. 19 filming of the pilot began. It took eight days. By Feb. 15 rough cut was ready for viewing and on Feb. 28 Mr. Weitman boarded a plane for New York, a completed answer print under his arm. NBC liked it, and scheduled it for Tuesday, 10-11 p.m. A producer, Charles Russell, was engaged to work with Mr. Monash as executive producer. Several writers were enlisted and four or five directors are now being chosen to rotate on these hour-long shows, which will go into production May 7.

The trio was unanimous regarding advertiser interference: there isn't any, except for an occasional rare exception. The magazine concept prevents integration of commercials into the program format and weakens program-product identification, so that the advertiser and his agency now concentrate on making the best commercials they can and don't worry too much about the individual programs, once they have decided to go along with the basic theme of the series. Once in a while, a client will feel that something in a script will evoke an audience reaction unfavorable to his product. But such complaints are few and the trouble is usually easily ironed out, Mr. Barnes said. The producers commented that they deal with the networks, follow the precepts of the NAB TV Code and their own good judgment and seldom hear from the advertiser or agency except when some executives from back east are going to be in Hollywood and would like to have lunch with the star of the series.



MGM-TV's 'Asphalt Jungle' on ABC-TV

No General Rule ▪ Changing the length of an established series from a half-hour to an hour may or may not be a good idea, the experts agreed. *Naked City* has done well in its longer version; *Lineup* fell flat on its rating. MGM-TV made a half-hour pilot of *Dr. Kildare* several years ago and failed to sell it, while the hour pilot was sold without delay. Mr. Barnes and Mr. Lewis have high hopes for *Gunsmoke*, when it doubles its length this fall.

If 60 minutes is good, would 90 minutes be better? Yes, for top flight dramatic programs, Mr. Lewis declared. He anticipates that a general move to 90-minute dramas may come in the next two or three years. Mr. Barnes is more skeptical. The magazine advertising format utilized in the longer programs with their multiple sponsorship works well with the 60-minute programs, he notes, but when it was tried on *Playhouse 90* there were too many interruptions and the viewer became annoyed and distracted. Mr. Weitman refuses to guess what might happen in the future but observes the networks decide matters like that and the producer tries to deliver, in the best form he can, whatever the networks want.

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expressing masculine and feminine viewpoints on topics of general interest such as women drivers; and *Pamela Mason*, five minutes of chatter about anything and everything.

It's 'Amigo Rocky' now ▪ Producers Assoc. of Television, N. Y., reports that 78 half-hour episodes of *Rocky and His Friends*, now carried on ABC-TV, will be offered for sale in South America through the company's newly-appointed distributor there, Magnum Television International, S.A. The latter firm will dub the cartoon programs into Spanish and Portuguese. Magnum is a new company organized by John H. Manson 3d, formerly head of Latin America operations for Screen Gems Inc. Peter M. Piech, president of Producers Assoc. of Television, announces that 52 new *Rocky* cartoons now are being produced in color and are scheduled for network presentation in the fall, possibly on NBC-TV, which is negotiating with a sponsor.

Countdown 21 ▪ KING-TV Seattle, Wash., this Friday (7:30-8:30 p.m. PST) will present *Countdown 21*, an hour-long documentary dealing with the Century 21 Exposition (space age world's fair which will open there in 1962). The program will also be telecast over KREM-TV Spokane, Wash., and KGW-TV Portland, Ore. (KING-TV's sister stations); KIMA-TV Yakima, KEPR-TV Pasco, and KBAS-TV Ephrata, all Washington, and KLEW-TV Lewiston, Idaho. National Bank of Commerce, Seattle, will sponsor the program on all seven stations as a public service. Production staff for *Countdown 21*: Bob Schulman, special features director, KING-TV (writer-re-

searcher); Lee Schulman, program director, KING-TV (producer); Carrol Ellerbe, director; Kit Spier, production supervisor.

First aid course ▪ WTMJ-TV Milwaukee has been gratified by an almost overwhelming response—1,700 persons —for its television first aid course in conjunction with the Milwaukee-Waukesha County Red Cross chapter. The course, 10 weeks in duration, will be given each Wednesday on *The Womens World*. Cost: 75 cents for the text book. Homework assignments and examinations will be given. Those successfully completing the course will receive a first aid certificate.

Anti-commie federation ▪ Representatives of entertainment unions from North, South and Central America will meet in Costa Rica in May to lay plans for the formation of an anti-communist federation of labor organizations to combat efforts of communist-dominated European unions to invade the Western Hemisphere. Herman Kenin, president of the American Federation of Musicians, is chairman of the AFL-CIO steering committee for the conference. Other U. S. unions whose representatives will attend the meeting are Actors Equity, AFTRA, Screen Actors Guild, Screen Extras Guild, American Guild of Musical Artists, IATSE, IBEW and NABET.

Distribution launched ▪ Two programs produced by CBS News and presented on CBS-TV will be distributed by Carousel Films Inc., N. Y. The films, *The Great Holiday Massacre* and *Our Election Day Illusions*: *The Beat Majority*, will be made available to schools, government agencies, discussion groups and public libraries.

Taylor to NBC-TV ▪ Four Star Television will expand its *Robert Taylor's Detectives*, from a half-hour to a full hour and move it from ABC-TV to NBC-TV, starting in the fall. The switch was negotiated by Four Star executive vice president Tom McDermott with NBC-TV, which has scheduled the series at 8:30-9:30 p.m. Fridays. This is the third Four Star 60-minute series to be sold for fall. The others are *The Dick Powell Show*, action-suspense series featuring Four Star's president, which has also been sold to NBC-TV, and *The Corrupters*, scheduled for ABC-TV.

Russian documentary ▪ The Westinghouse Broadcasting Co. through its WBZ Boston outlet last week presented "The Challenge—Soviet Science," a documentary dealing with Russia's successful venture in outer space. Key figures in the documentary were Dr. Leonid Sedov, chairman of the space committee, Soviet Academy of Sciences; Alexander Nesmeianov, president of the Academy of Sciences, USSR; James Killian, board chairman, Massachusetts Institute of Technology; Allan Waterman, director of The National Science Foundation; Bruno D. Rosi, MIT; Fred Whipple, director of the Smithsonian Astrophysical Observatory, Harvard.

COLORCASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

April 17-21, 24-26 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

April 17-21, 24-26 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

April 17-21, 24-26 (10:30-11 a.m.) **Play Your Hunch**, part.

April 17-21, 24-26 (11-11:30 a.m.) **The Price Is Right**, part.

April 17-21, 24-26 (12:30-12:55 p.m.) **It Could Be You**, part.

April 17-21, 24-26 (2-2:30 p.m.) **The Jan Murray Show**, part.

April 17-20, 24-26 (11:15 p.m.-1 a.m.) **The Jack Paar Show**, part.

April 17-24 (9:30-10 p.m.) **Concentration**, P. Lorillard through Lennen & Newell.

April 19, 26 (8:30-9 p.m.) **The Price Is Right**, Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.

April 19, 26 (9-10 p.m.) **Perry Como's Kraft Music Hall**, Kraft through J. Walter Thompson.

April 20 (9:30-10 p.m.) **The Ford Show**, Ford through J. Walter Thompson.

April 21 (9-10 p.m.) **Sing Along With Mitch**, Ballantine, Eastern U. S.

April 22 (10-10:30 a.m.) **The Shari Lewis Show**, Nabisco through Kenyon & Eckhardt.

April 22 (10:30-11 a.m.) **King Leonardo and His Short Subjects**, General Mills through Dancer-Fitzgerald-Sample.

April 22 (7:30-8:30 p.m.) **Bonanza**, RCA through J. Walter Thompson.

April 23 (6-6:30 p.m.) **Meet the Press**, co-op.

April 23 (7-8 p.m.) **The Shirley Temple Show**, RCA through J. Walter Thompson, Beechnut through Young & Rubicam.

April 23 (9-10 p.m.) **The Chevy Show**, Chevrolet through Campbell-Ewald.

Story book show ▪ Television Talent Assoc. will start filming *Story Book Village*, starring Marcia Drake, in May. Exteriors will be shot in the Fresno, Calif., area; interiors at the Skelton Studios in Hollywood. TTA is also developing a tv series dealing with the history of California's San Joaquin Valley.

Writers for Warners ▪ Warner Bros. has signed multiple writing contracts with 23 writers in recent weeks, to insure a steady flow of scripts for next season, according to William T. Orr, vp in charge of production. Warners has eight series on the air now and five more in preparation for the new season.

Rogers repeat ▪ Responding quickly to favorable reviews, NBC-TV and The Purex Corp. announced that a second showing of "The Story of Will Rogers," a *Project 20* program, will be repeated on an as yet unspecified date this summer. The Purex special was telecast March 28.

Even switch ▪ CBS News correspondents Charles Collingwood and Douglas Edwards will switch assignments on two CBS Radio features, effective today (Monday). Mr. Collingwood will take on the Monday-through-Friday program, *Sidelights*, heard at 4:30-4:35 p.m. EST. Mr. Edwards takes *The Headliner*, Sunday, 4:30-4:35 p.m. EST.

Chicago jail on radio ▪ A seven part documentary series, including the tape recorded voices of convicts and prison officials, has started on WBBM Chicago in the Monday 7:35-8 p.m. period. Four months in preparation, the series is titled *The High Price of Justice* and will examine problems of overcrowding and other conditions of the Cook County Jail, the nation's second largest.

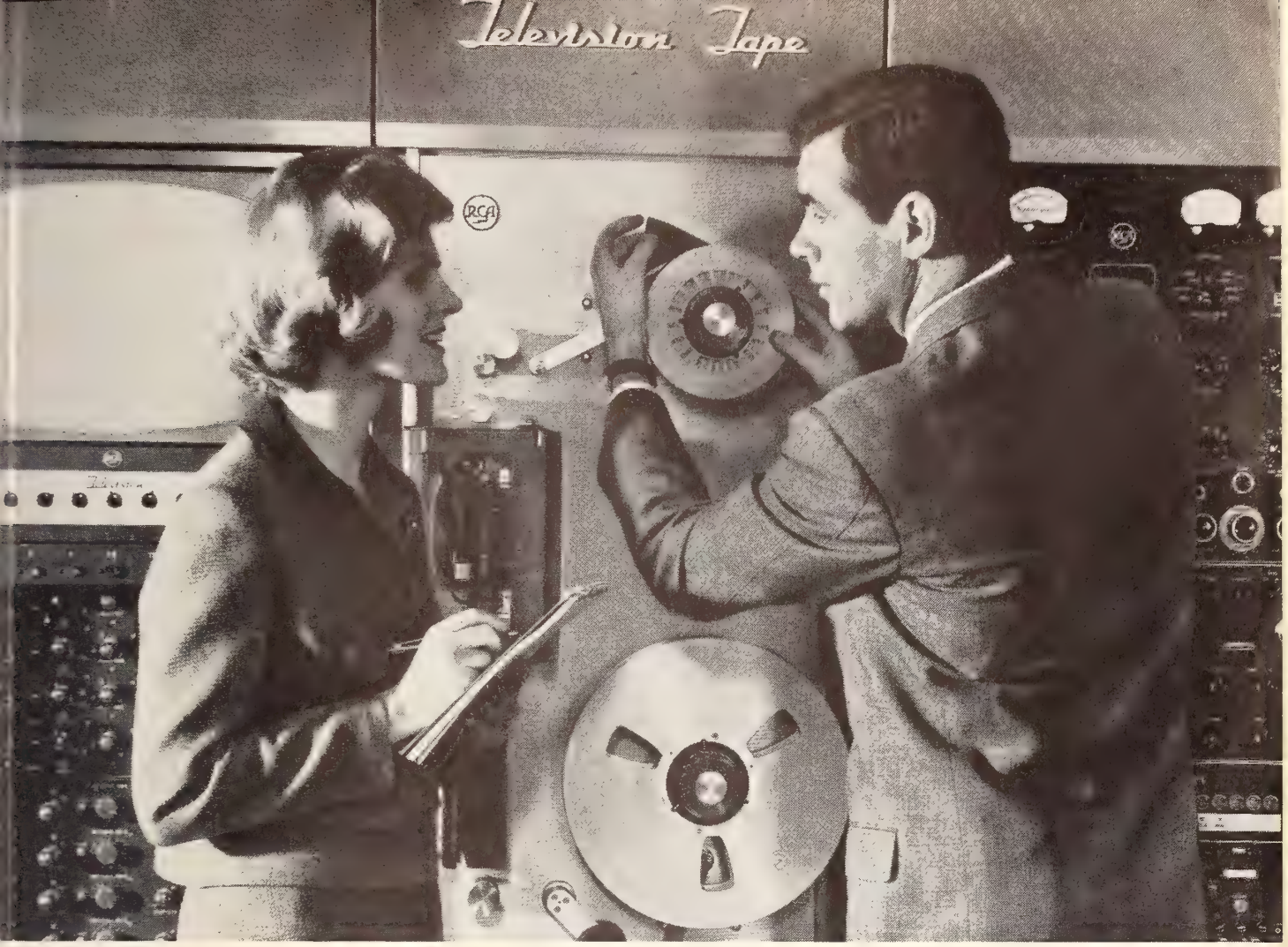
Edwards yanked off 'Circle'

CBS News said last week that it has directed newsman Douglas Edwards to relinquish his role as host and narrator of *Circle Theatre*, sponsored by Armstrong Cork Co. and carried on CBS-TV on alternate Wednesdays (10-11 p.m.). A network spokesman said it has been a general policy that its newsmen should not appear on entertainment programs but acknowledged this practice has been relaxed in the past. Mr. Edwards, who presents a nightly newscast on the network, said he would not protest the decision of CBS News. An official of Armstrong Cork said another person would succeed Mr. Edwards on the program next fall on CBS-TV.

MGM-TV's net up half million

MGM-TV's net income before taxes amounts to $5,911,000 on gross revenues of $10,124,000 for the first two quarters ending March 16, it was announced last week. This represents a jump of more than $500,000 in net income before taxes and of close to $3 million in gross revenues over a like period in 1960.

Total earnings for MGM Inc. for the two quarters amount to $2.65 per share on $6,684,000, a gain of $1.18 per share and almost $3 million over a similar period the last fiscal year.



Boost SPOT income with RCA TV Tape—
Get peak quality . . . production savings

Advertisers are prone to "buy on sight" and stay sold once they view the excellence of spots made on RCA equipment. Picture quality is virtually "built in." RCA's multiple monitoring checks assure the highest quality production. You can check through the entire system . . . and be confident you are getting the best results at all times. Moreover, you can obtain a perfectly aligned picture in seconds thanks to RCA electronic quadrature adjustment *for both record and playback.*

RCA's "convenience features" save time and money in production. A central control panel puts the entire operation at the user's fingertips. A continuously variable speed control enables you instantly to cue-up any spot on tape. Speed can be slowed until audio becomes intelligible for cueing. And precision headwheel interchangeability—for color, too—means you can playback any tape on any machine, regardless of where made.

Special RCA safeguards protect your production against loss. Simultaneous control track monitoring assures you of a control track as you record. (A tape without a control track is worthless.) And you get simultaneous audio playback as well. You save lost production time, re-dos, talent costs. Only RCA provides these multiple means of protection.

Advertisers will appreciate the difference an RCA TV Tape Recorder will make in your spot production. You'll find a satisfaction in operation without parallel. And service after the sale is the type that only RCA with its broad background in television can perform.

Find out how the RCA TV Tape Recorder can help you produce the most saleable commercials and programs. See your RCA representative. Or write to RCA, Dept. TC-22, Building 15-1, Camden, N.J.

RCA®

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

How to improve radio-tv public affairs

THE EXPERTS AT WESTINGHOUSE CONFERENCE TELL WHAT'S LACKING

The role of informational programming in a time of urgency came under the critical gaze of industry and non-industry executives last week at Westinghouse Broadcasting Co.'s fourth public service clinic.

After three days of analysis, synthesis, debate and creative joint thinking, several hundred broadcasters from the U. S. and foreign countries left Pittsburgh, cradle of broadcasting, with new ideas and new convictions.

Panels, workshops and intimate discussions dealt bluntly with the industry's public affairs responsibilities and the way they are being met. Newscasts, panels, public affairs programs and other types of broadcasting were taken apart with a single purpose—the improvement of radio-tv service to the public.

From Dr. Frank Baxter, U. of Southern California, to Sam Levenson, comedian, the guest speakers spoke their minds on the cultural, educational and entertainment roles of the industry. They agreed in general with Donald H. McGannon, WBC president, that Americans must accept the challenge of becoming the first people in history to attempt education of all adults in view of the inability of the school system "to cope with the increased educational responsibilities of our times."

Anti-Gimmick ▪ Some of the most caustic criticism concerned news broadcasting at the final panel discussion, particularly newscasts using dramatic gimmicks and attention-getters. Erwin D. Canham, editor of the Christian Science Monitor, said gimmicks do not contribute news impact. The main job, he said, is to get enough into the peoples' minds and to hold their interest. He emphasized the need for background information.

Julian Goodman, NBC news-public affairs vice president, said broadcasters must develop "a national fund of people who can cover, write and report on current events." And William Monroe, WDSU-TV New Orleans and president of Radio Television News Directors Assn., said stations need professional newsmen who can research the news. He opposed "tricking up the news." Sandy Jackson, president of the Star Stations (Don Burden), demonstrated fast-moving headline newscasts "with a lot of zest." This method was criticized by the panel but drew some audience support. Dr. Wilbur Schramm, director of the Stanford U. communications research institute, said background explanation contributes greatly to the way people remember the news.

Richard M. Pack, WBC program vice president, presided at the three-day clinic. WBC underwrote the bill for a professionally-produced program that included leading spokesmen from government, education, journalism and the broadcasting industry. The first WBC public affairs conference was held in 1957; others have been at Baltimore and San Francisco, the last-named in September 1959.

The Washington contingent included Pierre Salinger, news secretary to President Kennedy, and FCC Commissioner Robert T. Bartley.

Entertainment ▪ WBC staged an original musical revue "Improper Channels," with words and staging by Robert Bernstein, of WBC public relations, and music by Nicholas Schachter. It included 16 skits satirizing the industry. A concert by the Pittsburgh Pops followed. Both were held at Carnegie Institute.

Mr. Salinger assumed the role of media counselor in warning broadcasters they must "weigh carefully the value of keeping these press conferences on the air intact and in full." He said he noticed after the seventh or eighth presidential conference that "we are beginning to get letters from areas where people say their local stations are no longer carrying them."

He added this opinion, "I consider that somewhat of a disturbing trend this early in the history of the press conference. And it's the kind of a trend that the other media are looking for to point out that they were right in the first place about this." Print media had bitterly opposed live coverage when the idea was first proposed several months ago.

Re-examine ▪ And Mr. Salinger took a shot at networks for their adoption of rules covering conference feeds to independent stations. "While I do not question their right to do this," he said, "I think that they should re-examine their position in this subject and the reason I say it is this: I was talking to a network official in Washington several weeks ago and I pointed out to him I had a complaint from a tv station in Detroit which was an independent station unable to get a feed from a network station. He said, 'Well, if I gave them this feed, what would be the advantage of having a network affiliation?'

"Well, I was somewhat puzzled by this because I thought perhaps he was revealing a concept about the press conference I hadn't thought about. And that is that he was treating the press conference as some kind of commercial show that had been put together by his own network. I think that is the thing that we have to bear in mind, that the press conference is not a network show. It is a news event. I think as many people around the country should see it as possible. It would be to everybody's advantage, and the networks included, if they would review their thinking on this matter and go



Candid conversation at Westinghouse conference between Donald H. McGannon, WBC president, and Pierre Salinger, news secretary to President Kennedy. Mr. Salinger was luncheon speaker at Pittsburgh conference. He gave a report on JFK's broadcast news conferences.

back to the system they had in the first few weeks and make this press conference available to everybody."

Mr. Salinger felt there is no danger of "over-exposing" the President on media because the public is interested in everything he says during this critical period. "I have a feeling the people who talk about overexposure of the President are falling back into show business terms," he said. "They're talking maybe about overexposing a juggler, or a comic."

He chided media for "wasting" a lot of air and tv time as well as white space on trivia such as what soap the White House uses and similar personal items.

He lauded shows showing the President in action, mentioning the NBC-TV *JFK Report,* the CBS showing the President in his office and ABC-TV's *Adventures on the New Frontier.* As to the future, he said, "We are thinking in terms of different ways in which the President might communicate with the people on given, specific issues," (CLOSED CIRCUIT, April 3).

He doubted if live radio-tv pickups destroy interest in later coverage of a conference.

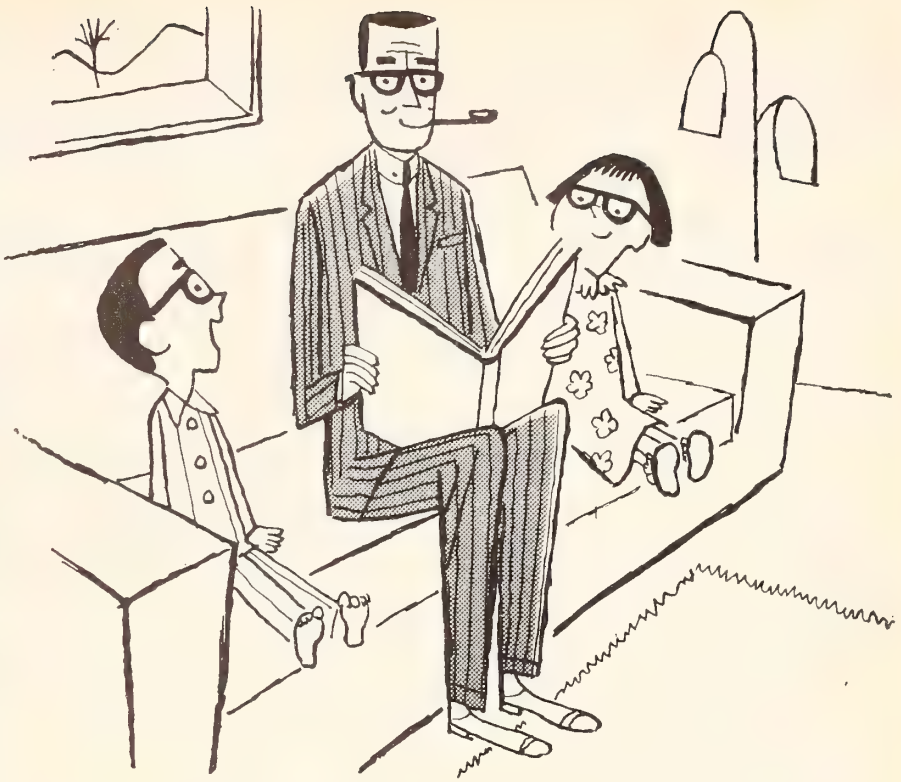
Progress ▪ Through several panels ran the belief tv has made important progress in the news-documentary-public affairs field. The medium's role in keeping the public informed and in raising the cultural level was examined closely.

Dr. William G. Cole, president of Lake Forest (Ill.) College, contended the business of broadcasters, like that of educators, is "not to provide ready-made answers but to present the problems, drive people out of their complacency and stir them up to think intelligently." He added they should "overestimate rather than underestimate the intelligence of the audience" and explained the Kennedy-Nixon tv debates had "opened the door to a technique of exposing people to discussions of significant issues."

Dr. Baxter warned broadcasters and educators they would fail if their gauge is ratings. "We are surely back in Roman times if all we give man is mass enjoyment, mass entertainment," he said.

Garry Moore, entertainer, said "there's very little culture and no democracy in my end of the business." He charged programs are being produced solely by the programming boards of the three networks, recalling how ABC-TV under President Oliver Treyz "came rushing up" to NBC-TV and CBS-TV on a diet of westerns, whodunits and violence.

Oscar Katz, CBS program vice president, argued that programs "must appeal to most of the people most of the time" and also serve minority tastes. He conceded there is "enormous room



"And they bought WSBT-TV schedules and lived happily ever after!"

Advertising people learn early that WSBT-TV produces happy-like results in the South Bend market. The latest Nielsen Survey* shows why: in this 3-station market WSBT-TV has an average of 42.7% share of sets in use, sign-on to sign-off . . . carries 20 of the areas 25 most popular shows! It's accomplished with a full schedule of CBS programs and popular local shows.

WSBT-TV also covers the rich 15-county area of northern Indiana and southern Michigan that has a population of 915,000 and a buying income of $1.7 billion! And right in the midst of it is the South Bend Metro Area with a per household income of $7553 . . . highest in Indiana! Get complete market and coverage details from your Raymer man or from this station.

* Oct. 31-Nov. 27, 1960

WSBT-TV
SOUTH BEND, INDIANA
Channel 22

CBS TELEVISION NETWORK

ONE OF CBS' HIGHEST-RATED STATIONS

Paul H. Ryamer, Inc., National Representative

WESTERN ELECTRIC AND



AROUND THE CLOCK, everything from thumbtacks and tiny transistors to switchboards and telephone booths flows into Western Electric's supply channels for the Bell Telephone System. Shown on a shipping platform are just a few of the many thousands of items that W.E.'s 33 distribution centers keep constantly on hand for the local Bell telephone companies.

LOGISTICS

As specialists in logistics — the art of assuring the right products, materials, supplies, at the right place, in the right amounts, at the right time — Western Electric helps meet the requirements of the Bell telephone companies in providing reliable, ever-improving telephone service.

Western Electric, as manufacturing and supply unit of the Bell System, is organized to provide whatever the Bell telephone companies request, on a daily basis or a long-range basis, to fulfill the communications requirements of their subscribers.

This is a logistics task that requires the closest integration of Western Electric's plants, distribution centers, transportation companies and nearly 40,000 suppliers located throughout the country. By its nature, it is a large and complex operation encompassing almost every item used in the vast nation-wide telephone network.

To manufacture or obtain this equipment and transport it wherever it is needed, exactly when it is needed, calls for an organization fluidly adjusted to the ever-changing needs of the Bell telephone companies, who are constantly at work finding ways to improve their service.

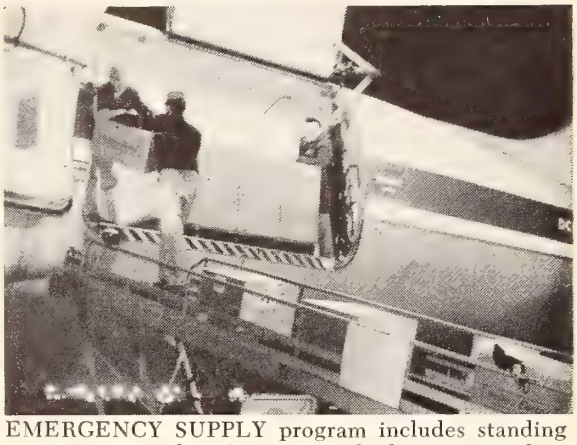
As examples of the scope of its logistic role, Western Electric will in an average year:

- Manufacture miles of wire and cable, countless switching units, electron tubes, and thousands of other items, each varying in number from one to many millions.
- Purchase over $1¼ billion worth of materials and services from nearly 40,000 different suppliers — 90% of whom are classified as "small businesses."
- Distribute to the 23 Bell telephone companies nearly 25 million items a year through our 33 strategically-located distribution centers.
- Install central telephone office switching equipment at 67,000 separate jobs in 7,200 cities and towns throughout the country.
- Ship products and supplies via 400 railroads, 3,600 truck lines, 60 air lines and 30 water shipping companies.

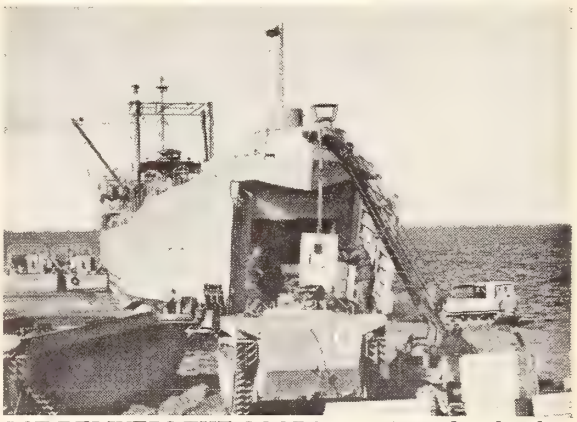
This extensive logistics experience, coupled with our close association with the other members of the Bell System — Bell Telephone Laboratories and the Bell telephone companies — has also made Western Electric uniquely fitted to head-up communications-oriented defense tasks for the U. S. Government. These have included responsibility as prime contractor for DEW Line, SAGE, White Alice, and the communications aspects of BMEWS.

Western Electric

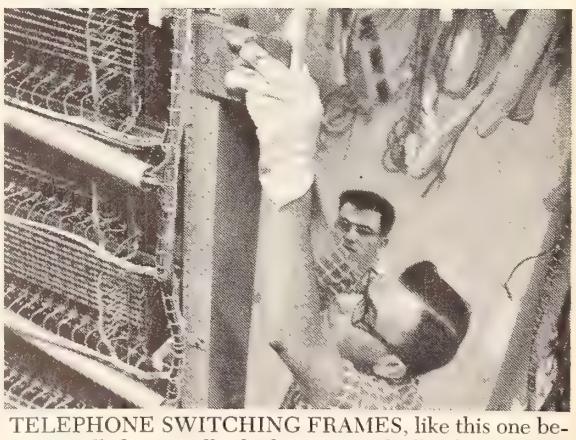
MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM



EMERGENCY SUPPLY program includes standing arrangements with U. S. carriers to facilitate instant shipping of materials when disaster is most likely to strike. Above, telephone supplies from a Western Electric supply center are air-bound for a hurricane-devastated area.



LST DELIVERS THE GOODS to an Arctic beach. This ship was one of many that raced against time to bring supplies to the DEW Line. Western Electric was prime contractor for this vital defense communications system which guards the United States from the Far North.



TELEPHONE SWITCHING FRAMES, like this one being installed in a Bell telephone central office by Western Electric personnel, are scheduled through manufacturing and shipping to arrive at central office locations — ready for installation — exactly on the dates they are required.

MICHIGAN'S

UPPER PENINSULA
IS EASILY AVAILABLE

NOW



The New $100,000,000
BIG-MAC Bridge
carries thousands to the U. P. daily!

Paul Bunyan Television

WPBN-TV Traverse City — **WTOM-TV** Cheboygan

One Rate Card

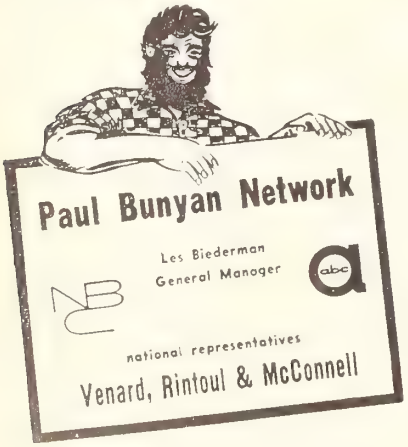
Covers **25** Northern Michigan Counties
INCLUDING a big chunk of the U. P.
and parts of Canada

Offering the Only Principal
City Grade and Grade A
coverage to Traverse City,
Cheboygan, and much of Resort-Rich
Northern Michigan

Reach the MOST homes with P B N *

7000 **MORE** Homes Reached Than Sta. B
(M-F, Noon-6 PM)
1900 **MORE** Homes Reached Than Sta. B.
(M-F, 6 PM-Mid.)
2800 **MORE** Homes Reached Than Sta. B.
(Sat. 6 PM-Mid.)
1900 **MORE** Homes Reached Than Sta. B
(Sun. 6 PM-Mid.)

*ARB (March, 1960)



Network Representative Elisabeth Beckjorden

for improvement."

Henry Schachte, executive vice president of Lever Bros., explained how advertisers can deliver interesting and effective messages, citing Smoky the Bear forest fire warnings as an example of imaginative communicating. He described some public affairs projects as "just talk in front of a camera."

Conscience and Bankbooks ▪ Of five popular programs sponsored by his company, Mr. Schachte said, two are violence and three others are not. He hoped stations will "look at their consciences as well as their bankbooks."

Mr. Katz said CBS will gamble $3 million on a new program titled *The Defenders,* using quality writing and production. It will be a fixed-character series touching serious subjects. The first will deal with religious freedom. He recalled the effort to elevate programming by an unsucessful series, *The Witness.*

Marya Mannes, of *Reporter* magazine, complained that "writing talent has fled tv because it had no freedom."

Fred Coe, producer, felt tv "has taken the 'show' out of 'show business.'" Lou Hausman, director of Television Information Office, emphasized the importance of entertainment programs which he described as "the reason the public buys sets."

Dr. Bernard Berelson, director of the Columbia U. Bureau of Applied Social Research, said it is the responsibility of broadcasters "to out-reach the audience." And Bergen Evans, of the Northwestern U. English department, said they "must give the public what they want."

Sam Levenson criticized broadcasting program censors whom he called "intellectuals with heavy black pencils," describing a rejected continuity dealing with the subject of sex. He suggested broadcasters prepare the audience for educational material such as Shakespeare. An example of inadequate preparation, he said, was "The Tempest."

Douglas Manship, president-general manager WJBO and WBRZ (TV) Baton Rouge, La., drew heavy applause when he described his editorializing campaign against segregation. "We know this is wrong," he said, and explained how entry into this "area of horror" brought threats of violence to his family. "It was one of the most rewarding experiences we ever had," he said, adding this note of caution, "Always offer equal time to the other viewpoint."

'Defend and Improve' ▪ Alan Newcomb, commentator of WBT Charlotte, N. C., originator of the station's *Radio Moscow* program, said "totalitarian radio has declared war on private radio." He added, "If we broadcasters are going to do our share in preserving the things we hold dear, we must help defend and improve the free enterprise system in every way we can. "The WBT series features excerpts from the Russian news broadcasts, with commentary rebutting half-truths and distortions.

Americans will have global tv, including programs beamed from Australia, within a decade, according to John Wentworth, RCA manager, educational electronics. He described the Echo balloon launched in the fall of 1960 as the first major breakthrough and said active satellites for bouncing are due next. He predicted several developments in color tv apparatus that will make it as easy to operate as black-and-white. He cited trends toward transistors, miniature equipment and automatic operation. He regretted "the decline of the chief engineer."

Lee Hall, of Robert Drew Associates, described documentaries which employ two-man camera-reporter teams with creative ability. He explained documentaries based on Swiss or German tape recorders and film-transistorized oricon with an "acutron."

Stephen F. Temmer, president of

Radio Moscow newsman ousted from WBC meet

International intrigue developed unexpectedly at last week's public service programming conference held in Pittsburgh by Westinghouse Broadcasting Co.

It was caused by the appearance of Oleg Kalugin, Radio Moscow correspondent in the U. S., who left the conference on the opening day at the State Dept.'s suggestion.

WBC pulled its experimental Project Restore exhibit out of the conference just before it started, apparently in line with an FBI request. The project is part of the Conelrad program (BROADCASTING, April 10). Project Restore includes a classified device that permits transmission of several narrow-band twx messages on the KDKA Pittsburgh and KYW Cleveland channels without disturbing broadcast reception. Both are WBC stations.

Mr. Kalugin appeared on a conference panel program April 10, answering questions from several college students. Shortly after the program he left for New York, saying he had applied April 1 or 2 for permission to take the Pittsburgh trip. But the State Dept. asked him to return to New York, explaining the Soviet embassy had not applied for a travel permit.

Gotham Audio Development Corp., said broadcast standards haven't kept pace with high-fidelity recording equipment.

Jo Mielziner, theatrical designer, demonstrated tv lighting techniques based on a simple background. He criticized overlit sets.

Albert McCleery, CBS-TV producer, said "no industry has gotten old-fashioned so fast," cramped by don'ts. He felt networks have created "a sleek, slick Hollywood grayness," and urged, "Rise affiliates, you have nothing to lose but your networks. He called for a "wedding" between universities and stations.

Suggestions ▪ Some of the suggestions or ideas left with broadcasters:

Mark Olds, program director, WNEW New York—Rely more on professional judgment, less on ratings and isolated complaints.

Jules Dundes, vice president-general manager, KCBS San Francisco— use short takes or interest-filling vignettes for radio station deejays.

Arnold Hartley, Key Broadcast Management, New York—Stations catering to racial or language groups are popular because of their desire to upgrade the groups. He denied they tend "to reinforce a ghetto mentality."

W. Edward Cramer, assistant director of public affairs, WCBS-TV New York—put spice and partisanship into discussion programs to get away from "squirrel-cage panels."

Irwin Rosten, producer-writer, KTLA-TV Los Angeles—attack boredom in television, get out of the rut and meet new problems.

Larry Beaucamp, WANE-TV Fort Wayne, Ind.—"Don't let networks scare you off local cultural programs because they do them."

James Kovach, program manager, WNHC-TV New Haven, Conn.—Use experts to present religious features, with a basic live local religious format of over 2½-hours a week.

Bruce Attridge, national supervisor of children's programs, Canadian Broadcasting Corp.—Widen the range of informational and emotional experience in programs for children in the 8-12 age group.

19 stations get awards from Virginia AP group

A total of 48 awards went to 19 Virginia Associated Press Broadcasters stations at the group's annual spring meeting in Washington last week. Awards were presented for news, special events, sports and farm broadcasting categories.

Three special awards were made: to Walter Crockett, president of VAPB and news director of WCYB-AM-TV Bristol, for best protection to the AP (the WDBJ Roanoke cup); to Fred Williams, formerly of WYTI Rocky Mount (now news director of WBAX Wilkes-Barre, Pa.), for placing in all seven newscasting contest categories; to John Columbus, WPUV Pulaski, for covering the story of a fugitive who barricaded a house and held off police 30 hours.

Et tu, Frankie?

Frank Sinatra has joined the ranks of active protestants against the portrayal of Italian-type characters as hoods and gangsters on *The Untouchables*. Seeking out Desi Arnaz, president of Desilu Studios, where the tv series is produced, in his Palm Springs, Calif., hotel, Mr. Sinatra exchanged heated words with Mr. Arnaz and, when the pair parted, announced that Essex Productions, owned by Mr. Sinatra, is moving the motion pictures it had planned to produce at Desilu to the Sam Goldwyn Studios. Boycott of L & M cigarettes by an Italian-American organization was followed by withdrawal of L & M sponsorship of the series (BROADCASTING, March 20, 27).

Ford Foundation plans $483,700 grants for tv

The Ford Foundation, New York, is earmarking $483,700 for television in a $3.7 million series of appropriations for experiments in teacher preparation. Most of the tv money, $450,000, goes to the foundation's national program for public schools, which has made grants to selected systems since 1958.

Other television funds: $4,000 to the Dallas Independent School District; $26,000 to the U. of Florida; $1,400 to the U. of Kentucky; and $2,300 to Queens College.

Program for the public, Bartley tells networks

Networks have capitulated to General Foods and Procter & Gamble, FCC Comr. Robert T. Bartley said April 10 at the Westinghouse public service broadcast conference in Pittsburgh. (see story page 112).

Commissioner Bartley tagged the network bills of these sponsors at "$90 million for Procter & Gamble and $60 million for General Foods."

Recalling the soap-opera era in radio, he said the application had now come to



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 71% SHARE OF AUDIENCE

According to November 1960 ARB we average 71% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: Southwest-Feazel Gas Processing, Dubach Plant, Dubach, Louisiana.



It can't be . . .



But it is!



It really is!



Yes, it really is!



What a satisfaction . . .



a good biscuit is!

FILM
loes the
mpossible"!

eally, it's pretty wonderful when
ou stop to think . . . a commercial
reach a consumer who hasn't a
nt to his name!

"So what!", the experts said,
awing out the "what." "We'll sell
eople. Man (Woman, too) is Dog's
est friend, has money, can buy.
"We'll use animation to show
og's growing excitement . . . as he
iffs . . . as he downs a Milk-Bone
og Biscuit in nothing flat. That will
et Man . . . he'll shell out—but quick.
"Of course, animation means
m—and only film. But that's fine
ecause film alone will give us the
nd of commercials we want, the
ay we want them—and when."
And that's not all. Film, and film
ane, gives you the optical effects
ou must have . . . assures you the
nvenience, coverage, and pene-
ation that today's total marketing
quires. All reasons why so many
dvertisers are turning (and return-
g) to film.

For more information, write
Motion Picture Film Department
ASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or W. J. German, Inc.
gents for the sale and distribution of
stman Professional Motion Picture
ms, Fort Lee, N. J., Chicago, Ill.,
Hollywood, Calif.

DVERTISER:
National Biscuit Company
GENCY:
Kenyon & Eckhardt Inc.
RODUCER:
bert Lawrence Animation, Inc.

tv. "Are you going to let control drift into the hands of maids and kids?" he said. "I refuse to believe that licensees are helpless. Air time is your time. You must find a way to program to the public needs."

A bill to regulate networks will be given hearings this spring, he said, adding this warning, "Don't shift program responsibility." He referred to the "growing influence of Madison Avenue, Wall Street and Hollywood in program service."

'GRAMMY' AWARDS

Charles top record artist, Victor leads record firms

Singer Ray Charles walked away with top personal honors among recording artists for 1960 Wednesday (April 12) when he received four "Grammy" statuettes from the National Academy of Recording Arts and Sciences.

Two of the "Grammies" went for his ABC Paramount recording of "Georgia on My Mind," adjudged both the best male vocal performance on a single record and the best performance by a pop single artist. His Atlantic recording of "Let the Good Times Roll" was picked as the year's best rhythm and blues performance and his Atlantic album, "Genius of Ray Charles," as the best male vocal album.

Among the recording companies, RCA Victor ranked first with 11 recordings among the 38 receiving "Grammies" for 1960. Columbia and Capitol tied for second place with six winners apiece, while Warner Bros., ABC Paramount and Verve shared the third plateau with three winners each. Atlantic had two "Grammy" winning records and Roulette, Contemporary, Liberty and Washington got one each.

Among the performers, Henry Mancini and Bob Newhart each won three "Grammies." The Victor recording of Mr. Mancini's "Mr. Lucky" was honored as the best arrangement and the best performance by an orchestra other than for dancing; his "Blues and the Beat," also on Victor, was voted the best jazz performance by a large group. Bob Newhart's "Button Down Mind" was named "album of the year"; "Button Down Mind Strikes Back" was judged the best comedy performance (both were recorded by Warner Bros.) and Mr. Newhart was also named the best new artist of 1960.

Two for Ella ▪ Ella Fitzgerald got a "Grammy" for the best female vocal performance on a single record for "Mack the Knife" on Verve and another for the best female vocal album, Verve's "Ella in Berlin." Miss Fitzgerald's "Gershwin Song Book" (also Verve) won a "Grammy" for "Luis P. Valintin" for the best engineering contribution to a popular recording. Hugh Davies won the engineering award in the classical field for Capitol's "Spanish Guitars of Laurindo Almeida," which also got top honors as the best classical instrumental performance without orchestral accompaniment. Mr. Almeida's "Conversations With Terri, Ruderman, Lurie" (Capitol) won as the best chamber music recording. In the novelty field, John Kraus got engineering honors for Capitol's recording of Stan Freberg's "Payola Blues."

Percy Faith's "Theme From a Summer Place" (Columbia) was named the "record of the year" and the theme from "Exodus" (the only non-recording award)the "song of the year." RCA Victor's recording of the Exodus theme won as best record of a score from movies or tv.

Other "Grammy" winners were: Count Basie—"Dance With Basie" (Roulette); Eydie Gorme-Steve Lawrence—"We Got Us" (ABC Paramount); Norman Luboff Choir—"Songs of the Cowboy" (Columbia); Andre Previn—"West Side Story" (Contemporary); "Can Can" by Frank Sinatra and the original cast (Capitol); "Sound of Music" by the original cast (Columbia); Jonathan and Darlene Edwards—"Jonathan and Darlene Edwards in Paris" (Columbia); Marty Robbins — "El Paso" (Columbia); Harry Belafonte—"Wing Dat Hammer" (RCA Victor); "Let's All Sing With the Chipmunks" (Liberty); Miles Davis-Gil Evans—"Sketches of Spain" (Columbia).

Classical recording award winners included: Rainer—Chicago Symphony—"Bartok: Music for Strings, Percussion and Celesta" (RCA Victor); Leontyne Price—recital (RCA Victor); "Turandot"—Tebaldi, Nillson, Bjoerling, Tozzi, Leinsdorf (RCA Victor); Sir Thomas Beecham—"The Messiah" (RCA Victor); Copland—"Tender Land Suite" (RCA Victor). The Washington recording of the late President Roosevelt —'FDR Speaks" won as the best non-comic vocal record. The best album was that of Capitol's "Latin a la Lee" for which Marvin Schwartz was art director.

Leo's NAB roar

Details of MGM-TV's previously announced plans to release some of its post-'48 feature films to television will be revealed at the NAB Convention in Washington, May 7-10. Plans were made at a three-day conference of MGM-TV sales managers held in New York last week. The motion pictures involved have never been shown on tv.

NT&T FIGHT HANGS

Complex voting system delays election outcome

The annual stockholders meeting of National Theatres & Television, held Tuesday (April 11) in Beverly Hills, Calif., came and went with no immediate determination of the major issue, a fight by a pair of dissident minority stockholders, Leonard Davis and Philip Handsman, for seats on the NT&T board of directors (BROADCASTING, March 27, April 3).

A cumulative voting system—whereby each stockholder has 12 votes for each share and may vote all for one director or may divide any way he chooses among not more than 12 of the 15 nominees—made a count of the ballots impossible at the time, so the meeting was adjourned until Friday afternoon (April 14).

Balloting followed a stormy session of more than two hours when Mr. Davis and other dissatisfied shareholders called for a change of management and especially for the removal of B. Gerald Cantor as board chairman.

Mr. Davis challenged Mr. Cantor, who resigned as NT&T president only a few weeks ago, to answer questions about NT&T activities in recent years, particularly about the company's costly acquisition of National Telefilm Assoc. Mr. Cantor declined the challenge, explaining he will present his answers in court when stockholders' suits against him and other directors come to trial.

Proxy Fight ▪ Messrs. Davis and Handsman have been waging a proxy battle among NT&T stockholders for some weeks.

A third candidate for a seat on the board, Samuel Kurland, Los Angeles attorney, was nominated from the floor. The official NT&T slate included 12 candidates, one for each of the 12 directors, who serve one year. Among the official nominees were Mr. Cantor, Eugene V. Klein, who succeeded him as NT&T president, and Graham L. Sterling, a partner in the Los Angeles law firm, O'Melveny & Myers. Mr. Sterling served as chairman of the meeting.



Mr. Davis



Mr. Klein

In his president's report, Mr. Klein noted that last year's action, which largely separated NT&T from NTA (NT&T still holds 38% of the NTA stock but distributed its other NTA holdings to individual NT&T shareholders), removes the possibility "that NTA would continue to drain your company's earnings." Now "free to concentrate on its basic business: the operation of a chain of motion picture theatres," NT&T in the second quarter of its current fiscal year "moved firmly back into the profit side after a slow first quarter," Mr. Klein reported. Final figures are not yet available, he said, but he estimated that NT&T net earnings will approximate $700,000 for the three months ending March 28, or 25 cents a share, contrasted with the net loss of $1,237,000, or 45 cents a share, for the second quarter a year ago.

CATV Purchases ▪ The acquisition of three community antenna systems was announced at the meeting.

Included in the $2 million transaction were the Bluefield Tv Cable Co., serving Bluefield, Va., and Bluefield, W. Va.; Durfee's Inc., representing six individual systems principally in Man and Logan, W. Va., and Perfect Video Inc., serving Hattiesburg, Miss., and Ferriday, La. The systems serve approximately 14,000 tv homes. Broker was Daniels & Assoc., Denver.

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NEW YORK 41 E. 42nd St., MUrray Hill 7-8437

'Expedition Local' winners announced

KABC-TV Los Angeles and KBTV (TV) Denver took First Awards in the "Expedition: Local" contest among ABC affiliates for the best local program supplementing the network's *Expedition* (Tue. 7-7:30 p.m.) under the "Doerfer Plan" (BROADCASTING, March 27).

With eight runners-up, the two stations were scheduled for honors at a Washington luncheon Saturday (April 15) given by the National Council for Social Studies and the Div. of Travel Service of the National Education Assn. Citations were for "distinguished public service to the schools and community."

The winning shows go onto the network June 20 under the title, *Focus on America,* as the *Expedition* summer replacement, running in the two-out-of-three-week pattern.

The NEA and Ralston-Purina Co. sponsored the contest which drew from 611 informational and educational documentary programs produced locally during the season and tying in classwork of more than 8 million students. The local programs were shown every third Tuesday at the *Expedition* hour.

In addition to *Expedition: Los Angeles* and *Expedition: Colorado,* a 17-member jury of educators singled out for honorable mention shows submitted by WABC-TV New York, WBKB (TV) Chicago, KOMO-TV Seattle, WSIX-TV Nashville and KOCO-TV Oklahoma City. Awards of honor went to KGO-TV San Francisco, KTVK (TV) Phoenix and KTVI (TV) St. Louis.

Awards to ABC affiliate managers were presented by Alfred Schneider, vice president for administration of the tv network, and to network-owned station chiefs by Stephen Riddleberger, ABC vice president for owned-and-operated stations.

Film sales...

The Adventures of the Sea Hawk, a new series of 26 half-hour films, was offered for local sale last week by Tv Marketeers Inc., New York, which acquired distribution rights from Wesmor Inc. Filmed in the Caribbean and starring John Howard, *Sea Hawk* marks Tv Marketeers' entry into first-run syndication, according to Wynn Nathan, the company's president. Tv Marketeers, which has a New York office at 41 E. 42nd St., has opened offices at 650 N. Bronson, Hollywood (Hollywood 6-3111), under the direction of Ed Simmel, and in Chicago at 612 N. Michigan Ave. (Michigan 2-7727), with John Rohrs in charge.

Films of the '50's (Seven Arts): Sold

to WCYB-TV Bristol, Va.; KREM-TV Spokane; WCTV (TV) Thomasville, Ga.-Tallahassee; WISC-TV Madison, Wis.; WTVY (TV) Dothan, Ala.; KGW-TV Portland, Ore.; WTVO (TV) Rockford, Ill., and WSLS-TV Roanoke, Va. Now in 70 markets.

Warner Bros. special features (Seven Arts): Sold to WNBQ (TV) Chicago, and WSLS-TV Roanoke.

Four hour-long off-network programs (MCA TV): Sold to WISC-TV Madison, Wis.; WLUK-TV Green Bay; KTNT-TV Tacoma-Seattle; WRGP-TV Chattanooga; WRVA-TV Richmond; KGBT-TV Harlingen, Tex.; WKRG-TV Mobile; WMAZ-TV Macon; WTTV (TV) Bloomington-Indianapolis; KOVR-TV Stockton-Sacramento, and WHIO-TV Dayton. Now in 31 markets.

M-Squad (MCA TV): Sold to KGW-TV Portland, Ore.; KNOE-TV Monroe, La.; WOAI-TV San Antonio; WBNS-TV Columbus, Ohio; KING-TV Seattle; WTVR (TV) Richmond; WTCN-TV Minneapolis; KVOS-TV Bellingham, Wash.; WSM-TV Nashville; KOTA-TV Rapid City; WFBC-TV Greenville, S. C., and WMTW-TV Poland Spring, Me. Now in more than 40 markets.

Screen Gems sales meeting

Foreign representatives of Screen Gems will meet in New York the week of June 25, the first such assembly in the company's history.

SG currently has 50 to 60 series contracted in 52 foreign countries and employs about 100 people in its foreign division. Expected to attend the meeting will be the New York staff, headed by Lloyd Burns, vice president; Steve Kranz, vice president and general manager, SG, Canada; Joe Joel, managing director, Australia; Harold Winston, general manager, Mexico, supervisor of Latin American operations; George Blaug, European sales manager; Alwin Zecha, vice president and general manager, Japan; Relios Alvarez, sales manager, Brazil; Bruce Ledger, director of business affairs, SG, Canada.

New Sterling, Wolper unit

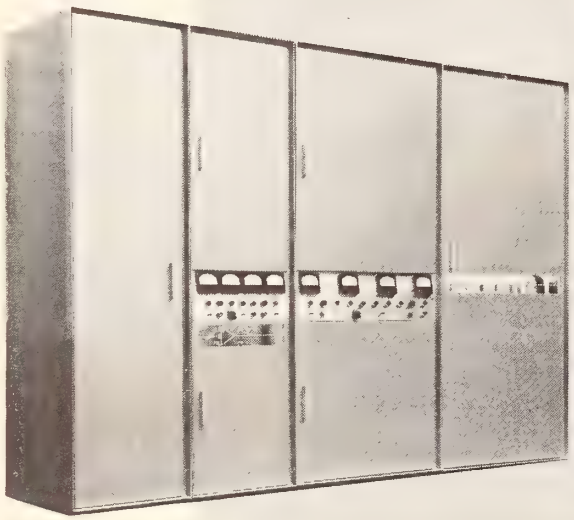
Sterling Television Co., New York, and David Wolper, Los Angeles producer, have formed Fountainhead International to distribute the high-quality film output of Sterling and its satellite operations.

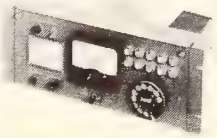
The new unit will headquarter in New York to handle Network-level sales of such properties as the two-part documentary, "Hollywood, the Golden Years," by Wolper-Sterling Productions, which is in the final stages of negotiation with Procter & Gamble for network showing in 60-minute and 90-minute special slots.

GL

rust

General Electronic Laboratories Announces the Acquisition of Rust Remote Control Systems

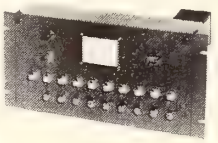




Series C-108-0C

Rust Remote Control Equipment

Series C-108-1C



GEL 15KW FM Broadcast Transmitter

The Rust line of Remote Control Systems and the field-proven GEL Multiplexers and 1KW and 15KW FM Transmitters, equipment names that have earned respect for reliability, are now available from a single source . . . General Electronic Laboratories, Inc., of Cambridge, Massachusetts.

See the latest GEL-RUST Equipment at the NAB Convention.

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General Electronic Laboratories' equipment has demonstrated trouble-free dependability throughout the country.

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GL

GENERAL ELECTRONIC LABORATORIES, INC.

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Sterling finds the gold in old film

CUTTING ROOM EDITORS TURN EXTENSIVE LIBRARY INTO TV SHOWS

Saul J. Turell is a man moving uptown, proving one not only can stay alive but prosper in tv on "old film." The president of Sterling Television Co., New York, has added new lines and is getting the uptown fee of $250,000 for a film special. This is in contrast to 10 years ago when Sterling pioneered the "standby film" market with packages of pay-as-you-go shorts for hungry young stations.

Now Sterling has warehoused the shorts and is putting out more spectacular merchandise: *Silents Please,* which checked back into ABC-TV last week (Thur., 10:30-11 p.m. EST) with three sponsors, a group of big-tag tv specials co-produced with David (*Race for Space*) Wolper, a theatre feature, a lucrative educational film division and a string of bread-and-butter tv series.

Six new Wolper-Sterling productions are rolling off the line now. Tidewater Oil (through BBDO) has bought *Race for Space, Parts I and II* to run on around 50 stations beginning in May. Part I will be the same hour sponsored last year by Shulton on some 100 stations and the new sequel hour is *Man Into Space.* Schaefer Beer (also through BBDO) has bought two that are still in production, the *Rafer Johnson Story* and *Story of a Baseball Rookie* (Willie Davis of the Dodgers), both hours, for network showing in May and June. *Hollywood, the Golden Years,* an ambitious two-part documentary, is being considered by a network sponsor, but it has not signed yet.



Sterling's Turell
Prosperity with old film

Part I of this runs 60 minutes and Part II 90. *The Legend of Rudolph Valentino,* 60-minute documentary, goes on for Peter Pan Foundations (through Ben Sackheim Inc.) in 25 markets the week of May 21.

Splices ▪ On his way uptown Mr. Turell has become a film cutter and writer. He has also developed an instinct for teaming with individuals like Mr. Wolper and Paul Killiam, co-writer of *Silents Please,* who has spent his life with old film. Another of the key men is Saul Turell's brother, Norman, who handles a profitable monthly school service, "Screen News Digest," supplying Hearst-Metrotone current events and historical background footage, with businesses underwriting the cost, to boards of education. Another is Broadway producer Jay ("Hatful of Rain") Julian, co-enterpriser with Sterling of a feature, "The Great Chase," being readied now for theatres with shots of silent stars, onrushing locomotives, alligators and other classic shots of the era, now set to music by Larry Adler. This idea was brought in by an ex-CBS producer, Harvey Cort.

Still another satellite in the Sterling system, Brian Decas, alumnus of Goar Mestre's exiled Cuban Broadcast organization, is at work in the Argentine on a television anthology.

Mr. Turell started with home distribution in 1946 and worked out in the cutting room in succeeding years when the company moved into television and education. His cutting has produced best-selling educational films, festival prizes and a good many tv series and documentaries. *Adventure Theatre,* A new package of half-hours, is doing well in this country and Canada, and is a sample of what a cutter can do with good footage from the Library shelf.

Cutting Barrymore, Chaney, Fairbanks and Valentino has been the crowning point for Mr. Turell. He gladly puts in late hours editing them to compete with *Gunsmoke* and others in the newer screen generation.

Sterling and its partners own thous-

A trend to silent films on television?

The old-time silent films will be sounding louder on tv this spring and summer. In addition to the widely-publicized *Silents Please* (see story, above), a new series that blends old-time silent footage with newly-produced sequences, *Funny Manns,* is being syndicated to tv stations by California National Productions Inc., NBC subsidiary. Initial sales on the new "silent" entry are expected to be announced shortly by CNP.

Each episode in *Funny Manns* runs about eight minutes. The introduction of about one and one-half minutes spotlights actor Cliff Norton as m.c. and star. Mr. Norton will play a different character in each episode, such as Ice Mann, Rich Mann, Repair Mann, Law Mann, Milk Mann, Super Mann (and many-more). These characterizations lead in to the silent footage, consisting of old-time films starring such actors as Ben Turpin, Charlie Chase, Oliver Hardy, Andy Clyde, Louise Fazenda, Snub Pollard and a very young Mickey Rooney.

The series is being produced by New Merritt Enterprises in association with California National Productions. New footage is shot at a studio in Greenwich, Conn., and the editing is performed at New Merritt's facilities at 500 Fifth Ave., New York, N. Y. A total of 130 eight-minute episodes are planned, of which 90 already have been produced.

Tv Debut ▪ The series represents New Merritt's initial tv production. The company is headed by E. Roger Muir and Robert (Nick) Nicholson, who serve as producer-director and co-producer of *Funny Manns,* respectively. Both Mr. Muir and Mr. Nicholson were associated with NBC-TV for many years. Mr. Muir, a 15-year veteran of the network, was executive director of children's programming for NBC-TV when he resigned last October. Mr. Nicholson was a composer-arranger, producer and actor for that network for eight years. He composes original live music for each episode of *Funny Manns.*

Messrs. Muir and Nicholson point out that *Funny Manns* is built around a novel concept: the introductory story by Cliff Norton, who is dressed in his occupational uniform or costume of a particular "Mann," creates the atmosphere for the silent footage; it is not the footage that "wags" the introduction.

ands of old movies from the collections of Edison, Biograph, deMille, Griffith and other producers of the era.

Counter Wares ▪ On the syndication side, Sterling some years ago spun off its big free-film distribution arm, Sterling Movies U.S.A., and has since consigned a lot of "downtown" tv packages to the shelves, adding a group of higher mark-up staples. These include 52 *Abbott & Costello* half-hours (They grossed $480,000 after MCA fees), 150 *Chatter the Chimp* 3½-minute cartoons (which did $380,000 worth of business in 11 weeks), the American Machine & Foundry bowling shows, 200 *Captain Sailor Bird* color cartoons of 3½-minutes each (also hot), 78 *Adventure Theatre* half-hours (sold to CBS in Canada and beginning to move in this country), *Time Out For Sports, Crusade in the Pacific,* and *Movie Museum.*

Sterling has been building modestly over the years, as many in the field spiralled from boom to bust. Sterling stock went public in June 1959, offered over the counter at 1. It is hitting around 2 now and creating some interest among investors because of current activity and a potentially favorable profit situation following upon a depreciation record. Earnings in the fiscal year that ends this week are expected to triple those shown in the last annual report.

Still, the president prefers to talk about the cutting and writing side of the business. He thought he had a good chance back when he was invited to speak at a 16 mm seminar in the Midwest. The cinema lost out, however, when they got around to telling Mr. Turell his assigned topic: "How to make Money in Television."

The writers on *Funny Manns* are Willie Gilbert and Jack Weinstock, whose credits include *Howdy Doody, Dough Re Mi* and *Space Cadets* in tv, and Bob Hope, Jackie Gleason and Jack Carter in comedy.

New Merritt believes *Funny Manns* is "something different," and will fit into a station's schedule as part of an existing children's program or can be tied together to create a half-hour show. It has been made available for showing in Japan, Italy, France and Germany.

New Merritt hopes to encourage creative talent in all facets of television. Messrs. Nicholson and Muir, as one voice, exclaimed: "There is room for good ideas on television. We promise to listen to everyone. And we promise that everyone will get a fair shake from us."

TOTAL RETAIL SALES IN WWTV-LAND SURPASS THOSE IN 5 ENTIRE STATES!



WWTV has daily circulation, daytime and nighttime, in 36 Michigan counties (NCS No. 3).

The Fetzer Stations
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WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

Families in the Northern Lower Michigan area covered by WWTV, Cadillac-Traverse City, compose a greater retail sales market than you'll find in 5 entire states*.

WWTV is the only medium covering this 36-county area. You'd have to use 13 daily newspapers or 16 radio stations to duplicate WWTV's coverage. WWTV is by all odds the great favorite in this area as proved by its No. 1 position in 433 of 450 quarter hours surveyed, Sunday through Saturday, 8 a.m.-Midnight (NSI, Cadillac-Traverse City—June 6-July 3, 1960).

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

**Retail sales in the WWTV area are $809.8 million—more than in N.H., Alaska, Hawaii, Del. or Nev. (Source: SRDS, October 15, 1960)*

AM-TV-FM

WWTV

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* Occupation Required

Court refuses to drop tv quiz perjury cases

A move to dismiss perjury action against 19 tv quiz show contestants was denied last Monday (April 10) by General Sessions Judge Gerald P. Culkin in New York. Criminal informations had been voted against the 19, charging they lied to a grand jury when they denied they received help prior to their appearances on such quiz programs as *Twenty-One* and *Tic Tac Dough*.

Judge Culkin claimed the evidence in the grand jury minutes is sufficient for convictions "if presented to the tryers of the facts, unexplained and uncontradicted." The judge said the grand jury's criminal informations were "constituted for a lawful purpose" derived from the Code of Criminal Procedure. The claim that the grand jury had no basis for questioning a contestant is unsubstantiated, he said.

The trials of Charles Van Doren and several others were scheduled in Special Sessions Court last Monday, but were adjourned to May 8. The charges involve misdemeanors, punishable on conviction by a year in jail and a $500 fine.

Another case, the trial of Peter Tripp, WMGM New York personality charged with accepting payola, is scheduled to be heard today (April 17) in New York Special Sessions Court.

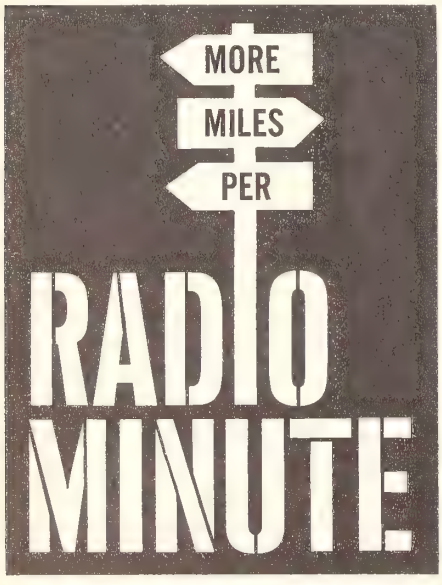
INTERNATIONAL

North West German tv network splits

North West German Television network (NWRV), split up on April 1. The two broadcasting organizations which had established NWRV, Westdeutscher Rundfunk, Cologne, and Norddeutscher Rundfunk, Hamburg, will continue operations separately. NWRV was originally set up to meet a critical finance and program situation during the first years of tv in Germany. The two organizations now have vast program resources of their own and financing is no longer a problem. Norddeutscher Rundfunk as well as Westdeutscher Rundfunk are continuing to contribute programs to daily hookups by all West German stations. The hookups are often joined by Swiss and Austrian broadcasting services and are sometimes joined by Eurovision member stations in other European countries.

In 1958 NWRV registered an annual income of 30 million deutschmarks (DM), according to a report published recently. Within twelve months the sum increased by about 70% to a record high of 53 million DM (about $13 million). Income is derived from set license fees of 5 DM monthly for tv sets and 2 DM for radios.

Regional programs produced by the NWRV member stations in the 1958-1959 fiscal year cost some 7.5 million DM. Other programs are listed with some 12 million DM, during the same period. Investments in equipment, buildings, etc., amounted to some 3.6 million DM, during the fiscal year. The network had a large cash account not committed. Much of the cash and a large share of current income is invested in additional production and transmitting facilities for broadcasting which is expected to start this summer. According to German reports, there is a considerable lack of program material for coming uhf stations. North and West German broadcasting organizations may combine uhf operations in order to fight the shortage. Westdeutscher Rundfunk is so badly in need of new program ideas that there will be a general competition with prizes for new ideas. The competition will be open to everyone, not just professionals. The method is being attacked from some quarters in Germany but it is generally admitted that some new way must be found for an increased supply of programs.



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National Representative: Weed Radio Corp.

WRUL offers equipment for UN Latin network

WRUL Scituate, Mass., an international shortwave broadcasting station owned by Metropolitan Broadcasting Co., has offered its transmitters to the UN from 9 a.m. to noon daily for an inter-American tele-communications network.

The offer was made to the United Nations Educational, Scientific & Cultural Organization earlier this month and UNESCO is considering it, Ralf Brent, WRUL president, said last week.

The Latin American UN service would be produced by the UN or the Organization of American States personnel, he said.

Mr. Brent asked the UN to renew its efforts to abolish jamming of international broadcasts as practiced in the Soviet bloc countries. This would establish freedom of the air, and assure freedom of information among peoples, he said. International broadcasting can be used to achieve worldwide literacy and knowledge, he added.

WRUL operates five transmitters and beams daily commercially-sponsored programs to Latin America, western Europe and western Africa from 1:30 p.m. to midnight. Metropolitan bought WRUL from Walter Lemmon and associates last year for $1 million.

German advertisers want more commercial tv time

Existing West German broadcasting organizations should combine efforts and set up a jointly operated uhf television network, according to a commentary published by Markenverband e.V., organization of West German brand-name advertisers. The network should be non-profit and public-institution but it should set aside part of its program time for commercial operations. This is, in essence, the type of operation now used by existing stations in West Germany. Funds derived from commercial time sales are being spent for "cultural purposes" outside the broadcast field.

Financing for the uhf network should come, during the first years, from set license fees collected by the stations. Additional funds should be derived from advertising income of future uhf stations. Markenverband says that the demand for commercial tv time has, up

Canadian ad revenue

National advertising on Canadian broadcasting stations totalled over $28 million during the July-December 1960 period. The figures were reported by Elliott-Haynes Ltd., Toronto, Ont., in the Canadian weekly, *Marketing*. Radio advertising was $9,131,771. Tv advertising hit $19,376,039. Largest national advertising budgets were food and food product companies with $2.6 million in radio and $4.9 million in tv. Drug and toilet good companies were next with $1.4 million in radio and $4.3 million in tv.

to now, been met only at a very low level. More commercial time is needed. Therefore, the coming German uhf network should, right from its start, introduce commercial time segments. If operators of the coming West German uhf network should be unable to handle time sales through its own organization this could be done by companies already active in the field. There are now several contractors in Germany handling time sales for commercial radio and vhf tv time segments. As there are only few minutes of commercial time per day to sell they could easily handle additional accounts in the uhf field.

Abroad in brief . . .

Far-out East ▪ Grant Adv., which has international headquarters at Chicago, has established "the first and only American-owned advertising office in Kuala Lumpur, Federation of Malaya." Will C. Grant, chairman of the board, said the three-year old nation of Malaya is at the center of an upsurge in Far East business. Accounts of the Kuala Lumpur office are Colgate-Palmolive, British-American Tobacco, Nestles, Standard-Vacuum, Vernot Eastern Agencies, Sissons Paints and other national and local advertisers. Dennis Gore is office manager and H. T. Glaze, manager of Grant's Singapore office, heads operations in Malaya.

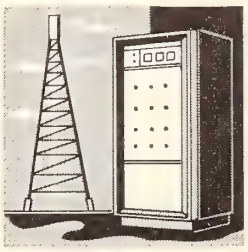
New office ▪ Paul, Phelan & Perry Ltd., Toronto, Ont., and Montreal, Que., advertising agency, has opened an office in the Paris Bldg., Winnipeg, Man., with Ken E. McCaskill as manager.

Tv ad requirements ▪ The New Zealand Broadcasting Service, Wellington, N. Z., has issued "Requirements for New Zealand Television," a 15 page brochure which describes in detail all aspects of television requirements in that country. Further information can be obtained by writing to New Zealand Broadcasting Service, Windsor Building, Wellington, N. Z.

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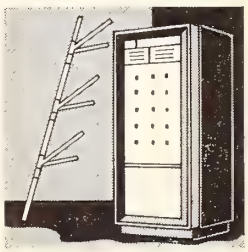
AM

All Powers—250 Watts to 50KW. Dependable High Level Modulation. High Efficiency Circuitry. Automatic recycling. Remote Control, Power Cutback, Conelrad.



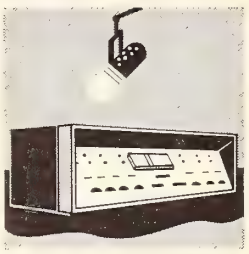
FM

10 Watts to 35KW. Superior Phase Modulator. No Neutralization Controls Required. Modern Long Life Ceramic Tubes. Multiplex and Remote Control.



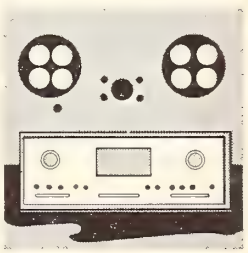
AUDIO

Consoles — Single, Double, Triple Channel; Stereo; Turntables; Transcription Equipment; Amplifiers —Limiting, AGC, Line, Remote and Monitoring; Microphones; Terminal Equipment; Test Equipment.



AUTOMATION

Guaranteed to be the most practical radio automation system ever devised. Designed and manufactured entirely by ITA, Inc.



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BROADCAST ADVERTISING


Mr. Clark

Clinton O. Clark Jr., formerly assistant to president and account executive, Compton Adv., N. Y., joins American Assn. of Advertising Agencies, that city, as senior staff executive. Mr. Clark, who once served with Ewell & Thurber, Toledo, Ohio, will assist Richard L. Scheidker, senior vp, in association's membership, region and council and ethical activities.

Edward J. Schultz, vp for sales, Abitibi Corp., Detroit, American subsidiary of Canadian Abitibi Power & Paper Co. Ltd., and board member of parent company, to Wentzel & Fuge, Chicago advertising agency, as executive vp and general manager.

Anthony Azzato, formerly assistant to chairman of board of National Telefilm Assoc., appointed vp of Swan & Mason, New York advertising agency.

Richard R. Routh Jr., formerly of Airtemp Div., Chrysler Corp., joins Grant Adv., N. Y., as vp and account supervisor on Airtemp Div.

Storrs J. Case, formerly advertising manager of Sun Oil Co., Philadelphia, has joined Martin R. Kliten Co., Los Angeles agency, as account executive.

Samuel Lapenson, former technical editor of industrial publicity and sales promotional material of electric boat division, General Dynamics Corp., Groton, Conn., joins New York office of Ketchum, MacLeod & Grove, as account executive in sales and technical literature department.

David N. Nelson, associate research director of Wade Adv., Chicago, reassigned as account executive. **John L. Dossett** appointed marketing and research manager. He previously served in similar capacity with Dow Chemical Co.

Kenneth L. Robbins named assistant account executive of Johnson & Lewis, San Francisco advertising agency. Mr. Robbins had worked in agency's traffic, media and production departments since 1959 when he joined firm.

Curtis Kent, sales promotion manager, Schick Safety Razor Co., Div. of Eversharp Inc., N. Y., named advertising manager. Mr. Kent, who was previously associated with McKesson & Robbins, that city, prior to joining Shick in 1958, will headquarter in Culver City, Calif.

Theodore W. Schwamb, senior account executive, Erwin Wasey, Ruthrauff & Ryan, Los Angeles, promoted to vp and account supervisor. **Phillip Joanou,** executive vp of Galaxy Adv., named senior account executive, replacing Mr. Schwamb.

George B. Norris, formerly of Lennen & Newell, N. Y., joins Ted Bates & Co., that city, as account supervisor on Brown & Williamson account.

Robert G. Minicus, formerly of J. Walter Thompson, N. Y., joins William Esty Co., that city, as executive in account management for P. Ballantine & Sons.

Richard Turnbull appointed senior vp of American Assn. of Advertising Agencies. Mr. Turnbull, who previously was vp, has been member of AAAA staff for 35 years. He will continue in charge of association's work on agency administration, agency personnel and print production.

H. Victor Hollingshead, formerly of Grant Adv., Detroit, joins Geyer, Morey, Madden & Ballard, that city, as associate media director. Mr. Hollingshead, who was media director at Grant, was with that firm for eight years.

Bert Landon, formerly director of pr, International Latex Corp., N. Y., joins Ben Sackheim, that city, heading new pr division.

Cliff Blackburn joins Tracy-Locke Adv., Dallas, as copywriter.

THE MEDIA


Mr. Shepard

Richard C. Shepard named station manager of WGR Buffalo. He replaces **William P. Dix,** resigned. Mr. Shepard had been general manager of WHAM Rochester, N. Y., and previous to that was director of radio and tv for the Rumrill Co., upper New York State advertising agency.

Maynard R. Ashworth, publisher of *Columbus* (Ga.) *Ledger-Enquirer,* elected president, R. W. Page Corp. (parent organization of WRBL-AM-FM-TV, that city). Mr. Ashworth is also secretary and treasurer of Columbus Broadcasting Co., operator of outlet, which is 51% owned by Page Corp.

Henry S. Hovland named vp and general manager of WBEC Pittsfield, Mass. Mr. Hovland has been New York associate of Paul H. Chapman Co. media brokers, and prior to that was affiliated with WTBO Cumberland, Md.; WKYR Keyser, W. Va.; and WHO-AM-TV Des Moines, Iowa.


Mr. Firman

William W. Firman, former eastern sales manager, CBS Radio, named assistant general sales manager, effective May 15. **Cornelius V. S. (Neil) Knox,** who has been sales manager, CBS Radio, Detroit, succeeds Mr. Firman in eastern division. **Wayne Wilcox,** account executive, Detroit, becomes sales manager of that bureau. In other changes, **George H. Gallup,** New York account executive, moves to Los Angeles as Pacific coast sales manager, and **Craig Rogers,** who was head of Los Angeles office, assumes similar post on New York staff.

Frank V. Dellett, treasurer for west coast operations, NBC, has resigned.

Richard H. Schutte, formerly of Robert E. Eastman Co., joins Metropolitan Broadcasting Corp., as western radio sales manager.

Robert Keefe, vp of NBC Spot Sales, elected president of Assn. of Broadcasting Executives of Texas. Others elected: vp—**Jack Rogers,** WBAP-TV Fort Worth; secretary—**Dean Hulse,** Dallas office of Grant Adv.; treasurer—**Clif Blackmon,** advertising manager, First National Bank of Dallas. New board of directors: **John Butler,** KIXL Dallas; **W. C. Woody,** WFAA Dallas; **Curly Broyles,** WBAP-TV; **Al Levine,** WFAA-TV; **Lew Ground,** Couchman Adv.; **Sheldon Kaplan,** Rogers & Smith; **Jess Green,** Sessions Co.; **John Simmons,** Dr. Pepper; **Dave Rutledge,** The Katz Agency; **Andy Peranni,** Clarke-Brown; **Tim Carroll,** *Tv Guide.*

James A. Jordan, formerly commercial manager of KYA San Francisco, to WIND Chicago as account executive. **Jerry Udwin,** formerly with WRRR Rockford, and WAAP Peoria, both Illinois, to WIND as news reporter.

Franklin H. Small appointed assistant general manager of WAVI Dayton, Ohio. He had been sales manager of WIL St. Louis.

Courtney M. Kirkeeng, general manager of Columbia TV, community antenna system in Kennewick and Pasco, Wash., named pr and promotion manager for Antennavision Inc., Phoenix, Ariz., operator of 21 western city systems.

Burke W. Ormsby, program director of KOGO-TV (formerly KFSD-TV) San Diego, Calif., also assumes duties of promotion manager. **Tom Battista,** floorman in production department, has been promoted to director, with **Norman Berg** assuming floorman post.



Amvets winners receiving helmets

Winners of top achievement awards of AMVETS seen at 4th annual awards luncheon, held in Washington April 8, 1961, where they received replicas of WW II GI helmets, symbolic of their achievement. From l to r **LeRoy Collins,** president of NAB who won Americanism award; **Leo A. Hoegh,** former director of civilian defense who received Defense award; **Bob Hope** who won Special Silver Helmet for entertaining troops abroad; Sen. **Ed Muskie** (D) of Maine, the toastmaster; and National Commander **Harold Russell** of AMVETS. Seated is **Dwight Guilfoil** of Chicago who won Rehabilitation award. Not pictured is **Henry Cabot Lodge** who won World Peace award.

George B. Faulder appointed commercial manager of KCUL Fort Worth, Tex.

Lee E. Franks, program director, WUFT (TV) (etv station) Gainesville, Fla., joins National Educational Television & Radio Center, N. Y., as assistant director of station relations. Mr. Franks, who has been program director at WUFT (TV) since 1957, also holds academic rank of assistant professor of communications, School of Journalism Communications, U. of Florida, Gainesville.

Kenneth E. Thomas rejoins Kansas State U. staff as head of department of extension radio and tv, and director of KSAC Manhattan, Kan. Mr. Thomas had been on leave since September 1959, for advanced study at U. of Wisconsin.

Maxwell S. Roth, production director for WSAZ-TV Huntington, W. Va., appointed program director.

Hugh Brown named program director of WDXB Chattanooga, Tenn. Mr. Brown had been previously in similar capacity with WMPS Memphis.

Dick Ward, former air personality, producer and account executive of WNHC New Haven, Conn., named program and production director of WATS Sayre, Pa.

Howard A. (Humpy) Wheeler Jr. appointed publicity director of WBTV (TV) Charlotte, N. C. He had been serving as promotion copy editor.

Art Knight and **Harry West** named assistant program directors of WARM Scranton, Pa. Mr. Knight will head production department, while Mr. West will direct news department.

J. Weddell Kerr, advertising manager of WFRO Fremont, Ohio., resigns.

J. Bronson Ross, formerly of Universal Publicizers of Chicago, joins sales staff of WGR Buffalo.

Bob Allard joins news staff of KMSP-TV Minneapolis-St. Paul. **Paul Sevareid,** former newscaster, resigns to devote more time to his pr activities.

Bob Miller, former staff announcer with WBVP Beaver Falls, Pa., to WOHI East Liverpool, Ohio, news staff.

Reed Pollock named to news department of KIDD Monterey, Calif.

John H. Carmon joins news staff of WMAK Nashville.

THE SOUND OF GOOD MUSIC

MUSIC

all day long to suit every mood of the day. Freedom from weird sounds . . . freedom from gimmicks . . . just wonderful entertainment.

NEWS

More newscasts per day than any other local station. *Local news gathering* as well as reporting. National and international coverage all through the day from NBC's excellent staff.

PERSONALITIES

that are well-known and welcome in every home . . . selected to suit the program . . . and backed by vigorous promotion.

NETWORK

Monitor for the week-end, plus NBC's on the spot coverage of events when they happen—where they happen.

Facts, figures, data, statistics and other pertinent information are at the fingertips of your PGW Colonel. See him today.

WOC

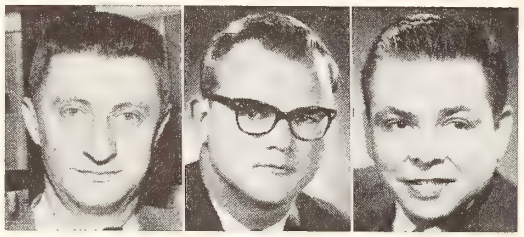
PRESIDENT Col. B. J. Palmer
VICE-PRES. & TREASURER D. D. Palmer
EXEC. VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D. Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pax Shaffer

THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

RADIO AM | FM

PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

Crosley Broadcasting elects three new vps



Babcock Bartlett Gray

Crosley Broadcasting Corp. has announced following changes at board of directors meting held March 30. **John B. Babcock,** vp-general manager of WLWI (TV) Indianapolis; **Walter Bartlett,** vp-general manager of WLWC (TV) Columbus; and **George J. Gray,** vp-general manager WLWD (TV) Dayton, elected vps. Mr. Babcock joined Crosley Broadcasting in 1949 as assistant farm program director of WLW Cincinnati, and was named farm program director in 1952. He served in pr and sales capacities with Avco's new idea division in 1951 and 1953-54, and in 1955 was appointed director of Crosley's town and country division. He was named assistant general program manager for Crosley in 1956, and appointed general manager of WLWI (TV) Indianapolis, in 1957. Mr. Bartlett was appointed general manager of WLWC (TV) in July 1960 following death of James Leonard. He had returned to station as sales manager in 1958 from *Indianapolis Times,* where he had been since 1955. He also had been sales executive of station from 1953 to 1955. Mr. Gray became national sales representative of WLWD (TV) in 1954 and following year was named general sales manager of that station. He was named general sales manager of WLW Cincinnati, in 1956 and on May 1, 1957 became general manager of WLWD (TV) Dayton.

Ronald R. Wren appointed manager of advertising and promotion of KGO San Francisco. He previously served as publicist of KGO-AM-TV.



GIANT MARKET IN THE SOUTHEAST

2.1 million People
$2.8 billion Incomes
$1.8 billion Retail Sales

Compare it with Birmingham, Miami, and New Orleans, "The Giant's"

GREENVILLE-SPARTANBURG-ASHEVILLE MARKET

Contact us or our Reps. for facts, availabilities and assistance

sold by AVERY-KNODEL

NBC CHANNEL 4 WFBC-TV GREENVILLE, S. C.

Bobbie Morris, formerly with Videotape Productions, New York, and McCann-Erickson, joins KTTV (TV) Los Angeles in commercial tape productions department as productions assistant.

Jerry Leshner and **Irene Kreachbaum** to WBNS-TV Columbus, Ohio, as promotion assistant and sales traffic manager, respectively. Mrs. Leshner was previously associated with *TV Guide* magazine in Cincinnati and Los Angeles, serving as west coast network contact in latter city. Mrs. Kreachbaum, served as traffic manager for WTRF-TV Wheeling, W. Va.

Herbert Mendelsohn, formerly account executive, WINS New York, joins WABC, that city, as sales manager. Mr. Mendelsohn, who was with WINS for five years, also served as sales manager for Hart Publishing Co.

Don Hedges named sales manager of KISN Portland, Ore.

Bob Cox joins KDWB St. Paul, sales department, after almost four years as account executive and air personality with WDGY Minneapolis, both Minnesota.

Marilyn Ginsburg, from merchandising department of Anderson-McConnell Adv. Agency, L. A., to KPFK (FM), that city, as pr director of subscriber-supported noncommercial station.

Marty Hull and **Roger Nelson** join sales staff of WCAR Detroit.

John W. Almburg, former market reporter on WGN Chicago, named assistant farm service director for WGN-AM-TV, that city.

William Zollman joins KDLS Perry, Iowa, as farm director.

Bill Jorgensen, WERE Cleveland news director and newsman **Michael Prelee,** resign to join KYW-TV, that city.

Wayne Vann, formerly sales manager of KTKT Tucson, to KXIV Phoenix, both Arizona, as news director.

John Paul Huddleston, formerly KSON San Diego, news director, joins KFWB Los Angeles, news staff.

Darla Wood named weather forecaster for KEYC-TV Mankato, Minn.

Buck Matthews, weatherman with WILX-TV Onondoga, to WOOD-TV Grand Rapids, both Michigan, in similar capacity.

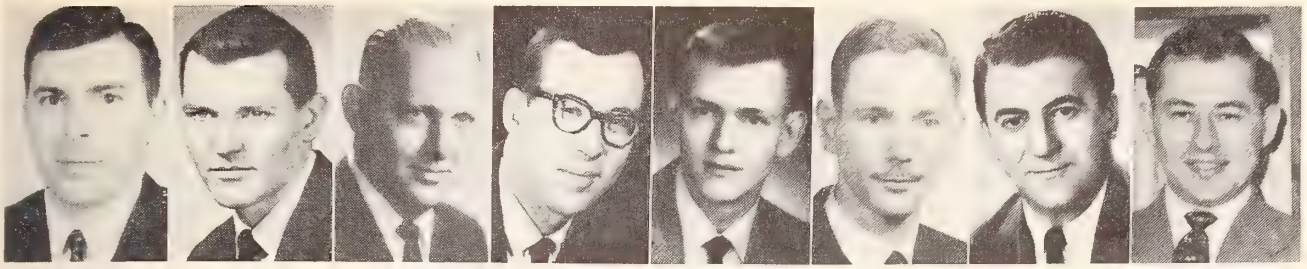
Jim Leaming, veteran sportscaster, joins WRCV-TV Philadelphia. He had previously served with WIP, that city.

Robert C. Smith, sports director of WRVA Richmond, Va. resigns to become assistant editor in charge of radio and tv for Florida State Agricultural Extension Service at U. of Florida in Gainesville. **Frank Messer,** who joined station last December, has been named to replice Mr. Smith. **John S. Harmon Jr.** joins sports staff.



Video's space authority

Martin Caidin, author of 26 books and more than 1,000 articles on aviation and astronautics, joins WNEW-TV New York, as station's "space age authority." Mr. Caidin will cover space development reports and give daily interpretative commentary on space activities.



Banker Dorsey Hepler Herford Nellis Petry Seamans Socolow

Eight newsmen appointed CBS Foundation News Fellows for 1961-62, according to Ralph F. Colin, president, CBS Foundation Inc., N. Y. Fellowships, which provide year of discussion and study at Columbia U. and average about $8,000 apiece, are designed to increase "understanding of the potentialities of radio and television as media for news programming." The winners are Stephen Banker, news writer, WCBS New York; Thomas W. Dorsey, news reporter and editor, WBNS Columbus, Ohio; Morris K. Hepler, news reporter, editor and producer, WWL-TV New Orleans; Peter M. Herford, news director, KTVA-FM-TV Anchorage, Alaska; David G. Nellis, assistant professor, radio-TV-film department, U. of Miami, Fla.; Thomas B. Petry, production manager, writer, producer, WQED (TV) Pittsburgh; William Seamans, news editor, CBS-TV News, N. Y., and Sanford Socolow, news writer and assistant to executive producer of *Eyewitness to History*, CBS News, N. Y. Appointments were made last week.

Matt Cooney, formerly staff announcer of WIKE Newport, Vt., to WFGA-TV Jacksonville, Fla., sports staff replacing **Warren Croke,** who has transferred to news department, that station, as news reporter.

Mike Boyd, formerly of KOMO-TV Seattle, joins WMTW-TV Poland Spring, Me., announcing staff.

Ken Knight named air personality for WMAK Nashville, Tenn. He was previously with WGGH Marion, Ill.

Dan Daniel, air personality on WDGY Minneapolis, resigned April 10 to join Olson/National Importing & Distributing Corp., that city.

John Gee, formerly air personality at WJUD St. Johns, and WJIM Lansing, both Michigan, to staff announcer at WKFM (FM) Chicago.

PROGRAMMING

William F. Wallace, executive vp of International Video Tape Recording & Production, has been elected president, succeeding **Robert Brandt,** who is also president of Brandt & Co., Los Angeles brokerage firm. **Richard M. Rosenbloom,** director of program production for ITV, has been elected vp. **Don Patton,** sales service manager of CBS-TV productions sales, has joined ITV as coordinator of production sales.

Murray Oken, former western division manager, Trans-Lux Television Corp., transfers to N. Y. as eastern division manager.

Charles Russell named producer on MGM TV's new *Cain's Hundred* series. **Paul Monash,** creator of dramatic series is executive producer. **David Victor** appointed associate producer on new *Dr. Kildare* series. He will begin immediately, working with executive producer Norman Felton and producer Herbert Hirschman.

Charles A. Nichols, director-animator for 26 years with Walt Disney Studios, to Hanna-Barbera Productions, Hollywood, as director of various tv cartoon series.

Ed Edell, tv actor, has joined Wolper-Sterling Productions, N. Y., and Hollywood, as unit manager for *Biography of a Rookie* and *Project: Man in Space.* **Art Swerdloff,** tv director, has been named film editor for *Rookie.* **Mel Shapiro** will be in charge of sound effects and special editing on *Man in Space.*

Howard Browne, veteran writer for magazines and tv, named executive story consultant to 20th Century-Fox Television.

David Bloom, director of Republic Corp's Hollywood tv service division's, syndicated sales operations, promoted to general sales manager, that division.

Donald A. Benjamin, formerly assistant to advertising, sales promotion manager, WBZ-TV Boston, joins Association Films, N. Y., as assistant advertising and promotion director.

EQUIPMENT & ENGINEERING



Mr. Merrill

Grayson Merrill elected to new corporate post of vp-electronics of Harris-Intertype, Cleveland. Mr. Merrill, who will have corporate responsibility for company's two electronics divisions, PDR Electronics, Brooklyn, and Gates Radio, Quincy, Ill., producers of microwave and broadcasting equipment respectively, resigned as general manager of Astrionics (space electronics) Division of Fairchild Engine & Airplane Corp., N. Y.

Arthur J. Seiler, president, Alloy Surfaces Co., Wilmington, Del., elected vp and director of Reeves Soundcraft Corp., Danbury, Conn., which recently acquired Alloy Surfaces.

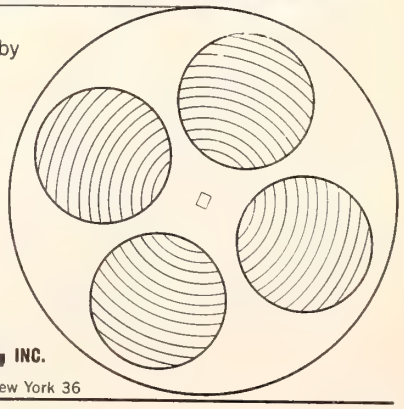
Herbert J. Hannam named to newly

$ MUSIC THAT MAKES MONEY

It's taped "motivational" background music by Magne-Tronics—for station transmission to restaurants . . . supermarkets . . . hotels . . . industrial plants . . . offices . . . etc.

This valuable, income-producing asset fits ideally into station operations—in markets large and small. Perfected for FM Multiplexing and/or wired line transmission.

Exclusive franchises still available. Send for details.



Magne-Tronics, INC.

"motivational" music that makes money/ 49 West 45th Street, New York 36



KFOL

AM1540 • FM93.9
LOS ANGELES

Round-the-clock musical and news programming with commercials only on the quarter hour, is reflected in the high cumulative Pulse audience of 30.8% (February, 1960). Phone WEbster 8-2345, for the facts.

REPRESENTED BY PAUL H. RAYMER CO.

SEVEN IN A ROW

For the seventh straight year the surveys* have proved the leadership of WCSH-TV in the 13 county Portland market.

**ARB, Nielsen, November 1960*

WCSH-TV delivers the Portland market with over one billion dollars in spendable income and over nine hundred million in retail sales.

WCSH-TV . . . Your best buy north of Boston.

WCSH-TV 6 NBC for PORTLAND MAINE

Remember, a matching spot schedule on WLBZ-TV in Bangor saves 5%.

created post of manager of indicator and pick-up device engineering, General Electric Co., Syracuse, N. Y.

John A. Larson, advertising manager of consumer products division of Ampex Audio Co., to Vega Electronics Corp., Cupertino, Calif., in similar capacity.


Mr. Voorhis

George B. Voorhis Jr. appointed general sales manager of Prodelin Inc., Kearny, N. J., leading designers and manufacturers of antennas and transmission line systems. Mr. Voorhis was promoted to new position from that of New York-New England area district sales manager.

George F. Houlroyd, formerly plant manager of Foto-Video Electronics, Cedar Grove, N. J., elected vp-manufacturing.

ALLIED FIELDS

James G. Paltridge, founder-manager of KFAX San Francisco, appointed statewide coordinator of educational tv for U. of California. He succeeds **E. G. Sherburne Jr,** who joined staff of American Assn. for Advancement of Science in Washington, D. C.

William S. Green appointed junior partner in Pierson, Ball & Dowd, Washington communications law firm. Mr. Green, who joined firm in 1953, is graduate of Yale law school. **Ralph L. Walker** retires from active practice of law, and **Peter D. O'Connell, John McD. Corn** and **Robert A. Levetown** join firm. Messrs. O'Connell and Corn are graduates of U. of Georgetown law school, while Mr. Levetown graduated from Yale. Mr. Corn was in private practice in Columbus, Ohio, for five years before joining Washington firm.

Leo Kovner, publicist at KTLA (TV) Los Angeles and reporter for BROADCASTING and other trade papers, joins public information staff of Tuberculosis & Health Assn. of Los Angeles County as radio-tv associate.

INTERNATIONAL

John D. Bradley, former president of Bradley, Venning, Hilton & Atherton Ltd., Toronto, advertising agency, to vp of Ardiel Adv. Agency Ltd., that city.

Lloyd Wright appointed creative commercial supervisor of CFPL London, Ont.

J. Ray Peters, commercial manager of CHCH-TV Hamilton, Ont., to general manager of CHAN-TV Vancouver, B. C., replacing **Art Jones,** president of station.

Mel Watson, formerly of KVOS-T Bellingham, Wash., to senior sales representative of English tv network of CB at Toronto.

Richard A. Cutler, Canadian repr sentative of Romper Room Inc., ar before that with CKBB and CKVR-T Barrie, Ont., to Ontario and Atlant provinces sales representative of Scree Gems (Canada) Ltd., Toronto.

William Lowry named sales manag of CBLT (TV) Toronto. **Georg Sprachlin,** formerly of CHCH-T Hamilton, Ont., to sales representati of CBLT (TV) Toronto.

DEATHS

Paul Walker Long Sr., 64, form owner of WSAZ-AM-TV Huntingto W. Va., and former president ar board chairman of Huntington Pul lishing Co., died April 9, in Huntingto

Lou H. Gerard, 46, director of p Trans-Lux Corp., N. Y., tv film distril utor, died at home in Englewood, N. J March 31.


Mr. O'Neill

John E. O'Neill, founder-president of KJEO (TV) Fresno, Calif., died of heart attack April 10 in Palm Springs. Sale of KJEO to Shasta Telecasting Corp., Redding, Calif., for $3 million is highest price ever paid for uhf station. Sale ha been pending FCC approval for tw months. Mr. O'Neill also held perm for KTRB-TV Modesto, Calif., whic never went on air.

William S. Cherry Jr., 56, chairma of board of Cherry Broadcasting Co (WDBO-AM-FM-TV) Orlando) die April 13, at Miami Beach. Mr. Cherr was president and principal stockholde of WNEW New York from Februar 1950 to April, 1954. He forme Cherry & Webb Broadcasting Co. i Providence, R. I., in 1931. Compan owned and operated WPRO-AM-FM TV, that city, before selling to Capita Cities Broadcasting Corp. in April, 195 He also was principal in Cherry Webb Co. operating retail stores i five New England states.

Bertram O. Wissman, 50, one-tim chief clerk of Senate Commerce Com mittee and acknowledged author o 1956 report by Sen. John W. Bricke (R-Ohio) on "The Network Monopo ly," died of lung cancer last week i Washington. Mr. Wissman, forme newspaper reporter and pr specialist served as chief clerk of Senate commit tee from 1953 to 1955, and as assis tant clerk from 1955 to 1959. He also was member of professional staff o Senate Republican Policy Committee.



ABC-TV stars and cherry blossoms in D.C.

Washington, D.C., had almost as many ABC-TV stars as cherry blossoms during its annual Cherry Blossom Festival. On hand, through efforts of WMAL-TV, were six stars from five ABC-TV shows. Dick Clark of *American Bandstand* was grand marshal of the festival's parade. Also in the parade were Horace McMahon and Paul Burke of *Naked City;* Connie Stevens of *Hawaiian Eye;* Louis Quinn of *77 Sunset Strip;* and Gardner McKay of *Adventures in Paradise* (shown above with the festival's queen during her coronation).

RAB's furniture kit

Radio Advertising Bureau, New York, has prepared new selling tools for member stations to help move more of the nation's 29,000 furniture dealers into local radio advertising. The $5 billion retail furniture industry is already ranked by RAB as a leading product category in radio spending, but a drive is underway to swell the amount.

The new RAB effort includes advice on how to write "exciting, hard-selling" radio commercial copy for a visual product—furniture. RAB's station kits also contain a new service called "Radio Copy Calendar for Furniture," which offers a running month-by-month analysis of selling and marketing trends in the furniture industry.

KEWB to the rescue

When a San Francisco night club was raided because it permitted minors to sit in a roped-off area and listen to jazz, KEWB, that city, came to the rescue. The station, in cooperation with a local hi-fi show, arranged for Dixieland classicist Muggsy Spanier to play a free concert at the Cow Palace, and offered free tickets in a two-day promotion. Over 2,200 requests were filled. Result: many new teenage friends for KEWB.

WQXR's silver anniversary

WQXR-AM-FM New York is inviting listeners to participate in its 25th anniversary celebration via a write-in contest offering 281 prizes valued at $12,185. Contestants are asked to tell, in 50 words or less, why they enjoy listening to the station which features classical music. First prize is an all-expense-paid three-week trip by air for two to four European music centers—London, Vienna, Paris and Milan. Other prizes include stereophonic and high fidelity equipment, season tickets to the New York Philharmonic concerts and the Metropolitan Opera, radios, and record albums. The *New York Times* owned and operated station is promoting the contest with large-size ads in three New York newspapers and with daily on-the-air announcements. The contest began last week and runs through May 25.

Texas-style April Fool

KONO San Antonio staged an April Fool's promotion causing much furor and many-a-Texan to reach for his six gun. Quite simply, KONO used the shock treatment—on-the-air firing of seven personalities by Jack Roth, KONO's general manager.

Almost every hour during the broadcast day, a KONO personality got the axe, to the wrath of countless listeners who wrote, called and threatened Mr. Roth with everything imaginable—even lynching. To add to the confusion, similar chaos was taking place at KNUZ Houston. Needless to say, the two stations had pre-arranged an exchange of personnel which added to the confusion.

When the wild weekend had passed and normalcy was restored, KONO reported that all was well and good; and strangely enough that the promotion had been a success.

KFWB's bill paying service

Los Angeles citizens with unpaid gas, water, electric, telephone or other household bills are finding a chance for partial relief. All they have to do is send a postcard to Bill Ballance, KFWB Hollywood, with their name, address and phone number, plus the kind and amount of the bill they want paid. Each morning, starting May 1 on his 6-9 a.m. show, Mr. Ballance will dip into his hat and pull out a number of cards from people who "prefer to bill Ballance." According to KFWB, "He will pay those bills." The new gimmick was announced at a news conference held in the vault of the Bank of America's Hollywood branch, where newsmen received boutonnieres whose cores were dollar bills and participated in a demonstration in which a few lucky ones had their own bills paid.

Put radio on the map

KFBB Great Falls, Montana, literally is trying to put radio on the map in that state. Feeling that the importance of radio to the motorist virtually is limitless, KFBB thinks that call letters and location of each of the state's radio stations should be included on all future highway maps and road signs. And it has made the pitch editorially.

So far, nothing has resulted but KFBB is making many friends in Mon-



Fred Flintstone's personal appearance tour

WBKB (TV) Chicago viewers can be excused for any hallucinations suffered last week by the sight of a life-sized version of Fred Flintstone. He really was there.

A promotional gimmick devised by Screen Gems for its popular *The Flintstones* (ABC-TV, 8:30-9:00 p.m., NYT), the life-sized Fred Flintstone made his television premiere on the *Marty Faye Show* where he was interviewed. Later he visited other WBKB kiddie shows.

Technical details: Fred weighs 300 pounds, stands five-feet high, wears a genuine synthetic bearskin jacket, moves his arms and mouth and is internally equipped with motors and a tape recorder. Now he's off on a personal appearance tour —rather he's being shipped in his crate to another ABC affiliate.

tana's broadcast industry and is even getting some to join its bandwagon.

Miami's 'Heartbeat Hop'

Four radio and three television stations in Miami last month joined hands to promote their second annual "Heartbeat Hop." A number of recording artists joined in the affair which produced $2,700 for the greater Miami Heart Assn. Stations participating were WQAM, WCKR, WINZ, WAME, WTVJ (TV), WCKT (TV) and WPST-TV.

Drumbeats...

KGO-TV sales pitch ▪ KGO-TV San Francisco is making what it describes as an unusual sales pitch to east coast agencies. Russ Coughlan, the station's sales manager, is passing out "San Francisco—My Enchanted City," long playing record albums in hopes of winning new advertisers for KGO-TV and new friends for the city. The records were made possible by the San Francisco Chamber of Commerce which usually presents them to visiting dignitaries.

Egg hunt ▪ Nearly 3,000 Manchester, N. H., residents spent their Easter Sunday morning searching the streets, parks and alleys of the city for WKBR Easter Eggs in the station's third annual hunt. Equipped with portable radio's, they tracked down clues broadcast by WKBR, indicating the location of 21 plastic Easter Eggs the station had hidden. Prizes provided by station sponsors included clothing, shoes, free dry cleaning, a transistor radio and $50 donated by WKBR. In addition, each egg contained a silver dollar.

Fm campaign ▪ Blazing yellow-and-black bumper strips shouting "Vote YES on FM"—30,000 of them—were given to visitors at the Los Angeles Hi-Fi Show (April 5-9) to kick off a major promotion campaign sponsored by the Fm Broadcasting Assn. of Southern California, which calls for the distribution of hundreds of thousands of the bumper banners, offered free via announcements by all fm stations in the area, and the awarding of $10,000 worth of prizes (fm and hi-fi sets and equipment) to motorists selected at random. The only requirement is that the winner have an fm banner on his rear bumper.

Redhead promotion ▪ KABC Los Angeles has a weak spot for redheads—thus SCAPR (Society for the Care and Preservation of Redheads). In announcing the founding of the organization, Red (naturally) McIlvaine, its president, a d.j. on KABC, said membership cards will be issued to all redheads who write in. There are no dues or fees. A drive is on to bolster the roster with such renowned redheads as Red Skelton, Red Buttons, Red Grange, Red Barbour and others.

Big pitch ▪ Arcade Adv. Agency Chattanooga, bought a movie show on WTVC (TV) Chattanooga earlier this month to tell about advertising and itself. The agency used seven commercials to introduce clients and show operations at home and in two Florida branches. Gaines P. Campbell Jr., president of Arcade, explained, "We don't expect to be bombarded with business immediately but know that recall factors of such a performance will greatly aid in future presentations and client proposals." Pat Bradley, Arcade vice president, appeared live and on film, showing a typical agency day in scenes shot at slow speed and projected at normal. Arcade has some 30 clients, including oil, bread, clothes, boat, insurance and cola companies.

Caption kit ▪ ABC-TV's sales development department has included in its presentation for *Silents Please* a do-it-yourself caption kit consisting of stills from the dramas and comedies represented in the series. Extra promotional mileage is expected to be gained from individuals who post on office walls their own interpretations of the movie scenes. The series of specially edited half-hour films of silent screen classics returned to the network on March 23 (Thur., 10:30-11 p.m. EST).

Good reviews ▪ WNTA-TV New York-Newark, N.J., sifted more than 500 reviews of *The Play of the Week* production of "The Iceman Cometh" done in two parts last November. The winner, a graduate student at Columbia U., New York, competed with other

college students to write "the most interesting review" of the televised play for a $500 prize. A second prize of $100 was awarded and three other contestants got original *Play of the Week* cartoon art. Judges were Ted Cott, executive vice president of WNTA-TV; Joe Liss, script editor for the *Play*, and Henry S. White, vice president of WNTA-TV.

D.j. spins at walkout ▪ Unaware of a plot to keep him on the air until listeners pledged $1,000 to the Easter Seal campaign, Ron Roberts, d.j. at WOLF Syracuse, N.Y., started his regular announcing shift at 6 p.m., April 3. His relief man did not appear as scheduled at 7 p.m., nor did other personalities show up for assigned duty at midnight and at 6 a.m. the following day. Finally, at 7:15 a.m., one of the d.j.'s called to inform Mr. Roberts that he would not be released from duty until listeners had put up $1,000 "bail." Continuing without sleep, Mr. Roberts won his "parole" at 7:21 p.m., April 4, and the Easter Seal fund was $1,052 richer.

Big sweepstakes ▪ WNDU-TV South Bend, Ind., conducted a sweepstakes contest from which 53,000 entries were received, described by the station as overwhelming. So great was the promotion that WNDU-TV was short-staffed—and of all things couldn't find a barrel large enough to hold all the entries. But in the end happiness prevailed. The winner, a South Bend woman, received an all-expenses paid trip to Europe while 50 others received smaller prizes.

Mad money ▪ Portland, Me., citizens recently spent mad money like mad at the WGAN Mad Money Karnival and Auction. During February and March the station distributed over $2 million in play money to its listeners through Portland merchants, and on April 5, 15,000 people won stuffed animals, canes, dolls and Hawaiian leis at the Karnival—all without spending a cent of real money.

Pirate of the week ▪ KDKA Pittsburgh, which broadcasts the games of the World Champion Pirates, has engaged a number of the ball players in a Pirate of the Week promotion. Listeners are asked to identify the Pirate (from short rhymes actually spoken by the player) and write a 25-word statement why they would like to spend a weekend at the Pittsburgh-Hilton Hotel—the prize (along with four Pirate ball game tickets).

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: April 6 through April 12. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

Existing tv stations

ACTIONS

WJCT (TV) Educational Television Inc., Jacksonville, Fla.—Granted mod. of licenses to change name to Community Television Inc. Action April 10.

WXYZ-TV Detroit, Mich.—Granted authority to transmit hockey games between Detroit Redwings and Chicago Black Hawks on April 8, 12, and 16 to CLBT (TV) Toronto, Ontario, Canada and other Canadian stations owned by Canadian Bcstg. Corp. Action April 10.

KSWS-TV Roswell, N. Mex.—Granted cp to install new auxiliary trans. and ant. system (aux. trans. & ant.) Action April 10.

WDAU-TV Scranton, Pa.—Granted cp to maintain main trans. and ant. as auxiliary facilities at main trans. site. Action April 7.

Following stations granted extension of

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completion dates as shown:—KUSU-TV Logan, Utah to October 12. (Action April 7). KBMT (TV) Beaumont, Tex. (Action April 10). WEGA-TV Savannah, Ga. to October 11.

New am stations

ACTIONS

Ukiah, Calif.—Ukiah Radio. Granted 1300 kc, 5 kw, DA, D. engineering conditions. P.O. address 701 9th St., Crescent City, Calif. Estimated construction cost $25,100, first year operating cost $54,000, revenue $66,000. Applicants are **Joseph F. Sheridan** and **Norman R. Oberst**, equal partners. Mr. Sheridan is owner of KURY Brookings, Ore., where Mr. Oberst is manager. Action April 12.

Watseka, Ill.—Iroquois County Bcstg. Co. Granted 1360 kc, 1 kw D. engineering conditions. P.O. address c/o Richard A. Martin, Watseka, Ill. Estimated construction cost $29,885, first year operating cost $36,000, revenue $48,000. Principal applicants are **Donald J. Ruth, Richard A. Martin** and **Samuel L. Martin.** Mr. Ruth is in coal and lumber business. Mr. Samuel L. Martin is in banking. Mr. Richard A. Martin is also in coal and lumber. Action April 12.

Corbin, Ky.—Tri-County Bcstg. Co. Granted 1330 kc, 5 kw D. engineering conditions. P.O. address c/o Beckham Garland, Barbourville, Ky. Estimated construction cost $47,606. first year operating cost $34,382, revenue $48,500. Applicants are **Beckham Garland, Floyd Sowders** and **Clarence T. Sams,** 33⅓% each. Mr. Garland is retail store owner. Mr. Sowders is restaurant owner. Mr. Sams is in construction business. Action April 12.

Shepherd of the Hills Bcstg. Co., Bolivar, Mo.—Granted cp for new am station to operate on 1550 kc, 250 w, D. Chmn. Minow and Comr. Bartley dissented. Action April 12.

Luray, Va.—Page County Bcstrs. Granted 1590 kc, 1 kw D. engineering conditions. P.O. address Luray, Va. Estimated construction cost $26,241. first year operating cost $35,600, revenue $48,000. Applicant is **James R. Reese Jr.** Mr. Reese is owner of WCFV Clifton Forge, Va., and has 60% interest in WCBG Chambersburg, Pa. Action April 12.

APPLICATIONS

Kaukauna, Wis. Fox River Communications Inc.—1050 kc; 1 kw. P.O. address Box 29, Wausau, Wis. Estimated construction cost $49,359, first year operating cost $50,000, revenue $60,000. Principals are **John C. Sturtevant** (10%) and Wisconsin Valley Television Corp. (30%). Wisconsin Valley is owned by Record-Herald Co. Mr. Sturtevant owns 5.5% of Record-Herald's stock and votes 83% more. Wisconsin Valley owns WSAU-AM-TV Wausau, Wis., and WLIN (FM) Merrill, Wis. Ann. April 12.

Mishawaka, Ind. Northern Indiana Bcstrs. Inc.—910 kc; 1 kw. P.O. address Old Chicago Road, S.W. of Michigan City, Ind. Estimated construction cost $38,100. first year operating cost $94,000, revenue $102,000. Principal is **Wm. N. Udell** (60%). Company owns WIMS Michigan City, Ind., and owns licensee of WKAM Goshen, Ind. Ann. April 12.

Existing am stations

ACTIONS

WHMA Anniston, Ala.—Granted license covering installation of alternate main trans. with remote control operation while using non-DA. Action April 7.

WARF Jasper, Ala.—Granted mod. of cp to change type trans. (one main trans.). Action April 7.

KGEE Bakersfield, Calif.—Granted mod. cp to change type trans. Action April 10.

KNX Los Angeles, Calif.—Granted mod. of cp to operate auxiliary trans. by remote control; and mod. of cp to operate main trans. by remote control; without prejudice to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters. Action April 7.

KRKS Ridgecrest, Calif.—Granted extension of authority to sign-off at 8 p.m., PST. for period April 9 to Sept. 10, except for special events when station may operate to licensed sign-off time. Action April 6.

KXRX San Jose, Calif.—Granted mod. of cp to change type trans. D and N (two main trans.). Action April 10.

KWIZ Santa Ana, Calif.—Granted mod. of cp to change type trans. Action April 10.

KSEE Santa Maria, Calif.—Granted mod. of cp to change ant.-trans. location. Action April 10.

WKNB New Britain, Conn.—Granted cp to install new trans. and change studio location (trans. site). Action April 10.

WRIX Griffin, Ga.—Granted license. 1410 kc, 1 kw D. P.O. address 2954 Crestline Dr., Macon, Ga. Mrs. Gladys M. Johnson, sole owner, is housewife. Action April 6.

WNDU South Bend, Ind.—Granted mod. of cp to change type trans. Action April 10.

KFNF Shenandoah, Iowa—Granted extension of authority to sign-off at 7:15 p.m., Monday through Saturday and at 7:30 p.m. on Sundays except for special events for period ending July 1. Action April 7.

WCUM Cumberland, Md.—Granted increased daytime power on 1230 kc from 250 k to 1 kw, continued nighttime operation with 250 w; engineering conditions and construction not to be commenced until decision has been reached in proceeding on proposed increase of daytime power of WCRO Johnstown, Pa. from 250 w to 1 kw. Action April 12.

KBUN Bemidji, Minn.—Granted cp to change type auxiliary trans. Action April 10.

KROX Crookston, Minn.—Granted cp to install new trans. Action April 10.

WGVM Greenville, Miss.—Granted mod. of cp to change type trans. Action April 10.

WHSY Hattiesburg, Miss.—Granted mod. of cp for change in type trans. Action April 7.

KUSN St. Joseph, Mo.—Granted cp to install trans. as auxiliary trans. at main trans. location. Action April 10.

WABQ Cleveland, Ohio—Granted mod. of cps to change type trans.; and make changes in ant. system (decrease height) and changes in ground system; condition. Action April 10.

WABQ Cleveland, Ohio—Granted cp to install old main trans. as alternate main trans. (main trans. location); remote control permitted. Action April 10.

WSAJ Grove City, Pa.—Granted authority to remain silent for period beginning March 25 and ending April 5. Action April 6.

WTRN Tyrone, Pa.—Granted mod. of cp to increase daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. (Is licensed on 1290 kc, 1 kw, D.). Action April 12.

WESC Greenville, S. C.—Granted mod. of cp to change type trans. Action April 7.

WDXN Clarksville, Tenn.—Granted cp to install old main trans. as auxiliary trans. at main trans. site. Action April 10.

WEKR Fayetteville, Tenn.—Granted mod. of cp to change type trans. Action April 10.

WENK Union City, Tenn.—Granted mod. of cp to change type trans. Action April 10.

WENK Union City, Tenn.—Granted cp to use old main trans. as auxiliary trans. (main trans. location). Action April 10.

KMBL Junction, Tex.—Granted authority to sign-off from 2 p.m. to 5 p.m., Mondays through Fridays and to broadcast a 12 hour day on Saturday and Sunday from 7 a.m. to 7 p.m. for period ending July 1. Action April 6.

WSKI Montpelier, Vt.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Action April 12.

KTNT Tacoma, Wash.—Granted mod. of cp to change type trans. Action April 10.

KTNT Tacoma, Wash.—Granted cp to install old main trans. as auxiliary trans. at present main trans. site; remote control permitted. Action April 10.

WATK Antigo, Wis.—Granted cp to install new trans. Action April 10.

WBIZ Eau Claire, Wis.—Granted cp to install old main trans. as alternate main trans. N and as auxiliary trans. D. Action April 10.

Following stations granted extensions of completion dates:—WWRL New York, N. Y. for alt. main to May 15. (Action April 7); KBOX Dallas, Tex. to July 31; WCBS New York, N. Y. to October 8; (Actions April 10), KOOD Honolulu, Hawaii to July 20. (Action April 6).

APPLICATIONS

KRIZ Phoenix, Ariz.—Cp to increase daytime power from 250 w. to 1 kw, install new trans., change trans. location and install DA-D. (1230kc). Ann. April 12.

WEBB Baltimore, Md.—Cp to change hours of operation from D to U., using power of 1 kw, 5 kw-LS, install DA system for nighttime operation (2 sites), change from DA-D to DA-ND. (Request waiver of section 3.28 (c) and 3.188(b) of rules). (1360kc). Ann. April 11.

KGIL San Fernando, Calif.—Cp to increase nighttime power from 1 kw to 5 kw, make changes in DA system and make changes in nighttime directional pattern. (1260kc). Ann. April 12.

WSFB Quitman, Ga.—Mod. of license to change hours of operation from D to SH: Mon.-Sat. 6:00 a.m.-7:00 p.m.; Sun. 7:00 a.m. to 6:00 p.m.. (1490kc). Ann. April 12

WBYS Canton, Ill.—Cp to increase power from 250 w to 10 kw, install new trans. and DA-D. (1560kc). Ann. April 12.

WMLF Pineville, Ky.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230kc). Ann. April 12.

KWNO Winona, Minn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230kc). Ann. April 12.

KKEY Vancouver, Wash.—Cp to increase power from 1 kw to 5 kw and install new trans.. Ann. April 6.

New fm stations

ACTIONS

Hutchinson, Kans.—Norman Kightlinger Granted 99.1 mc, 110 kw ERP. Ant. height above average terain 490 ft. P.O. address 1301 E. 4th St. Estimated construction cost $69,317, first year operating cost $45,910, revenue $46,400. Mr. Kightlinger has interest in lumber yard and real estate companies. Action April 12.

Buffalo, N. Y.—WDIF Corp. Granted 96.1 mc, 19.5 kw ERP. Ant. height 350 ft. P.O. address Liberty Bank Bldg., Buffalo 2, N. Y. Estimated construction cost $22,502, first year operating cost $45,900, revenue $52.750. Principals include **Herbert H. Ross,** 98%, phonograph record retailer. Action April 12.

Cleveland, Tenn.—Southeastern Enterprises Inc. Granted 100.7 mc, 5.1 kw ERP. Ant. height above average terrain 295 ft. engineering conditions. P.O. address 33 Ocoee St. Estimated construction cost $13,793. first year operating cost $10,000, revenue $12,000. Fm applicant will duplicate WCLE-AM Cleveland. Action April 12.

Midland, Tex.—Moran Bcstg. Co. Granted 93.3 mc, 31 kw. Ant. height above average terrain 340 ft. P.O. address Midland National Bank Bldg. Estimated construction cost $27,600, first year operating cost $36,000, revenue $48,000. **John Edgar Moran,** sole owner, is in oil and gas business. Action April 12.

Existing fm stations

ACTIONS

WFMI (FM) Montgomery, Ala. Granted license. 98.9 mc, 10 kw. P.O. address 1469 Ann St., Montgomery, Ala. Principals include **Isaac E. Cohen, Ronald A. Martin,** and **Dwight M. Cleveland,** 33⅓% each. Mr. Cohen is in vending machines. Messrs. Martin and Cleveland are employes of telephone company. Action April 7.

KXQR (FM) Fresno, Calif.—Granted mod. of cp to change ERP to 37 kw; ant. height to 210 ft.; type ant. and changes in ant. system. Action April 7.

KXRQ (FM) Sacramento, Calif.—Granted mod. of cp to make changes in trans. equipment; subject to submission of sufficient data in accordance with procedure set forth in part 2 of commision's rules (except for frequency stability measurements) for type acceptance of trans. Action April 7.

KVEN-FM Ventura, Calif.—Granted mod. of cp to change ant. height to 1,210 ft.; change ant.-trans. location and make changes in ant. system. Action April 7.

WEVR (FM) Miami, Fla.—Granted request for cancellation of cp; call letters deleted. Action April 10.

WVOF (FM) Tampa, Fla.—Granted request for cancellation of cp; call letters deleted. Action April 10.

WAVQ (FM) Atlanta, Ga.—Granted mod. of cp to change ERP to 35 kw and change type trans.; remote control permitted. Action April 7.

WKLS (FM) Marietta, Ga.—Granted license. 96.1 mc, 6.4 kw. P.O. address 1396 Oak Grove Drive, Decatur, Ga. Principals include **Donald Kennedy, A. Gordon Swan, James B. Lathom,** 18.458% each, and others. Messrs. Kennedy and Swan are employes of WSB-TV Atlanta. Mr. Lathom is in steel specialties. Action April 12.

WFMT (FM) Chicago, Ill.—Granted mod. of cp to change ERP to 120 kw and change type trans.; remote control permitted. Action April 10.

WHFI (FM) Detroit, Mich.—Granted mod. of license to change designation of station

location to Birmingham with no change of facilities. Chmn. Minow and Comr. Bartley dissented. Action April 12.

KSYN (FM) Joplin, Mo.—Granted license for fm station. Action April 7.

WPCA-FM Philadelphia, Pa.—Granted cp to replace expired permit for fm station. Action April 5.

WSNW-FM Seneca, S. C.—Granted cp to install new trans. and increase ERP to 15.5 kw. Action April 10.

KVOP-FM Plainview, Tex.—Granted mod. of cp to change ERP to 3.2 kw; ant. height to 125 ft.; and make changes in ant. system; conditions. Action April 10.

WACO-FM Waco, Tex.—Granted mod. of cp to change type trans. Action April 6.

WMTI* (FM) Norfolk, Va.—Granted cp to change ERP to 21 kw; ant. height to 115 ft.; install new ant. and make changes in ant. system. Action April 10.

Following stations were granted extensions of completion dates as shown: KXRQ (FM) Sacramento, Calif. to June 15; KZAM (FM) Seattle, Wash. to September 20; WOC-FM Davenport, Iowa to May 10; WISK (FM) Medford, Mass. to June 1; KAFE (FM) San Francisco, Calif. to July 15; KXQR (FM) Fresno, Calif. to May 30; WTTN-FM Watertown, Wis. to June 2; KBYR-FM Anchorage, Alaska to July 15. (Action April 7); KBCO (FM) San Francisco, Calif. to October 10. (Action April 10); WDJD (FM) Warwick, R. I. to September 30.

APPLICATIONS

***WGNB (FM) Gulfport, Fla.**—Mod. of cp (which authorizes new non-commercial educational fm station) to change station location to St. Petersburg, Fla. Ann. April 12.

KGPO (FM) Grants Pass, Ore.—Mod. of cp (which authorized increased ERP, change ant.-trans. location, install new trans.. to change frequency from 96.9 mc, ch. 245 to 99.9 mc. ch. 260.

Ownership changes

ACTIONS

KCOL Fort Collins, Colo.—Granted transfer of control from J. Herbert Hollister to Ellis Atteberry; consideration $60,000. Action April 12.

WOWW Naugatuck, Conn.—Granted transfer of control from John T. Parsons to John T. Parsons, James W. Miller and Vernon L. Wilkinson. Action April 11.

KWEI Weiser, Idaho—Granted assignment of license to Oxbow Broadcast Co. Action April 11.

KWNO Winona, Minn.—Granted assignment of license to KWNO Inc. Action April 10.

WMUU-FM Greenville, S. C.—Granted cp to increase ERP to 45 kw; ant. height to 370 ft.; install new trans. and make changes in ant. system; remote control permitted Action April 10.

KRNY Kearney, Nebr.—Granted involuntary assignment of licenses to Jac L. Bye, receiver. Action April 11.

WNJH Hammonton, N. J.—Granted assignment of cp to Hammonton Bcstg. Co. Action April 12.

KSYX Santa Rosa, N. M.—Granted assignment of license to W. I. Driggers; consideration $20,000. Action April 12.

WGBB Freeport, N. Y.—Granted transfer of control from Huntington-Montauk Bcstg. Co. to Fifth Market Bcstg. Co.; no monetary consideration. Chmn. Minow not participating. Action April 12.

WGSM Huntington, N. Y.—Granted (1) transfer of control from Byron T. Sammis and 10 other stockholders and (2) assignment of licenses to Fifth Market Bcstg. Co. (Edward J. and Gertrude C. Fitzgerald, present 36.76% stockholders); consideration $287,885 for remaining 63.24%. Chmn. Minow not participating. Action April 12.

WOHI-AM-FM East Liverpool, Ohio — Granted assignment of licenses to Constrander Corp. Action April 11.

WKST Newcastle, Pa., WKST-TV (ch. 33) Youngstown, Ohio—Granted transfer of control from S. W. and Wanda E. Townsend to WKST-TV Inc. (100% owned by Communications Industries Inc., majority stockholder of WACE Chicopee, Mass., and WEOK Poughkeepsie, N. Y.); consideration $975,000 for 81.2% interest, option to purchase remaining stock for $225,000, plus $200,000 to S. W. Townsend for 10 years service to two stations and for agreement not to compete in radio or tv broadcast for term of agreement within 100 miles of Youngstown (tv) and New Castle (radio) either as individual, partner, or officer, director or stockholder of competing broadcast corporation. Action April 12.

KCRN Crane, Tex.—Granted assignment of license to Albert L. Crain; consideration $22,000. Action April 12.

KQIP (FM) Odessa, Tex.—Granted assignment of cp to Texas Broadcast Industries Inc. (McCubbin and Roy Elsner, Phil and David B. Terk); consideration $16,055 for expenses. Chmn. Minow not participating Action April 12.

WPLH Huntington, W. Va.—Granted assignment of license to Ohio River Bcstg. Corp. (George H. Clinton has interest in WTMA-AM-FM-TV, Charleston, S. C.); consideration $125,000. Action April 12.

KCHY Cheyenne, Wyo.—Granted assignment of license to Charles W. Stone (Stone and wife own KDAC, Fort Bragg, Calif.); consideration $82,496. Action April 12.

APPLICATIONS

KYOR Blythe, Calif.—Seeks assignment of license to KYOR Inc.

KROP Brawley, Calif.—Seeks assignment of license to KROP Inc.

KREO Indio, Calif.—Seeks assignment of license to KREO Inc.

KPRO Riverside, Calif.—Seeks assignment of license to KPRO Inc. Seller in all four cases is **Imperial Bcstg. System Inc.** Principals in all four cases have each 20% interest and are **Tom E. Foster**, his son **Tolbert Foster, William E. Dyche Jr., Edgar B. Younger**, and **John Blake**. Total consideration $450,000. Messrs. Foster and Dyche have interests in KMIN Grants, N. M. Messrs. Foster also have interests in regional radio program and sales business, ranching, and building and loan business. Mr. Younger has interests in petroleum transport, oil field construction and equipment. Mr. Dyche is banker. Mr. Blake has interest in Texas magazine. Ann. April 12.

KBRB Arvada, Colo.—Seeks assignment of permit from **John L. Buchanan to Frances C. Gaguine** and **Bernice Schwartz** for about $20,000. Miss Schwartz has interest in WINQ Tampa, Fla. Miss Gaguine has no other broadcast interests. Ann. April 11.

KFML (AM-FM) Denver, Colo.—Seeks assignment of license from **Note Bcstg. Co.** to **Televents Inc.** for $118,720. Principals are R. William Daniels (1/3) Winston L. Cox (1/3) and Carl M. Williams (1/3). Mr. Daniels and Mr. Williams are in community antenna system business. Mr. Cox is oil lease broker. Ann. April 6.

WVST (FM) St. Petersburg, Fla.—Seeks assignment of permit from **Donald B. Crawford** to **WVST Inc.** for $3,105.26. Principals are **Wm. J. Erdman II** (50%) and **Robert C. Grasberger** (49.7%). They have no other business interests. Ann. April 12.

WMIK Middlesboro, Ky.—Seeks transfer of control from **A. G. Barton, S. K. Brosheer, Virginia Cabell, Fannie C. Brummett**, and **U. G. Brummett** to **Mr. and Mrs. Maurice Henry** (72.5%) and **Beulah C. Kincaid** (25.4%). Consideration $162,497.09, not including interest. All have interest in local newspaper. Ann. April 12.

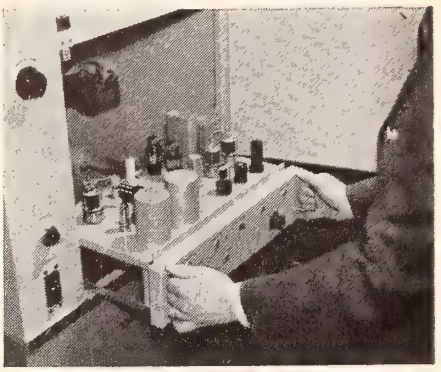
KIKS Sulphur, La. & KVLC Little Rock, Ark.—Seek transfer of control from Southern Nat'l. Insurance Co. to Victor Radio Co. in first instance and Victor Bcstg. Co. in second. Consideration $212,000. Both purchasers are wholly owned by Victor Nat'l. Casualty Co., subsidiary of Victor Nat'l. Insurance Co. Principal (100%) is **Victor Muscat**. He has interest in KBLF Red Bluff, Calif., and in investment and manufacturing. Ann. April 12.

WKMH & WKMH-FM Dearborn, WKFM Flint, WSAM & WSAM-FM Saginaw, all Mich.—Seek transfer of control from **Nellie Marie Knorr** as special administratrix of estate of Frederick A. Knorr (deceased) to **Nellie Marie Knorr** as executrix of estate. Estate holds 55.4% of voting stock of stations' holding company. It has interests in WKHM Jackson, Mich., and WELL Battle Creek, Mich. Ann. April 7.

WCHB Inkster, Mich. & WCHD (FM) Detroit, Mich.—Seek transfer of control from **Dr. Haley Bell** to **Dr. Bell** and his wife **Mary L. Bell**, joint tenants with right of survivorship. Dr. Bell has no other broadcast interests. Ann. April 12.

WKHM Jackson, Mich.—Seeks transfer of control from **Nellie Marie Knorr** as special administratrix of estate of Frederick A. Knorr (deceased) to **Nellie Marie Knorr** as executrix of estate. Estate holds 99.2% of voting stock of station's holding company. Ann. April 7.

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WQTE Monroe, Mich., WQTI-FM Detroit, Mich.—Seek transfer of control from **Ross Mulholland** to **Bill O. Brink** for $20,000 plus asignment of cp for WQTI-FM to Mr. Mulholland. Mr. Brink will thus own 37½% of WQTE. His brother Glenn H. owns 12½%, and his father Earl B. owns 12½%. They have no other broadcast interests. Ann. April 7.

KBIA Columbia, Mo.—Seeks assignment of license from **Mr. and Mrs. Cecil W. Roberts** to **Barrington Bcstg. Co.** for $90,000. Principals are **Aubrey D. Reid** (50.2%) and his wife, **Elsie Reid** (49.8%). Together they control WEW St. Louis, Mo., WKYB & WKYB-FM Paducah, Ky. Ann. April 7.

KIMB Kimball, Neb.—Seeks assignment of license from **Kimball Bcstg. Co.** to **KIMB Inc.** for $50,000. Principals are **Norton E. Warner** (25%), his wife **Diana** (25%), **Wyman E. Schnepp** (25%) and his wife **Willa M.** (25%). They have no other broadcast interests. Ann. April 12.

WSYD Mount Airy, N. C.—Seeks transfer of control from **Robert Hennis Epperson** to **Erastus F. Poore** for $35,000. Mr. Poore's degree of control increases from 26.5% to 53%. He has no other business interest. Ann. April 7.

WERC (AM-FM) Erie, Pa.—Seeks assignment of license from **Cleveland Bcstg. Inc.** to **WERC Inc.** for $335,000. WERC Inc. is 100% owned by James Bcstg. Co. Principals are **Simon Goldman** (43.2%) and **Reginald A. Lenna** (43.2%). James Bcstg. owns WJTN-AM-FM Jamestown, WGGO Salamanca, WDOW Dunkirk, all N. Y., and WCUM Cumberland, Md. Ann. April 6.

WRAW Reading, Pa.—Seeks assignment of license from **WRAW Inc.** to **Reading Radio Inc.** for $307,000. Principals are **Wm. F. Rust Jr.** (69.4%) and **Ralph Gottlieb** (30.6%). Both have interests in WKBR Manchester, N. H.; WTSN Dover, N. H.; WKBK Keene, N. H.; WAEB Allentown, Pa.; and WNOW York, Pa. Ann. April 12.

WYNG Warwick, R. I.—Seeks assignment of license from **West Shore Bcstg. Co.** to **Attleboro Radio Assn. Inc.** for $90,000. Principal is **Jerome Ottmar** (58.9%). Mr. Ottmar has interest in local newspaper and is director of several businesses. Ann. April 12.

WRGP-TV Chattanooga, Tenn. — Seeks assignment of license from **Mountain City Television Inc** to **WSTV Inc.** No consideration involved; WSTV Inc. is sole owner of Mountain City. Principals are **Jack N. Berkman** (17.21%), his brother **Louis Berkman** (17.21%), and **John J. Laux** (11.36%). Company owns WSTV-AM-FM-TV Steubenville, Ohio; WBOY-AM-TV Clarksburg, W. Va.; KODE-AM-TV Joplin, Mo.; KMLB-AM-FM Monroe, La. Principals also have interests in WPIT-AM-FM Pittsburgh, WSOL Tampa, Fla., WRDW-TV Augusta, Ga.; and in cp for WHTO-TV Atlantic City, N. J. Berkmans are in steel. Ann. April 12.

KUKA San Antonio, Tex.—Seeks assignment of license from **Leal Bcstg. Co.** to **Por Favor Inc.** for $200,000. Principals are **Alex A. Coe** (22.3%) and **Norman Fischer** (22.3%). They have no other business interests. Ann. March 31.

WMKE-FM Milwaukee, Wis.—Seeks assignment of license from **Norman H. Quale**, receiver, to **Music-Time Inc.** for $25,000, equipment to be sold to Steffen Electro-Art Co. for $11,970. Full owners of both companies are **Mr. and Mrs. Richard V. Steffen.** They have no other business interests. Ann. April 7.

Hearing cases

FINAL DECISIONS

■ Commission granted application of Martin Karig for new am station to operate on 930 kc, 1 kw, DA, D, in Johnstown, N. Y. Comr. Bartley abstained. Dec. 20, 1960 initial decision looked toward this action. Action April 12.

■ Commission granted application of Marshall County Bcstg. Co. for new am station to operate on 1380 kc, 1 kw, D, in Arab, Ala., and denied application of Walter G. Allen for similiar facilities in Huntsville, Ala. Chrm. Minow and Comr. Craven not participating. March 30, 1960 initial decision looked toward this action. Action April 12.

■ Commission granted application of Sheffield Bcstg. Co. for new am station to operate on 1290 kc, 1 kw, D, in Sheffield, Ala., and denied application of J. B. Falt, Jr., for similar facilities. Chrm. Minow and Comr. Craven not participating. March 30, 1960 initial decision looked toward this action. Action April 12.

■ Commission denied petition by KISD Sioux Falls, S. D., to make effective immediately that part applicable to it of Feb. 7 initial decision which looked toward granting applications of KISD to increase daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and Alexandria Bcstg. Corp. to change facilities of KXRA Alexandria, Minn., from 1490 kc, 250 w, U, to 1230 kc, 1 kw-LS, 250 w-N, and denying application of Western Minnesota Bcstg. Co. to change facilities of KMRS Morris, Minn., from 1570 kc, 1 kw, D, to 1230 kc, 250 w, U. Commission stated:

"The petitioner's request requires that the commission at this time examine, at least in part, the initial decision and the exceptions thereto. This is contrary to the normal commission procedure in considering an initial decision to which exceptions have been filed. In the absence of a showing that the public interest requires an immediate grant of the petitioner's application, a departure from our normal procedure is not warranted."

■ By memorandum opinion and order, Commission, on its own motion (1) vacated chief hearing examiner's Jan. 5 grant to KOA Denver, Colo., to intervene in proceeding on applications for new am stations on 860 kc of Bernalillo Bcstg. Co., Albuquerque, Belen Bcstg. Co., Belen, and Cosmopolitan Bcstg. Co., Santa Fe, all N. M. (2) terminated KOA intervention, and (3) dismissed as moot Broadcast Bureau's petition to review Jan. 5 ruling. Proceeding originally included application of KARA Inc. to change facilities of KARA Albuquerque,

Continued on page 138

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Continued from page 136

from 1310 kc, 1 kw, D, to 860 kc, 1 kw, D, but that application and Cosmopolitan applications were dismissed at applicant's request; examiner on record held Bernalillo in default, and Belen application would cause no interference to KOA. Action April 12.

■ By memorandum opinion and order, commission (1) denied Jan. 27 petition by Frederick County Bcstrs. for review of hearing examiner's denial under sec. 1.311 (b) of its petition to amend application for new am station in Winchester, Va., on 1480 kc, D, to reduce requested power from 1 kw to 500 w with DA; (2) granted Frederick's Feb. 15 petition for review of examiner's denial of its conditional request for leave to so amend under sec. 1.311 (c); (3) granted latter amendment and returned application to processing line; and (4) in view of fact that initial decision was issued March 17 looking toward denying Frederick application and granting that of Town Radio Inc. for new station on 1480 kc, 500 w, D, in Shippensburg, Pa., remanded applications to examiner for further action consistent with memorandum opinion and order. Comr. Craven issued concurring statement in which Comr. Hyde concurred; Comr. Ford concurred in part and dissented in part, and issued statement in which Chrm. Minow and Comr. Bartley concurred. Action April 12.

■ Commission scheduled following proceedings for oral argument on May 18: Radio Associates Inc., and WLOX Bcstg. Co., for tv stations to operate on ch. 13 in Biloxi, Miss. David L. Kurtz for new class B fm station in Philadelphia, Pa. WJPB-TV (ch. 5), Weston, W. Va., and am applications of KSRO Santa Rosa, Calif. Action April 12.

STAFF INSTRUCTIONS

■ Commission directed preparation of document looking toward granting application of Tuscola Bcstg. Co. for new am station to operate on 1360 kc, 500 w, D, in Caro, Mich., and denying application of Caro Bcstg. Co. for similar facilities. Aug. 4, 1960 initial decision looked toward denying both applications. Action April 12.

■ Commission on April 12 directed preparation of document looking toward granting application of Bay Area Electronic Assoc. for new am station to operate on 1580 kc, 500 w, D, in Santa Rosa, Calif. Supplemental initial decision of Aug. 23, 1960 looked toward denying application. Action April 12.

Announcement of these preliminary steps does not constitute commission action in such cases, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decisions.

INITIAL DECISIONS

■ Hearing examiner Herbert Sharfman issued initial decision looking toward granting application of Central Bcstg. Corp. to increase daytime power of WKBV Richmond, Ind., from 250 w to 1 kw, continued operation on 1490 kc, 250w-N; conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw. Action April 11.

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of KRNO Inc. to increase daytime power of KRNO San Bernardino, Calif. from 250 w to 1 kw, during periods when KPPC Pasadena is not operating, continued operation on 1240 kc, 250 w-N; conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw. Action April 11.

■ Hearing examiner Isadore A. Honig issued initial decision looking toward granting application of Sunbury Bcstg. Corp. to change facilities of WKOK Sunbury, Pa., from 1240 kc, 250 w, U, to 1070 kc, 10 kw-LS, 1 kw-N, DA-2, at new trans. site; engineering condition. Action April 11.

■ Hearing examiner Isadore A. Honig issued initial decision looking toward granting applications of First Carolina Corp. for new tv station to operate on ch. 25 in Columbia, S. C. Action April 12.

■ Hearing examiner Elizabeth C. Smith issued supplemental initial decision looking toward granting application of Brennan Bcstg. Co. to operate station WAPE Jacksonville, Fla., nighttime hours with 10 kw, DA, continued operation on 690 kc, 25 kw-LS. Action April 12.

■ Hearing examiner Herbert Sharfman issued an initial decision looking toward granting applications of WMDN Midland, Mich., and WBEX Chillicothe, Ohio, to increase daytime power from 250 w to 1 kw, continued operation on 1490 kc, 250 w-N, each conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw. Action April 7.

OTHER ACTIONS

■ By memorandum opinion and order, commission granted extension of authority to Triangle Publications Inc. to continue temporary operation of station KFRE-TV Fresno, Calif., simultaneously on chs. 30 and 12 until June 1, but denied its request for 90-day extension; granted related petition by KMJ-TV (ch. 24) Fresno to extent indicated. Comr. Craven not participating. Commission stated that "Such further limited use of ch. 12 should not have a significant adverse effect on deintermixture of Fresno or on the Fresno uhf stations, and should give Triangle ample time to accomplish the purposes upon which its original request was based." Action April 12.

WGMA Hollywood, Fla.—Designated for hearing application for renewal of license upon issues to determine (1) extent to which Daniel Enright, one of its principals, was involved in preparation or production of fixed tv quiz shows; (2) whether applicant, Melody Music Inc. possesses requisite qualifications to be licensee; and (3) whether grant of application would serve public interest, convenience and necessity. Comrs. Hyde, Lee and Craven dissented. Action April 12.

WGRY Gary, Ind.; KSUM Fairmont, Minn.; KDTH Dubuque, Iowa; WPRC Lincoln, Ill.; WCCN Neillsville, Wis.—Designated for consolidated hearing applications for change of operation on 1370 kc—WGRY and WPRC to increase power from 500 w to 1 kw, D; KSUM to increase daytime power from 1 kw to 5 kw, continued operation with 1 kw-N, DA-2; KDTH to increase daytime power from 1 kw to 5 kw, continued nighttime operation with 1 kw, DA-N; and WCCN to increase ant. tower height and remove resistor on 1370 kc, 5 kw, D; made KWK St. Louis, Mo., and WAAP Peoria, Ill., parties to proceeding, and WGRY, KDTH, WPRC and WCCN parties with respect to their existing operations. Action April 12.

KORD Pasco, Wash.—Designated for hearing application to increase daytime power on 910 kc, D, from 1 kw to 5 kw in consolidated proceeding with application for renewal of license, and changed hearing issues accordingly; made KISN Vancouver and KXLY Spokane parties to the proceeding. Action April 12.

■ Following stations were granted subsidiary communications authorizations to engage in multiplex operations: KOOL-FM Phoenix, Ariz.; WXEN-FM Cleveland, Ohio; KARO Houston, Tex.; and KQRO Dallas, Tex.; conditions. Action April 12.

Routine roundup

ACTIONS ON MOTIONS BY FCC

■ Commission on April 6 granted request by WGAL-TV (ch. 8) Lancaster, Pa., and extended to April 21 time for filing statements to petition by WARD-TV Johnstown, Pa., for rulemaking to change tv channels in Johnstown. Action April 11.

By Commissioner Frederick W. Ford

■ Granted petition by Des Plaines-Arlington Bcstg. Co., Des Plaines, Ill., and extended to April 18 time to file exceptions to initial decision in proceeding on its am application. Action April 6.

■ Granted petition by Broadcast Bureau and extended to April 20 time to respond to joint petition for reconsideration and clarification, and/or grant without hearing filed by applicants Catskills Bcstg. Co., Ellenville Bcstg. Co., and Ulster County Bcstg. Co., all Ellenville, N. Y., in proceeding on their am applications. Action April 6.

■ Upon request by Jefferson Standard Bcstg. Co., extended to May 22 time to file exceptions and allowed movant to file separate brief in support of exceptions not in excess of 70 pages, including appendices, in Greensboro-High Point, N. C., tv ch. 8 proceeding. Action April 10.

■ Granted petition by Broadcast Bureau and extended to April 12 time to respond to motion by WDKD Kingstree, S. C., to en-

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING APRIL 13

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,531	36	134	800
FM	794	63	199	113
TV	486[1]	56	84	96

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING APRIL 13

	VHF	UHF	TV
Commercial	464	78	542
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC Jan. 31

	AM	FM	TV
Licensed (all on air)	3,522	758	486[1]
Cps on air (new stations)	30	71	54
Cps not on air (new stations)	128	204	83
Total authorized stations	3,680	1,033	635
Applications for new stations (not in hearing)	622	73	29
Applications for new stations (in hearing)	170	28	64
Total applications for new stations	792	101	93
Applications for major changes (not in hearing)	550	45	34
Applications for major changes (in hearing)	256	4	22
Total applications for major changes	806	49	56
Licenses deleted	0	0	0
Cps deleted	0	0	1

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

large and modify issues in proceeding on its application for renewal of license and for license to cover cp. Action April 11.

■ Granted petition by First Presbyterian Church of Seattle, Wash. and extended to May 5 time to file exceptions to initial decision in proceeding on its application for renewal of license of KTW Seattle and that of Washington State U. for renewal of license of KWSC and aux., and for mod. of license of KWSC Pullman, Wash. Action April 11.

■ Granted petition by Broadcast Bureau and extended to April 20 time to respond to petition by KWK Radio Inc., for reconsideration of memorandum opinion and order released Feb. 27 which denied request for a bill of particulars in proceeding on revocation of license for KWK St. Louis, Mo. Action April 11.

■ Granted petition by Broadcast Bureau and extended to April 20 time to respond to joint petition by Creek County Bcstg. Co. and Sapulpa Bcstg. Corp., Sapulpa, Okla., for review of order refusing to reopen record; petition by M. W. Cooper, Midwest City, Okla., for review of hearing examiner's order and petition to accept late filing; and exceptions to initial decision in proceeding on their am applications. Action April 11.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled for hearing following am proceedings on dates shown: June 5—WHOW Clinton, Ill., WBRD Bradenton, Fla., Sands Bcstg. Corp., Indianapolis, Ind., June 7—Vernon E. Pressley, Canton, N. C., WLSC Loris, S. C., June 12—Kenneth G. Prather and Misha S. Prather, Boulder, and KDEN Denver, both Colo. Action April 5.

■ Granted petition by Nassau Bcstg. Co., Princeton, N. J., and extended from April 3 to April 4 time to file proposed findings and conclusions in proceeding on its am application. Action April 4.

■ Continued April 6 prehearing conference to new date to be specified by presiding hearing examiner in matter of mod. of license of KERO-TV (ch. 10), Bakersfield, Calif. Action April 3.

■ Granted joint petition by Rodio Radio and WKAP Inc. for approval of agreement whereby WKAP Inc. would pay Rodio Radio $5,000 for partial reimbursement of expenses incurred in connection with latter's application for new am station to operate on 1320 kc, 500 w, D, DA, in Hammonton, N. J., in return for its withdrawal; dismissed Rodio Radio application with prejudice; granted application of WKAP Inc. to increase daytime power of WKAP Allentown, Pa., from 1 kw to 5 kw, with DA-2, continued operation on 1320 kc, 1 kw-N, and terminated proceeding. Action April 7.

■ Granted joint petition by Four States Bcstg. Co. and Regional Bcstg. Co., applicants for new am stations to operate on 1410 kc, 1 kw, D, in Halfway, Md., for waiver of sec. 1.316 (a) of rules and for approval of joint agreement to merge their interests so that Regional would continue prosecution of its application and Four States would acquire 17.76% stock interest of Regional; dismissed application of Four States with prejudice, but permitted effectuation of merger agreement and amended Regional application accordingly; retained in hearing status Regional application. Action April 6.

■ Granted petition by High-Fidelity Bcstrs. Corp., for dismissal of its application for new am station to operate on 1400 kc, 100 w, U, in Norristown, Pa., but dismissed application with prejudice and terminated proceeding. Action April 7.

■ Granted petition by Wireline Radio Inc. and accepted its late-filed appearance in proceeding on its application for renewal of license of WITT Lewisburg, Pa. Action April 7.

■ Scheduled oral argument for April 13 on joint petition by Santa Fe Bcstg. Co., Santa Fe, N. M., and Valley Broadcasters, Espanola, N. M., for approval of agreement looking toward dismissal of Santa Fe application in am proceeding. Action April 11.

■ Continued April 12 prehearing conference to new date to be specified by presiding hearing examiner in proceeding on am applications of KGFJ Los Angeles, and Sun State Bcstg. System Inc., San Fernando, Calif. Action April 11.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by E. C. Gunter, San Angelo, Tex., for leave to amend his tv application to show new supporting tower for ant. system and additional cost of same; application is consolidated for hearing with Abilene Radio & Tv. Co. both for ch. 3 in San Angelo, Tex. Action April 6.

By Hearing Examiner Asher H. Ende

■ Granted petition by WOIO Cincinnati, Ohio, for leave to amend its fm application to change frequency from 98.5 mc to 94.1 mc; application returned to processing line and proceedings terminated. Action April 6.

■ Issued order following April 5 prehearing conference, scheduled certain procedural dates and continued May 1 hearing to May 23 in proceeding on am applications of Olean Bcstg. Corp., Plattsburg and WIRY Inc., Lake Placid, both N. Y. Action April 5.

■ Issued order after prehearing conference and postponed without date April 17 hearing provided that applicant files petition for reconsideration and grant within time specified by commission's rules, and further ordered that if such petition for reconsideration is not timely filed hearing shall proceed at time and place heretofore specified in proceeding on application of Wireline Radio Inc. for renewal of license of station WITT Lewisburg, Pa. Action April 4.

■ Issued supplemental order after prehearing conference in proceeding on application of Wireline Radio Inc. for renewal of license of WITT, Lewisburg, Pa., and amended in certain respects April 4 order. Action April 7.

By Hearing Examiner Thomas H. Donahue

■ On basis of agreements reached at April 5 prehearing conference, scheduled certain procedural dates and further prehearing conference for June 6, and hearing for June 19 in proceeding on am applications of WOSH Oshkosh and WGEZ Beloit, both Wis. Action April 5.

■ Issued order following pre-hearing conference of April 10, scheduled certain procedural dates, and hearing for July 5; examiner ruled that unless Elias and Robinson, Glen Burnie, Md. on or before April 20 file petition to dismiss their application, or alternatively show good cause why their application should not be held in default for failure to prosecute, examiner will, on own motion, default that application. Action April 10.

By Hearing Examiner Forest L. McClenning

■ On own motion, continued without date April 10 hearing in proceeding on am application of WTMT Louisville, Ky. Action April 4.

■ Granted requests by applicants and extended from April 5 to April 14 time to file reply findings in proceeding on applications of Newport Bcstg. Co. and Crittenden County Bcstg. Co., for new am stations in West Memphis, Ark. Action April 5.

■ Granted motion by Beacon Bcstg. System Inc. and extended from April 7 to April 10 time to file proposed findings of fact and conclusions on air hazard issue in proceeding on its application and that of Suburban Bcstg. Co., Inc., for new am stations in Grafton-Cedarburg and Jackson, Wis. Action April 6.

By Hearing Examiner Millard F. French

■ Upon joint motion of applicants and with consent of Broadcast Bureau, extended from April 14 to April 27 time for filing reply findings and conclusions in Lafayette-Lake Charles, La., tv ch. 3 proceeding. Action April 5.

By Hearing Examiner Herbert Sharfman

■ Issued statement and order after prehearing conference in proceeding on am applications of WROK Rockford, Ill., et al., scheduled certain procedural dates and hearing for June 7. Action April 3.

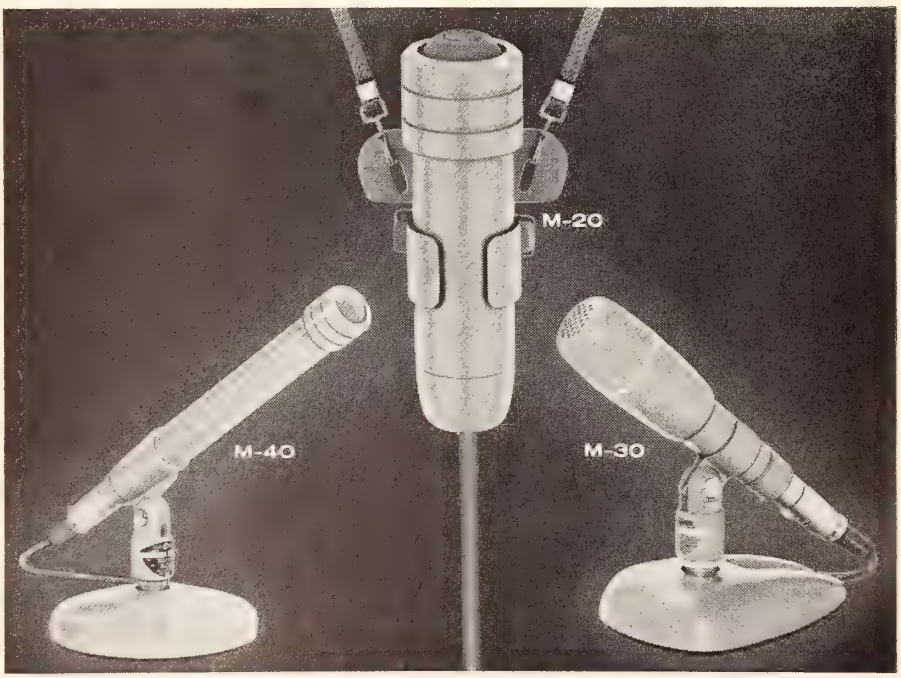
■ On request by Broadcast Bureau and without objection by other parties, further extended from April 4 to April 14 time for filing proposed findings of fact and con-

Continued on page 145

These three Collins dynamic microphones feature the Dynaflex non-metallic diaphragm. They're handsomely designed, yet rugged enough to take in stride temperature extremes, shocks and humidity. The Dynaflex diaphragm gives you a smooth response over a wide frequency range.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA



M-40 response 40-20,000 cps • output —57 db • 9½ inches long, 1 inch in diameter • 11 ounces. M-30 response 50-18,000 cps. • output —57 db • 6½ inches long, 1¾ inches in diameter at head • 16 ounces. M-20 response 60-18,000 cps • output —57 db • 4 inches long, 1 inch in diameter • 3½ ounces. For more information contact your Collins sales engineer or write.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Your chance to move into management from salesmanager. Small market station in sunny south Florida needs manager who can sell and do a board shift. Base plus percentage of what you sell and percentage of gross revenues. Expect long hours, hard work in this job which can be your first station management position and your stepping stone to larger markets within the chain. Resume to Box 769D, BROADCASTING.

Possibility of lease with option to purchase to manager who would qualify financially and professionally. Box 817E, BROADCASTING.

Strong selling station manager wanted for midwest kilowatt. Good opportunity and future! Contact Bill Tedrick, KWRT, Boonville, Missouri, immediately.

Wanted—Program manager for negro appeal station in major market. This is a permanent position with excellent future for man willing to work and take responsibility. State background and experience in first letter. Box 881E, BROADCASTING.

Sales

South Florida metro market. $100.00 week plus 15%. Weekly collected sales of $500.00 you get $150.00. On $1000.00 you get $250. You must have a proven record in radio time sales which will be thoroughly checked. A great opportunity for the hard working pro. Box 767D, BROADCASTING.

No. 1 Pulse rated 5000 watt southeastern fulltimer, seeking creative, aggressive, loyal salesman. Excellent station acceptance, good future, top salary. Write in confidence to Box 568E, BROADCASTING.

New Jersey—excellent opportunity for good producer. Multiple chain, top Washington indie. Box 803E, BROADCASTING.

Health created opening 200 miles from Chicago. Healthy, growing market. Worker can earn $8500 commissions first year. Box 840E, BROADCASTING.

Salesman needed by leading station. College town. Good guarantee. Announcing experience desirable. KTOE, Mankato, Minnesota.

Broadcast sales-hungry, aggressive salesman, experienced Washington, D. C. area. Top career executive incentives with strong radio organization. Contact John Burgreen, WAVA AM-FM, Arlington 7, Va.

Salesman—must be experienced—name your terms. Cape Canaveral, WEZY, Cocoa, Florida.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Announcers

South Florida 5 kw indie needs dj. Must be fast paced, tight production, experienced in modern radio format operation. $125 week to start. Box 553D, BROADCASTING.

Combo man. $125.00 week to start . . . $140 in 3 months at south Florida station. Heavy on announcing side. Experienced man only. Send full resume to Box 768D, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Announcer with frst class ticket, maintenance is secondary. Box 928D, BROADCASTING.

Experienced morning man for mid-western medium market. No beginners as this job will pay above average income to the right man. Send tape, complete resume, and starting salary expected. Personal interview will be arranged later. Box 744E, BROADCASTING.

Top flight commercial voice—must have first class ticket. Mid-west, remote directional. Start at $516.00 monthly. Send photo, tape, background, references. Box 804E, BROADCASTING.

Experienced announcer who can also write copy needed by top-flight indie station in single Louisiana market. Great opportunity for dependable self-starter. Send complete resume, audition. Box 810E, BROADCASTING.

Illinois. Experienced morning man with air salesmanship. $390 per month. Box 839E, BROADCASTING.

Best salary for two outstanding, experienced men. Versatile newsman and a production-minded dj for fast-paced top 40 station. Resume and tape. Box 870E, BROADCASTING.

Radio news reporter for major Ohio market. Good delivery important; know-how even more so. No night work. Above average salary. Background letter and tape, please. Box 872E, BROADCASTING.

DJ, copywriter and announcer, salesman. Unlimited opportunity in growing station in ½ million central New York metropolitan market. Good news, tight production. Immediate opening. Rush resume, tape and salary requirements to Box 20, North Syracuse, N. Y.

KBUD Athens, Texas needs announcer with sales experience.

DJ with first ticket, with or without maintenance, experienced or inexperienced KGHM, Brookfield, Missouri.

Wanted, money hungry announcer-salesman. Hard worker can make $600 a month. Must be family man with minimum of 4 years experience. Mondays off. Personal interview preferred. K-GRL, Bend Oregon.

Announcer-salesman, immediate opening, strong on sales, some board time. KSUE, Susanville, California.

Tedesco Stations need top personnel in all departments. Announcers, announcer-engineers send tape—Don Johnson, KWKY, Des Moines. Others contact Tedesco, Inc., 1202 Pioneer Building, St. Paul, Minnesota. CA 7-7007.

Washington week-end radio—Young announcer, resonant voice with personal knowledge; field sports in Washington, D. C. area. Top long range opportunity. Contact Warren Miller, WAVA-AM-FM, Arlington 7, Va.

Wanted: Young versatile announcers for new AM station. Send photo and resume to KGNS-TV, Laredo, Texas.

Announcer with 1st ticket—able to move non-format swinging adult show in stable central Florida market. Send tape and resume to WBAR, Bartow, Fla.

Help Wanted—(Cont'd)

Announcers

Washington radio personality. Searching for experienced radio personality; resonant clipped accent, sense of humor and national affairs (Will Rogers); feeling for popular American folk, music. Top salary and career incentives with strong AM-FM organization, Washington, D. C. Contact Warren Miller, WAVA AM-FM, Arlington 7, Va.

Wanted: Announcer with first phone—no maintenance—40 hour week—Paid hospitalization—Paid life insurance—Paid vacation. Send tape and resume to WEED, Rocky Mount, North Carolina.

Mid Tennessee fulltimer has opening for engineer-announcer. Must handle routine maintenance and regular board-shift. Emphasis on announcing, plenty of opportunity for advancement. Tape, resume, photo. WGNS, Box 310, Murfreesboro, Tenn.

Swingin' good music station in state's largest market needs strong adult appeal dj. Must run tight production board and do good job with news. Send resume, tape, photo to Bill Gerson, WINN, 412 Speed Bldg., Louisville, Ky.

Wanted immediately, announcer with first class license. Excellent working conditions. Excellent pay. WITE, Box 277, Brazil, Indiana.

1st phone, production dj. Good working conditions, c/w daytime operation. Send complete resume with salary requirements to WKTC, Charlotte, N. C.

Immediate opening for radio/tv staff man. Minimum two years commercial experience required. Radio board operation, knowledge of standard music and adult presentation required. On-camera experience helpful. 40-hour week and all fringe benefits. No news. Address off-air tape, resume, snapshot to Program Director. WOC-AM-FM-TV, Davenport, Iowa.

Announcer with first class ticket for 1 kw daytime station. Please send details first letter to WONG, Box 451, Oneida, New York.

Need experienced morning man. Rush tape, references. WSMI, Litchfield, Illinois.

Combination chief engineer-announcer, excellent physical plant and working conditions; starting salary $100. per week; contact E. Dean Finney, St. Johnsbury, Vermont.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Technical

A good chief engineer—by an outstanding Class Four midwest smalltown station. Well-equipped, liberal budget, excellent staff with two licensed engineers. Applicant should have experience in AM, FM, shortwave and a high caliber of pride in maintenance. Salary open, state requirements, with knowledge and experience to substantiate. Box 739E, BROADCASTING.

Maryland station wants engineer. For interview write Box 774E, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Immediate opening for experienced chief. Montana kilowatt with remote control needs man that can assume full responsibility for technical end. Station has excellent equipment. Applicant must have executive ability and be strong on maintenance. Send resume including credit, character references, plus picture. Box 842E, BROADCASTING.

Wanted: Engineer-announcer for daytimer. Station WAMD, Aberdeen, Md.

Chief engineer AM and FM station. Send references and experience. WHOP, Hopkinsville, Kentucky.

WTTN-Watertown, Wisconsin. Chief engineer-some announcing, immediate.

Chief engineer for WIKE, Newport, Vermont; fulltime outlet; starting pay $100. per week; excellent physical plant and working conditions; contact E. Dean Finney, WTWN, St. Johnsbury, Vermont.

Progressive growing New York state broadcasting organization has engineering positions open for licensed first phone engineering personnel, write G. F. Cushing, Vice President Engineering, Ivy Broadcasting Company, Box 10, Ithaca, New York.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Production—Programming, Others

News and public affairs director for radio and television. Mature creative, imaginative newsman in the age bracket of 40 years who wants to supplement network news by recruiting and either giving or supervising the presentation of local news and public affairs programming. Opening available within six months. Starting salary $200 per week. Send tape and photo with background in first letter. Box 544E, BROADCASTING.

Copywriter—Miami—The south's top 50,000 watter needs experienced copywriter, capable of speed, accuracy and fresh ideas with ability to make good use of production aides. Send background, sample copy and salary desired to Ned Powers, WINZ, Miami, Florida.

Newsman with 1st class ticket for new operation starting soon. Gather, write and deliver local news. WNJH, Hammonton, New Jersey.

News director—Emphasis on local news-future with new station. WSOR, Windsor, Conn.

RADIO

Situations Wanted—Management

New Yorker desires to manage and buy stock into radio station. Responsible, experienced. Box 779E, BROADCASTING.

Big league experience, know how. Damned good sales manager. College, 37, married. Box 797E, BROADCASTING.

Manager—young—12 years experience all phases. Heavy on sales. Desire small-medium market southeast. Box 811E, BROADCASTING.

General manager, creates sales, profits, gets results, convince yourself, write Box 822E, BROADCASTING.

Get a qualified man for management. Fifteen years in radio, experienced in every department, first class license. Successful record of stability; employed. Box 845E, BROADCASTING.

Working manager—Proven record, first phone, sales, 10 years all phases, married, 34, best references. Box 850E, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Radio manager. 8 years sales manager, Record of successful stations. Also national tv experience. Prefer midwest. Box 852E, BROADCASTING.

Talented announcer, copywriter, production and sales background. College grad, seeking move to management or assistant management small to medium market station. Ten years broadcasting experience. Could invest. Age 30 . . . could invest. Box 832E, BROADCASTING.

General manager. Eighteen years all phases. Over ten years manager very successful station. Excellent references. Box 867E, BROADCASTING.

Sales

National sales manager-commercial manager, (radio and/or television). Productive sales specialist, 13 years all phases sales and station administration, last six years New York. Desire challenge, potential and future. Will relocate for right opportunity. Box 725E, BROADCASTING.

Announcer-sales. Married-will settle. Phone BU 4-8737, N.Y.C. Box 770E, BROADCASTING.

Personable, persistent . . . Top billing in competitive 6 station market, married, family man. If you've got the time, don't waste it, contact me and I'll sell it. Box 820E, BROADCASTING.

Top sales experience, strong news background, licensed, married, educated, veteran. Box 828E, BROADCASTING.

Have $5000, radio-newspaper sales experience, plus news, copy, announcing. Journ grad, want interest in station or? Box 831E, BROADCASTING.

Presently employed as production manager-salesman. Desire position full time sales. Ten years broadcasting experience all phases. College grad. Box 833E, BROADCASTING.

Announcers

Personality first phone dj. College, experience. Give details and salary. Box 645E, BROADCASTING.

Personality, audience builder, production plus, including production spots that sell, well versed in popular music, current events and local affairs, family man, large market only! Box 704E, BROADCASTING.

Announcer, dj, news. College grad. 5 years experience. Family. Presently employed. Desire better pay and opportunities. Prefer good music. Tapes available. Free in June. Box 722E, BROADCASTING.

Experienced announcer — Sportscaster. 26 looking for active well organized station. Full of ambition, reliable. Radio college graduate. Tape, resume, picture available. Box 724E, BROADCASTING.

Energetic young announcer wishes to relocate in metro market with swingin' station. Married . . . education . . . experienced in dj shows (all types music); news; sports play-by-play; personal appearances. Box 729E, BROADCASTING.

Announcer dj, dependable, hard working, college grad looking for first position, married, vet. Box 741E, BROADCASTING.

Experienced, versatile staff background. Emphasis on clean, authoritative news—commercials that sell—adaptable style on record shows. Strong background in all phases of sports, including play-by-play. Will stay with job that offers future. Prefer midwest. Box 765E, BROADCASTING.

Newsman DJ. Married. 2 years experience. Tight production. Bright. Box 771E, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Ticket experienced dj. Bright, cheerful air personality. Tight production. Solid background in modern radio. Could also serve as PD. Tape, resume available. Box 783E, BROADCASTING.

Experienced deejay with first phone. Wants move to station that moves. Family man. Box 796E, BROADCASTING.

Top country disc jockey. 10 years experience. Sober, reliable family man. Tape and resume on request. Box 798E, BROADCASTING.

Got "morning" sickness? Get a real pill. Bud Baldwin for 20 years adult-type morning man on WHIO and WING, Dayton, Ohio. Available—Anywhere—Now! Box 797E, BROADCASTING.

Sign on announcer—1st phone. 35, family, 2 years experience. Prefer central or S.E. Iowa. Air check on request. Box 800E, BROADCASTING.

Happy sounding, experienced jockey, desires immediate opening in medium market station that swings. Box 802E, BROADCASTING.

Bright, happy sounding modern DJ-PD. . . . Extensive programming-production background in top metropolitan market operations. Prefer New York state area . . . will consider others. Box 806E, BROADCASTING.

DJ young, ambitious, presently employed. Tired of dead radio. Desires top 40. Box 809E, BROADCASTING.

I love sports—Do you? Try me. Play-by-play all sports, college graduate. Radio-tv sports director, married. Box 812E, BROADCASTING.

Radio-tv-announcer, MC, newscaster, commercials. Age 30, male model. Wish to resume career after 6 years in father's business. No ties. Magnificent, well modulated voice. Will come anywhere in America for interview. Box 813E, BROADCASTING.

Primary importance. Announcing position. Experienced staff, DJ, console, tight production, mature delivery, conscientious, reliable, college. Presently employed N.Y.C. FM. Tape, resume, references. Box 814E, BROADCASTING.

Good first phone morning man. Experienced all phases. Best references. Box 815E, BROADCASTING.

College graduate, B.S. speech, needs experience. 29, married. Strong on news, sports and copywriting. Also good on evening D.J. shows. Tape, photo. Box 816E, BROADCASTING.

Top announcer, dj. Excellent background includes network radio and television. Box 819E, BROADCASTING.

Lets face it! You need a relaxed, informal delivery, with a poised and tastefully humorous approach, to sell an after hours show. Large market. $110 minimum. Box 821E, BROADCASTING.

Announcer, four years AM experience. Seeking night position, midwest. Married. Box 823E, BROADCASTING.

Desire to locate in Minnesota. 2 years experience. Age 35, family. 1st phone. Box 830E, BROADCASTING.

Sports announcer looking for sports minded station. Finest of references. Box 838E, BROADCASTING.

Sixteen years on air/experience AM and TV. Qualified as dj, program director, news. Worked mostly midwest but not fussy as to location. Box 841E, BROADCASTING.

Feminine mike. Music you'll like. Sounds just right for a listenable night. Box 844E, BROADCASTING.

Want stable operation. I will get them ready for work or bed. Production personality five years experience, first phone, married. Want $125.00. Box 851E, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Disc jockey, newscaster (radio and television), program director and sports enthusiast. Complete two years in large midwest competitive area. Prefer to locate in the midwest. Box 854E, BROADCASTING.

Announcer-dj, married, want to settle down. Good tight board—bright sound. Willing to relocate. Box 753E, BROADCASTING.

Announcer, dj, experienced, tight board, smoothe ad lib, versatility looking for a future. Box 856E, BROADCASTING.

Available immediately . . . mature announcer . . . 6 years radio, 2½ years on regional net. News, production, thorough knowledge of pop and CW. 31, married, vet, excellent reference, have car. Phone ALpine 2-6709, Billings, Montana or Box 857E, BROADCASTING.

Announcer, dj. desires staff job. Experience? Selling, writing and airing own weekly show past 3½ years. College grad. Professional musician. Married, vet, 27, prefers permanent position within commuting distance of Chicago. Box 858E, BROADCASTING.

Negro dj experienced, combo, tight format. Will travel. Box 860E, BROADCASTING.

Announcer dj, tight format, live sound, combo, married, will travel. Box 861E, BROADCASTING.

Experienced first rate announcer. Decent market. $110 minimum. If you want quality. Box 862E, BROADCASTING.

Announcer, disc jockey, experienced, married family man wants to settle. Box 863E, BROADCASTING.

Personality—Can handle news. Four years experience. Prefer New England. Box 866E, BROADCASTING.

University senior majoring in radio-television desires summer employment in the south, preferably in the Carolinas. Some experience. Excellent references. Box 869E, BROADCASTING.

Format and otherwise announcer. 12 years experience servicing and some sales. Family man desires to stay in N. C. Box 875E, BROADCASTING.

Sports announcer, baseball, football, basketball. Good play-by-play. Top rated in area. Box 876E, BROADCASTING.

Top rated d.j. looking for a New Frontier in N. Y., N. J. or Conn. Box 877E, BROADCASTING.

Play-by-play sports and newsman. B.A. Seven years experience. Box 879E, BROADCASTING.

Dependable. Unique. Warm. Consider first-rate station only. $750.00. Box 880E, BROADCASTING.

Announcer, dj, experienced fast board. Good ad lib. Wants to settle. Box 884E, BROADCASTING.

Announcer, good engineer desires to relocate. Family man, 4 months board experience. Will send tape. Box 885E, BROADCASTING.

Available immediately. Announcer-engineer. Graduate DeVry Tech, Chicago. 1-year experience. Highest recommendations available. More interested in job with future than immediate remuneration. Box 886E, BROADCASTING.

Announcer with 1st phone license. Announcing school graduate. Good voice and personality. Will locate anywhere. John Burton, 3501 5th Ave., Los Angeles, California.

Staff announcer, good personality, college graduate business. Interested announcing, sales. Can handle news, commercials, dee jay. Run own board, write copy. Musician, broad knowledge music. Vet, family man, car. For tape contact: Steve Dwork, 601 West 163rd St., New York, N. Y., LO 8-5839.

Situations Wanted—(Cont'd)

Announcers

Two young dj's, light experience, willing to relocate. M. DeChausse, 361 SW 22nd., Miami, Florida.

College graduate, active service completed. Wish to finally swing fulltime as top 40 announcer-d.j. Contact: Marvin Goldsher, 8031 Abbott Avenue, Miami Beach, Florida or UNion 5-8188.

Announcer, salesman. Family man, no floater, will settle. Selesta Graham, 14 Mount Morris Park West, New York 27, N. Y. ATwater 9-1029.

Announcer, pd, music director. Three years experience, soft-sell style, good music format. Excellent voice, top music knowledge. B.S. in radio-tv. Married, will move. Call George Kapheim, 683 Carrollton, Mo.

Announcer available immediately, 3 years experience. Bill Maddox, UN 7-5248, Ft. Morgan, Colorado.

Man 30 years, now employed in radio doing sales plus announcing for past year, desire to locate in California in sales or announcing or both have third phone, what have you. Contact Robert North, 1009 Worth Drive, Cheyenne, Wyoming, telephone 632-1784.

Staff announcer sports background. Four years experience. Have written continuity. Robert Paul, 6200 E. South St., Lakewood, California.

1st phone dj, tight board, lots of production ideas, plus own complete production setup with lots of gimmix. Call ED 3-1101, Bill Taylor, Chief Engineer, WKTC, Charlotte, N. C.

Technical

Experienced first phone, mature, steady and reliable. Desires position. Available immediately. Box 749E, BROADCASTING.

Engineer, first phone, eighteen months maintenance—some announcing experience, desires job as combination man with opportunity to train as announcer. Box 805E, BROADCASTING.

Want a chief engineer, experienced, high power, AM/FM, good character, references, dedicated to job? Write Box 826E, BROADCASTING.

Can you use an engineer with five years background and air voice plus P.D. talents? Available now to personality station on east coast or in midwest. $125. Box 882E, BROADCASTING.

Combo man—first phone 16 months experience. Available immediately. Prefers south or southwest. Jim Conley, 3309 Ridgeoak, Dallas 34, Texas.

First class engineer with some radio and tv experience desires position in the southwest or Louisiana. Contact Ray Loper, 1235 Isla Stephenville, Texas. Telephone Woodlawn 5-3357.

Production—Programming, Others

Michigan broadcasters—Let experience increase your regional and national billings. Successful Detroiter is opening firm to represent your station. Inquiries answered promptly. Box 721E, BROADCASTING.

News director—36 years old, 15 years radio. Top quality, authoritative voice, excellent writer and reporter. Years of editorial and feature writing. Market size of secondary importance to good news in depth operation. Box 727E, BROADCASTING.

PD experience go getter, worker, good airman with ticket. Experienced in promotions, production and plenty of ideas. Write now. Box 782E, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Past: terrific. Present: PD in multiple station market. Future: with you. Box 801E, BROADCASTING.

Program director-DJ . . . Complete background in metropolitan markets' number one stations . . . know-how and proven ability to install or direct modern operations. Prefer New York state area . . . will consider others. Box 807E, BROADCASTING.

Presently production manager. Desire return to news director. Two years as news director major market station. Journalism degree. Good writer, legman, newscaster. Ten years broadcasting. Journalism degee. Box 834E, BROADCASTING.

Sports director wants to advance. College graduate; eight years experience—college football and basketball, professional baseball. Top references. Box 849E, BROADCASTING.

Program director-announcer-first phone-sales. California only. Use any or all talents. Available immediately. Box 871E, BROADCASTING.

Experienced auditor, who can double in brass as announcer and salesman, interested in progressive station. College graduate. Banking background. Single. Box 874E, BROADCASTING.

Like to get up in the morning. Like to find personality station that needs experienced dj, P.D., and licensed engineer (a real one). Available now for a station on east coast or in midwest. $125. Box 883E, BROADCASTING.

TELEVISION

Help Wanted—Sales

Salesman for Claster Enterprises, Inc., to sell local-live syndicated tv packages. Must be free to travel coast to coast. Excellent opportunity. Salary and expenses. Send full details to: Romper Room, Inc., 2229 No. Charles St., Baltimore 18, Maryland.

Technical

RV studio engineers. Excellent oportunities for men having knowledge of theory and aggressive interest in station operation. Group tv station corporation. Send resume to Box 856D, BROADCASTING.

Wanted: Chief engineer for Channel 8, Idaho Falls, maximum power, fully GE equipped. State salary and qualifications first letter. Box 742E, BROADCASTING.

Wanted: One transmitter operator and one transmitter maintenance engineer for mountain top operation. Engineer must be familiar with GE equipment. Send resume to Chief Engineer KMSO-TV, 340 West Main, Missoula, Montana.

Television transmitter operator for KMVI-TV, Wailuku, Maui, Hawaii. Work 40 hours in three days, off four days every week. Write or call the station for details.

Engineer with 1st class license for vacation relief. Previous experience unnecessary. Position available May 1, 1961. Contact E. M. Tink, Director of Engineering, KWWL-TV, Waterloo, Iowa.

Experienced studio and maintenance engineer for permanent position. Excellent opportunity in busy TV operation. Send resume, references, to Chief Engineer, WTTW, Chicago.

Help Wanted—(Cont'd)

Production—Programming, Others

News and public affairs director for radio and television. Mature, creative, imaginative newsman in the age bracket of 40 years who wants to supplement network news by recruiting and either giving or supervising the presentation of local news and public affairs programming. Opening available within six months. Starting salary $200 per week. Send tape and photo with background in first letter. Box 544E, BROADCASTING.

Newsman wanted for southeastern capital city radio-tv operation. Desire man in twenties with good background in radio and/or tv news. College graduate preferred. Should have on-air news experience, also be skilled in beat reporting and preparation of newscasts. Please rush tape and resume, including references, salary requirement, and recent photo, to Box 843E, BROADCASTING.

TELEVISION

Situations Wanted—Management

TV manager or sales manager available immediately. Until March 31, 1961, was employed as sales manager of top rated, old line CBS affiliate within top fifty markets. Station income for last year was highest in 11 year history. Percentage of increase highest in history with exception of 1957. Age 38, married, family, 15 years experience. Best references from all previous employers, agencies, reps, network. Check CBS; Harrington, Righter & Parson, Branham Company, southeastern agencies, then call Dick Holloway, 2104 Villa Drive, Greensboro, North Carolina, Broadway 5-1029.

Technical

TV engineer, 36, 6 years experience video and micro-wave desires permanent supervisory position. Florida preferred. Box 777E, BROADCASTING.

1st phone, 6 years experience studio and transmitter. Available immediately. Box 829E, BROADCASTING.

First phone, three years experience, one year tv-tape, 25, married. Harold Compton, Box 75, Route 2, Franklin, N. C.

Production—Programming, Others

Promotion manager—Experienced all phases including advertising, publicity, public relations, research. Excellent references. Prefer larger market. Box 730E, BROADCASTING.

9 years experience—Management, producer-director, film director. Commercial and educational tv. Trouble shooter in all phases of TV. Age 34, married, family man. Desire permanent location and potential advancement. Box 789E, BROADCASTING.

Producer-director, ready to move up, three years wide experience, studio and remote. Last two at major station, three station area. B.S. degree in radio-television, 27, married. Top references. Also consider promotion. Box 825E, BROADCASTING.

Versatile announcer, children's personality, weatherman, director, writer. Desires return to tv. Five years tv experience. Box 835E, BROADCASTING.

Producer-director—Immediate availability. 7 years same company. Do one-man board, familiar all phases. Top references, high credit and no drifter. Want organization with future. Box 848E, BROADCASTING.

Midwest tv program director desires radio a/o tv announcer position in larger market. Seven years radio. 3 years tv announcer-sales experience. Family man, no floater, degree, hard worker, loyal. Box 853E, BROADCASTING.

More than 20 years of experience with station representatives, the FCC and broadcast networks is available to your organization. A qualified operating executive and administrator in sales development and research can immediately utilize his talents in your behalf. Box 859E, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Looking for a competent financial man? I can handle your station's routine affairs and advise on real estate, taxes, investments and other business matters. College graduate. Single. Salary secondary to opportunity to grow with progressive property. Box 873E, BROADCASTING.

FOR SALE

Equipment

RCA STL, 0.1 watt 7000 mc. Available soon. Excellent condition, complete with 4 ft. dishes. Box 787E, BROADCASTING.

550 foot Blaw-Knox self-supporting H-21 tower. Designed for FM and TV antennas. Dismantled, ready to ship. $15,000. Box 795E, BROADCASTING.

Ampex tape duplicator and two slave units. Closing our duplicator lab. Box 808E, BROADCASTING.

Dumont power supplies #5019A—$180.00. Dumont oscilloscopes #303—$200.00, #241—$60.00. Dumont voltage calibrator #264B—$15.00. Box 846E, BROADCASTING.

20′ section antenna, utility type 120 for sale. Never used. Painted tower red. Make offer. K-KAR, 1430 East Phillips Blvd., Pomona, California.

Gates BC-250-GY 250-watt AM transmitter. On air. Five years old. Spare crystal and tubes. Available sixty days. Like new. KSIG, Crowley, Louisiana. Price: $1200.00.

1kw UHF TV transmitter, Continental model PA-714, operates ch 14 to 31. WAFG-TV, 1000 Monte Sano Blvd., Huntsville, Ala.

Ingersoll-Rand #1MRVN-3 water pump with 220/440V 60c. motor for G.E. TT6 tv transmitter, $489.00 new, price F.O.B. Cincinnati $200.00. Paul Adams, WCPO-TV, Cincinati, Ohio.

Two vertical Para-Flux reproducers complete. Practically new. Includes 2 arms, 2 heads. 2 equalizers. All for $200.00. Write WRJW, Picayune, Mississippi.

RCA Model BTA-1L 1 kw transmitter, good condition, $1500; traded in on Bauer Model 707 "kit" transmitter. Write Bauer Electronics Corp., 1663 Industrial Road, San Carlos, California.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

George Kim & Son. Tower-painting, repairing, erection and demolishing. Ebensburg, RD#2, Pennsylvania.

Video monitors. See our new line at N.A.B. May 7th Wash., D. C.—Large screen waveform oscilloscope. High resolution viewfinder. 70 models video monitors. Miratel Electronics, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

1 Seeburg model SBU-1 auto record changer, 200 play, for background music. One M-5235 pre-amplifier. Never used. Original cost $474.00. Will sell both for $390. Contact Musique, Inc., Sikeston, Missouri.

Rigid transmission line, Andrews 1⅝" No. 551-3. New, unused, with hardware and fittings. Tremendous savings. Write for stock list. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

RCA Model BTA-1R 1 kw transmitter, latest model, good condition, $3500; traded in on a Bauer Model 707 "kit" transmitter. Write Bauer Electronics Corp., 1663 Industrial Road, San Carlos, California.

Towers ready for shipment. 15-200′ to 250′ towers, 8-400′ towers, 2-500′ towers and 1-600′ tower. All are guyed towers, and are from 30 lb. to 50 lb. wind load. These towers can be had at very attractive prices and terms if requirements are met. Contact T.C.A. Radio Tower Co.—2615 Bankhead Highway NW, Atlanta 18, Ga.

WANTED TO BUY

Stations

Successful midwest operator wants to expand to southwest. Cash or terms at your option. Brokers protected. Confidential, of course. Box 633E, BROADCASTING.

Californian desires small station ownership through lease-purchase arrangement. Responsible-experienced. Correspondence confidential. Box 677E, BROADCASTING.

Interested purchasing "CP" west of Mississippi River. T. M. Bush, 1418 South Country Club, Carlsbad, N. M.

Want to merge (or sell). We work, you play—any stations anywhere. Full details contact, Tedesco, Inc.—1202 Pioneer Building, St. Paul, Minnesota. CA 7-7007.

Equipment

Mike booms, Starbird, RCA; mike stands, RCA 90-A. State condition, price, Box 718E, BROADCASTING.

Used 5 kw transmitter. State make, age, and condition. Box 738E, BROADCASTING.

Interested in procuring a used-10 KW FM transformer for a Missionary Christian radio station. Interested parties may write us at P.O. Box #222, Miamisburg, Ohio or telephone us at UNderhill 6-5323.

Remote control for FM transmitter, immediately. George Caleshu, 7310 Gravois, St. Louis, Missouri.

Want any excess AM, FM, TV equipments including tubes. Good prices. Electrofind, 440 Columbus Avenue, N.Y.C.

Used TV equipment for CH 53 350′ tower, studio and transmitting equipment 1 kw trans diplexer etc. B. L. Golden, 308 S. Fruit, Fresno. Phone AM 4-5015.

MISCELLANEOUS

Experienced broadcast engineers available for your remote or tape programs originating from Chicago and vicinity. Box 847E, BROADCASTING.

Anyone knowing the whereabouts of Tom Malony, former instructor at American Television in Chicago and TV consultant. please call NA 8-2931, Washington, D. C., collect.

Call letter items—Lapel buttons, mike plates, studio banners, **car tags,** bumper strips, **etc.** Bro-Tel, Box **592, Huntsville, Alabama.**

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. aproved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC first class license in 5 or 6 weeks. Instruction eight hours a day, five days a week. No added charge if additional time or instruction needed, as license is guaranteed for tuition of $300.00. Professional announcing training also available at low cost. Pathfinder Method, 5504 Hollywood Blvd., Hollywood, California. Next classes June 5th and July 31.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta. Georgia.

INSTRUCTIONS

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting April 26, June 21, August 30, October 25. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. "Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course."

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

RADIO

Help Wanted—Sales

RADIO SALESMAN

Somewhere there is a salesman who wants to live in South Florida He's a nice guy who wants to be with a station with a future—soon to be the biggest in the market. He likes people, and he likes to work . . . but above all, HE CAN SELL! To prove it, he must have a sales record written in $$$igns.
There's gold on the Goldcoast for you, if you're the man. Send facts and figures QUICK to:

Box 784E, BROADCASTING

Announcers

COMBO MAN

(Pop dj/engineer) with first class ticket wanted immediately for major Miami, Florida station. Send NEW tape, NEW picture, NEW resume.

Box 818E, BROADCASTING

NUMBER ONE STATION

In top 20 market looking for formula dj's. Send tape, full resume to:

Box 855E, BROADCASTING

RADIO

Situations Wanted—Announcers

ANYBODY NEED AN AGGRESSIVE NEWS ANNOUNCER & DISC JOCKEY

3½ years experience, radio and TV. College, married, 1st phone. Ask for a tape and decide!

Box 864E, BROADCASTING

WE HAVE NEW D.J.'s

All sizes, all colors, all ages, all sexes. And all willing to work—eager to please. No prima donnas. Costs you nothing to get their tapes. Tell us what you want. Placement Dept., J. B. Johnson School, 930 F St., N.W., Washington 4, D. C.

RADIO

Situations Wanted—(Cont'd)

Production—Programming, Others

STATIONS AGENCIES

Suffering from TT or IS (Tired Talent or Insufficient Staff)? CONTINUITY UNLIMITED will augment your present copywriting staff or will serve as your complete department. We will supply creative, persuasive copy designed specifically for your clients and station at amazingly low rates. No hack writing here! Radio and Television spots that sell—prepared by a staff of experts. Write for samples and details. Only hours away by air mail.

CONTINUITY UNLIMITED

P. O. Box 7413 Dallas 9, Texas

STATIONS — FOR SALE

ROCKY MOUNTAIN BONANZA

Profitable fulltime station grossing over $100,000 annually. Superbly appointed and exceptionally well equipped. Price of $147,500 on terms includes net quick assets of $15,000.

Box 865E, BROADCASTING

HASKELL BLOOMBERG
Station Broker
208 Fairmount St., Lowell, Mass.

Maine—$85,000. Pennsylvania—$65,000. Massachusetts—$110,000. Kansas—$85,000. California—$100,000. Arizona—$300,000. Colorado—$275,000. Wyoming—$125,000. Alabama—$175,000. Mississippi—$150,000. Arkansas—$80,000. Idaho—$65,000. Arizona—$75,000. Pennsylvania—$100,000. West Virginia—$60,000. Massachusetts—$275,000. PLEASE WRITE.

Wash	single	fulltime	$ 40M	cash
Va	single	daytimer	80M	25dn
Tenn	single	daytimer	65M	29%
N.C.	medium	fulltime	150M	terms
S.W.	metro	daytimer	100M	29%
N.W.	metro	regional	300M	29%
Midwest	metro	daytimer	200M	terms
Texas	metro	regional	225M	29%
West	top 30	FM	150M	terms
South	top 30	fulltime	315M	29%

And Others

CHAPMAN COMPANY
1182 W. Peachtree St. Atlanta 9, Ga

MARKET CEILING UNLIMITED

Investigate this fulltime local radio outlet that's the talk of one of the top markets in the Northeast. Management momentum has sent ratings and billings climbing. Other interests demanding fulltime activity our reason for selling. Price $265,000, terms to be negotiated. We are owners and wish to deal with principals only, on a confidential basis. We would like bank or other financial references before sending operating details.

Box 837E, BROADCASTING

GUNZENDORFER

ARIZONA. $70,000 with *$15,000* down. Nice payout for 250 watt fulltimer. *"A GUNZENDORFER exclusive"*
CALIFORNIA. Southern market $110,000 with *$31,900* down for 1 KW daytimer. *"A GUNZENDORFER exclusive"*
CALIFORNIA FM. $50,000. Low down. Easy payout.

WILT GUNZENDORFER AND ASSOCIATES
8630 W. Olympic, Los Angeles 35, Calif.
Licensed Brokers Financial Consultants

METROPOLITAN REGIONAL

Outstanding 5 kilowatt facility in a top 50 dynamic growth market. Price on a formula of one and one-half times annual gross or five times cash flow. $900,000 cash or equivalent. Slightly more on terms. Qualified principals only.

Box 785E, BROADCASTING

Texas major $200,000—Texas major $500-000—Texas single $160,000—Texas single $63,000—Texas single $53,000—Texas single $60,000—Ala. major $300,000—La. single $85,000—La. major $97,500—Ark. single 80% $65,000—Miss. single $50,000—Miss. single $45,000—Rocky Mt. single $47,500—Florida major $375,-000—Fla. major $265,000—Fla. semi-major $230,000—Fla. major $225,000—Fla. medium $135,000—Fla. major $120,-000—Fla. medium $110,000—Fla. single $50,000—Fla. single $35,000 cash—New Mexico major $300,000—Major VHF-Radio combo $4,000,000. Others! PATT McDONALD CO., BOX 9266, AUSTIN 17, TEXAS. GL 3-8080.

STATIONS FOR SALE

MIDWEST. Full time. Top market. Limited competition. $200,000 down payment.

CALIFORNIA. Daytime. Top market. Doing $175,000. Asking $250,000. Terms.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Situations Wanted—(Cont'd)

Production—Programming, Others

TWO OF THE BEST

Award winning newsman and experienced staff announcer both ready to move to bigger market. Available together or individually.

Box 772E, BROADCASTING

Management

Top background and success in TV-Radio sales and management. Experienced publicity, promotion, copy, administration. Unusual community service record. Mature. Ambitious. Would like to relocate for family health. Prefer mid or southwest.

Box 824E, BROADCASTING

EMPLOYMENT SERVICE

JOBS IN RADIO & TV THROUGHOUT THE SOUTHEAST

Talent scouts for the station you're looking for — free registration — confidential service. Immediate job openings for—

Announcer-Engineers
Engineer-Salesmen
Announcers-Newsmen—DJ.'s

PROFESSIONAL PLACEMENT

458 Peachtree Arcade, Atlanta, Ga.

FOR SALE

Equipment

FINGER TIP CONTROL FOR MOUNTAIN TOP FM TRANSMITTERS

with the MOSELEY RRC-10 Radio remote control system. Complete with 950 mc STL, antennas, transmitter control and metering units. For more information visit BOOTH 35B, NAB Convention or write

MOSELEY ASSOCIATES

4416 Hollister Ave. P. O. Box 3192
Santa Barbara, Calif.

WANTED TO BUY

Stations

$100,000
CASH AVAILABLE

To use as down payment for all or 50% of fulltime radio station. Prefer middle to large market within 90 minutes flying time from New York City. Will assume active management, principals only. All replies confidential.

Box 868E, BROADCASTING

Continued from page 139

clusions and from April 18 to April 28 for replies for group II-A in am consolidated proceeding of Mid-America Bcstg. System Inc., Highland Park, Ill. Action April 4.

■ Upon request by Broadcast Bureau and without objection by other parties, extended from April 6 to April 13 time to file reply findings in consolidated am proceeding on applications of Bureau Bcstg. Co., Princeton, Ill. Action April 6.

■ Upon request of applicant and without objection by Broadcast Bureau, scheduled certain procedural dates but hearing scheduled for May 3 remains same in proceeding on application of College Radio for am facilities in Amherst, Mass. Action April 7.

■ Issued statement and order after prehearing conference, including rescheduling of June 5 hearing for July 17, at 10:00 a.m., in Pasco, Wash., in proceeding on application of KORD Inc. for renewal of license of KORD Pasco. Action April 10.

■ Scheduled oral argument for April 12 on petition by McLean County Bcstg. Co., Norman, Ill., for leave to file corrective amendment and oppositions by WROK Rockford and WGEM Quincy, both Illinois, in proceeding on their am applications. Action April 10.

By Hearing Examiner Basil P. Cooper

■ Scheduled prehearing conference for April 14 in proceeding on am applications of Bar None Inc., Dishman, and Independent Bcstg. Corp., Spokane, both Washington. Action April 4.

■ Pursuant to agreements reached at April 7 prehearing conference, scheduled certain procedural dates, and continued April 19 evidentiary hearing to May 25 in proceeding on applications of Ralph W. Hoffman and Abbeville Radio Inc. for new am stations in Abbeville, Ala. Action April 7.

By Hearing Examiner Jay A. Kyle

■ Scheduled prehearing conference for April 14 in proceeding on am application of Ypsilanti-Ann Arbor Bcstg. Co., Ypsilanti, Mich. Action April 5.

■ Granted petition by Broadcast Bureau and extended from April 3 to April 25 time to file proposed findings and to May 5 for replies in matter of order directing Douglas M. McDonald, trustee, permittee of WTVW (TV) (Ch. 7) Evansville, Ind., to show cause why authorization for WTVW should not be modified to specify operation on ch. 31 in lieu of ch. 7 Action April 3.

By Hearing Examiner Annie Neal Huntting

■ Granted request by George Fishman, Brunswick, Md., and continued April 4 hearing to April 24 in proceeding on his am application. Action April 3.

■ Scheduled prehearing conference for April 27 in proceeding on applications of WHOW Clinton, Ill. Action April 6.

■ Scheduled prehearing conference for April 18 in proceeding on applications of Berkshire Bcstg. Corp. and GROSSCO Inc. for am facilities in Hartford and West Hartford, Conn. Action April 10.

■ Scheduled hearing conference for April 17 in proceeding on am applications of WDOV Dover, Del., et al. Action April 10.

By Hearing Examiner Charles J. Frederick

■ Granted motion by WCMB Harrisburg, Pa., to substitute it as party for Rossmoyne Corp., now intervenor, in proceeding on am applications of WFVA Fredericksburg, Va. Action April 3.

■ On own motion, and with consent of applicants, continued April 6 prehearing conference to April 11 in proceeding on am applications of Big Horn County Musicasters, Hardin, Mont. Action April 4.

■ Scheduled further hearing for May 18 in New Orleans, La., tv ch. 12 proceeding. Action April 3.

By Hearing Examiner Walther W. Guenther

■ Granted motion by WHYY Inc. and continued April 10 further hearing to April 12 in Wilmington, Del., tv ch. 12 proceeding. Action April 7.

By Hearing Examiner H. Gifford Irion

■ Ordered that April 20 hearing will be further prehearing conference in proceeding on applications of Aubrey H. Ison, James A. McCulla and Paul C. Masterson and Stanley R. Bookstein for am facilities in Lompoc, Calif. Action April 7.

Tv translators

Carroll Area Television, Carroll, Iowa—Granted cp for new uhf tv translator on ch. 82 to translate programs of WHO-TV (ch. 13), Des Moines. Action April 12.

Ismay-Knowton Tv Club, Ismay, Montana—Granted cp for new vhf tv translator station on ch. 11 to translate programs of KDIX-TV (ch. 2), Dickinson, N. D. Action April 7.

Translator Tv Unlimited Inc., Cosmopolis, Wash.—Granted cps for two new uhf tv translator stations—one on ch. 76 to transprograms of KTNT-TV (ch. 11), Tacoma, Wash., and the other on ch. 81 to translate late programs of KING-TV (ch. 5), Seattle, Wash. Action April 5.

License renewals

WOAY Oak Hill, W. Va.; WDDS-FM Syracuse, N. Y.; WGCD Chester, S. C.; WKEE Huntington, W. Va.; WPIN St. Petersburg, Fla., and *WYNE (FM) Brooklyn, N. Y. Chmn. Minow not participating. Action April 12.

Petition for rule making

DENIED

Rankin Fite and Robert H. Thomas, Hamilton, Ala.—*Requested allocation of vhf channel to Hamilton, Ala., by making following proposed changes:

	Present	Proposed
Hamilton, Ala.	None	2+
State College, Miss.	*2+	None
Nashville, Tenn.	*2—,4+5,8+, 30+,36+	4+,5,8+, *30+,36+

*Denied by memorandum opinion and order adopted March 29, 1961 and released April 5, 1961.

KVLS (TV) Flagstaff, Ariz.—*Requested allocation of ch. 4 to Flagstaff, Ariz. by making following proposed changes:

Present	Proposed
9, 13	4, 9

Further requests that commission issue order modifying its outstanding cp to specify operation on ch. 4.

*Denied by memorandum opinion and order adopted April 5, 1961 and released April 7, 1961.

Processing line

AT THE TOP

BP-1380 KSWI Council Bluffs, Iowa, Nonpareil Broadcasting Co. Has: 1560kc, 500w, D. Req.: 1560kc, 1kw, D.

BP-13831 NEW, Richmond, Va. Dover Broadcasting Co. Req.: 1540kc, 10kw (1kw, C.H.), D.

BP-13833 WATO Oak Ridge, Tenn. Radio-Active Broadcasting Inc. Has: 1290kc, 500w, 1kw-LS, DA-N, U. Req.: 1290kc, 500w, 5kw-LS, DA-N, U.

309b LETTERS ISSUED

BP-13783 NEW, Jackson, Mich. TV Corp. of Michigan Inc. Req.: 1510kc, 5kw, DA, D.

BP-13813 NEW, Three Rivers, Mich. Voice of Three Rivers Req.: 1510kc, 500w, D.

BP-13819 WOSC Fulton, N. Y. Cassil Radio Corp. Has: 1300kc, 1kw, D. Req.: Change ant. system.

BP-13834 NEW, Kettering, Ohio Speidel Broadcasting Corp. of Ohio Req.: 1510kc, 10-kw, D.

BP-13835 NEW, Canton, Ohio Joseph P. Wardlaw Jr. Req.: 1520kc, 1kw, DA, D.

MISCELLANEOUS

Top personality music show available for your station on tape. Your identification and your commercials make it sound live and local. Less than half the cost of using someone live less than half as good. Write and tell us the music you want and we'll send audition tape.

DAN CURTIS COMPANY

554 Tarrington Road
Haddonfield, N. J.



How to fly 625 miles an hour at 30,000 feet...
(without leaving the ground!)

You're looking at an Air France Boeing 707 flight simulator—an electronic "plane" which never leaves the ground. This amazing device is invaluable in training Air France jet crews to meet the precise, exacting demands of actual flights...and it's also a required test in the refresher courses taken every 6 months by even our 6,000,000-mile jet pilots!

During a simulator "flight," every imaginable flying condition can be reproduced—and the entire operation, including crew reactions, registered on tape for study and criticism. This is another part of the uncompromising continuous training program that makes Air France jet pilots and crews master airmen...and keeps them that way. It underlines the progressive Air France standards that have made it the world's largest airline, with a forty-two year record of flying experience and service. Write to Air France, P.O. Box 113, New York 10, New York, for a 50-page illustrated booklet, "Air France, World's Largest Airline."

AIR FRANCE JET

WORLD'S LARGEST AIRLINE / PUBLIC RELATIONS PERSONNEL READY TO SERVE YOU IN NEW YORK, CHICAGO, LOS ANGELES, MONTREAL, MEXICO CITY

OUR RESPECTS to Peter Ward Allport, president, ANA

A gradual but steady climb to the top

Peter W. Allport is a young "old hand" at functions of the Assn. of National Advertisers. But the ANA spring meeting that opened in Washington yesterday (April 16) holds special significance for him. It is the first full-scale meeting at which he is functioning as ANA president.

Though only 40, Mr. Allport has spent more than 15 years with ANA in a series of progressively more important posts. He was elected president of the association last November. He is optimistic that the advertising business can work out approaches that can ameliorate—if not solve—the problems that beset it.

Mr. Allport is a tall, youthful-looking man, who speaks slowly and deliberately in a deep voice. He is not at all the stereotype of the association executive, who is a "back-slapper" and a "hail-fellow-well-met." To the casual visitor in fact, he seems retiring.

This impression was confirmed by an advertising executive, who has worked with Mr. Allport for a long time in connection with ANA activities. He offered this evaluation:

"You know, Pete is kind of shy, but this is part of his attractive personality. I think the reason he has been successful is that he is most thorough and most diligent. He's extremely intelligent and articulate. What we need at ANA is a person who can get things done—not the 'back-slapper'. And what's important about Pete, too, is that he has flexibility. He's able to get along well with people in the many different facets of the advertising business."

Gets Job Done ▪ His associates at ANA have high regard for his skills, too. He selects his aides carefully and, with a minimum of supervision, permits them "to get the job done," a colleague commented.

Peter Ward Allport was born in Vienna on July 28, 1920. He comes from a family of career diplomats. His late father, F. W. Allport, served abroad for many years with the State Dept., and later was European representative for the American motion picture industry. His mother, Mrs. Mildred Allport, returned recently from a tour of duty in Germany and Switzerland, and is now working for the government in Washington.

Mr. Allport received his early education on the continent but came to the U. S. in 1937 for college. He attended Brown U. where he received his B.A. degree in English in 1941.

Young Allport had set his sights on a publishing career. But since he had been a member of the Navy ROTC at Brown and there was a war on in Europe, he accepted a commission as an ensign. He served aboard an aircraft carrier in the Pacific and was released from service in 1944.

"I was undecided about where to start in publishing, thinking about either the editorial or advertising side," Mr. Allport recalls. "I talked to Howard Williams, president of the then Erwin Wasey advertising agency in New York, and he offered me a job in the agency's traffic department."

He accepted the post and remained there for about a year. In 1945, he moved on to ANA, starting as editor of the association's newsletter.

At ANA his climb was gradual but steady. In 1949, he was promoted to director of press relations and in 1951 he was elected secretary of ANA. His administrative skill and his capacity for hard and earnest work caught the eye of Paul West, then ANA president.

Mr. West, who was known as an executive who liked to delegate responsibility and authority, kept expanding Mr. Allport's business "reach." In 1955, he was designated assistant to the president and in 1958 was named vice president with administrative responsibilities for many phases of the association's operations, including public relations and government relations. Mr. Allport was named executive vice president on May 18, 1960, following Mr. West's death. Last November he was elected president, assuming the post that Mr. West had held for more than 25 years.



ANA's Allport
A young 'old-hand'

In addition to these duties, Mr. Allport, as a member of the ANA staff, has served at various times as secretary of the association's standing committees—public relations, business-sponsored films and broadcast advertising. He also has been secretary of the joint ANA-AAAA committee on "Public Understanding of our Economic System."

Represents Most Billing ▪ As the chief executive officer of ANA, Mr. Allport administers an operation that has a headquarters personnel of 38 and a budget that is upwards of $500,000 annually. ANA is 50 years old and was originally called the Assn. of Advertising Managers. Today it represents more than 675 companies that use advertising. ANA members probably account for more than three-fourths of all U.S. billing for national advertising.

As an industry-wide organization, ANA is involved in various projects that affect advertising generally. But one effort of particular import to broadcasters is the joint ANA-4As "Interchange Program," designed to upgrade taste in both radio-tv commercials and advertisements in the the printed media. A group of 20 executives, divided evenly between the two groups, evaluate commercials or advertisements sent to them. If the committee deems any one of them in "poor taste," a copy of the group's report is sent to the offending advertiser.

Mr. Allport believes that this effort is a step in the "right direction," and reports "excellent cooperation from advertisers." He points out: "We think this program is an effective demonstration of self-regulation. We don't try to police. We know that advertisers do not deliberately try to offend."

Mr. Allport is on the board of directors of the Advertising Council, the Brand Names Foundation and the Advertising Research Foundation and is a member of the Advertising Club of New York. On the social side, he belongs to the American Yacht Club in Rye, N.Y.

In 1947 Mr. Allport married the former Margaret Hahr Nichols. They live in Bronxville, N.Y., with their eight-year-old son, George.

When he was a boy in Europe, Mr. Allport used to enjoy horse back riding, golf and tennis. But today the demands of his job have forced him to give up these pastimes. He relaxes with his family by "sailing" and "keeping my boat in condition."

Product protection

THE three-day program conference held under auspices of the Westinghouse Broadcasting Co. last week pointed out a serious weakness in broadcasting's internal affairs—the lack of a regular exchange of ideas, goals and methods in radio and television programming.

Except for the annual conferences that Westinghouse has conducted in recent years, there have been few chances for the people who turn out broadcasting's basic product to meet under laboratory conditions and communicate with one another with the help of specialists in many areas of world affairs.

We are opposed to the proliferation of meetings in a profession already wasting a good deal of its time in a welter of them. But the type of meeting that Westinghouse conducted last week is a type that needs expansion and wider participation than a single broadcasting company can arrange. It is the sort of project that needs the sponsorship of an industry-wide association.

The new president of the NAB has expressed a vigorous interest in programming. We suggest he could do worse than look to the Westinghouse type of laboratory as a model for a project of NAB's own.

Nightmare

THERE is no longer any doubt about the regulatory concepts of the FCC under the New Frontier. Chairman Newton N. Minow and his majority of one or two intend to throw the book at wayward broadcasters.

The book can be all things to any FCC majority. It incorporates not only the basic Communications Act but the volumes of regulations and court decisions that have been amassed after 34 years of regulation beginning in 1927 with the Federal Radio Commission.

The FCC, it seems obvious, is determined to set up a few horrible examples, perhaps one in each main category of controversy. Then it would expect all other licensees, thus having been coerced, to hew to whatever lines it might establish as proper. Perish the thought that it would deign to censor. There are other ways of accomplishing the same result. Promise versus performance, for example. The station does not exist that could live up to the precise mathematical breakdown of its programming promised three years earlier.

Now we doubtless will be charged with gross exaggeration. We will be set upon as hidebound and desirous of freezing the status quo. There will be the allegation that we are the apologists for the fat-cats.

We do admit to the belief that the public interest means in the interest of the public. We know of no overwhelming complaint from the public about the programming service provided by the vast majority of stations, whether radio or tv. The contrary is true.

This is not to exculpate those in broadcasting who have been taking the top dollar out of their operations or who have speculated in station properties by weaving in and out of the station ownerships. The high price of stations in the marketplace, rather than purported low quality of programming, has been the root of the present regulatory troubles. The FCC sees the balance sheets of all stations. It knows the ratio of profits to investments and overheads. But the annual financial statements do not reflect what given stations might have done if they had not been prudently managed or programmed.

On Wednesday, May 9, the FCC, *en banc,* will appear at the NAB convention in Washington for the traditional annual panel discussion. On the preceding day, Chairman Minow will make his first full dress appearance before a broadcasters' group. A few days earlier—on May 1—final comments are due on the FCC's proposed new program report forms, the most direct threat of program control since the infamous Blue Book venture of 1946.

Broadcasters then will have the opportunity to learn, at first hand, just where the FCC, and each individual member of it stands. They have only to ask the questions that will elicit the answers. And by their questions, they will also afford the FCC the opportunity to appraise their licensees and learn that the vast majority are highly intelligent, public-spirited businessmen and not rug merchants or erstwhile cloak-and-suiters interested solely in a fast buck.

Florida: from boom to boom

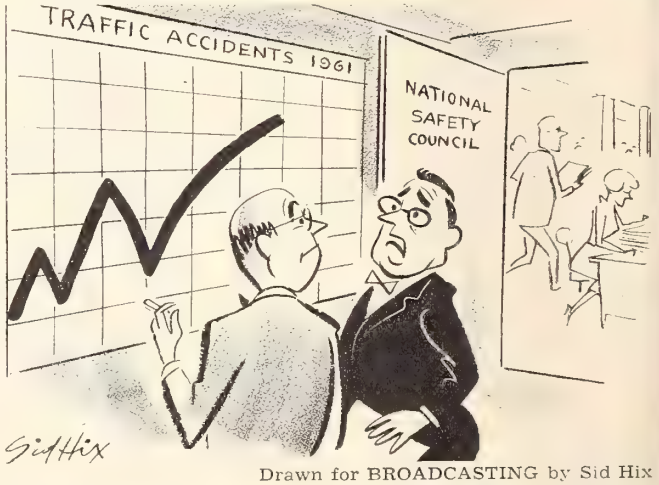
FOR 20 years Floridians have been industriously disproving the gloomy prophecies of an inevitable "bust" to follow the state's perpetual "boom."

And at no time in that period have things looked more favorable for Florida's future than today, as the extensive story in this issue plainly shows. A solid bottom of growing industries has added dollars to the always-substantial totals contributed to the state's economy by tourists and citrus/truck growers.

The story is the same everywhere. In the north new industry, military bases and agricultural development work hand in hand to enrich the area. The west has profited by the intense competition between Tampa and St. Petersburg, with factories building in both metropolitan areas. Central Florida is getting wealthy from its groves, its many tourist attractions and the military emplacements headed by Canaveral. Miami, the state's biggest market, centers the rich area circled by ever-increasing golden rings which now reach to Ft. Lauderdale and beyond.

Critics say the state is too hot in summer, is hurricane-prone and suffers from bad roads. Boosters answer effectively with statistics on increasing bank deposits, personal income and percentage gains in retail sales.

Yes, Florida is continuing to prove its importance among national markets, and advertisers, attracted by per-capita spending and high population gains, don't have to look far for their best promotion medium. Both radio and television offer blanket coverage of every market at a fraction of the cost of any competitor.



Drawn for BROADCASTING by Sid Hix

"It's a frightening thought. But those women who used to listen to radio soap operas. Do you suppose they're all out driving now?"



COURTESY OF THE GULF OIL CORPORATION

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES



"Well, we decided one thing, anyhow:
we include Huntington-Charleston and WSAZ-TV."

MORE AND MORE sales and advertising managers are putting the HUNTINGTON-CHARLESTON market on their must-buy lists. Reasoning: This *Dynamic Circle* pulls together 72 counties in 4 states, an area of concentrated industrial might in the heart of the "American Ruhr" region of the great Ohio Valley. The two million industrious people who live here earn $4 billion in annual payrolls. WSAZ-TV is the only *single* advertising medium that covers the nearly 500,000 TV homes in the area. For this market was *created* by WSAZ-TV's power and programming. Your Katz Agency man will be glad to tell you more.

WSAZ-TV
HUNTINGTON • CHARLESTON



CHANNEL 3 NBC

35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

APRIL 24, 1961

Criticism mounts against 40-second spot; agencies may seek rebates 22

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The efforts of ANA and AAAA to keep advertising's image shiny . . . . . 24 & 28

Stereocasting finally gets the blessing of FCC to start June 1 65

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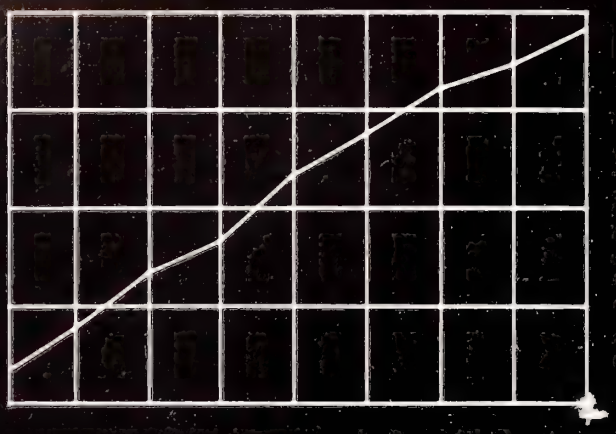
is perpetually on the go

Who else wins our attention with the bursting, bounding, lively sound of life itself? Who else sells us with such unflagging energy and vitality? Only Radio creates this rousing *receptivity* and only Spot Radio lets you choose time and place to match it.

Radio Division
Edward Petry & Co., Inc.
The Original Station Representative

KOB	Albuquerque	KARK	Little Rock	WRNL	Richmond
WSB	Atlanta	WINZ	Miami	KCRA	Sacramento
WGR	Buffalo	WISN	Milwaukee	WOAI	San Antonio
WGN	Chicago	KSTP	Minneapolis-St. Paul	KFMB	San Diego
WFAA	Dallas-Ft. Worth	WTAR	Norfolk-Newport News	KMA	Shenandoah
KDAL	Duluth-Superior	KFAB	Omaha	KREM	Spokane
KPRC	Houston	WIP	Philadelphia	WGTO	Tampa-Orlando
WDAF	Kansas City	KPOJ	Portland	KVOO	Tulsa
		WJAR	Providence		

W YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS



BUILDING WITH HOUSTON / KTRK-TVital

buy St. Louis `a la card*

***KTVI RATE CARD** ...your lowest

cost per thousand TV buy in St. Louis



J. J. Bernard, (left), Vice-President and General Manager of KTVI, accepts the Award of Honor for locally produced "Expedition! St. Louis" programs, from Alfred Beckman, Vice-President ABC-TV.

Represented nationally by

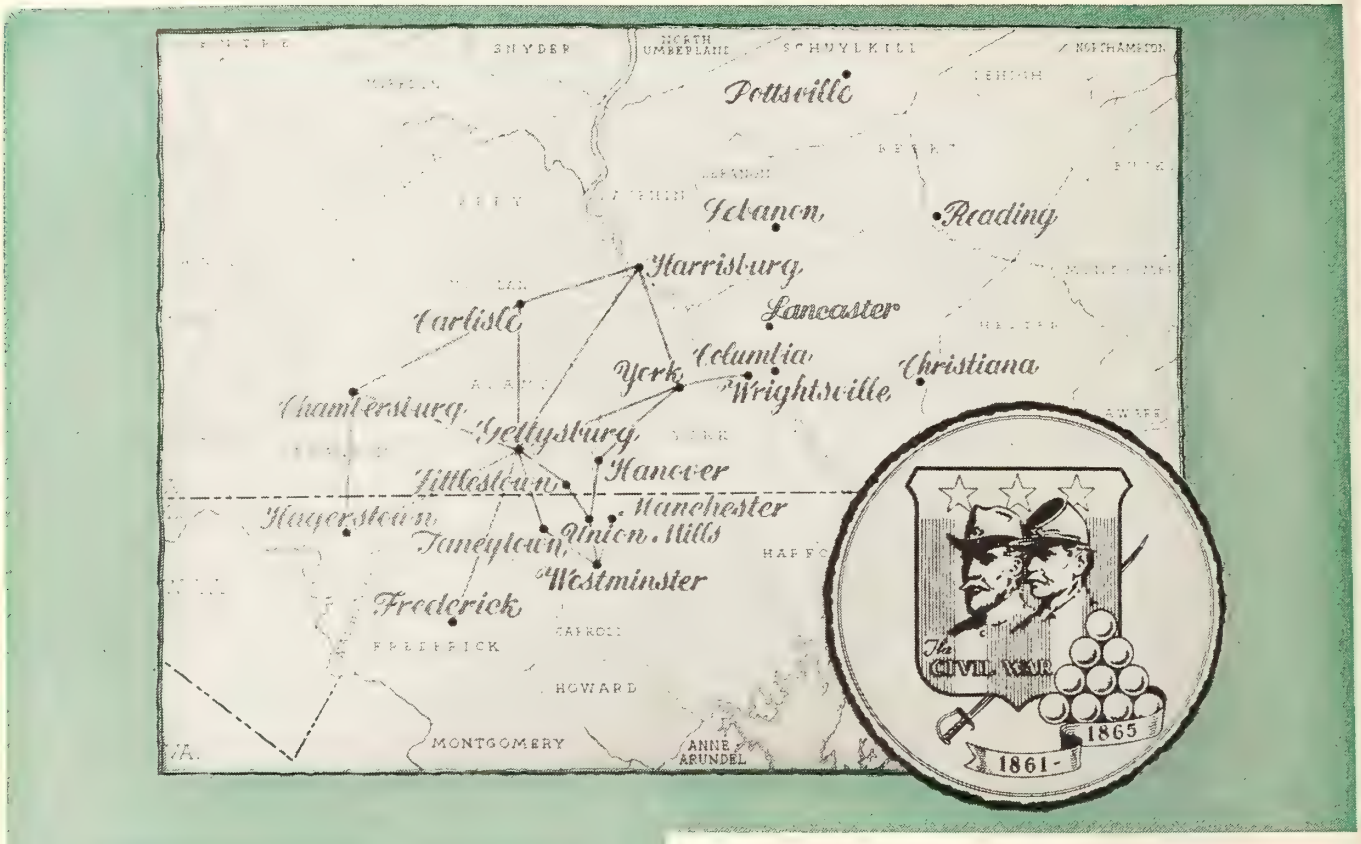
BLAIR-TV

KTVI 2 abc

CHANNEL

ST. LOUIS

WGAL-TV serves the public interest









THE GREAT CENTENNIAL

Footnotes to the Civil War in the Channel 8 Area Every Monday Morning. Each program in this fascinating historical series features a separate community, as many cities and towns in the Channel 8 area were affected by the Civil War. Well-known examples: Battle of Gettysburg, burning of Chambersburg, Confederate occupation of York. This series is just one phase of this station's many activities dedicated to inspire and enlighten the viewers it serves.

WGAL·TV
Channel 8
Lancaster, Pa. · NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Big stick for chairman

Chairman of FCC (and of Securities & Exchange Commission) would be given complete autonomy in all matters relating to appropriations and staff personnel under President Kennedy's plan to reorganize independent agencies. This new authority, coupled with monthly reports to President now required from agency heads, would vest in Chairman unprecedented power.

Commissioners have been consulted and, as consequence, delay developed in submission of proposal to Congress. FCC members, generally did not look with favor upon proposal, presumably because they felt it denuded individual commissioners of existing powers. Other provisions of proposal, which would become law in sixty days unless rejected by either house of Congress, provide for writing of opinions by commissioners, setting up of panels and delegation of greater authority to examiners.

Commission system

If there was lesson to be drawn from extensive but unheralded discussion of media-commission system of agency compensation during private sessions of AAAA's convention last week (see page 24), it appeared to be this: that, at least as far as agencies are concerned, system is here to stay. More specifically, many closed-session participants saw it as resounding notice that headline-making deal of few months ago, when Ogilvy, Benson & Mather took on Shell account on straight fee basis, forsaking commissions, should in no way be regarded as trend-maker. Ogilvy representatives were present but did not participate in discussions, which did not mention Shell or Ogilvy specifically.

Profits, or else

Nothing official has been said, but word leaking out of CBS Radio is that o&o stations with slipping profit ratios have been advised to correct this slippage by jacking up business, trimming expenses, or both. Admonition apparently is little reason for concern to CBS-owned radio stations in Los Angeles and San Francisco, whose profits reportedly are running above normal, or Chicago where they are said to be holding steady. But stations in St. Louis, Boston, Philadelphia and New York, while still profitable, are said to be less so than formerly, and hence are expected to feel sail-trimming effect more keenly.

Spectrum czar

In communication that went directly to White House, FCC has recommended that super administrator—with complete and final powers—be established to allocate spectrum among government and non-government users. Commission document, drafted in general counsel's office, says that present problem of dual system makes it mandatory that such authority be vested in one man. Views were given following White House inquiry addressed to Senate Commerce Committee pointing out that dual system is becoming unmanageable and asking for comments. It then was forwarded to FCC for direct reply to White House, where discussions have been in progress for several weeks (CLOSED CIRCUIT, BROADCASTING, April 17).

Overlooked in President's letter to Senate was Rep. Oren Harris (D-Ark.), chairman of House Commerce Committee who held 1959 symposium on spectrum management and has been prime mover for several years in efforts to solve dilemma. He reportedly did not receive similar inquiry.

Decision on clears?

When will FCC finally decide its most ancient pending case—whether or not to break down any or all of 24 clear channels? Subject has been on agenda for past several weeks but has been passed over for further "study." Best guess is that it will continue in "study' category until after NAB convention next month. Case has been pending since 1945.

Craven's tenure

Contrary to grapevine, FCC Commissioner T. A. M. Craven won't retire this summer and expects to complete his current term which expires June 30, 1963. Commissioner Craven, serving his second separate FCC term (1937-1944; 1956—) is now 68 and would be eligible for retirement in July at about 70% of his base pay of $20,000 per year but he's deeply engrossed in space communications as special assignment and he wants to complete that task with its global involvements before he retires.

It's generally expected that Kenneth A. Cox, who assumed office fortnight ago as chief of FCC's Broadcast Bureau, will succeed to next Democratic vacancy. Chairman Newton Minow, whose current term expires in June, already has been confirmed for another seven-year term. Term of Commissioner John S. Cross, Arkansas Democrat, expires in June 1962 and he is candidate for reappointment. Term of only other Democratic member, Robert T. Bartley, of Texas, runs until June 1965.

Image builders

Among agencies, first reaction to AAAA's already-in-work plan for public relations campaign to improve advertising's image among opinion leaders (see page 24) seemed closer to apathetic than enthusiastic. There was some outright criticism. Cost was originally reported at $150,000, later was said to have been scaled down to about $130,000, to be paid partly out of left-over funds in AAAA treasury, partly by somewhat higher fees from big agencies. One point not mentioned in public announcement of campaign details is that it's authorized on one-year basis and hence subject to review before it can be continued beyond that time.

Almost at launch time

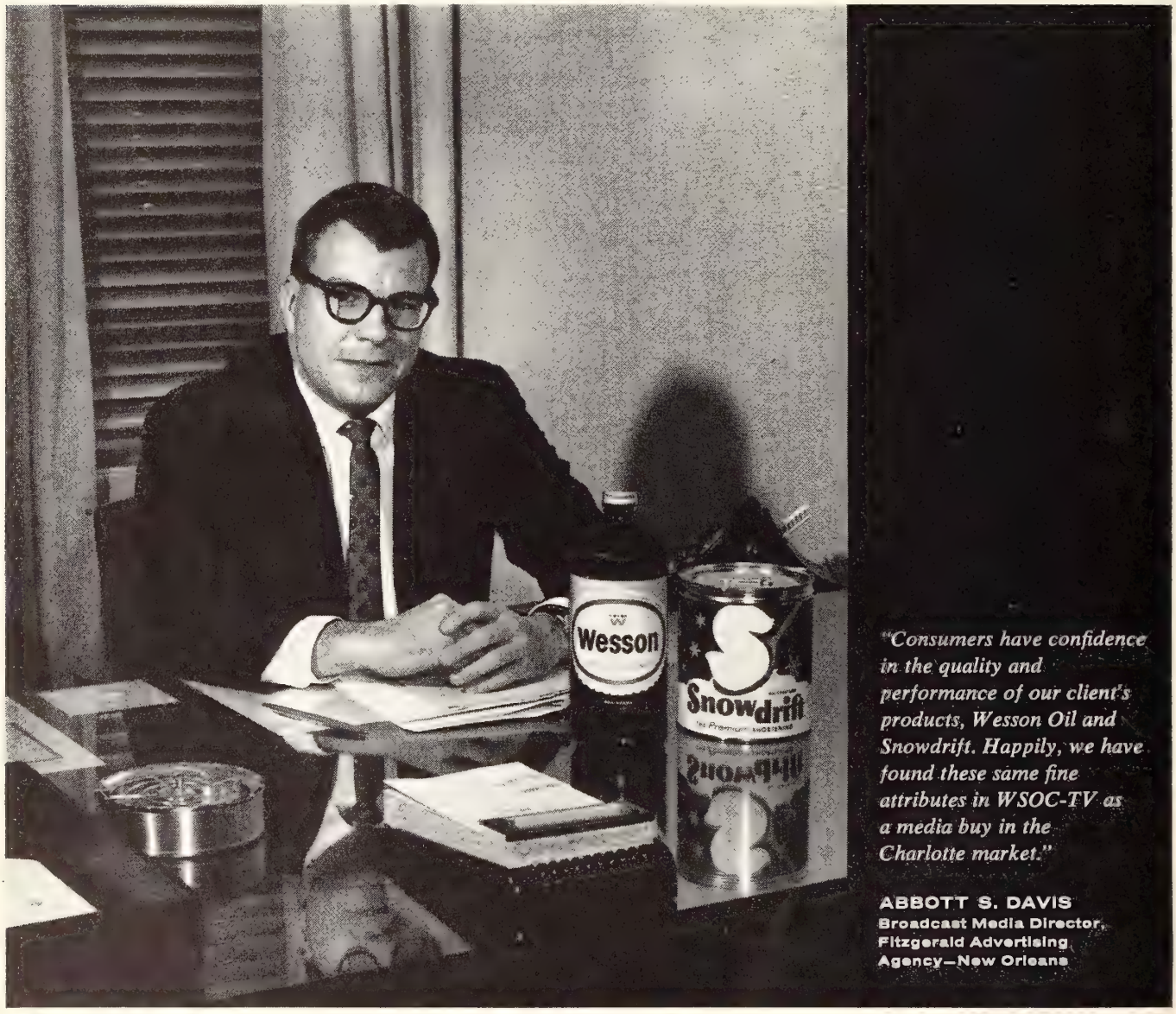
U. S. man-in-space shot try is expected before end of month, barring adverse weather or last-minute equipment failure—network pool plan received unexpected setback (also see story, page 52). Broadcast pool people, who have been alerted and are now setting up at Cape Canaveral, had hoped to start coverage at minus three hours to permit live broadcast of preparatory operations, but National Aeronautics & Space Administration last week forbade any broadcast until 10 minutes before launching of U. S. astronaut.

'Good' Italians

So far as Italian-American organizations are concerned, NBC-TV's next season entry, *Cain's Hundred*, passes muster. MGM-produced, hour-long series does not plan to use Italian characterizations in gangster roles as in past episodes of *The Untouchables* on ABC-TV. Only Italian character to appear in opening episode is "Honest D. A." named Biancola. Show had been under surveillance by Italian-American groups who feared it would duplicate *Untouchables* format (CLOSED CIRCUIT, April 3, 1961).

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"Charlotte's WSOC-TV... quality performance, agency confidence" —Abbott S. Davis, Fitzgerald



When you place a schedule on WSOC-TV, you, too, can be confident that your effort will be backed by station performance of a quality that builds acceptance and sales for your product. Here in America's 19th largest tv market viewers depend on WSOC-TV for the best of NBC and ABC, the top local and regional programming of this area. Get more value, more support for your advertising dollar. Get on WSOC-TV.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by **H-R**

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton

WEEK IN BRIEF

Networks remain adamant as criticism of 40-second spot mounts. Hints drop that agencies may demand rebates for "snip-offs" and that complaint may be carried to FCC and/or congress. See . . .

40-SECOND STATION BREAKS? . . . 22

Goaded by criticism AAAA prepares a campaign to improve advertising's public image. Target of message will be the opinion leader, most of whom are suspicious. First move is a study to determine why they are critical. See . . .

BETTER IMAGE IS AAAA GOAL . . . 24

All Washington doesn't hate advertising—or business in general. Assistant Secretary of Commerce Hickman tells ANA self-regulation is one answer to problems. Group hears report on efforts of joint ANA-AAAA disciplinary unit. See . . .

NEW FRONTIER DISAGREEMENT . . . 28

Collins of NAB calls on advertisers and agencies to help upgrade programming and advertising. Users of air have responsibilities to sponsor blue ribbon programs and tighten advertising code. See . . .

COLLINS TO ADVERTISERS . . . 31

Federal Trade Commission is going to speed up its cases. New chairman, Paul Rand Dixon, tells ANA there's too much "brinkmanship" by some advertisers—skirting close to deception. See . . .

FTC TO QUICKEN PACE . . . 36

Option time is under attack again. In a surprise move, the FCC asks court to remand case, orders the 1960 order vacated with whole question to be reconsidered. Implications loom that traditional network-affiliate arrangement may be banned. See . . .

OPTION TIME TO THE BRINK . . . 58

Proposal for vhf drop-ins in Rochester and Syracuse bring mixed reactions. Some like the proposals, other caution regarding sites and time element. Protests filed against adding another v to Milwaukee. See . . .

ALLOCATIONS MERRY-GO-ROUND . . . 62

Closer Justice Dept.-FCC teamwork seen in remarks by new antitrust chief. Loevinger feels commission must consider antitrust charges against licensees or applicants, whether or not they are settled or litigated. See . . .

LIAISON BETWEEN JUSTICE AND FCC . . . 64

Stereocasting is here. FCC chooses composite Zenith-GE proposal and tells fm broadcasters they can begin June 1. Standards permit simultaneous stereo transmissions and special background music and other services. See . . .

FCC FINALLY OKAYS STEREO . . . 65

Whole package of transfers, sales and purchases in multimillion dollar NBC-RKO General transaction set for consolidated hearing by the FCC. Involving 22 separate applications, the first go-round will be on Philadelphia facet. See . . .

NBC-RKO SWAP SET FOR HEARING . . . 68

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

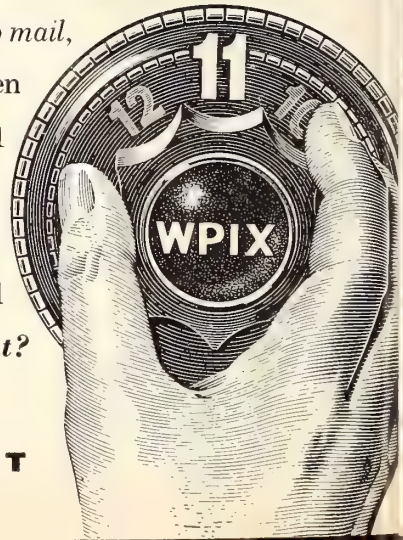
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Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses.



Mail is usually a good barometer of one's popularity. Yet, because WPIX-11 *has no mail*, we're *more* popular with advertisers! An extraordinary statement except when you understand the *kind* of mail we mean: *No Mail Order Advertisers!* WPIX-11 advertisers are *national*, representing the foremost advertisers in the land. General Motors, General Foods, P & G, Coca-Cola, R. J. Reynolds – they're all here in quantity. It makes good sense to join in the fine company of national advertisers on WPIX-11. ***Where are your 60 second commercials tonight?***



NEW YORK'S PRESTIGE INDEPENDENT

ONE-YEAR RENEWAL FOR KRLA URGED

FCC examiners cite frantic contests, inept absentee direction

Short-term license renewal of only one year was recommended for KRLA Los Angeles in Friday (April 21) joint initial decision by FCC Examiners James D. Cunningham and Herbert Sharfman.

Examiners, in turning down full three-year renewal, made these conclusions against KRLA: Its operations had been "haphazardly directed"; "frantic and undignified promotional activities, supplemented by days of continuous programming which publicized contests and ignored the station's other obligations"; "obviously inept absentee direction," and failure of licensee to inform himself about programming misrepresentations made to commission.

Licensee of record, Donald Cooke, did not abdicate control of station to his brother, Jack Kent Cooke, as charged by Broadcast Bureau, Messrs. Cunningham and Sharfman concluded. At same time, they hit Donald Cooke's "attempt to conduct the affairs of KRLA from across the continent. . ." which would cause persons on scene to perform acts ordinarily responsibility of owner. They also found that station's programming logs were altered improperly with only possible purpose to deceive FCC but that licensee was not responsible.

On KRLA promotion contests, examiners said such activities "should be relegated to oblivion." They found that contests were "conceived in cynical fashion to play upon the gullibility and cupidity of the audience . . . with arrogant disregard of the true facts. . . . Both contests were conducted in shabby and irregular fashion. It appears, however, that KRLA has discontinued this type of operation. . . ."

KRLA got in trouble with commission soon after present licensee took over station with new promotion activities in 1959. In proposed findings, Broadcast Bureau claimed that KRLA was guilty on all four hearing issues and that license should not be renewed (BROADCASTING, March 20).

Balanced growth

Advertising was seen Friday by John Hay Whitney, publisher-broadcaster and former ambassador to Great Britain, as important contributor to "the balanced growth of our nation." He said if advertising business "does its job and does it fairly," it can "discourage the unwarranted growth of government in two critical ways: reducing the demand for regulation and blunting the demand for artificial stimulation of the economy." Mr. Whitney, publisher of *New York Herald-Tribune* and substantial owner of Corinthian television and radio stations and Herald-Tribune Network of radio stations in suburban New York city, spoke at Friday session of American Assn. of Advertising Agencies' annual meeting (earlier stories page 24).

Networks rebut 'Time' charges

All three television network chiefs have hit back—hard—at tv-blistering report in *Time* magazine that networks are downgrading public affairs programs.

ABC's Leonard Goldenson, CBS' Frank Stanton and NBC's Robert Kintner said networks will be doing more public affairs shows in good time next year than ever before.

Network presidents' remarks were contained in letters to Sen. William Proxmire (D-Wis.) who asked their comments on article in March 31 *Time*. Sen. Proxmire placed correspondence in *Congressional Record* Thursday.

Mr. Goldenson said ABC has increased investment in news and public affairs by 67% in last year and, at present, projected increase in cost for 1961-62 season is another 21%. Among other shows, he cited *Roosevelt Years*, 26 program series scheduled to start in fall of 1962.

Said Mr. Stanton: "*Time's* report is inaccurate." CBS, he said, plans 3¼ hours of public affairs and news weekly during '61-'62 season. This represents increase of ½-hour every four weeks.

Mr. Kintner, most bitter of all in his reaction to *Time* article, said he welcomed opportunity to correct its "falsehoods and distortions." Discounting coverage of 1960 Presidential election, he said, NBC will present more public affairs programming next season than ever—and more of it in prime time, too.

Among other plans, he mentioned *Brinkley's Journal*, which has not yet been formally announced. It will be shown Wednesday's, 10:30-11 p.m.

Mr. Kintner also took issue with statement *Time* attributed to BBDO's George Polk that networks are easing public affairs programs out of prime time. He said NBC press had told *Time* statement was not true but that magazine chose to publish quotation "without comment or denial."

Salant cites high cost of network news shows

CBS-TV could add "many, many millions of dollars," as much as 65% more, to its pre-tax profits if it dropped all news and public affairs programs and replaced them with mass entertainment shows, CBS News president Richard S. Salant told group of advertising men in Hartford, Conn. Friday.

Other points he made to illustrate complex factors that affect informational programming: 800 people are needed "one way or another" to put on 15-minute *Douglas Edwards News* show; one-hour *CBS Reports* program on migrant labor, in which about 5,000 feet of film was shown, took a year to prepare at cost of $125,000, with about 26 miles of film actually shown; and almost four times as many people this season watched *Untouchables* as watched *CBS Reports*.

ARF's methods committee

Advertising Research Foundation expects committee to be formed this week to explore idea of continuing study of methods to improve audience measurement. Attention focused on ARF's contemplated move by NBC Board Chairman Robert Sarnoff who said idea was forwarded to ARF on his suggestion by Hugh M. Beville Jr., NBC vice president, and ARF board member.

ABC-TV 40-second policy

New policy governing 40-second station breaks to be made available on ABC-TV Network next autumn announced Friday for o&o stations by Stephen Riddleberger, ABC o&o vp (early story, page 22). In each 40-second station break ABC-TV o&o stations will schedule no more than two announcements of a commercial, promotional or public service nature; if they only occupy 30 seconds, remaining 10 seconds will be used for news and weather information.

more AT DEADLINE page 10

WEEK'S HEADLINERS



Mr. Coyle

Donald W. Coyle, ABC vp in charge of International Div., elected president of newly-formed ABC International Television Inc., wholly-owned subsidiary of AB-PT. Mr. Coyle, who has been head of International Div. since its formation in 1959, joined ABC in 1950 as research writer. He then became director of research for ABC-TV, and director of sales development and research, ABC-TV, in 1956. He was elected vp in March 1957, and moved up to vp and general sales manager of ABC-TV the following year.

Ben Wickham, vp-managing director of WJW-TV Cleveland, resigned Friday. Resignation announced by Bill Michaels, regional vp of Detroit and Cleveland for Storer Broadcasting Co. broadcasting-tv division. Mr. Wickham will retain connection with Storer as Cleveland consultant.

Gordon Davis, general manager, Westinghouse Broadcasting Co.'s WIND Chicago, named general manager of WBC Productions Inc. with headquarters in San Francisco, effective May 15. **Ed Wallace,** general manager of WBC-owned WOWO Fort Wayne, Ind., succeeds Mr. Davis at WIND. **Carl Vandergrift,** staff coordinator of corporate projects at WBC headquarters in New York and formerly manager of WOWO, returns to Fort Wayne, replacing Mr. Wallace. WBC Productions Inc. will produce on video tape nightly 10-11 p.m. Jack Paar-type program featuring Mike Wallace as host that will be carried by WBC television stations and will also syndicate other entertainment and program packages.



Mr. Castle

Robert W. Castle, vp at Ted Bates & Co. since 1959, elected senior vp of agency. Mr. Castle joined Bates in 1957 as account executive on Colgate-Palmolive Co. account and his new position puts him in charge of account's household products division. Before coming to Bates, Mr. Castle was account executive with J. Walter Thompson Co.

For other personnel changes of the week see FATES & FORTUNES

E. Anthony gets nod for New Bedford tv grant

E. Anthony & Sons Inc., following merger agreement with two competing applicants, received favorable initial decision for ch. 6 New Bedford, Mass., from FCC Hearing Examiner Herbert Sharfman Friday (April 21).

Under agreement, Anthony will own 55% of proposed ch. 6 tv station, New England Tv Co., 30%, and Eastern States Broadcasting Corp., 15%.

Anthony publishes *New Bedford Times* and owns WNBH there and WOCB West Yarmouth, Mass. New England principals have interlocking ownership in WTAO Cambridge, Mass., and WRIB Providence. Eastern States President Paul B. Mowrey is former director of tv for ABC.

Burgeoning Bartell

Further expansion into print media is in store for Bartell Broadcasting Corp. Bartell is largest single stockholder in Macfadden Publications and, through Macfadden, has just acquired substantial interest in Teleglobe pay tv system. Bartell announced Friday purchase of Hillman Periodicals, publisher of *Pageant* and number of other magazines, chiefly in romance and movie and tv fan fields. Bartell stations are WOKY Milwaukee, KCBQ San Diego, WADO New York, and KYA San Francisco.

Gleason spectacular avoids court ban

CBS-TV's 90-minute taped special, *Million Dollar Incident,* (Fri., April 21, 8:30-10 p.m. EST), which starred Jackie Gleason, was almost suppressed by court injunction.

New York Supreme Court Justice William C. Hecht Jr., day before air time signed order barring show because it contained "name or characterization" of George (Bullets) Durgom, Mr. Gleason's former manager. Mr. Durgom, in petition to court, claimed he was being portrayed without his written consent and that portrayal held him up to "ridicule and contempt."

Justice Hecht later deleted word "characterization" from his order and network was able to edit tape so that Mr. Durgom was not identified. CBS said it would have lost estimated $500,000 if show, sponsored by U. S. Time Corp., had been cancelled.

GE plans for adapters

General Electric Co., Syracuse, N.Y., announced Friday it will be ready to supply radio sets and adapters for fm stereo reception shortly after June 1 when FCC says broadcasts can start. GE's announcement followed FCC adoption of standards for fm stereophonic radio broadcasting earlier last week (see story, page 65). GE also announced design for new fm stereo radio receiver is complete.

WBRY Waterbury sold

Sale of WBRY Waterbury, Conn., by Michael Gourd and associates to Gustave Nathan, 52% owner and president of buying company, for $200,000 announced Friday (April 21). Mr. Nathan is former general manager of Herald-Tribune Radio Network. Associated with Mr. Nathan is P. James Roosevelt, holding 37%; he was stockholder in selling corporation. Station is 5 kw on 1590 kc. Sale subject to FCC approval.

Canadian network licensed

Spencer Caldwell, applicant for tv hookup in Canada, granted Dominion's first private tv network license April 21 by Board of Broadcast Governors (early story page 81). Mr. Caldwell had been given temporary license last autumn. He claims to have signed up second station in each of eight tv markets, with emphasis on sports.

Business briefly...

Bell System (AT&T) has signed for two *CBS Reports.* First show, "Why Man Into Space?" is set for April 27, with second program to be aired in fall. Advertiser reportedly holds option for two additional programs in series. N. W. Ayer is AT&T agency.

NBC, which is selling its National Football League championship playoff telecast next Dec. 31 in fourths, already has picked up two sponsors, Philip Morris and Ford, each paying reported $200,000 for package. Network was said to have paid $615,000 annually for game rights for two-year period. With half of show already spoken for, NBC-TV is assured at this early date of reclaiming at least two-thirds of what it paid for rights.

Talk about beats!

U R G E N T

(MIAMI)--A CUBAN RADIO STATION--IN A BROADCAST HEARD IN MIAMI --REPORTED EARLY TODAY THAT AN INVASION FORCE HAS LANDED IN THE SOUTHERN CUBAN PROVINCE OF MATANZAS (MAH-TAHN-ZAHS). THE BROADCAST REPORTEDLY CAME OVER THE CUBAN GOVERNMENT COMMUNICATIONS NETWORK. IT SAID MACHINEGUN FIRE WAS HEARD ON A MATANZAS BEACH--AND WAS GROWING IN INTENSITY. MILITIAMEN WERE REPORTED TO BE RUSHING TO THE SCENE, AND SOLDIERS AT THAT POINT HAD SENT OUT A REQUEST FOR REINFORCEMENT.

CD221ACS4/17

UPI was one hour and 22 minutes ahead of the second best effort on this news break.

UPI stayed ahead as the story developed inside Cuba.

It pays to have UPI.



United Press International

A UPI MAN IS AT THE SCENE

MIS ING

Yes–you are missing from $92,000,000 to $120,000,000 in family purchasing power each week if your television advertising is not on the CBS Television Network. You're missing it because week after week this season the average nighttime program on our network is delivering 3/4 million more families than on Network Y–one million more families than on Network Z.*

S$OME

CBS Television Network

*Nationwide Nielsen season AA averages, Oct. 1960–Mar. 1961, 6-11 pm, av. weekly household expenditures: $117 (1959) U.S. Dept. of Commerce.

ΓHING?

MONDAY MEMO

from BUD STEFAN, vp and office manager, BBDO, Hollywood

A radio campaign that boosted sales 25%; and it isn't . . . over!

It all began up in the Land of Sky Blue Waters, as unlikely a place to originate a campaign for Chun King canned chow mein as one could choose had he thrown a sharpened chopstick at a map of the U. S.

The name of Chun King's president is Gee No Pah Loo Chi, but the Chun King letterhead properly spells it as Jeno Paulucci! This dynamic executive of Italian descent heads a Duluth corporation which produces 30-odd food products. Jeno Paulucci's Chun King chow mein with Batten, Barton, Durstine and Osborn! A collection of names like that could be found only on the muster sheet at an induction center during World War II.

I met Jeno last spring while he was in Hollywood recording narration for a half-hour television film on his own career in one of producer Jack Douglas' episodes of *Sweet Success*. Jeno asked me to visit his lodge that summer. In July, I took off for the Canadian border for what I thought was to be a few quiet days of fishing.

Business First ▪ I was surprised upon my arrival to find representatives from our Minneapolis and New York offices and from Chun King. When I saw them unloading a 16mm projector, cans of film, a tape recorder, a slide projector, charts, graphs and flop-over sheets, I accused Jeno of netting me. He smiled and said that as long as we had such a good group assembled, we might just as well "go over a few things."

Well, we did do some fishing, but we certainly *did* go over a few things. Things like marketing reports that showed a growing increase in sales of Chun King canned chow mein. Jeno, however, expressed a strong desire to make the nation aware of his product in one short, explosive campaign. This would require an increase in his advertising budget, but Jeno was willing if BBDO could come up with the dynamite.

Stefan Calling ▪ Chun King had been using some humorous commercials on tv and the question was how far Jeno would go and how crazy would he get. We agreed to recommend using Stan Freberg and his unique brand of commercial humor. We felt Stan's fragile mixture of sell and entertainment might be the zesty joy sauce needed for Chun King's chow mein. When we presented the idea to Jeno, he paused for just one second and then said, "Ask him." I promised to contact Stan the moment I returned to Hollywood but Jeno handed me a radio telephone. This is the exact dialogue between International Falls, Minn. and Beverly Hills, Calif.:

"Stan? Hi, this is Stefan. We're on a radio telephone so you can't talk until I say 'over.' I'm up near the Canadian border with Jeno Paulucci, president of Chun King chow mein, at his Nokomis Lodge on Kabetogma Lake. Over."

(Pause) "Operator, there is a Chinese Indian on this party line."

"Stan, you didn't say 'Over'."

"Stefan, I've never known you to drink like this. Over."

"Stan, we want to know if you could get going on some radio and tv commercials right away. Over."

"I dunno. I've never done a campaign for a Canadian lodge before. Over."

"No, Stan . . . for chow mein. Chun King chow mein. Over."

"What'd you say the chow mein's president's name is? Over."

"Jeno Paulucci. Over."

"Jeno Paulucciover? You're kidding! Over."

"Paulucci . . . and I'm not kidding! Chun King has a chow mein that's in two separate cans. It's better than you could buy in most Chinese restaurants. Over."

Over and Over ▪ "Bud, you're serious. I mean I can hear the sell in your voice. Over."

"Of course I'm serious. Now what's your schedule? Over."

"I have to be in Chicago in two weeks. That's not as funny as where you are, but we're not recording this. Over."

"Great! Could you meet with Mr. Paulucci and the fellows from our Minneapolis office while you're there? Over."

"Sure, if you know a good Chinese restaurant in Chicago. Over."

"We can meet in our Chicago office. We have some ideas. You start thinking, too. Over."

"It's like a wild, Oriental dream. We could have this guy interviewing a fortune cookie, see? And. . . .

"Over! Over! Put it on paper, Stan. We haven't even discussed your fee yet. Over."

"I want to say my own 'Over!' Besides I really think you're on a boat in the Catalina Channel. If I find out you're not at the Canadian border, I'll Batten your Barton, Durstine and Osborn! Over."

"Okay, Stan, we better hang up because I called collect. Over."

"You WHAT? *Over!*"

"Out!"

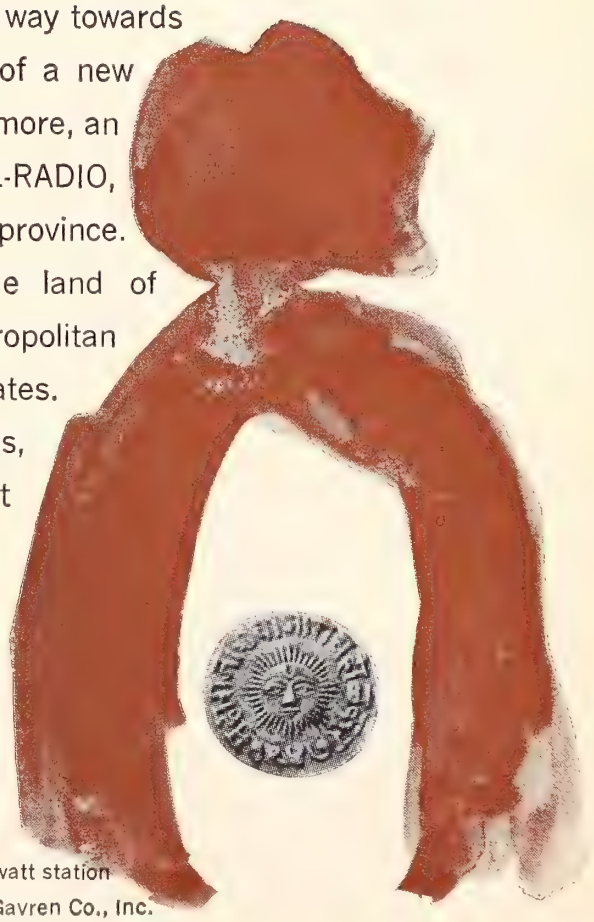
Not Over but Up ▪ Well, that's how the Chun King-Stan Freberg campaign started and it's far from over now. The first radio commercials went on the air last September in 34 markets and in less than four months, Chun King canned chow mein sales were up 25% nationally and even higher in the markets exposed to the commercials. Increased sales, of course, are the best measurements for proving the success of commercials but the commercials have been honored by many organizations of the advertising industry itself.

The campaign is an all-out agency effort. The sound, basic research, the wise buying of time, the planning of in-store promotion, the conference calls to brokers, the mailing pieces to buyers, all were a part of the fuse laid out to set off the detonator with Stan Freberg's fire-cracking commercials. On radio this month, we're introducing the Chun Kingston Trio and then . . . well, we all want to surprise Jeno. Over and Out!

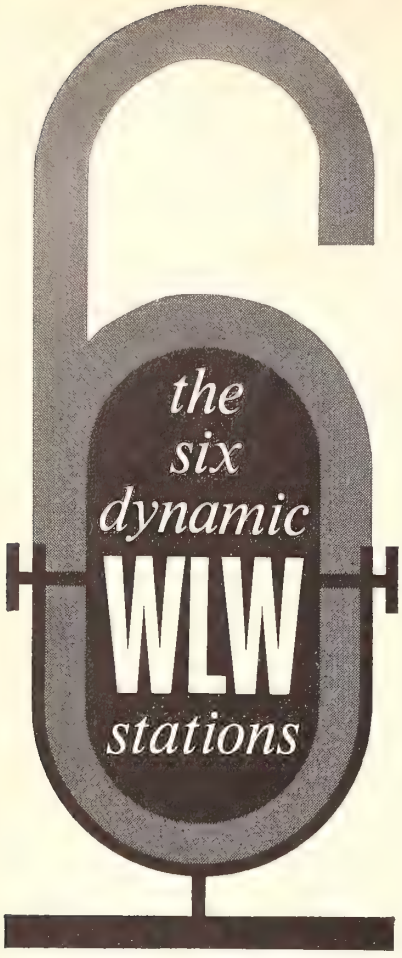


Robert J. (Bud) Stefan majored in drama at the College of the Pacific and USC graduate school, with WW II Navy duty in between. From writer at KFWB Hollywood, he moved to KTLA (TV) Los Angeles, climbing the ladder to writing, directing and acting. One weekly series was bought by My-T-Fine, a BBDO account, and in 1952 he moved to the agency's Hollywood office as a tv production supervisor. He advanced to head of production, office manager and in April 1959 to vice president.

ROUND UP YOUR RUPEES! In India, rupees go a long way towards the downpayment on a sacred cow, the purchase of a new spring turban or a trip to the Taj Mahal. But in Baltimore, an advertiser gets the best run for his rupees on WBAL-RADIO, the DOMINANT force of this densely populated province. Here's why: There are no "untouchables" in the land of WBAL-RADIO . . . WBAL-RADIO covers the entire metropolitan area, plus 37 counties in Maryland and 4 adjacent states. WBAL-RADIO gets you results, without rope tricks, providing more unduplicated coverage in this market than any other native station. WBAL-RADIO knows how to charm listeners of every age, every interest, with a distinctive format of Full Range Programming and Music for Mature Minds . . . If you want your advertising to purchase more sales, round up your rupees and reap results on WBAL-RADIO, Baltimore.



WBAL-RADIO BALTIMORE NBC Maryland's only 50,000 watt station
Associated with WBAL FM & TV / Nationally represented by Daren F. McGavren Co., Inc.



reach 20 million people in 9 states

with entertainment, education, and public service unequalled by any broadcaster in the history of the industry. Our pride and our privilege!

WLW RADIO

38th year on the air, consistently ranks among the top 10 Radio Stations in America!

WLW TELEVISION

B&W TV pioneer and now COLOR TV leader in the Country!

WLW-T Television Cincinnati

WLW-D Television Dayton

WLW-C Television Columbus

WLW-I Television Indianapolis

WLW-A Television Atlanta

So when buying Radio or TV time, call your WLW Representative. You'll be glad you did.

Crosley Broadcasting Corporation
a division of Avco

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

April 24—Annual meeting and luncheon, **The Associated Press Members.** Principal luncheon speaker: Secretary of Defense Robert S. McNamara. Waldorf-Astoria, New York City.

April 24—Deadline for return of nominations ballots for **National Academy of Television Arts & Sciences** Emmy awards competition.

April 24-25—**Nebraska Broadcasters Assn.**, convention. Blackstone Hotel, Omaha.

April 24-28—**U. of Florida** third annual Communications Week. Broadcasting Day, April 24. Advertising Day, April 25. Other days devoted to photojournalism, print media and public relations. Gainesville, Fla.

April 25—**American Marketing Assn.**, New York chapter marketing workshop: Management use of marketing research, advertising agencies. Lever House auditorium, New York, 4 p.m.

April 25-27 — **Sales Promotion Executives Assn.**, annual conference. Benjamin Franklin Hotel, Philadelphia. Speakers include Hickman Price Jr., assistant secretary, U.S. Dept. of Commerce.

April 26-28—Seventh Region Technical Conference, **Institute of Radio Engineers.** Hotel Westward Ho, Phoenix, Ariz.

April 26-29 — **Institute for Education by Radio-Television,** Deshler-Hilton Hotel, Columbus, Ohio. Speakers include John Burns, RCA president; Louis Hausman, director Television Information Office; Henry Loomis, director, Voice of America; and Clifton Fadiman, author, writer and radio-tv entertainer.

April 27—**Georgia Assn. of Broadcasters,** management conference. Dinkler Plaza Hotel, Atlanta.

April 28 — Nationwide **Conelrad** drill in which all radio and tv stations will participate.

April 28—**Arizona Broadcasters Assn.**, spring meeting. Wild Horse Ranch Resort, near Tucson.

April 28—**UPI Broadcasters of Massachusetts,** spring meeting. U. of Massachusetts, Amherst.

April 28—Deadline for entries in 15th annual achievement awards competition of the **Los Angeles Advertising Women Inc.** Open to women in 13 western states and western Canada. Entry blanks available from Los Angeles Advertising Women Inc., 4666 N. Forman Ave., North Hollywood, Calif.

April 28-29—**Tennessee AP Broadcasters,** radio news clinic. Nashville.

April 28-30—**Alpha Delta Sigma,** professional advertising fraternity, national convention. U. of Minnesota, Minneapolis-St. Paul.

April 29-30 — **UPI Broadcasters Assn. of Texas,** annual meeting. Baker Hotel, Dallas.

April 30—**UPI Broadcasters of Missouri,** annual meeting. Governor Hotel, Jefferson City.

April 30-May 3—**U. S. Chamber of Commerce** annual convention, Washington.

RAB SALES CLINICS

April 24—Raleigh, N. C.
April 25, 26—Richmond, Va
April 27—Washington, D. C.
April 28—Philadelphia.
May 1—Portland, Me.
May 2,3—Boston.
May 4—Syracuse, N. Y.
May 5—Rochester, N. Y.
May 15—Harrisburg, Pa.; Kansas City.
May 16—Omaha, Neb.; Pittsburgh.
May 17—Cleveland; Des Moines, Iowa.
May 18—Minneapolis.
May 18,19—Detroit.
May 19,22—Chicago.
May 22—Denver.
May 23—Indianapolis.
May 23—Salt Lake City.
May 25—Columbus, Ohio.
May 25,26—Tulsa.

TvB Sales Clinics

May 2—Pittsburgh.
May 4—Washington, D. C.
May 9—Buffalo.
May 11—Boston.
May 16—Salt Lake City.
May 18—Portland, Ore.
May 23—San Francisco, Cincinnati.
May 25—Los Angeles, St. Louis.
May 30—Jacksonville, Fla.
June 1—Charlotte, N. C.
June 6—Minneapolis-St. Paul.
June 8—Chicago.
June 13—Omaha.
June 15—Oklahoma City.
June 20—San Antonio.
June 22—New Orleans.

MAY

May 1-31—National Radio Month.

May 1—Comments due in **FCC** rulemaking to revise program reporting forms in original, renewal and sale applications.

May 1—Comments due to **FCC** in space policy inquiry.

May 1—Comments due on **FCC** request for suggested "methods" of reserving one vhf channel in both Los Angeles and New York for educational tv.

May 1—Deadline for submissions of 100-200 word abstracts and 500-1000 word detailed summaries of papers for the 1961 **Western Electronic Show & Convention (WESCON).** Send to the attention of E. W. Herold, WESCON Northern California Office, 701 Welch Road, Palo Alto, Calif.

May 1 — **Chicago Area Agricultural Assn.**, 2nd annual farm marketing and advertising seminar. Pick-Congress Hotel, Chicago.

May 1-3—**Assn. of Canadian Advertisers.** Royal York Hotel, Toronto, Ont., Canada.

May 2-4—**Electronic Components Conference.** Jack Tarr Hotel, San Francisco.

May 3—**Station Representatives Assn.**, Silver Nail Timebuyer of the Year Award luncheon, Waldorf-Astoria Hotel, N. Y.

May 3-6—**American Public Relations Assn.** 17th annual convention. Hotel Shelburne, Atlantic City, N. J. The association's Philadelphia Forge will be host. The theme will be: "Analyzing Public Relations' Accomplishments Problems, Opportunities and Skills."

May 4—**American Tv Commercials Festival,** Hotel Roosevelt, New York City, all day.

May 4-5—CBS Television Network-CBS-TV Affiliates Assn., annual meeting. Waldorf-Astoria Hotel, New York City.

*May 4-6—**Western States Advertising Agencies Assn.**, annual conference. Speakers include James L. Wadsworth, former U. S. Ambassador to the United Nations. Shelter Island Inn. San Diego, Calif.

May 4-7—**American Women in Radio & Television,** national convention. Statler-Hilton Hotel, Washington, D. C. Keynote speaker: LeRoy Collins, president of NAB.

May 4-14—**Brand Names Week.**

May 5—11th annual **Radio-Television Conference & Banquet** sponsored by Radio-Television Guild of San Francisco State College. At San Francisco State College.

May 5-6—**U. of Wisconsin Journalism Institutes,** Wisconsin Center, Madison.

May 5-7—**National Assn. of FM Broadcasters,** Washington, D. C. Board of Directors meeting, May 5; annual business meeting, May 6; "FM Day," May 7.

May 6 — **Advertising Assn. of the West,** fifth district, conference. Huntington-Sheraton Hotel, Pasadena, Calif., 9:30 a.m. Theme of conference: "Practical Advertising."

May 7-10—**NAB** annual convention. Sheraton Park Hotel, Washington, D. C.



from the reaches of space

Unretouched time exposure shows Echo I communications satellite (long line) crossing heavens right to left. Shorter lines are stars "in motion."



Actual undersea photo of telephone cable off coast of Florida.

to the depths of the sea



*we use **all** of the arts of communication to serve you better*

Our job is providing communications of all kinds, wherever needed—whether in the northern snows to flash word of possible enemy missile attack, or in business, or in your home.

If we can't fill your needs off the shelf, then we'll start fresh and create the answer to your problem. We've done that hundreds of times.

We began transatlantic radio telephone service in 1927.

We developed the world's first undersea telephone cables to speed large numbers of calls between continents.

We recently handled the world's first telephone conversation *via satellite*. And we have started development of a world-wide communications system employing satellites.

When industry and government needed a way of gathering huge amounts of coded information from distant points, we were ready with our vast telephone network and Data-Phone, which transmits at extremely high speeds.

And so it goes—Long Distance service, Direct Distance Dialing, the Transistor, the Solar Battery—a succession of firsts in science and communication which goes back to the invention of the telephone itself.

Universal communications—the finest, most dependable anywhere—are what we deliver. Inside, for home or office or plant. Outside, on land, or under the sea, or through the air, or into space.

We invite inquiries.

BELL TELEPHONE SYSTEM

BROADCASTING PUBLICATIONS INC.
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VICE PRESIDENT ..... MAURY LONG
VICE PRESIDENT ..... EDWIN H. JAMES
SECRETARY ..... H. H. TASH
TREASURER ..... B. T. TAISHOFF
COMPTROLLER ..... IRVING C. MILLER
ASST. SEC.-TREAS. ..... LAWRENCE B. TAISHOFF

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Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

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*Reg. U.S. Patent Office
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OPEN MIKE ®

The Florida story

EDITOR: FLORIDA STUDY EXCELLENT. CONGRATULATIONS TO STAFF, PARTICULARLY FRANK BEATTY. PLEASE AIRMAIL 20 COPIES.—ARNOLD (DOC) SCHOEN, EXECUTIVE VICE PRESIDENT, WDBO-AM-FM-TV ORLANDO, FLA.

EDITOR: The story on "Sunny Florida" is most interesting and informative. I believe it gives a good factual idea about the whole Florida market and it seems that your painstaking research has borne fruit.—*Reinhold P. Wolff, Director, U. of Miami Bureau of Business & Economic Research.*

[Reprints of the Special Report on Florida are available at the following rates: single copies, 25 cents per reprint; in quantities of 100 or more, $15 per 100 or 15 cents per copy.]

Farm Bureau speaks

EDITOR: . . . The article "Tv prime target for pressure groups" (BROADCAST ADVERTISING, April 10) seems to suggest that we are one of several such groups you cite—some with grievances that are rather capricious.

Our problem has been that we have not been able to acquaint enough people with where we do stand, and to get a really fair hearing before the public in response to the very grave (and we say very false) charges broadcast to millions. . . .

In this role we do not regard ourselves as a pressure group any more than a group of defendants petitioning for a fair hearing to vindicate themselves of false and damaging accusations.

. . . We see this issue as crucial to the integrity of broadcasting and public confidence in television journalism. I should think it would be of the greatest interest and concern to every broadcaster in the industry, and to yourself as one of its leaders. . . .—*Charles B. Shuman, President, American Farm Bureau Federation, Chicago.*

[Mr. Shuman's letter was accompanied by a statement of several pages which said networks should distinguish between fictionalized dramatic programs presented for entertainment and tv documentaries which "get into the area of factual reporting on critical issues"; denied his group used pressure on "Harvest of Shame" sponsors, and denied contact with Edward R. Murrow, narrator. The statement also listed several instances of what it claimed were errors of fact and "gross distortions" in the program.]

An earlier first

EDITOR: An article (BROADCAST ADVERTISING, April 10) states that Mitch Miller introduced several "musical inventions," including the harpsichord as a jazz instrument. . . ." This statement is somewhat inaccurate. To the best of my knowledge, the first use made of the harpsichord in jazz was by Artie Shaw's famed Gramercy Five, which featured John Guarnieri on that classical instrument in 1940 and 1941 on such best-selling recordings as "Cross Your Heart."

Mr. Miller was most probably responsible for the use of a harpsichord played by Stan Freeman on Rosemary Clooney's recording of "Come on 'a My House," which made a noticeable popular splash in the early 1950s, some 10 years after the Shaw group.—*Frank Kahn, Syracuse U. graduate, television sequence, Syracuse, N. Y.*

Sea seed

EDITOR: I note the following phrase in your story headlined "Advertising's Image a Shiny One" in the April 17 issue: ". . . a tidal wave of criticism, some extreme and harsh, that sowed seeds of skepticism about the advertising business."

Could it be said that the sowed seeds grew to trees that the public couldn't see for the tidal wave?—*Theo Mandelstam, Copy Chief, Henry J. Kaufman & Assoc., Washington.*

Skillful handling

EDITOR: . . . I was pleased and flattered to be selected for profiling (OUR RESPECTS, April 10), but, beyond that, I'd like to say that you handled the story in a very skillful fashion. Its value to me and our agency is much appreciated. —*Ken Manuel, President, D. P. Brother & Co., Detroit.*

Fm in Sacramento

EDITOR: We certainly do appreciate your article on fm development (PERSPECTIVE '61, Feb. 20). Our only regret is that the Sacramento market, with eight stations on the air and one more coming soon, was not included in the summarized findings. Six of the stations are programmed separately and one, KEBR, operates noncommercially, supported by listener contributions. We would appreciate 10 reprints.—*Carl Auel, Program Director, KEBR (FM) Sacramento, Calif.*

End to caution

EDITOR: KMOX RADIO CURRENTLY AIRING EDITORIAL CAMPAIGN URGING INCREASED CONSUMER AND BUSINESS SPENDING AND END TO CAUTION IN MAJOR PURCHASES AS ANTI-RECESSION WEAPON. RESPONSE FROM BUSINESS COMMUNITY HAS BEEN ENTHUSIASTIC. SUGGEST THAT BROADCAST MEDIA TAKE THE LEAD IN LOCAL COMMUNITIES TO URGE END TO FEAR AND BEGINNING OF ENLIGHTENED OPTIMISM TO BRIGHTEN CURRENT ECONOMIC PICTURE.—ROBERT HYLAND, GENERAL MANAGER, KMOX ST. LOUIS.

The Peabody Award



PRESENTED
APRIL 15, 196

For meritorious locally-produced Radio-TV programming



WOOD AM TV

A SUBSIDIARY OF TIME INC.

GRAND RAPIDS, MICHIGAN. WOOD-TV—NBC for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD-Radio—NBC. Represented by the Katz Agency.



There is nothing harder to stop than a trend

And the popularity vote on new shows is trending ABC's way*

Trendful, indeed, is the chart — considering: (1) the viewers have now had ample time to sample the season's new offerings on a consistent basis. (2) The viewing sample comes from where it counts most — the largest 3-network competitive market area measured by Nielsen.

And trendful, too, the standing of the top ten new shows.* ABC has five of 'em: *My Three Sons, The Flintstones, SurfSide 6, Naked City, Bugs Bunny.*

Inasmuch as the vitality of a network is most dramatically demonstrated by the vitality of the *new* shows, shouldn't you be trending along — with ABC?

ABC TELEVISION NETWORK

NETWORK	AVG. RATING ALL NEW SHOWS
ABC-TV	18.9
NET Y	17.7
NET Z	14.9

*Source: National Nielsen 50 Market TV Ratings, Average Audience, all new evening programs, 7:30-11PM, January-March, 1961.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
April 24, 1961 Vol. 60 No. 17

RUGGED LIFE ON THE NEW FRONTIER

Advertisers, agencies, media get the word from administration; networks, undaunted, plan to lengthen station-break time

The clouded but sinister-sounding role of the New Frontier in the advertising and broadcasting industries began to clear last week.

After three months of planning, hinting, muttering and chaos, the Washington regulatory picture was assuming fairly definite patterns—few of them encouraging.

First insights into the thinking of such agencies as the Federal Trade Commission, which polices advertising, and the Dept. of Commerce, which provides services to business, came out of the Assn. of National Advertisers convention in Washington.

Worst threat of the week centered around the long-fought option time practices of networks. At the weekend there was fear the FCC would break up the time-clinching method by which networks are assured of affiliates' hours (story page 58).

Behind this was what may develop into a vastly more powerful government weapon—increased power for chairmen of the FCC, FTC and other regulatory bodies. It became evident the White House will now press for quick legislation along this line (BROADCASTING, April 17).

While government policies appeared to promise a tougher life for broadcasting and advertising, these industries put the government on notice they are beefing up self-regulatory efforts in moves designed to improve the quality of programming and advertising.

On the other hand, these private industries gave notice they aren't intimidated by all the get-tough talk around Washington. The three tv networks made it rather clear they are going to increase station-break time from 30 to 40 seconds, a step first taken by ABC-TV (see story page 22 and BROADCASTING, April 17).

At this point an intramural feud developed between the networks and the advertiser-agency interests. Advertisers and agencies alike openly stated their opposition to longer station breaks. The ANA indicated it will "fight unto death" this "usurpation of time."

Here are the key points at which Kennedy administration policies were disclosed:

- Paul Rand Dixon, chairman of the Federal Trade Commission, bared his plans to put a quick stop to false advertising and his intention to apply injunction procedures. The forum was the ANA convention (story page 36). The impact was disturbing to advertisers and agencies.
- Hickman Price Jr., Assistant Secretary of Commerce, went the opposite way by rolling out the welcome carpet to ANA and business in general, pledg-

FTC's 'heavier, faster guns' fail to daunt ANA members

Three cheerful members of the Assn. of National Advertisers warmly congratulated Paul Rand Dixon (left), new chairman of the Federal Trade Commission, after he had told the association about the "heavier and faster guns" that FTC will aim at false advertising. (See ANA story page 28.)



Chatting with Mr. Dixon at ANA's Washington meeting are Roger Bolin, Westinghouse Electric Corp., chairman of the ANA board; Harry Schroeter, National Biscuit Co., ANA board member, and Peter Allport, ANA president.

The Dixon attack on some of advertising's practices led off a week that gave new insight into the way the new administration will deal with business. Some of this dealing, it appeared, may be at arm's length; some will be cooperative and cordial.

In extemporaneous remarks, Chairman Dixon said President Kennedy "spoke from the heart and knowledge when he said the next decade will decide the fate of the nation."

"We have a people's government," he added. "That means each individual has imposed on him individual responsibilities, six days a week and Sunday—unless we want a police state.

"I'll not tolerate quick-change artists. We in the government are trustees for you. However, if you don't want good government, you won't get it."

The chairman struck a welcome note with these words, "I don't know how anybody in America can sell a better mousetrap without advertising."

ing the New Frontier's undying devotion to business and the American system of private enterprise. He called recent newspaper stories about department hostility to business "unadulterated hogwash." (See page 28).

▪ The White House was poised to shoot legislative recommendations to Capitol Hill calling for grant of more power to chairmen of the FCC, FTC and other regulatory agencies (BROADCASTING, April 17). This fits into the get-tough philosophies of the new FCC and FTC chairmen.

▪ All this added up to stop-and-think fodder for those interested in government regulation of broadcasting, advertising and business in general, aside from the soothing Price comments.

The forward-looking efforts of the broadcasting industry were stated in a speech delivered to the American Assn. of Advertising Agencies by LeRoy Collins, NAB president, making his first appearance before an advertising group. (See page 31).

Gov. Collins promised the NAB codes would be stiffened, and their enforcement intensified. He called on agencies and their advertisers to help broadcasters improve their programming and the quality of commercials, repeating his demand for more blue-ribbon programs.

Similarly, a joint ANA-AAAA group reported at their respective Washington and White Sulphur Springs, W. Va., conventions, that the copy-cleanup campaign started last November is already bringing results.

Outside the regulatory field but of interest to broadcasters was the disclosure by Pierre Salinger, White House news secretary, that live broadcasting of news conferences is here to stay. This evoked minimum enthusiasm at the convention of the American Society of Newspaper Editors (see page 68).

40-second station breaks for Fall?

NETWORKS SEEM READY IN SPITE OF INCREASING CRITICISM

Despite the influential Assn. of National Advertising's support of mounting criticism from many leading advertising agencies, the three tv networks last week appeared committed to a policy of expanding station-break time next fall.

Nearly every major broadcast agency is opposed to the networks' plans for lengthening local station time periods. A substantial number has vigorously expressed objections—many on the record.

But with ABC-TV determined to implement its announced position, and both CBS-TV and NBC-TV obviously prepared to ride along for "competitive reasons," television advertisers hopefully already seek ways to adjust to the new policy.

Some officials point to a growing sentiment on the part of many agencies to seek reimbursement from the networks for portions of their sponsored programs they say will be "snipped" off to accommodate the expanded break time. Conceivably agencies may demand "rebates" from networks, an agency executive said.

Another approach was indicated by an ANA official during the association's spring meeting in Washington last week (see story, page 20). Though the growing dispute was not discussed openly during the ANA meeting, one official of the association said privately that consideration is being given to the possibility of placing the matter before the FCC and/or congressional committees dealing with commerce.

NAB said April 20 its Tv Code allows a maximum of 70 seconds for station breaks between programs in prime time. E. K. Hartenbower, KCMO-TV Kansas City, chairman of the NAB Tv Code Review Board, said the provision has been in the code since June 15, 1960.

"The time standards section states that station breaks between programs 'shall consist of not more than two announcements plus the conventional sponsored 10-second ID,' " Mr. Hartenbower said. In addition, there is a 70-second total limitation applicable to station breaks falling within the station's highest rate period."

Mr. Hartenbower called it "an extremely difficult and delicate area of self-regulation" and that the entire time-standards section has been undergoing re-evaluation for several months.

The controversy between networks and advertisers and their agencies started to take shape 11 days ago when Young & Rubicam publicly protested ABC-TV's announced plan to expand 30-second station breaks in prime time to 40-seconds next fall and disclosure of CBS-TV's position that would lengthen its breaks from 30 to 42 seconds, and from 60 to 72 seconds at the end of hour-long participating programs, if other networks adopt similar moves (BROADCASTING, April 17). NBC-TV had not announced an official policy by the end of last week, but a spokesman said the network plans to adopt action that will "keep us competitive and serve the best interests of our affiliates."

Affiliates' Position ▪ ABC-TV, which precipitated the move toward expanded station breaks, appeared to have been under strong "pressure" from affiliates to adopt such a policy. This was indicated clearly in a telegram sent to the ANA by the ABC-TV Affiliates Assn., which was replying to an earlier wire from ANA asking affiliates and ABC-TV to "reconsider" the move.

The telegram, signed by Howard W. Maschmeier, chairman, board of governors, ABC-TV Affiliates Assn., stated at the outset that the affiliates group "heartily endorses the action of ABC Television Network and its plan to grant 40-second local station breaks between nighttime network programs with the start of the 1961-62 season." The wire observed meaningfully:

"The matter of 40-second station breaks for local usage has been under careful, analytical and continuing study by the board of governors and the association for a number of years. Representing ABC-TV affiliates' sentiment throughout America, the board has found this business matter to be the number one continuing item of affiliate interest, and has therefore in its meetings with network officials so acted accordingly.

"The board of governors specifically notes that the plan for 40-second local station breaks nighttime is for the purpose of not more than two commercial announcements, and believes that, as such, this represents no numerical change in present station practice. Additionally the board feels this concept to be within both letter and spirit of the NAB TV Code."

The board disagreed with charges that the lengthened station breaks would lead to "possible overcommercialization." It claimed that the in-

Will it ever stop?

Young & Rubicam, New York, which was the first agency to criticize sharply network plans to expand local tv station break time, last week offered this brief historical footnote: in 1948 station breaks were 15 seconds long if recorded (five seconds if live). In 1951 station breaks were expanded to 20 seconds. In 1956 they were lengthened again to 30 seconds. A Y&R official said: "Now the networks want 40 seconds. Do you think it will ever stop?"

crease in station break time would add "exactly one-half of 1 percent" of station commercial time.

A sampling of agency opinion follows:

Lee M. Rich, senior vice president in charge of media and programming for Benton & Bowles, New York, sent letters to ABC-TV, CBS-TV and NBC-TV expressing opposition to longer station breaks, claiming that increasing commercial time or the number of commercials in this period reduces the effectiveness of the commercials in this time span. In a separate note to NBC-TV, Mr. Rich noted that this network was the only one which had not announced plans to expand station break time, and added pointedly:

"We firmly believe that we must, in all good conscience, place greater value on spots which we purchase for our clients within a 30-second commercial announcement than a 40-second commercial segment and certainly within a 70-second commercial segment. In other words, an affiliate using the conventional 30-second station break should receive preference (everything else being approximately equal). Along this same line, we must give some preference to a network which carries less commercial time than another network."

John B. Simpson, vice president and national director of Foote, Cone & Belding, New York, stated that "such a move will detract from the values currently enjoyed by nighttime network advertising." He added that the advantages that are "inherent in nighttime network television—its ability to identify brand commercials with high quality programming and the protection that it affords against over-commercialization—will be seriously impaired by an increase in local station break time." The message was sent to ABC-TV, CBS-TV, NBC-TV and the NAB.

Edwin Cox, chairman of the executive committee of Kenyon & Eckhardt, New York, sent telegrams to the three tv networks and to NAB President LeRoy Collins objecting to the projected proposals. He asserted:

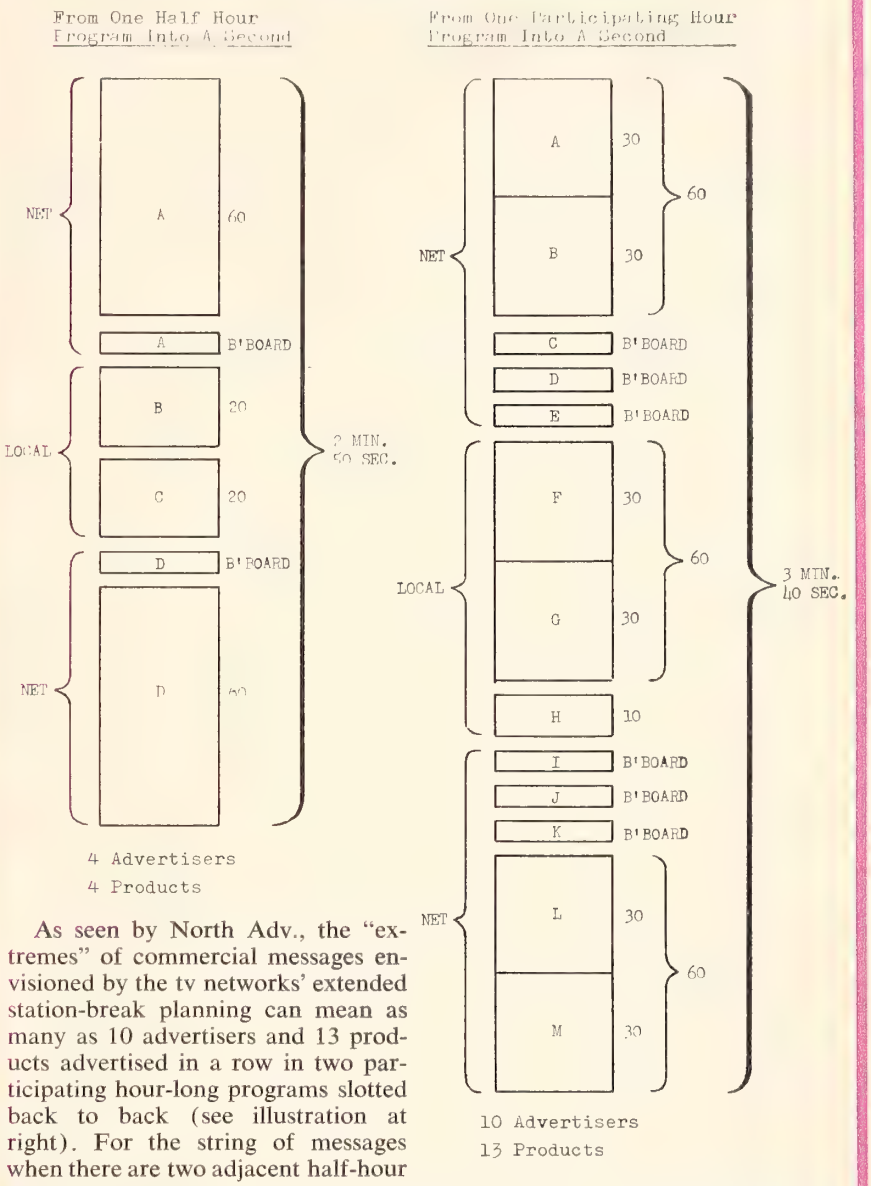
"Providing time for additional advertising in an hourly schedule already crowded with advertising claims can only, in our opinion, dilute the effectiveness of each advertisement in the time period. This, too, at the expense of the advertiser paying full program costs."

More Spotting ▪ Jack L. Van Volkenburg, president of M-E Productions, radio-tv division of McCann-Erickson, New York, sent a letter to ABC-TV protesting the move and cited an earlier letter to the network voicing a similar objection. Mr. Van Volkenburg wrote that ABC-TV's action "will only lead to increased triple-spotting on stations, which will, in turn, greatly decrease the value of the network advertisers' commercial announcements." He added that if this extra time is sold, "ABC-TV should willingly expect to be billed by its advertisers in proportioned amount of the time deducted from its regular nighttime sponsored programs."

Emil Mogul, president of Mogul Williams & Saylor, New York, referred to ABC-TV's proposal to lengthen station breaks to 40 seconds in a talk he delivered last Wednesday (April 19) at Fordham U.'s Student Marketing Conference in New York. He prefaced his remarks by citing what he called the "abuses" of television—"triple- and quadruple-spotting, over-commercialization, unethical rate manipulations—and said that unless they are corrected, pay tv is "inevitable."

"It's hard to be hopeful, however," Mr. Mogul continued," when one network shows its utter disregard for the public, and advertisers as well, by increasing its station break commercial

13 product ads in a row? It could happen



As seen by North Adv., the "extremes" of commercial messages envisioned by the tv networks' extended station-break planning can mean as many as 10 advertisers and 13 products advertised in a row in two participating hour-long programs slotted back to back (see illustration at right). For the string of messages when there are two adjacent half-hour shows, the total could come to 4 advertisers and 4 products (see illustration above). In the chart—prepared by North Adv. in New York—each letter represents a product. Its author assumed in the extreme example cited that an advertiser would break his minute into two 30s, one for each of his products. The billboards are shown as being 5-second duration, though conceivably they could be increased to as much as 10-seconds, increasing the total time elapsed in the example at right from 3 minutes 40 seconds to 4 minutes 10 seconds. Total time in the half-hour example is 2 minutes 50 seconds.

time to 40 seconds. As if the public's confidence in broadcasting hasn't been shaken enough, this abuse of network power constitutes a flagrant disregard of the best interests of the industry at large. In a time of near-crisis, increasing commercial time in a station break is like thumbing a corporate nose at the government, the critics, the advertisers —and above all, the put-upon public whose ultimate recourse to this assault on its patience will be a grateful acceptance of pay television."

Alfred L. Hollender, executive vice president of Grey Adv., stated: "I firmly support Young & Rubicam's position. Increasing the station break time represents a step backward and is definitely not what the industry is working for —better television."

James G. Cominos, vice president in charge of tv-radio programming, Needham, Louis & Brorby, Chicago, said, "we are completely opposed to any plan by the networks to expand station break time for all the obvious reasons that make such a policy totally unadvisable. Furthermore, adding insult to injury, there is no mention in ABC-TV's announcement that the cost of its network facilities and programs will be reduced proportionately to the time to be deducted."

Brother's Advice ▪ Richard F. Reynolds, vice president in charge of tv-radio for D. P. Brother & Co., Chicago, stated "there is definite danger here of increased commercialization of the medium and consequent detracting from the impact sought by those purchasing network shows."

Nathan Pinsof, media director of Edward H. Weiss & Co., Chicago, expressed disappointment "in this turn of events" because he feels television "is commercial enough now and would become more commercial" if the policy goes into effect. Both spot and program advertisers would have their impact further diluted, Mr. Pinsof said.

Anthony C. Depierro, vice president in charge of Media, Geyer, Morey, Madden & Ballard, said lengthening of station-break commercial time "can only tend to make tv less appealing to viewers and advertisers. . ." He added that "multiple spotting increases public demand for governmental restrictions and enhances the prospects of pay tv."

A spokesman at Campbell-Ewald, Detroit, said the agency is "displeased" with the trends that are taking place. He indicated that the whole area of commercials has been "overworked" without "adding more."

Thomas A. Wright Jr., vice president in charge of media, Leo Burnett Co., Chicago, said, "We feel the move is bad for the industry. Not only will program commercials be adversely affected, but stations will have additional opportunity and incentive to 'triple-spot' by substituting two 10's for one of the chainbreaks. We feel the viewing people are certain to resent the number of commercials represented in opening and closing commercials, opening and closing billboards, plus two chainbreaks and/or ID's plus network program promos. Years of experience have clearly demonstrated that the 30-second commercial length has never been a popular one. Further, the stations are not likely to take 20 seconds to identify themselves.

"These plans, unless carefully policed, are an open invitation to affiliates to further dissipate the effectiveness of network programming by triple-spotting or quadruple-spotting in the breaks."

Buckington W. Gunn, vice president and director of tv-radio for Clinton E. Frank, Chicago, said the ABC-TV move "could start a disastrous trend in the broadcasting business." He voiced the belief that the public would not stand for the "over-commercialization" that would result from the extra spots.

Some agency officials questioned sharply that ABC-TV had given them prior notice of its intention. Some said they were "unaware" of ABC-TV's policy and indicated that perhaps the network had included its plan "with a lot of other verbiage."

Better advertising image: AAAA goal

TV AND RADIO BEAR BRUNT OF CRITICISMS TURNED UP IN SURVEY

A nine-point public relations program to improve opinion-leaders' opinions of advertising was unveiled by the American Assn. of Advertising Agencies last week.

"Television advertising and to a lesser extent radio advertising bore the brunt" of criticisms turned up in a four-month study which prompted AAAA to launch the campaign, officials reported.

Discussion of the program dominated Thursday's opening session of the 4A's annual meeting at White Sulphur Springs, W. Va. Other highlights of the three-day meeting, which attracted some 700 AAAA members and guests from advertiser and media organizations, included an address by NAB president LeRoy Collins (see page 31) and other talks keyed to the meeting's theme of "Growth Through Advertising."

Preliminary work on the public relations campaign already has started, but its details were spelled out for the first time in Thursday's closed session.

These include a depth study to be made to find out why opinion-leaders are critical of advertising; a new AAAA publication *Advertising Today*, which is beginning in September will carry "thoughtful and thought-provoking" articles on advertising to a mailing list of 25,000 opinion trend-leaders six times a year; a pilot seminar on advertising to be conducted at a major university; an expanded program of speech-making by advertising agency executives before non-advertising groups; closer contact between AAAA and influential publications; cooperation with advertising textbook authors; the supplying of more reference materials to libraries; efforts to broaden awareness and understanding of the AAAA copy code and the Interchange advertising improvement project conducted jointly by AAAA and the Assn. of National Advertisers, and more "organized, positive publicity" on behalf of advertising.

In addition, AAAA members were urged to pass along any ideas they might have to advance the program.

Public Included ▪ Officials hoped some of the program's results would rub off on the public, but said it would be aimed primarily at opinion leaders, where the heaviest criticisms of advertising seem to be concentrated. Although the announcement didn't say so, some of the high-ranking members of the Kennedy administration, who have been outspokenly anti-advertising, presumably were among the "opinion leaders" where missionary work was deemed especially urgent.

John G. Mapes, chairman of the executive committee of Hill & Knowlton, public relations firm which conducted the advertising attitudes study for AAAA and will help execute the new program, said the study showed that at present the general public is not predominantly critical of advertising.

Although further details were not made public, at least to this extent the findings seemed to jibe with results of a special study made for BROADCASTING by The Pulse Inc. earlier this month. The BROADCASTING-Pulse study showed that among the general public advertising has a favorable public image and is almost universally considered an important business (BROADCASTING, April 17).

Men and women in a position to mold public opinion were found by the AAAA study to be more critical, however. It also was found that "there is no important lack of appreciation of



wmca 570 kc

Nail down more homes, more listeners and more adult listeners in the New York Metropolitan Area with Joe O'Brien on early morning wmca...the biggest Voice of New York.*

*No. 1 Station NSI Jan-Feb 1961 Mon-Fri, 6-9 am Avg.

wmca THE VOICE OF NEW YORK
wbny THE VOICE OF BUFFALO
rpi THE VOICE OF NEWS
the straus broadcasting group

the economic role of advertising, but there is a deep-seated, emotional distrust of the ethics, believability and taste of advertising." To overcome this distrust "every scrap of evidence that can be gathered will be used," AAAA asserted.

The association concluded that advertising itself should not be used in the campaign at this time, for two reasons. First, it might "excite the general public" much more than it is excited now; second, another advertising program on top of several already being conducted in the industry's behalf might "confuse the public" and also "wear out advertising's welcome with the cooperating media."

Campaign Goals ▪ Principal objectives in the public relations campaign will be to convince opinion leaders that "the great majority of advertising is ethical, credible, in good taste and morally sound"; that advertising is "a responsible industry"; that it has specific programs under way to improve itself and "discourage transgressions," and that "advertising aids the buyers' free choice."

Although public relations stood out as the principal policy problem for the AAAA membership's attention last week, memories of another big one from a few years ago—the wrangle then in progress with advertisers challenging the media commission system of agency compensation—were evoked at another closed session on Thursday.

This occurred when James W. Young of J. Walter Thompson Co., one of the most respected figures in the agency business and closely identified with the evolution of the media commission system, addressed a private meeting on "the history and theory of media allowing commissions to advertising agencies." Mr. Young spoke at a session for agencies that bill $40 million or more per year.

In the same group meeting—one of four held for agencies, according to size—AAAA president Frederic R. Gamble raised the question of whether, for the sake of agency people and as a matter of good public relations—agencies and clients shouldn't give each other longer notice when one decides to stop doing business with the other.

The over-$40-million group, with Marion Harper Jr. of Interpublic Inc. presiding, also heard John F. White, president of the National Educational Television & Radio Center, New York, report on "the fourth network—something of value to you."

In other highlights, members and guests at the three-day meeting heard:

▪ Arno H. Johnson, vice president and senior economist of J. Walter Thompson, predict that total advertising volume may need to be virtually doubled in the next ten years—from a projected $13 billion this year to about $25 billion in 1971—to support the $800 billion level of production anticipated for a decade from now.

Mr. Johnson also saw signs of a turnaround in the current national economy, saying business "could recover vigorously after the second quarter of 1961." But he warned that recovery and future growth will depend importantly on the extent to which consumers are encouraged to "strive for an upgraded standard of living."

▪ L. E. Purvis, president of Gallup & Robinson, tell how Pittsburgh Plate Glass Co. more than doubled the remembrance score of a commercial for Sun-Proof paint by simplifying the commercial and casting it in every-day terms. Mr. Purvis, who spoke on "increasing the effectiveness of advertisement," also used a Carnation Co. commercial experiment to show how a television advertising message's impact may vary, sometimes widely, according to the program in which it is presented.

▪ Harry Harding of Young & Rubicam, retiring chairman of AAAA, stress the role played by advertising in the growth of the nation—and at the same time answer some of the chief criticisms commonly leveled against advertising. The critics, he said, are not reacting against "false advertising" so much as against "poor advertising." "Citing a bad advertisement as proof that advertising is bad," he said, "is not unlike indicting water because it drowns people." He called for poor advertising to be improved, false advertising to be rooted out.

A tax on advertising is frequently proposed, he said, but in effect it would be a tax on the economy. "Hurt advertising and you hurt buying," he declared. "And anything that hurts sales is felt first on the payrolls and then on the taxrolls."

▪ William Bernbach of Doyle Dane

Cox elected new chairman of AAAA

Edwin Cox, chairman of the executive committee of Kenyon & Eckhardt, New York, was elected chairman of the American Assn. of Advertising Agencies Thursday as AAAA opened its annual meeting at The Greenbrier, White Sulphur Springs, W. Va.

He succeeds Harry Harding, executive vice president of Young & Rubicam, New York, for a one-year term.

Marion Harper Jr., chairman of Interpublic Inc., New York, and William A. Marsteller, chairman of Marsteller, Rickard, Gebhardt & Reed, Chicago, were named vice-chairman and secretary-treasurer, respectively.

With Frederic R. Gamble, whose term as AAAA president continues to 1962, the new officers and three other directors were named to constitute the operations committee, which meets monthly to conduct the association's affairs when the full board is not in session. The other director-members are Robert E. Allen, Fuller & Smith & Ross, New York; John M. McDonald, Buchen Adv., Chicago, and Rolland W. Taylor, Foote, Cone & Belding, New York.

Three directors-at-large were elected: Clinton E. Frank, Clinton E. Frank Inc., Chicago; Raymond O. Mithun, Campbell-Mithun, Minneapolis, and David B. Williams, Erwin Wasey, Ruthrauff & Ryan, New York.

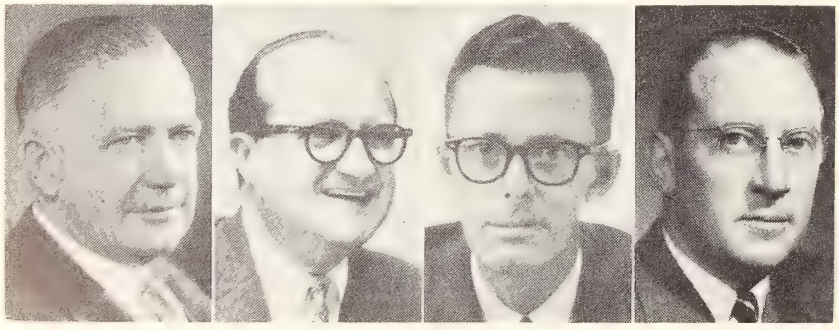
The following were named to represent the four AAAA regions on the board:

Eastern—Barton A. Cummings, Compton Adv., New York; Joseph R. Wallace, Harold Cabot & Co., Boston, and C. M. Buchanan, Vansant, Dugdale & Co., Baltimore.

East Central—C. M. Robertson Jr., Ralph H. Jones Co., Cincinnati.

Central—Paul C. Harper Jr., Needham, Louis & Brorby, and George Bolas, Tatham-Laird, both Chicago.

Western—Jack W. Smock, Young & Rubicam, Los Angeles.



Mr. Cox Mr. Harper Mr. Marsteller Mr. Gamble



'DIAL M' MURDERS COMPETITION

KOGO-TV's Seven Arts premiere proves lethal to competitive shows in San Diego prime time

ARB rates KOGO's "Films of the 50's" audience share above all other shows combined

AVERAGE (2 HOUR PERIOD)	RATING	SHARE
KOGO ("Premiere Movietime" telecasting Alfred Hitchcock's "Dial M for Murder")	26.0	50.9
Station A	9.5	18.6
Station B	12.0	23.5
Other	3.5	6.9



Jay Grill
Vice President, KOGO-TV
San Diego, Calif.

Says Jay Grill, "'Dial M's' high ratings made happy music but the big Cash Register Crescendo is audience response direct to the sponsors! Our first Seven Arts feature film ran in prime time Friday night.

By Saturday noon:

"Special spring plants offered by Nursery Land cleaned out!

"101 Dalmatian puppies offered by Dairy Mart Farms all happily licking listeners' faces in 101 of KOGO's TV homes!

"889 metal refuse containers featured on San Diego Glass & Paints commercial sold at retail!

"Viewer response like this bodes well indeed for exciting results from our whole package of Warner's 'Films of the 50's'."

Warner's Films of the 50's . . . Money makers of the 60's

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue	YUkon 6-1717
CHICAGO: 8922-D La Crosse, Skokie, Ill.	OR 4-5105
DALLAS: 5641 Charlestown Drive	ADams 9-2855
BEVERLY HILLS: 232 South Reeves Drive	GRanite 6-1564

For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data)

Bernbach, New York, stress creativity as "advertising's greatest tool." He warned that "people don't count the number of ads you run—they just remember the impression you made on them."

▪ Dr. Samuel Stevens of Stevens, Thurow & Assoc., Chicago, said that manpower is the No. 1 problem currently facing agencies; that advertising will need 15,000 new people a year "for many years," and that agencies had better start planning recruitment and training programs more carefully and perhaps put less emphasis on pirating personnel from each other.

Three showings of a collection of outstanding television commercials were presented during the convention.

The annual dinner was held Friday night with a "Roaring Twenties Revue" presented by ABC highlighting the hour-long network program of that name.

Big stick, or none, for advertising?

FTC'S DIXON PROMISES FAST ACTION, PRICE PLEDGES FRIENDSHIP

Two divergent pictures of the government's attitude toward advertising and business were given the Assn. of National Advertisers at its April 17-19 meeting in Washington.

Paul Rand Dixon, new chairman of the Federal Trade Commission, hit ANA with a big-stick approach by promising ultra-swift action on complaints plus an injunction routine to halt obviously false advertising. "I'll not tolerate quick-change artists," he said. (See Dixon story page 36).

But Hickman Price Jr., Assistant Secretary of Commerce, took a friendly approach to advertising and business by promising that "the assault on our free enterprise way of life, predicted by some, is not going to materialize."

Mr. Price dramatized the business background of the four key assistants to Secretary of Commerce Luther H. Hodges by explaining their combined salaries last year in private business totaled nearly $800,000. His background is with Mercedes Benz.

Printed stories that Secretary Hodges is antagonistic to business are "unadulterated hogwash," he said, adding that a recent story in a leading New York financial journal indicating department hostility was based on misinformation.

"Events in the recent past," Mr. Price said, "have forcibly brought to the attention of government and the public a number of abuses of questionable practices in advertising, abuses involving rigged tv shows, false or exaggerated claims, price-rigging, and so on. Many of these have already been corrected by self-policing in the advertising community.

"You are sensitive to the far-reaching injury advertising can suffer at the hands of a few—a very few—irresponsible advertisers, their agencies, or the media they use."

Self Discipline ▪ A joint committee set up as a voluntary self-disciplinary agency has produced effective results though only six months old, the ANA was told. Similarly the American Assn. of Advertising Agencies heard a review of the work by the committee, which consists of 20 members representing the two associations.

Work of the joint group was explained to the ANA by David F. Beard, general director of advertising, Reynolds Metals Co., a committee member, and to the AAAA by Edward Gerbic, advertising manager of Heublein Co., who is joint committee co-chairman.

The committee has processed 14 cases since its formation, with another six cases pending. Bad taste and misleading advertising dominate the complaints, it was explained, with action taken when a majority of the committee feels the complaint is serious and likely to be harmful in terms of its probable effect on advertising as a whole.

Complaints of bad taste have covered a range from immodest illustrations to suggestive copy or copy of low moral tone, according to a review of the AAAA's own review committee. Several complaints dealt with use of patriotic or religious symbols felt to be in poor taste. Several types of disparagement of competition were reviewed.

Work of the joint committee, into which the AAAA's own committee has been incorporated, was described as corrective rather than punitive. It was described as "highly effective," with proper corrective action taken in practically all cases.

The Street Where You Live ▪ Robert T. Colwell, vice president of J. Walter Thompson Co. and a joint committee member, was quoted as saying the very existence of the committee influences advertising content for the better. "The policeman on the corner does not have to make many arrests to be a deterrent to wrong doing," he reported to the joint group, adding, "Perhaps the simile is too strong since the committee does not have 'police powers.' A more accurate simile would be to say that people are better-behaved on a well-lighted street."

The predecessor AAAA committee had processed 103 advertisements or commercials. In only two cases was the committee unanimously agreed that bad taste existed, with both involving



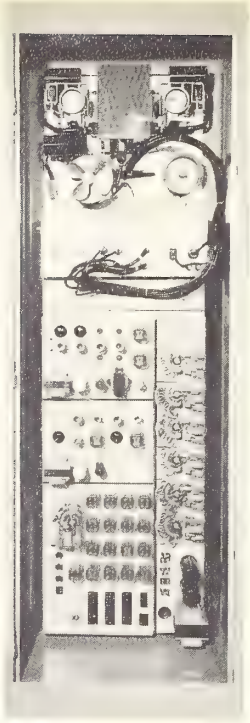
Agency and media delegates headed toward the AAAA convention in White Sulphur Springs, W. Va., joined with the ANA in Washington last week as both advertising industry groups held spring conventions. Left to right: Al Lehman, president, Advertising Research Foundation; Hugh Beville, vice president of planning and research, NBC; Robert Llewellyn, American Bakeries (in background); R. W. Testement, Grove Labs.; Francis X. Brady, Cohen & Aleshire. Delegates were given close look at the New Frontier.



SCHAFER SPOTTER S200A

Dial one spot, or the entire day's log (hundreds of spots may be set up in advance) in a matter of minutes! Press one control and automatically cue the correct spot/record or other program material. Now, take this console one step further – integrate the S-200A with a Schafer Broadcast Automation system, and the complete day's programming can be called and cued in any desired sequence, and aired by pressing one button, once! Last second changes of programming or copy present absolutely no problem. The versatility of this unit offers unlimited programming possibilities and makes complete automation of any program format a reality. Each new user discovers exciting new applications for the Schafer System.





THE schafer SPOTTER S200A

THE SCHAFER SPOTTER S 200A, fully automatic spot locator, handles and will locate 200 availabilities on its tape in the average time of less than 45 seconds (maximum of 90 seconds). It is available in any one of three modes of operation: 1. as a *semi-automatic* system, the announcer dials each commercial in turn off the program log. The Schafer Spotter locates the spot and cues to it, allowing the announcer to place it on the air by simply pressing the switch. 2. As an *automatic system,* the entire day's program log is dialed into the Spotter's memory unit and aired by pressing the switch at the desired times. The unit automatically picks the next commercial, and cues to it ready for airing. 3. The *fully automated system* consists of the Schafer Spotter as a plug-in accessory to a Schafer Broadcast Automation System. This combination offers completely automated programming. The unit may be used to cue commercials, station breaks, weather reports, promos., jingles, newscasts, program themes, and even completely prerecorded musical selections or programs in any desired sequence. The S 200A is a straightforward design, incorporating the standard Ampex 354 Tape Recorder-Playback, the necessary automation electronics, and a remote control box. Maintenance is greatly simplified by incorporating each basic circuit in its own quickly replaceable plug-in module. Record and playback unit are completely controlled through the remote control box, which may be placed conveniently in any location desired by the operator. One spotter can be controlled from any number of locations by adding additional remote control boxes. A continuous digital display indicates the spot to which the unit is cued, or is playing. The problems common to acetate recordings are a thing of the past, including constantly increasing noise level, inherent in the use of acetate. The S 200A operates with the new Minnesota Mining and Manufacturing "sandwich tape," made for computer use, with a life expectancy ten times that of standard tape. The Schafer spotter can help any station maintain consistently high quality audio reproduction...easing busy spot schedules so that "panic periods" are a thing of the past. It leaves the announcer free to devote more time to on-the-air production...eliminates "announcer fatigue." A better sound and easier, more efficient station operation are assured with the Schafer Spotter S 200A, whether it is used in semi-automatic, automatic or fully automated operation.

SCHAFER CUSTOM ENGINEERING DIVISION OF TEXTRON ELECTRONICS, INC., 235 South 3rd St., Burbank, California. Dir. Dial: 213—TH 5-3561 FAX: RLJ



Collins to advertisers: quality is joint responsibility

Agencies and advertisers have been put on notice they must share the responsibility of raising broadcast program and advertising standards.

LeRoy Collins, NAB president, bluntly told the American Assn. of Advertising Agencies, whose members "who use broadcasting as an advertising medium and profit greatly thereby," that the initial responsibility for radio-tv advertising "rests with the advertiser and his agency."

In an April 22, address to the AAAA at its White Sulphur Springs, W. Va., convention, Gov. Collins went further by calling on agencies and advertisers to devote a larger share of their budgets to sponsorship of high-quality programs.

Gov. Collins, who last February started a move to expand blue-ribbon programming by broadcasters (BROADCASTING, Feb. 13), made it plain that NAB is going to stiffen its codes of ethics He said the only way to insure the effectiveness of broadcasting is through "continued improvement of the quality of what is heard and seen by."

Considerable progress in quality has been made separately by broadcasters and advertisers, acting on their own, he said, adding that it's time for joint action. He lauded AAAA and the Assn. of National Advertisers for the "splendid beginnings" made in quality through a joint copy interchange program.

NAB's code progress, he said, is only a beginning. "We can, and will, do much more," he said. "I consider code development and enforcement my major responsibility and in the months ahead, as we reshape the structure of NAB to meet its new responsibilities, we will be using the codes with much greater effect."

The radio and tv codes, he explained "will be the instruments through which broadcasters will maintain an ever-closer surveillance over their own house. They will be our primary means for insuring to the American people the integrity of this medium over which we have been given stewardship."

Gov. Collins urged agencies to encourage copy-writers "to counsel with our code staff members in advance and to take potential problems to them for mutual exploration before costly dies are cast."

He made two key appeals:

▪ "I urge that you not seek to place any copy that has been rejected by the code authorities.



▪ "I urge you to recommend the placement of your advertisements with stations subscribing to the codes."

He invited AAAA members to offer "more effective participation" in the effort to bring higher quality programming by insisting their programs fully meet code standards. "There may be some media in which the advertiser can feel secure in consumer judgement based upon his commercial message standing alone rather than in association with the noncommercial content of the medium in which it is placed," Gov. Collins said. "But in broadcasting, because of the intimacy of its impact and the totality of its attraction, this is unrealistic. I plead for your help in getting advertisers to undertake the sponsorship of more high-quality programming, regardless of the category of the program."

Referring to the nation's cultural problems, he said, "As the mass-communication medium we have a massive responsibility to reach for higher and higher goals." In the United States broadcast programming must remain free and competitive. This places the full responsibility on the private sector of our economy to support 'blue-ribbon programming.' These are programs of great merit, of cultural distinction, of important informational content, of high dramatic quality. The broadcaster as the public licensee is the natural target for most of the criticism and bears the ultimate responsibility to the people.

"But those who use broadcasting as an advertising medium, and profit greatly thereby, should share more of this responsibility. Many outstanding advertisers now sponsor programs of very high calibre, and they have done so to the credit not only of themselves, but of broadcasting and the advertising profession."

Gov. Collins also observed:

▪ "Too often broadcasters have been left with such programs to carry at their own expense.

▪ "I feel it is realistic to suggest that some advertisers not currently in television consider such sponsorship, and that some television advertisers consider devoting a larger share of their budget to higher-quality program sponsorship."

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nudity in industrial trade magazines not generally seen by the public. Of the remaining 101 cases, 71 involved bad taste and the other 30 dealt with misleading advertising.

Members of the joint committee are co-chairman Gerbic; Robert E. Allen, Fuller & Smith & Ross, co-chairman; Beatrice Adams, Gardner Adv. Co.; Charles F. Adams, MacManus, John & Adams; David F. Bascom, Guild, Bascom & Bonfigli; James F. Burke, Johnson & Johnson; Ralston Coffin, RCA; Mr. Colwell; Robert L. Foreman, BBDO; H. F. Griswold, Dole Corp.; Earle Hodgson, Aubrey, Finlay, Marley & Hodgson; Edward E. Rothman, Ford Motor Co.; Douglas L. Smith, S. C. Johnson & Son; Samuel Thurm, Lever Bros.; William D. Tyler, Benton & Bowles; Ben H. Wells, Seven-Up; David B. Williams, Erwin Wasey, Ruthrauff & Ryan; Peter W. Allport, president of ANA, and Frederick Gamble, president of AAAA, ex-officio; Rick Scheidker, AAAA, secretary.

The Pile-Driver ▪ Marya Mannes, author-critic, satirized broadcast and print commercials in an address to the ANA convention, contending tv especially is "pitching too low and treating us like the mentally retarded." She added, "With a few notable exceptions, your tv advertising underrates your audience. Too often you use the pile-driver instead of the nudge. You are notably short on humor. And your visual techniques of presentation are still way behind the sophistication which the public has come to expect in everything from LP covers to office buildings to packaging in general." She declared that "to use children to sell products is a form of prostitution."

Charles R. Standen, vice president of

Tatham-Laird, jolted ANA delegates out of any laissez faire thoughts they might entertain by saying it is commonplace for major companies to have 50% or more of current sales come from products new in the last decade. He credited the figure to Booz, Allen & Hamilton, adding, "In the next three years about 75% of the nation's growth in sales volume can be expected to come from new products, including new brands.

Edwin W. Ebel, vice president-advertising services, General Foods Corp., appealed to ANA as chairman of the Advertising Council's radio-tv committee for cooperation in council campaigns by both media and advertisers. He said that in the case of tv networks the placement of council promotional spots is controlled by the networks in about half of the cases due to "the multi-sponsored show, the multi-multi sponsored show, the participating program, the alternate sponsor and the alternate-alternate sponsor."

Mr. Ebel said he was fascinated the way the phrase "prime time" has become a household word in a short time. "Everybody knows what prime time is with the possible exception of some broadcasters and some advertisers," he said.

Advertisers don't shun public affairs

BUT THEY SPONSOR FOR COMPANY IMAGE, NOT TO APPEASE GOVERNMENT

National advertisers and agencies are showing increased interest in public affairs broadcasts.

Two out of every five national advertisers and their agencies (39%) are currently placing public affairs broadcasts or have done so in recent years, according to a survey conducted by BROADCASTING during the spring meeting of the Assn. of National Advertisers held April 17-19 in Washington.

But only one out of three (35%) would pay any heed to recent government efforts to influence broadcasters toward carrying more public affairs programs, the survey showed.

Many of those interviewed were heated in their comments about such government pressures although many preferred not to be quoted. The desire to perform the role of good citizen was mentioned frequently but it was emphasized that advertising campaigns must fit into company objectives.

The tabulation showed a shade over half of those interviewed said flatly their media buying decisions would not be affected by any Washington attitudes or suggestions.

On the other hand a substantial majority said they cooperate with the Advertising Council in promoting public service causes originating in government agencies. They felt this type of public service contribution was entirely unselfish and made available vast audiences to federal messages.

Broad Interpretation ▪ A number of the 41 delegates interviewed, roughly a 10% random sample, felt the term "public affairs" should be interpreted broadly to include news programs, weather and even scholastic (but not professional) sports.

Some pointed out that public affairs programs are helpful in building a corporate image but not as effective in promoting the sale of individual items.

The BROADCASTING survey was not designed to reflect a scientific evaluation of advertiser and agency views but rather to sound out opinion on the subject of public affairs programming at a tense moment in history.

Tabulation of the two basic questions asked follows:

"The government is pressuring broadcasters to carry more public affairs programs.

"1. Have you sponsored public affairs in the past or do you sponsor them now?"

Yes 16; No 25.

"2. Will government pressure induce you to buy more public affairs programs?"

Yes 8; No 15.

Here are excerpts from comments of interviewees (a number were unwilling to be quoted on effectiveness of their public affairs programs and many would not permit attribution of comments on any impact of government pressures):

William Zeigler, Del Wood Assoc., New York—Client Cook Chemical is seasonal, with about four months to sell Real-Kill insecticide. Prefers spot.

Joseph Hoffman, Prudential Insurance Co.—Considers *Twentieth Century* and *You Are There* series good business, with company contributing to the public interest. Sales force is proud to discuss the program with clients.

Thomas M. Riley, Pittsburgh Plate Glass Co.—Public service doesn't fit into plans. Decisions are based on company objectives, not government pressure.

James Stocker, Scott Paper Co.—Once sponsored *Omnibus*. This paralleled Scott's interest in tv at the time. May use tv again. Programs must fit into the overall corporate marketing strategy, with the public service concept internally generated.

Edward Meyer, Grey Adv. Agency—Considers high school sports in New York, sponsored by Hoffman Beverage Co., as a community-minded concept.

Lee Bristol, Bristol-Myers—We are interested in being good citizens by encouraging public service movements. Our policy is citizenry first, advertising second. There is no lack of compatibility in what an advertiser does from a commercial standpoint and as a good advertising citizen. (Mr. Bristol is board chairman of the Advertising Council, promoting public service messages on media advertising campaigns.)

E. W. Seay, Westinghouse Electric Co.—Sincerely believes in public affairs programming, recalling Westinghouse sponsorship of presidential campaign packages in 1952-56-60. Will sponsor four Huntley-Brinkley programs in 1961-62 season and six original dramas. Company's subsidiary, Westinghouse Broadcasting Co., sponsored three-day public affairs clinic in April.

Robert D. Healy, McCann-Erickson—Clients Bell & Howell and Westinghouse are active in public affairs; works for clients' objectives.

A. H. Thieman, New York Life Insurance Co.—Not active in broadcasting but coordinates with the Ad Council in its media campaigns.

Jack Connolly, Miles Labs.—Advertising is motivated by consumer tastes. Public affairs programs offer definite advantages in promoting corporate image but Miles is selling individual products. However, such programming is becoming more attractive as the world shrinks and people show more interest in public affairs.

Edward A. Heuston, Pharmaco Inc.—Uses news programs on radio networks because people are deeply interested in news.

Thomas Poole, N. W. Ayer & Son—Client Atlantic Refining Co. uses weather in major markets and Illinois Bell sponsors high school basketball tournaments; AT&T sponsors outstanding musical talent on *Bell Telephone Hour*.

David F. Beard, Reynolds Metals—Carries public service messages on behalf of Ad Council; not aware of government pressure for more public affairs programming.

K. C. Zonsius, Goodyear Tire & Rubber Co.—Not now sponsoring public affairs programs, but several years ago sponsored *Greatest Story Ever Told*, which was very good for company. Begins sponsoring *Douglas Edwards and the News* (CBS-TV) in June. Purpose is to step up tv penetration. Now sponsors *Pete & Gladys* comedy, which reaches certain segment of tv audience;

RICHARD H. ULLMAN, INC.

explodes a radio first!



FORMATIC RADIO zips across your log with the pace of a trace racing across a 'scope.

FORMATIC RADIO—the newest—and only—program-production-aid service of its kind. Created by Format men for the program, production and sales departments of stations with that modern dynamic music-news sound image.

FORMATIC RADIO will galvanize your d.j.'s with self-propelled points-ahead programming-production aids.

FORMATIC RADIO has urgency, vigor, excitement for sales-ahead action in your market. Jet-stream sales aids with that **extra** thrust.

FORMATIC RADIO is velocity-in-sound-and-music for the one station in town that wants to stay ahead of its competitors . . . or get ahead of them—and stay there.

FORMATIC RADIO arms you to stop dialers in mid-tuning. Alerts them to the swingingest station in town. Alerts clients that FORMATIC means fatter sales figures.

Only way to get the full Soundsmanship FORMATIC fact-array—**listen to the Formatic package.**

Call your Ullman-Man . . . or station rep.

Then . . . fasten your seat belt and listen . . . listen to the most exciting contribution to radio since the turntable.

FORMATIC RADIO
is produced by Stars International, Inc. and sold in the U.S. by

RICHARD H ULLMAN, INC.
1271 Avenue of the Americas, N.Y. 20 / PL 7-2197

Distributors of **FORMATIC RADIO, THE BIG SOUND, IMN JINGLES, TARGET JINGLES** and **SPOTMASTER** Tape Cartridge Equipment.

Divisions of

THE PETER FRANK ORGANIZATION, INC.

Hollywood/New York

Your Message Is
ALWAYS
ON TARGET
with
WSIX
TV 8
NO. 1 in Nashville
*ARB REPORTS WSIX-TV 8 NO. 1 IN PRIME TIME . . . with 3 of top 5, and 7 of top 10 Net Shows. *(Nov. ARB 1960)
WSIX TV 8 NASHVILLE
Affiliated with WSIX AM-FM Radio
Represented Nationally by:
PETERS, GRIFFIN, WOODWARD, Inc.

with Doug Edwards will reach different segment. News is "hot" right now and therefore a good buy; also from long range viewpoint sponsorship of public affairs programs brings prestige to company.

Robert L. Gage, Skelly Oil Co.—Does not sponsor public affairs programs now; uses "limited" budget on programs with wide audience appeal. Skelly has, however, contributed commercial time for public affairs programs in past. Would sponsor such programs in future on institutional grounds.

John Bugard, Brown & Williamson—Has sponsored elections and similar programs and considered results "all right." Would be interested in more of same because such programs reach a segment of the population that is difficult to reach via ordinary advertising.

Edward J. Pechin, E. I. duPont de Nemours—Has sponsored public affairs programs (*Cavalcade of America*), but it is difficult to measure success of this type of sponsorship. Would be interested in sponsoring more of this type of program if it fits objective of product being advertised. Such advertising can be considered good citizenship on the part of the company sponsoring programs—and anyway viewers of these programs buy products also.

Julian M. Snyder, New York Telephone Co.—Sponsoring weather report on local tv station. Results are pretty good. Can see results (in selling Princess phone, for example). Finds this type of program has a loyal audience. Would be interested in additional programs if right kind was offered—something that would reflect the viewpoint of New York Telephone as a regulated industry.

Robert Roens, Scott Paper Corp.—Sponsoring an educational radio show on local radio stations beamed to schools. Purpose is community relations (institutional). Fine results. Problematical whether would be interested in public affairs program for consumer sell, since Scott is particularly interested in mass audiences, and these programs usually don't attract a mass audience.

Gregg T. Ward, U. S. Rubber—Sponsoring segments of *Monitor* on NBC Radio with good results. Finds it an excellent medium for promotion via tire dealers. Would be interested in additional public affairs programs "if the right thing came along."

Dorian St. George, Carling Brewing Corp.—Not sponsoring public affairs programs because viewers do not constitute a major market. Dollars are spent toward the adult male en masse (like sports, etc.). Would be interested, however, in a late night public affairs show for prestige purposes.

Tom Ferguson, Campbell Soup Co.—Does not sponsor public affairs programming now and is doubtful whether it would in future. Public affairs programs do not deliver the audience needed for mass marketing philosophy which is basis of Campbell's advertising.

William C. Martin, Congoleum-Nairn—Does not sponsor public affairs programming now since they do not lend themselves to mass, hard-sell advertising. Committed heavily to magazines, for color spreads.

Tom Duffy, Acme Boot Co.—Uses no radio or tv.

Jack Magee, National Lead—Has used co-op spots, but nothing else. In print mostly. Doubts whether would use public affairs shows, does not meet needs.

W. W. Lockwood, Taylor Instruments—Does not use radio-tv, mostly industrial advertising in print. Does not think firm would use public affairs programs, "impracticable," have to have vehicle for selling.

Wilbur July, Stauffer Chemical Corp.—Does not use radio-tv, sells industrial chemicals. Has used spots on local radio for agricultural products, but no public affairs programs. Is doubtful if would use.

William R. Vos, Coopers Inc. (Jockey underwear)—Limited budget does not permit use of public affairs programs. Might use if could see sales benefits. One advantage is that public affairs program appeals to both men and women which is good idea for selling men's underwear, since women buy much of it for their husbands.

Herbert A. Lehrter, Hiram Walker Distillers—Does not use, not permitted to sell hard liquor over air.

Robert H. Vogt, Wear-Ever Aluminum—Not using broadcasting recently, limited budget. Might consider buying public affairs program, but many considerations enter into situation.

Thomas W. Norton, United States Steel—No public affairs; none planned because of regular alternate week *Steel Hour*.

James R. Heekin, Ogilvy, Benson & Mather—No clients now sponsoring public affairs but predicts increase in future.

Charles R. Standen, Tatham-Laird—None now. No reason why public affairs should not be effective as advertising vehicle.

Brown Bolte, SSC&B—Client Lipton Tea sponsored election returns and convention coverage. Public affairs programs permit advertisers to build image and deliver commercial message at the same time. Number of such shows will increase.

Paul L. Gabriel, Borden—No public affairs; none planned. Only tv shows are for children.

James W. Stitt, Dixie Cups—No public affairs; none planned because of small budget. Try to reach women and



Every important food chain uses WDAY-TV, Fargo!

These four big food chains make approximately 75% of ALL the retail food sales in the big WDAY-TV area—and that 75% equals nearly *$116,000,000 per year!*

Advertising isn't the whole answer, of course, because the Fargo area is a *fabulous one.* But it is significant that the four important food chains in the area *all use WDAY-TV on a year-'round basis.*

Certainly you can be sure that the biggest merchants in North Dakota know a lot about the best media values! Ask PGW for all the facts!

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives



Jane Johnston speaks for *Red Owl* on the Red Owl Theatre on WDAY-TV



Carol Olson speaks for *Fairway-Super Fair* in the Phil Silvers Show on WDAY-TV



Bill Weaver speaks for *Super Valu* in their very heavy spot schedule on WDAY-TV



Glen Hanson speaks for *Piggly Wiggly* on "Bold Venture" on WDAY-TV

entertainment shows better for this purpose.

Robert M. Prentice, Lever Bros.—Not good in terms of total audience and cost-per-thousand. None now, though possible in future. Important that advertisers should offer public affairs and the climate is getting more favorable to promote them.

William J. Connelly, Union Carbide (plastics)—Sponsors *Continental Classroom* with excellent results, and will continue public affairs sponsorship.

Tow Swan, Mobil Oil—None now, mostly because of budget. No national show and hard to get local public affairs programs. If proper local public affairs program is made available, will give strong consideration. No chance to consider in past because local stations have not been doing much.

Arthur H. Hammerstrom, Pure Oil—None now. The nature of the company is such that it wants to sponsor public affairs programs and is thinking along that line on the local level.

Elanor Miller, Lestoil—None now and probably will not because of budget. Personally, she is definitely in favor and "happy to see that people are beginning to have a little courage and put their money in this field."

Answer your critics, Fish tells L.A. Ad Club

Advertising must stand up and answer its critics on every front, James S. Fish, vice president and director of advertising, General Mills, said Tuesday (April 18) in a talk to the Advertising Club of Los Angeles. In what he called "a sermon," titled "Some Things I Believe About Advertising," Mr. Fish expressed his faith in advertising as a vital force in our economic system. But, he noted, it must be understood to be appreciated.

"If we can organize our parochial interests under a single banner and do this job of telling the general public as well as certain specific publics about the role of advertising in our American way of life," he declared, "we will not only be doing our business but our very economy a real service. For, as public belief in advertising is strengthened, then will the dollars we spend become more efficient."

Quoting from advertisements on behalf of advertising that various individuals and organizations have produced in recent months, Mr. Fish urged other advertising men to do likewise. He also urged campaigns at the local level to improve the small percentage of advertisements that lack honesty or good taste, citing the code adopted by the Advertising Club of Minneapolis as one that has been a real force for the betterment of advertising in that area.

FTC to change from tortoise to hare

DIXON PROMISES TO MOVE AGAINST FALSE ADVERTISING

Fast, FAST, FAST action has been promised advertisers who purvey false or deceptive advertising in any and all media.

Paul Rand Dixon, new chairman of the Federal Trade Commission, told members of the Assn. of National Advertisers last week in Washington that "We're going to serve injured business and consumers with a squad car instead of a hearse."

The FTC, Mr. Dixon emphasized, is not going to slow down on its attack on misleading advertising, contrary to rumors. In fact, he added, it hopes to speed up FTC processes through two moves:

- "Compact" hearings. Instead of permitting hearings on false advertising complaints to be strung out for months, all over the country, the FTC is going to tighten up the hearing schedule.
- Responsibility for each case will be given one man, instead of having three or four layers of lawyers and enforcers involved in a case.

If the FTC is given authority to issue temporary restraining orders against purported false advertising, Mr. Dixon observed, many advertisers who use delaying tactics would employ them with less enthusiasm. There have been suggestions that the trade agency be given the power to enjoin suspected advertisements pending the outcome of hearings on such complaints. James M. Landis, special assistant to President Kennedy, made that suggestion earlier this month (BROADCASTING, April 10).

Mr. Dixon inveighed against what he called advertisers who practice "brinkmanship." This is the philosophy of knowingly permitting a false or corner-cutting advertisement to be employed in the belief that it will have accomplished its purpose before the FTC gets around to stopping the claim.

In a sarcastic vein, Mr. Dixon took off on apologists in advertising who claim the "irresponsible few" are to blame for besmirching the good name of the "honest, overwhelming majority." He did this by citing a number of FTC cases involving relative unknowns, and then followed this up by calling attention to some of the cases involving well known companies—General Motors, Ford, Chrysler, Colgate-Palmolive, Eversharp, Alcoa, Sears Roebuck, Standard Brands, R. H. Macy & Co. In some of these instances, Mr. Dixon pointed out, advertising agencies were also cited. All have been settled by consent decrees, he said.

One of the best means of overcoming the problem, Mr. Dixon noted, was through industry-wide cooperative efforts, such as the agreement by automobile tire companies to clarify terms and by battery manufacturers to explain more clearly what they mean by guarantees.

A new cooperative effort, announced for the first time by Mr. Dixon last week, was an agreement by refrigerator manufacturers to advertise only the actual usable capacity of their appliances.

Mr. Dixon offered this tribute to advertising, "I don't know how anybody in America can sell a better mousetrap without advertising."

The Dixon observations drew a heated reply from Victor G. Bloede, senior vice president in charge of copy at Benton & Bowles, New York. He said:

"While we surely agree with Mr. Dixon's aims, there is one thing that troubles us in Mr. Dixon's statement: That is the implication that there are a large number of major advertisers and agencies who skate as close to the FTC rulings as possible.

"We can speak only for Benton & Bowles. This agency and its clients

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week April 13-19 as rated by the the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., April 13	**Untouchables** (9:30 p.m.)	ABC-TV	26.0
Fri., April 14	**Flintstones** (8:30 p.m.)	ABC-TV	24.6
Sat., April 15	**Gunsmoke** (10 p.m.)	CBS-TV	27.3
Sun., April 16	**No ratings** (technical difficulty)		
Mon., April 17	**Oscar Awards** (10:30 p.m.)	ABC-TV	44.3
Tue., April 18	**Dobie Gillis** (8:30 p.m.)	CBS-TV	23.8
Wed., April 19	**U. S. Steel Hour** (10 p.m.)	CBS-TV	18.9

Copyright 1961 American Research Bureau



Boston, June 10: Station WHDH used the new RCA-4401 Image Orthicon in a highly successful colorcast of a regularly scheduled night baseball game from Fenway Park. No greater lighting was needed than for black-and-white pickup.

For more information about this high-sensitivity image orthicon for low-light-level color telecasting, contact your RCA Broadcast Tube Distributor. *RCA Electron Tube Division, Harrison, N. J.*

The Most Trusted Name in Television
RADIO CORPORATION OF AMERICA

have standards which we believe are every bit as high as the FTC's, and in some cases, possibly higher. We believe in honest advertising, and we practice it to the best of our ability, not through fear of the FTC, or any other regulating agency, but simply because we know that honest advertising sells, and dishonest advertising does not.

"Benton & Bowles, and its clients, are in the business of selling goods. If we did not sell in the best way, honestly, we would not long remain in the business of selling goods."

Madison Avenue put on the couch

ADVERTISING WIVES GET PSYCHOANALYST'S EYE VIEW

Advertising people got an idea last week of what their psychoanalysts think is wrong with them.

The view from beside the gray-flannelled couch was presented by Dr. Charles W. Socarides of New York. His qualifications? "As a medical psychoanalyst, practicing in mid-Manhattan, I have had the occasion to treat numerous advertising people representing all economic levels." In addition, he said, many of his friends were advertising people.

Dr. Socarides offered his views at a meeting of the wives of advertising men and guests attending the American Assn. of Advertising Agencies annual meeting last Friday at White Sulphur Springs, W. Va.

He traced many of the advertising man's problems to a sort of conscious-vs.-unconscious conflict over how much work he is capable of doing and how much money he ought to be getting for it. A man's unconscious is much more realistic about these things than his conscious mind is.

Unconsciously, he knows pretty accurately what his true work level is and how much he ought to be paid for it. Consciously, he tends to over-rate his work capacity and therefore has an exaggerated notion of how much money he should be making.

Self-appraisals painful ▪ Dr. Socarides put it this way:

"Very few of us . . . are capable of tolerating consciously an accurate and stable self-appraisal of our capacities and limitations. It is much too painful. Some of our deepest unconscious defenses against anxiety would be threatened—fantasy gratification, omnipotence, self-effacement. What we do is to repress our knowledge of our true capacity and retain it repressed in our unconscious mind. Therefore we engage in emotional oscillations in our own conscious self-evaluation while at the same time experiencing in the unconscious a true knowledge of our adjustment to the work reality.

"If a man could be assigned responsibility in line with his unconsciously perceived capacity," Dr. Socarides said, then much anxiety, dissatisfaction, anguish and worry would be avoided. And if he were paid correctly, "much of the rivalry, greed and disequilibrium in companies would stop. But things don't work out that way too often, and all sorts of unconscious wishes, fears, memories and fantasies assert themselves."

Paranoid anxieties ▪ For instance, the doctor said, an account executive may hate his boss not because he really hates him, but because he is transferring to the boss certain "strong persecutory or paranoid anxieties" that have been left over from childhood. Or he may hate the boss merely because he is dependent on him and this sense of dependence arouses "unconscious feelings

January network billings

ESTIMATED EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION
Source: TvB/LNA-BAR

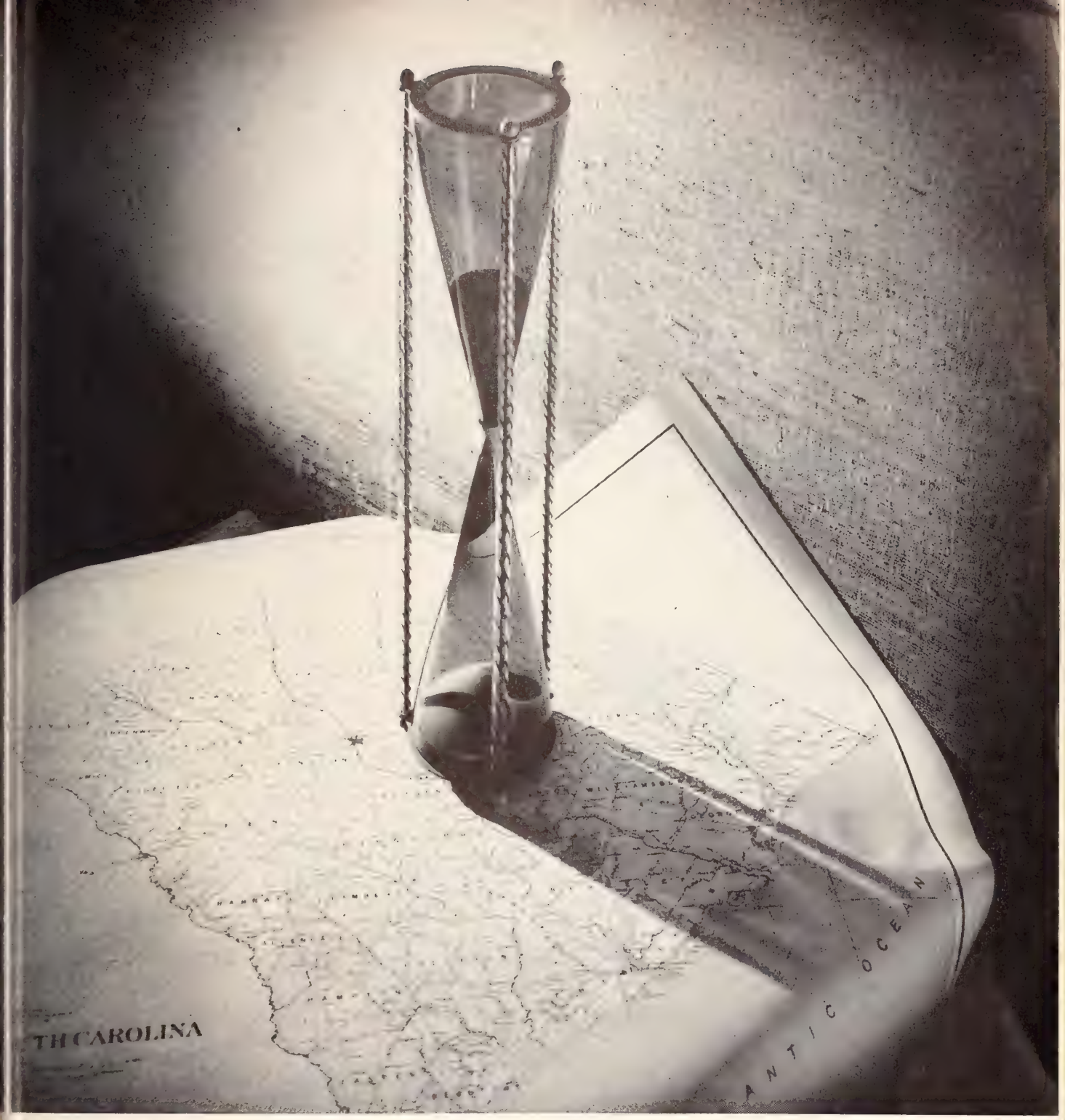
	January 1961	January 1960
Agriculture & farming	98,865	194,780
Apparel, footwear & accessories	598,995	238,680
Automotive, automotive accessories & equipment	4,919,377	4,423,706
Beer, wine	481,229	860,630
Building materials, equipment & fixtures	97,541	183,439
Confectionery & soft drinks	1,919,877	1,738,608
Consumer services	625,008	519,945
Drugs & remedies	9,350,121	7,966,591
Entertainment & amusement	157,372	.....
Food & food products	11,164,121	10,087,843
Freight, industrial & agricultural development	57,800	56,690
Gasoline, lubricants & other fuels	1,371,959	1,713,122
Horticulture	.....	75,350
Household equipment & supplies	2,336,236	2,119,411
Household furnishings	304,333	229,003
Industrial materials	2,066,233	2,038,730
Insurance	1,203,847	928,430
Jewelry, optical goods & cameras	841,660	790,853
Office equipment, stationery & writing supplies	85,088	149,376
Political	.....	.....
Publishing & media	140,019	7,314
Radio, Tv sets, phonographs, musical instruments, accessories	197,224	378,967
Smoking materials	6,813,538	7,302,465
Soaps, cleaners & polishes	6,535,565	5,828,950
Sporting goods & toys	335,141	167,463
Toiletries & toilet goods	9,326,420	9,297,799
Travel hotels & resorts	.....	174,945
Miscellaneous	804,823	785,175
TOTAL	$61,832,392	$57,718,265

ESTIMATED EXPENDITURES OF TOP 15 NETWORK BRAND ADVERTISERS
January, 1961

1.	Anacin tablets	$1,000,763
2.	L & M cigarettes	756,827
3.	Winston cigarettes	713,776
4.	Kent cigarettes	576,561
5.	Chevrolet passenger cars	544,674
6.	Dristan tablets	537,669
7.	Salem cigarettes	522,376
8.	Texaco (general promotion)	505,653
9.	Beech-Nut gum	497,804
10.	Pall Mall cigarettes	479,789
11.	General Electric (general promotion)	462,565
12.	Crest tooth paste	461,710
13.	Bayer aspirin tablets	451,784
14.	Tide	445,945
15.	Wrigley's gum	439,930

ESTIMATED EXPENDITURES OF TOP 15 NETWORK COMPANY ADVERTISERS
January, 1961

1.	Procter & Gamble	$3,910,809
2.	American Home Products	3,245,487
3.	General Motors	2,436,441
4.	Lever Bros.	1,906,548
5.	Colgate-Palmolive	1,733,274
6.	General Mills	1,719,091
7.	General Foods	1,633,822
8.	R. J. Reynolds	1,607,672
9.	Liggett & Myers	1,176,667
10.	Sterling Drug	1,168,666
11.	Bristol-Myers	1,138,765
12.	Brown & Williamson	1,094,252
13.	Gillette	1,070,781
14.	Texaco	1,053,444
15.	Ford Motor	997,891



OURS: We don't exactly *own* South Carolina, but we claim it as our beat. Our oyster, in a real sense. It opens up for us because we know its business, government, culture, people. People best of all: their likes, dislikes, habits, greatnesses, and strengths. A knowledge growing out of nearly 30 years of operating broadcasting facilities in the capital city. □ This is why we're credited with a 78.7% share of viewing (by Nielsen) in the Columbia Metropolitan Area. Over a quarter million people in the 1960 Census, largest in the state and second only to Charlotte in *both* Carolinas. And our 1526-foot tower makes more of *all* South Carolina ours than any other station can claim. □ This is another good reason why South Carolina's major selling force is

WIS television NBC/ABC—Columbia, South Carolina

Charles A. Batson, *Managing Director*

A STATION OF **THE BROADCASTING COMPANY OF THE SOUTH**

G. Richard Shafto, *Executive Vice President*

BCS

WIS-television, Channel 10, Columbia, S.C. • **WIS** Radio, 560, Columbia, S.C. • WSFA-TV, Channel 12, Montgomery, Ala. / All represented by Peters, Griffin, Woodward, Inc.

of hostility and perhaps even of persecution, and of being victimized."

In much the same way, the simple act of receiving instructions may evoke a feeling of persecution. On the other hand, some people find it hard to give instruction because in their unconscious mind this is associated with "a wielding of destructive and sadistic power."

Carried further, the conscious vs. unconscious conflict sometimes "enabled both management and employes to see each other both persecuted and persecuting, guilty and injured." Employes may tend to identify their internal conflicts with company conflicts, and this Dr. Socarides observed, "disturbs the stability and 'sanity' of any company."

What's the solution? As a starter, Dr. Socarides suggested that some way might be sought to assign work exactly consistent with a man's true capacity—and then to pay him "in a manner precisely consistent" with the level of work he is doing. In addition, he suggested, "a sense of satisfaction and peace of mind" should be encouraged.

Business briefly...

American Dairy Assn., Chicago, has signed for co-sponsorship of the *Dinah Shore Show* on NBC-TV starting in September. Series will run in Friday 9:30-10:30 p.m. period on alternate weeks until June 1962. ADA's $1.6 million purchase was placed by Campbell-Mithun, Chicago.

Lewis Research Labs., N. Y., (Drain-Aid, Stain-Aid and Septi-Kleen) which launched its first major-market consumer campaign Monday (April 17) on three New York tv stations, is expected to expand its tv spot into other eastern markets, the Midwest and West Coast, following the distribution path of the products. A weekly total of 80 one-minute announcements is scheduled for the initial 13 weeks, primarily in daytime periods. Other Lewis products will continue in the schedule after the first 13-week drive. Agency: Frank B. Sawdon Inc., N. Y.

General Motors, in its most extensive daytime order in network tv, will sponsor quarter-hours in four NBC-TV shows this summer. The order, which runs for 13 weeks beginning July 1, is for: *The Price Is Right, Truth or Consequences, The Loretta Young Theatre* and *Make Room for Daddy*. Agencies: Campbell-Ewald, Detroit; McCann-Erickson, N. Y.; and D. P. Brother, Detroit.

Van Munching & Co., N. Y., through MacManus, John & Adams Co., N. Y., will launch a saturation advertising campaign for Heineken's Holland beer. Besides a comprehensive schedule of print ads beginning this month, the campaign will be supported by radio and television advertising in selected markets.

Goodyear Tire & Rubber Co., Akron, signs for a weekly quarter-hour of *Douglas Edwards, News* on CBS-TV, starting at the end of May. Agency: Young & Rubicam, N. Y.

Singer Sewing Machine Co., Warner-Lambert Pharmaceutical Co. and **Colgate-Palmolive Co.** have purchased all remaining participations in *Dr. Kildare,* a new series on NBC-TV next season (Thur. 8:30-9:30 p.m. NYT). Glenbrook Labs Div. of Sterling Drug and Liggett & Myers Tobacco also have signed for the series (BROADCASTING, April 3). Agencies: Young & Rubicam (Singer); Lambert & Feasley (Warner-Lambert), and Ted Bates (Colgate).

Rep appointments...

- WSAI Cincinnati: Robert E. Eastman & Co.
- KPMC Bakersfield; KYNO Fresno, and KROY Sacramento, all California: Venard, Rintoul & McConnell, N. Y.
- KSFE Needles, Calif.: Grant Webb & Co.

Agency appointments...

- The Pillsbury Co. appoints McCann-Marschalk as advertising agency for its Tidy House household cleaning products.
- Faberge Inc., N. Y., (perfumes and cosmetics) appoints Papert, Koenig, Lois, N. Y., as its advertising agency. Faberge, which has never before used advertising, is considering the possibility of the radio-tv media.
- Parker Sweeper Co., Springfield, Ohio (carpet sweepers), appoints McCann-Marschalk, Cleveland and Columbus, as its agency.

Philip Morris agencies

Philip Morris Inc., N.Y., last week appointed Benton & Bowles as agency for its premium priced Benson & Hedges brand of filter cigarettes, and named Leo Burnett Co. as the agency for its mentholated filter Alpine cigarettes.

Benton & Bowles also was awarded advertising responsibility for the company's international assignments. Leo Burnett also handles Marlboro and Philip Morris Commander cigarettes.

TV AUTOMOBILE ADS SPURT IN 1960

Jump from $49 million in '59, to $58.2 million

Network and national spot television gross time billing for automobiles in 1960 amounted to $58.2 million, as compared with almost $49 million in 1959, the Television Bureau of Advertising reported last week.

Network gross time billing, according to TvB-LNA-BAR, totaled $41.4 million, as against $37.5 million in 1959. Spot tv expenditures, based on TvB-Rorabaugh reports, amounted to $16.8 million in 1960 and $12.1 million in 1959.

TvB noted that the automobile industry in 1960 made varied uses of network tv, including daytime sponsorship, special programs and sports events purchases. In spot tv, the bureau said, advertisers also have widened the use of this medium to include all types of programs and have concentrated their purchases in the evening.

Leading manufacturer and dealer gross time billings for passenger cars only in 1960 were as follows:

	Network	Spot	Total
American Motors Corp.	$ 426,297	$2,677,130	$ 3,103,427
Chrysler Corp.	8,529,308	1,716,270	10,245,578
Ford Motor Co.	10,328,980	5,143,720	15,472,700
General Motors Corp.	16,436,692	5,173,600	21,610,292
Kaiser Industries	1,771,249	23,430	1,794,679
Renault Co.	1,939,857	412,970	2,352,827
Studebaker-Packard Corp.	1,064,249	879,520	1,943,769

Gross time billings of the top ten car brands on television were:

	Network	Spot	Total
Ford	4,423,389	4,641,140	9,064,529
Chevrolet	5,281,243	2,523,120	7,804,363
Oldsmobile	3,100,881	936,990	4,037,871
Corvair	3,829,108	3,120	3,832,228
Rambler	426,297	2,677,130	3,103,427
Plymouth	2,444,984	523,630	2,968,614
Dart	2,361,857	14,990	2,376,847
Pontiac	1,261,415	1,110,700	2,372,115
Dauphine	1,850,575	412,970	2,263,545
Falcon	2,109,513	4,470	2,113,983

WTVJ WINS "THE TRIPLE CROWN" OF BROADCAST JOURNALISM

1. 

2. 

3. 

WTVJ is the first television station ever to win all three awards in one year!

WTVJ and its News Department are honored to receive these highly respected awards. And according to the ratings, recognition is not restricted to the industry; the people of South Florida also appreciate WTVJ's news reporting efforts. Sign-on to sign-off, Monday through Friday, the area's highest-rated* program—network or local—is "Renick Reporting", the 6:30 p.m. newscast. In news reporting as well as audience measurement, "only the sunshine covers South Florida better than WTVJ!" *ARB Jan.-Feb., 1961

1. SIGMA DELTA CHI AWARD "for distinguished service in journalism—television reporting"
2. NATIONAL PRESS PHOTOGRAPHERS ASSOCIATION, UNIVERSITY OF MISSOURI SCHOOL OF JOURNALISM, and THE ENCYCLOPAEDIA BRITANNICA AWARD as "Newsfilm station of the year"
3. NATIONAL HEADLINERS CLUB AWARD "for consistently outstanding coverage of local news events"

WTVJ CBS

South Florida's Largest Daily Circulation Medium

A Wometco Enterprises, Inc. Station

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WOMETCO ENTERPRISES INC.

WTVJ
WLOS-TV
WFGA-TV
(Affiliate)

GE, Texaco win two Peabody Awards

SPECIAL AWARD TO STANTON CITES HIS 'GREAT DEBATES' ROLE

CBS received five awards and NBC three in the annual presentation of the George Foster Peabody Awards in New York last week. The CBS mentions included a special award to President Frank Stanton for his leadership in bringing about the "Great Debates" of last summer, and a citation to Board Chairman William Paley for "underwriting" the *CBS Reports* series.

The two, and only, advertisers honored were credited twice each—General Electric (*College Bowl* and *Fabulous Fifties*) and Texaco (*Huntley-Brinkley Report* and the *Metropolitan Opera*).

As has been the case for the past four years, the Radio & Television Executives Society in New York was host for the annual awards sponsored and made by the U. of Georgia's Henry W. Grady School of Journalism.

The awards were given in an atmosphere of doubt as to the future of RTES' sponsorship. The society announced on April 19 that it will honor radio-tv achievements in a separately backed awards program starting with a presentation (medallion and a citation) dinner next October. RTES may still play host to Peabody next year, though other alternatives are being considered including such offers as that of the Radio Press International to become awards host next year.

The awards, including those made to stations, leaned strongly toward the documentary and the public information show. In an unusual move, a religious organization (Broadcasting & Film Commission of the National Council of Churches of Christ) was recognized for its programming.

Other unusual aspects: two New York stations (WNYC, owned by New York City, and WQXR, owned by the *New York Times*) received national awards. The stations sharing honors for outstanding locally produced radio-tv programs came from varied parts of the country: Michigan (WOOD-AM-TV Grand Rapids), California (KPFK [FM] Los Angeles), Florida (WCKT [TV] Miami) and Minnesota (WCCO-TV Minneapolis-St. Paul).

Speaking briefly at the awards ceremony, an event first set up by the school's board of regents in 1940 to recognize distinguished and meritorious public service in radio and tv, were Dr. Stanton and Dean John E. Drewry of the U. of Georgia. Bennett Cerf, awards chairman, presided.

Freeing Task ▪ Dr. Stanton stated that the broadcast industry still has "the task of permanently freeing broadcasting from unrealistic restrictions in the most serious business of a democracy, that of choosing its leadership."

He noted that he must share credit in bringing about the debates with such congressional talent as the late Sen. Blair Moody of Michigan, Sen. John O. Pastore (D-R.I.) and Rep. Oren Harris (D-Ark.).

President Kennedy wired his congratulations, noting Dr. Stanton's role "in making it possible for last year's tv debates to take place was a significant advance in American politics . . ." Others wiring similar felicitations were MBS President Robert F. Hurleigh, AB-PT President Leonard H. Goldenson, Rep. Harris and Sen. Pastore.

The individual citations follow:

Television News ▪ "The smoothly functioning team of Chet Huntley and David Brinkley has dominated the news



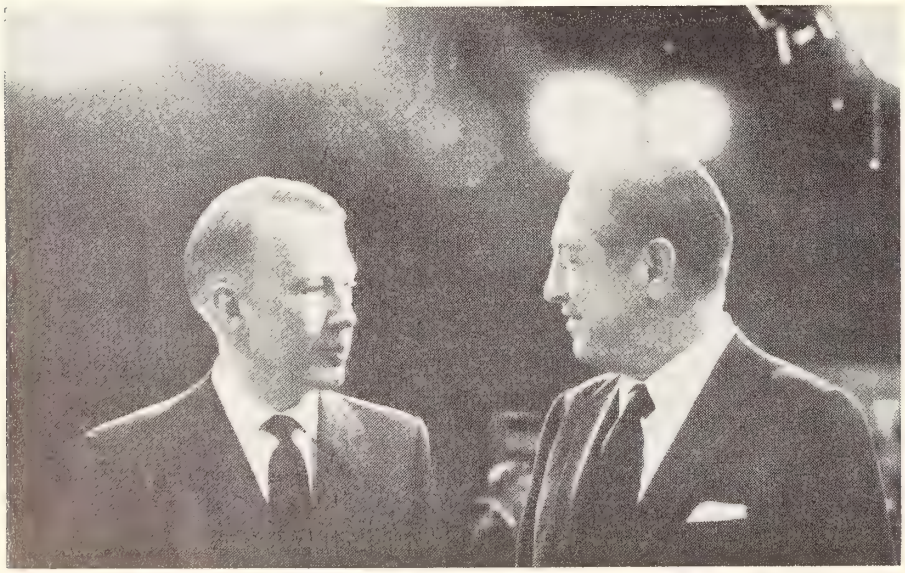
Mr. Huntley



Mr. Brinkley

division of television so completely in the past year that it would be unthinkable to present a Peabody Award in that category to anybody else. Huntley and Brinkley have leavened the increasingly foreboding context of round-the-world news with just enough unobtrusive humor to make it palatable. Their reports are straightforward and unpretentious. For banishing the voice of doom from news broadcasting they deserve the thanks of everybody who likes to hear the days' headlines, but doesn't relish the prospect of being scared to death while he's digesting them. They also deserve the Peabody Award for Television News, 1960." Accepted by Mr. Huntley.

Special Award ▪ " 'The Great Debates' between the presidential candidates are recognized as conceivably the most important service ever performed by broadcasting and one that may become a permanent part of our political heritage. The award goes to Dr. Frank Stanton for his initiative in suggesting the debates and his courageous leadership in bringing about the joint resolution of Congress which made the de-



At a studio during the telecast of one in the series of last summer's Kennedy-Nixon "Great Debates" are CBS Inc.'s management team of Dr. Frank Stanton, president, and William S. Paley, board chairman, both honored at the George Foster Peabody Awards presentation last week. Dr. Stanton received his award for helping bring about congressional action that paved the way for the debates, while Mr. Paley was cited for "underwriting" "CBS Reports" tv studies such as "Harvest of Shame."

what qualities . . .

do you look for in hiring salesmen?



A wise man once said "What you *are* shouts so loud that I can't hear what you're saying". There's a moral there for buyers of time. Screaming, shouting, sensational formats may be popular in some places, but Iowans prefer our style. Proof: our news and sports ratings have led all the rest for years and years.

Choose your station just as carefully as you hire your own salesmen — on the basis of integrity, stability and responsibility. In Des Moines KRNT and KRNT-TV have these qualities. It's no wonder Iowans believe in and depend on the KRNT Stations:

- **People have been dialing KRNT Radio for reliable news and sports information for 26 years. Highest ratings for years.**
- **ARB and Nielsen prove our television news and sports are also the "preferred ones". Always top rated.**
- **The community knows locally-produced religious and civic-minded shows appear regularly in our schedules.**
- **Local radio advertisers have given us by far the biggest share of business in a six-station market.**
- **Local television advertisers have given us 80% of the local business in a three-station market.**

Check our ratings with the Katz Man.
He can help you hire our salesmen, too.

KRNT

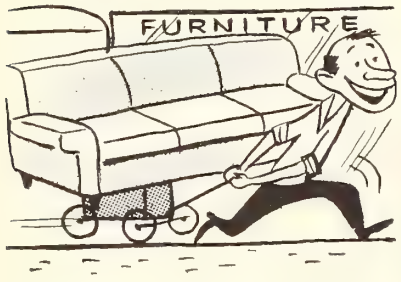
Radio and TV – Des Moines

An Operation of Cowles Magazines and Broadcasting, Inc.

What they see on WJAC-TV



THEY BUY!



The way to sell your product is to make sure plenty of people see it! And more people see the products advertised on WJAC-TV than on any other station in the Johnstown-Altoona market. Take it from ARB and Nielsen . . . WJAC-TV delivers the audiences!

But more important than size of audience, WJAC-TV also brings you a buying audience. Sales figures prove that WJAC-TV turns watchers into buyers.

For Complete Details, Contact:

HARRINGTON, RIGHTER AND PARSONS, INC.

New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

bates possible." Accepted by Dr. Stanton.

Television Entertainment ▪ *"The Fabulous Fifties,* CBS, combined style, humor, and imagination. It was rich in touches of quality showmanship and equally rich in the memories of a decade which it revived. In recognition, the Peabody Television Award for Entertainment is presented to *The Fabulous Fifties,* with a special word of praise for Producer Leland Hayward and the top talent which appeared in this memorable entertainment special." Accepted by Mr. Hayward.


Mr. Hayward

Television Education ▪ "NBC *White Paper* series is a courageous and realistic presentation in prime viewing time of such vital, controversial issues as the U-2 incident and the sit-in demonstrations. Producer Irving Gitlin combines vigorous reporting with keen analysis in depth in a unified treatment certain to stimulate reflection and serious thinking among viewers. This is, of course, television education of a high order, and is hereby recognized with the Peabody Award for that category for 1960." Accepted by Mr. Gitlin.


Mr. Gitlin

Television Contribution To International Understanding ▪ *"CBS 1960 Olympic Coverage* was the outstanding presentation in all 35 years of broadcast time. Technical problems were surmounted with stunning ingenuity. For the Winter Games, at Squaw Valley, equipment was brought in by toboggan, and cameras were carried up icy slopes on the backs of cameramen. For the Summer Games, at Rome, the events were brought to the American public (often on the same day they took place) through tape, split-second trans-Atlantic jet schedules, and close cooperation with RAI, the Italian state network. As a result, the American audience participated, winter and summer, in a great international undertaking. Such a television achievement is clearly an outstanding contribution to international understanding and as such is given the Peabody Award in this category." Accepted by William S. McPhail, vice president, CBS-TV Sports.


Mr. McPhail

Television Youth Programs ▪ "Through contests between two teams of students, *G-E College Bowl* helps to focus the nation's attention on the intellectual abilities and achievements of our college students. The competitions emphasize quick recall of specific facts, and therein lies its appeal, which is illuminating, educational, entertaining, and exciting. The program provides weekly scholarship grants to colleges and universities. Allen Ludden as the moderator deserves a special mention for his excellent work as *G-E College Bowl* is given the Peabody Award for Television Youth Programs for 1960." Accepted by Mr. Ludden.


Mr. Ludden

Television Children's Programs ▪ *"The Shari Lewis Show,* NBC, is a unique television program in which the talents of Shari Lewis as a singer, dancer, and ventriloquist charm children of all ages. Her clever manipulation of puppets and the never ceasing rhythmic flow of her presentation create a program of entertaining and cultural values. In recognition: the Peabody Award for Tv Children's Programs." Accepted by Miss Lewis.

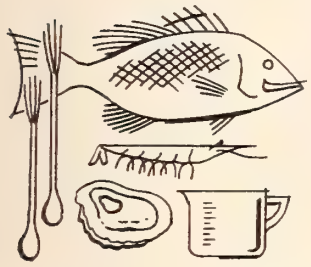

Miss Lewis

Television Public Service ▪ "As Peabody recognizes *CBS Reports,* this award cites, in particular, 'The Harvest of Shame'; commends David Lowe as producer of this unflinching account of how the migrant worker lives in America, and Fred Friendly, executive producer of the *CBS Reports* series; and carries a special citation to William S. Paley, chairman of the board of the Columbia Broadcasting System, for his valor and


Mr. Friendly

Stuffed Red Snapper OLD NEW ORLEANS FAVORITE...

Here's how to make it:



Season 6 fillets of red snapper (each 6- or 7-oz.) with salt and pepper, rub with butter, broil until done.

Prepare dressing: Combine 1 cup dry, fine bread crumbs with 1 cup raw shrimp (peeled, deveined and chopped), 1 cup chopped raw oysters, 1 cup chopped scallions (green and white). Saute these ingredients in 2 tbsp. melted butter and add 2 tbsp. fish stock. Yields 6 portions.

Heap dressing on brown side of broiled fillets. Serve piping hot, with garnish of your choice.



Dinner by candlelight at The Old Absinthe House

WWL-TV... new New Orleans Favorite

Few programs in New Orleans television history have received the praise and applause—both on a local and on a national scale—as that received by "Channel 4 Reports," a news-public service feature produced by WWL-TV News Director Bill Reed.

One "Report" show, entitled "Crisis In Our Time" and dealing with the explosive integration disturbances which rocked New Orleans last fall, drew praise on a national scale from *Sponsor* magazine columnist Joe Csida:

"This certainly is a prime example of the increasingly brave, socially aware attitude of our broadcasters . . ."

And, locally, the editor of the *New Orleans Times-Picayune* not only made a personal request that the show be repeated but also published a message to the general public promoting the repeat showing. This shows the respect and esteem in which WWL-TV's public affairs programming is held even by its competition.

CBS **WWL-TV**

NEW ORLEANS

Represented Nationally by Katz

vision in espousing the cause of public enlightenment by underwriting these documentary studies of the world of reality and airing them in the face of formidable opposition from the competing world of unreality." Accepted by Mr. Friendly.

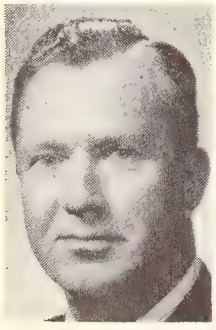
Radio Entertainment ▪ "During 1960 the line, 'For 25 Years America's Number One Good Music Station,' was more than a slogan for WQXR. Its 'Musical Spectaculars' and its total programming of music were indeed of a high order. In recognition, this station has again been chosen for a Peabody Award, the first having been presented in 1949—both times for Radio Entertainment." Accepted by Norman S. McGee, vice president, WQXR.


Mr. McGee

Radio Children's Programs ▪ "Ireene Wicker brings to her weekly program *The Singing Lady*, literate taste, tender understanding, wit, gaiety, and style. A benign sorceress as well as an artist of consummate skill, Miss Wicker has been a steadfast foe of violence and brutality and a true friend to children everywhere. In recognition, the Peabody Award for Radio Children's Programs." Accepted by Miss Wicker.


Miss Wicker

Radio Public Service ▪ "For twenty years Texaco has rendered a public service of inestimable cultural value through the broadcast of Metropolitan Opera, with carefully planned intermission programs featuring high level commentary on music. The 1960-61 series has reached the largest audience yet, including a third generation of young people, as well as millions of others. The long-time excellence of this series; the good taste and restraint in the commercial identification; the use of these programs by Voice of America and Armed Forces Broadcasting—all this, and more, clearly entitle Texaco-Metropolitan Opera Network to a Peabody Radio Public Service Award." Accepted by Marion J. Epley Jr., senior vice president, Texaco.


Mr. Epley

Radio-Television Education ▪ "For its numerous contributions through such distinguished programs as *Look Up and Live* (CBS-TV), directed to the youth audience; *Frontiers of Faith* (NBC-TV), designed primarily for the unchurched; *Pilgrimage* (ABC), featuring provocative discussions on factual differences between Christianity and Communism; and *Talk Back*, a series of filmed programs released through 135 local television stations, followed with live discussions by local leaders and clergy—a Peabody Award in the category of Radio-Tv Education." Accepted by Rev. S. Franklin Mack, National Council of Churches.


Rev. Mack

Locally Produced Radio-Tv Programs ▪ "For imaginative programming on a wide range of subjects, national and international, including such diverse themes as *Wasted World*, a study in depth of local skidrow problems; *Red China—Awakening Giant*, and *MRA—the Plan to Change the World*, a Peabody Award is presented to WOOD and WOOD-TV of Grand Rapids, Mich." Accepted by Willard Schroeder.


Mr. Schroeder

Locally Produced Radio-Tv Programs ▪ "For responsible leadership in the prompt analysis and exposure of problems incident to the Cuban crisis through such programs as *Compass Points South, Cuba on the Move*, and *Leave or Stay*, a Peabody Award is presented to WCKT (TV) Miami, Fla." Accepted by Niles Trammell.


Mr. Trammell

Locally Produced Radio-Tv Programs ▪ "The outstanding program series of KPFK (FM) Los Angeles covered a wide range of subjects, such as *Arming to Parley, The Largest Question, Not Merely a Business*, and numerous children's programs featuring books, music, and the theatre. In recognition, a Peabody Award is presented." Accepted by Catherine Cory.

Locally Produced Radio-Tv Programs ▪ "In recognition of several distinguished locally produced programs, including *Unwed Mothers, Sister Kenny Scandal*, and Arle Haeberle's *Capsule Fashion Course*, specifically created as therapy for the women patients at Anoka State Mental Hospital, a Peabody Award is presented to WCCO-TV Minneapolis." Accepted by Robert B. Ridder.


Mr. Ridder

Overseas Press Club gives awards to networks

The Overseas Press Club of America presented four awards to NBC, two awards and a citation to CBS, and a citation to ABC for "distinguished achievements in foreign journalism" in 1960 during the club's annual awards dinner on April 14.

NBC's winners were cameraman Yung Su Kwon, who was given two awards, for "best news film from abroad" and the Robert Capa Award for coverage of the Japanese riots; "The U-2 Affair" program for "the best radio or tv interpretation of foreign affairs"; and Edwin Newman, presently assigned to NBC News in New York, for "best radio reporting from abroad."

CBS awards were to the *Eyewitness to History* for "best television reporting from abroad" and "Trujillo—Portrait of a Dictator" for "best article or report on Latin America (any medium)." A citation was presented to George Markman, CBS News cameraman, Paris, for his film coverage of the rioting in Algiers.

A citation of excellence was presented to Erwin D. Canham, ABC Radio, for his news commentaries and analyses.

'Saturday Review' awards honor five tv sponsors

Special citations were voted by the *Saturday Review of Literature's* 1961 Awards Committee to five corporate sponsors: Bell & Howell Co., Purex Corp., Standard Oil Co. (N.J), Gulf Oil and Nationwide Insurance for outstanding radio and tv programming. In part the citations read: "For leadership not only in support of quality television and radio programming, but for preaching and practicing the principle of edi-

TASCON ENSURES STATION INCOME

Television Automatic Sequence CONtrol provides TV stations with an error-proof program switching system... ensures station income... saves sponsors...



BECAUSE TV PROGRAMMING IS GROWING MORE COMPLICATED

SWITCHING ERRORS ARE OCCURRING MORE FREQUENTLY —

ERRORS THAT REDUCE STATION INCOME AND PRESTIGE...

...BUT SWITCHING ERRORS ARE ELIMINATED

AND OPERATING EFFICIENCY IS INCREASED

WHEN SWITCHING IS CONTROLLED AUTOMATICALLY BY

TASCON — Television Automatic Sequence CONtrol

TASCON prevents loss of advertising income and improves operating efficiency by accurately and tirelessly switching complex program sequences on the air. TASCON is superior to ordinary automatic sequencing equipment because TASCON is a digital computer. Switching instructions stored in the computer's memory are faithfully carried out with split-second precision. Yet changes in switching instructions can be made easily and accurately. Continuous error-proof program switching is assured by the reliability of the TASCON equipment: TASCON employs circuits and components of the RW-300—a digital computer that has proved its reliability in the continuous control of petroleum refineries and chemical plants.

Because of its precision, flexibility and high reliability, TASCON has been installed by a major television station. It is daily proving its value in on-the-air, automatic, program switching.

To find out more about TASCON, get in touch with any of the offices of TRW Computers Company:

220 North Canon Drive · Beverly Hills, California
1510 Esperson Building · Houston 2, Texas
200 South Michigan Avenue · Chicago 4, Illinois
200 East 42nd Street · New York 17, New York

TRW Computers Company

a division of *Thompson Ramo Wooldridge Inc.*

8433 FALLBROOK AVENUE · CANOGA PARK, CALIFORNIA

torial freedom and non-client interference. . . ." The citations were given as part of the publication's ninth annual program of awards for distinguished advertising in the public interest. Twenty-three corporations and associations were named in the awards, which are published in the April 22 issue of the national weekly.

Other tv and radio programs cited by the awards committee for "distinguished achievement in the public interest" are: *The Texaco Huntley-Brinkley Report* (NBC-TV); Ford Motors' *Leonard Bernstein and the New York Philharmonic* (CBS-TV); *CBS Reports,* sponsored by Philip Morris Inc.; Standard Oil's *The Play of the Week,* WNTA-TV New York; *NBC White Paper,* sponsored by the U. S. Time Corp.; Texaco's *The Metropolitan Opera* on radio; Shell Oil's *New York Philharmonic Young People's Concerts* (CBS-TV); *Winston Churchill: The Valiant Years,* sponsored by Bell & Howell and Mead Johnson (ABC-TV); *NBC Opera Co.,* a sustaining program; and "The Great Debates," carried by all three tv networks. A panel of 28 educators, editors and advertising and public relations executives judged the *Review's* awards.

WHLI

"THE VOICE OF LONG ISLAND"

takes the doldrums out of summer sales

SUMMER MONTHS... AND THE BUSINESS IS BOOMING **ON LONG ISLAND**

- 10,000,000 Summer Visitors
- 400,000 Summer Residents
- 2,000,000 Year-Round Residents

WHLI'S LONG ISLAND — ONE OF AMERICA'S RICHEST SEASONAL MARKETS! MILLIONS OF PEOPLE, SPEND MILLIONS OF DOLLARS, BUYING MILLIONS OF THINGS... ON **WHLI'S LONG ISLAND!**

WHLI... REACHES THE LONG ISLANDER WITH TAILOR-MADE QUALITY-PROGRAMMING

- ✻ **Familiar Good Music**
- ✻ **Long Island Weather, Traffic, Marine, Fishing & Temperature Reports**
- ✻ **Long Island News and Events**

They Stay Tuned To **WHLI**... in Summer Homes, Cars, Bungalows, Boats and on the Beaches... For Entertainment and Information... from WHLI..."The Voice of Long Island"

WHLI... Delivers the **Largest Daytime, Adult-Buying Audience** in the Booming Major Long Island Market (Nassau)... **More Than Any Other Independent Or Network Station** (Pulse)!

ADVERTISERS! Break the summer lull with the exciting new sound of summer sales on **WHLI'S LONG ISLAND**... by calling for full details, today!

10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of long island

Represented by GILL-PERNA • PAUL GODOFSKY, Pres. & Gen. Mgr. JOSEPH A. LENN, Exec. V. P. & Sales Mgr.

NT&T BATTLE ENDS

Two dissident stockholders elected to directors' board

Leonard Davis and Philip L. Handsman have been elected to the board of directors of National Theatres & Television in which they are minority stockholders, it was revealed Wednesday (April 19) at the concluding session of the annual meeting of NT&T stockholders. Begun April 11, the meeting was adjourned to April 14 and again to April 19 to give the tellers time to count the ballots for the directors (BROADCASTING, April 17).

The two dissident stockholders were unsuccessful in their attempt to get the company's other owners to approve their proposal to employ David Berdon & Co., public accounting firm, to investigate the financial affairs of NT&T from Jan. 1, 1958, to the present. Instead, Lybrand, Ross Bros. & Montgomery was authorized to continue for another year as auditors for the company.

Mr. Davis and Mr. Handsman each polled in excess of two million votes under the cumulative voting plan which permits stockholders to divide their 12 votes per share among not more than 12 of the 15 candidates in any way they choose. This was more than any of the company's official slate of candidates received. Highest among this list was Eugene V. Klein, NT&T president, only director aside from the two newcomers to get more than 1.8 million votes.

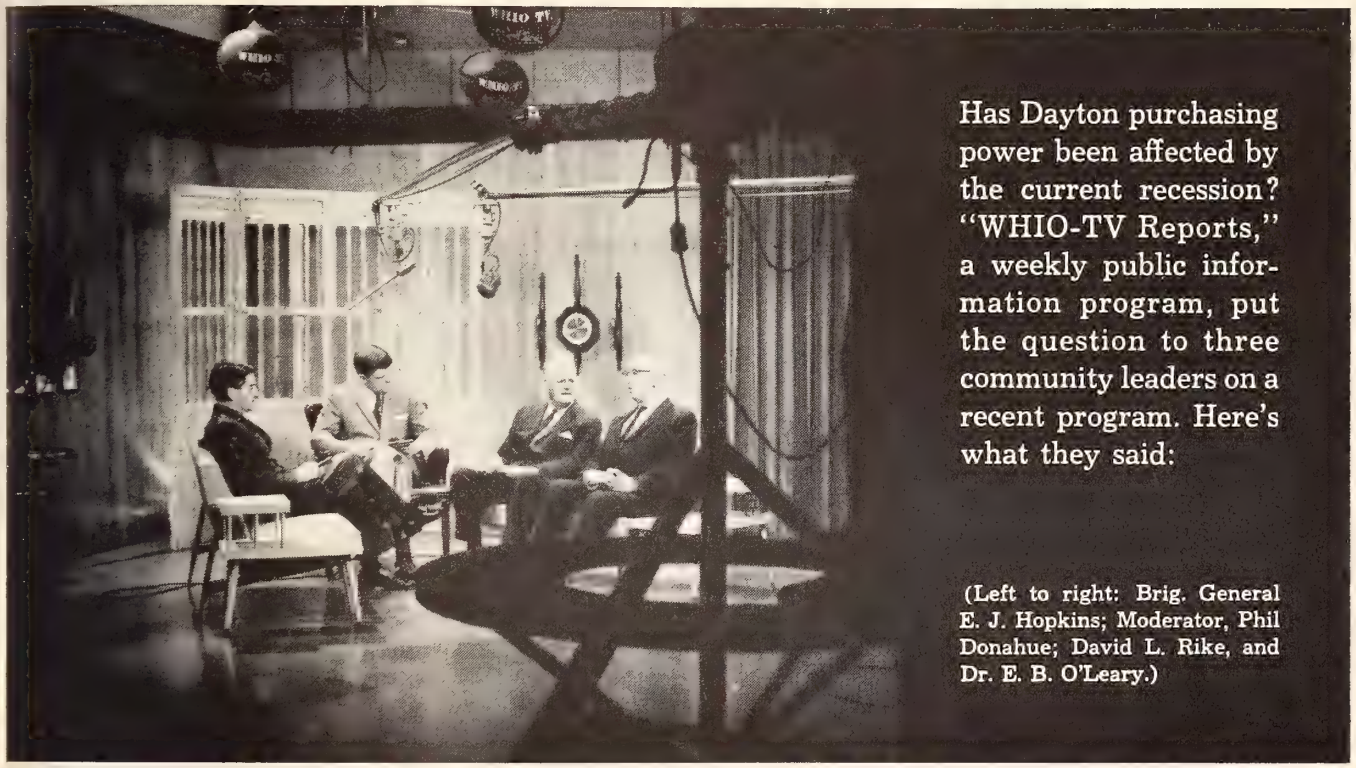
Noting that the votes for the management slate totaled 1,641,847 shares, or 81%, Mr. Klein commented that this looks like a vote of confidence for the management and expressed the belief that the board would support his policies and that even Mr. Davis and Mr. Handsman would join him in trying to run the company in the best interests of the stockholders.

Mr. Davis said he had no plans for any immediate action, noting "We have a lot to learn before we can urge any new policies." In general, he stated, he believes that NT&T should stick to its basic business, the operation of motion picture theatres, and stay away from such costly outside activities as NTA has been. Asked directly about NTA, he said that if NT&T again becomes a major stockholder in this tv programming company, the question of whether to continue NTA as an independent operation or to bring it back as a division of NT&T would be a "major decision" and one which would have to be carefully considered. His present opinion, he commented, is that he would recommend making NTA an NT&T division.

Queried about NTA of which NT&T now holds 38% of the stock, a company spokesman explained that under

employment, manufacturing, retailing, housing, and government payrolls show—

"DAYTON, OHIO IS DIFFERENT!"



Has Dayton purchasing power been affected by the current recession? "WHIO-TV Reports," a weekly public information program, put the question to three community leaders on a recent program. Here's what they said:

(Left to right: Brig. General E. J. Hopkins; Moderator, Phil Donahue; David L. Rike, and Dr. E. B. O'Leary.)

Brig. General E. J. Hopkins, Comptroller, Wright-Patterson Air Force Base—"last year the Wright-Patterson—Dayton Depot Complex employed 29,000 with a payroll of $190,000,000, making us the largest employer in the Dayton area. Forecasts for '61 indicate the possibility of increased expenditures. The constant purchasing power of local Air Force personnel is a stabilizing influence on the Dayton economy."

David L. Rike, President, Rike-Kumler Company, Vice President and Director, Federated Department Stores, Inc.—"We worked hard to get an increase in 1960, and we're more than holding our own in '61. The retail picture is good. Consumer demand has held steady. Local savings accounts are at a record high. Home sales are improving.

Dr. E. B. O'Leary, Chairman, Economics Department, University of Dayton—"The Dayton economy has held up better than most because of the make-up of local industry. They're diversified . . . international . . . aggressive . . . leaders in their fields. Rather than pulling in their horns, they have become more inventive and aggressive during the recent slump."

It's true. Dayton is different. Things are happening in Dayton. Daytonians are working. Daytonians are buying. And, there's an easy way to reach them. There are 543,057* TV homes in the WHIO-TV area**. It's Ohio's 3rd and the nation's 34th market. 543,057 families in a buying mood.

Shouldn't you be selling this vital, prosperous market? Now? On WHIO-TV-AM-FM?

Check with George P. Hollingbery for additional data on WHIO-TV, WHIO-AM and WHIO-FM, Dayton's High, Wide, and Wholesome Power and Programming.

*total area households, 601,060 (SRD, 1-1-61) average TV penetration, 90.35% (Nielsen Survey, Spring, 1959)

**area attributed to WHIO-TV (Nielsen 3rd Survey)

Associated with
WSB, WSB-TV, Atlanta, Georgia and
WSOC, WSOC-TV, Charlotte, North Carolina

WHIO AM—1290 KC FM—99.1 MC | WHIO-TV CBS Channel 7 Dayton Ohio

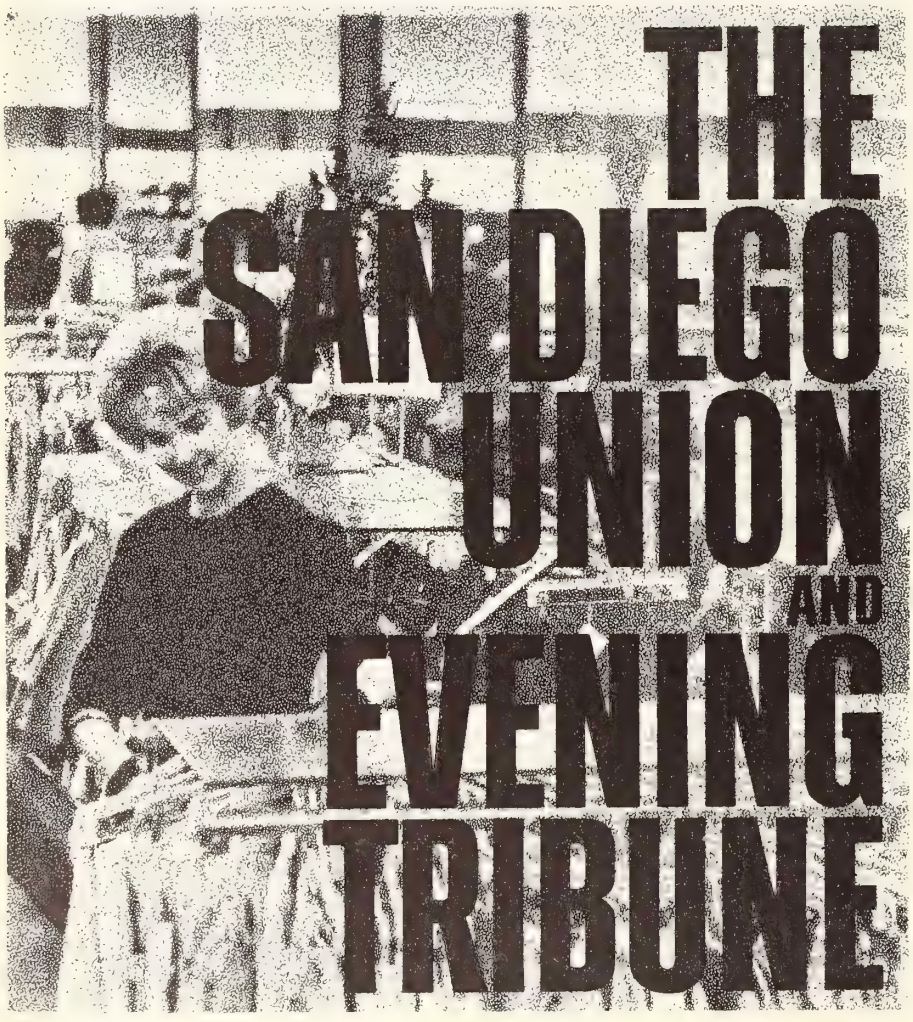
a recapitalization agreement NTA has an option to pay a promissory note for $4,233,000 by increasing its common stock and issuing 423,300 shares to make this payment and the NTA board has elected to pay the note in this way. NT&T may call for the stock at any time prior to Aug. 1, 1963, the due date, but when it receives the stock NT&T must either sell it or distribute it to its own stockholders. No decision has been reached by NT&T regarding this matter.

Directors elected, in addition to Messrs. Klein, Davis and Handsman, are: Joe Benaron, John B. Bertero, B. Gerald Cantor, Samuel Firks, William J. Friedman, A. J. Gock, Willard W. Keith, Richard W. Millar and Jack M. Ostrow. William H. Hudson and Graham L. Sterling of the official slate were not elected, nor was Samuel J. Kurland, who was nominated from the floor of the meeting.

Mr. Cantor, a major target of Messrs. Davis and Handsman in their proxy fight (BROADCASTING, March 27, April 3, 17), resigned as NT&T board chairman on Tuesday, day before the results of the balloting were announced. He will remain on the board as a director.

At the first meeting of the new board Thursday, Mr. Klein was re-elected president of NT&T. Also re-elected were Sheldon Smerling, executive vice president; Alan May, vice president and treasurer; M. Spencer Leve, vice president; Laurence A. Peters, secretary; and Paul F. Scherer, assistant secretary and assistant treasurer. At Mr. Klein's suggestion, the position of board chairman was abolished.

Messrs. Klein, Keith, Miller and Ostrow were elected to the executive committee, to which Messrs. Gock, Benaron, and Bertero were added, increasing its membership from six to seven. Messrs. Cantor and Sterling lost their places on this committee.



San Diego County, California, is 4th in apparel sales on the West Coast. To dress San Diegans, address them through the advertising columns of *The San Diego Union* and *Evening Tribune*. 81.2% of the families in the San Diego Urban Area — where 85% of retail sales are made — regularly read the weekday *Union* and/or *Evening Tribune*. 86.9% regularly read the Sunday *Union* and/or *Evening Tribune*.*

* Facts Consolidated

The San Diego Union | EVENING TRIBUNE

"The Ring of Truth" Copley Newspapers

15 Hometown Daily Newspapers covering San Diego, California – Greater Los Angeles – Springfield, Illinois – and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service. REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC. (Nelson Roberts & Associates)

Tv to get post-'48 films from Universal

Universal Pictures Corp. indicated last week the company is preparing to release some of its post-'48 feature films to television. Milton Rackmil, president, notified stockholders that Universal is presently engaged in classifying its post-'48 library of 254 features, produced between 1949 and 1956.

The films, he said, will be released in packages but he did not specify when the features will be offered for sale. Screen Gems is selling Universal's pre-'48 features but no decision has been made as to the choice of a distributor for the later films. No feature made after 1956 will be offered to tv, Mr. Rackmil said, adding Universal wants to give theatrical exhibitors five-year protection.

Paramount Pictures is the only major studio that has not released its post-'48 features or made any plans about their disposition to tv.

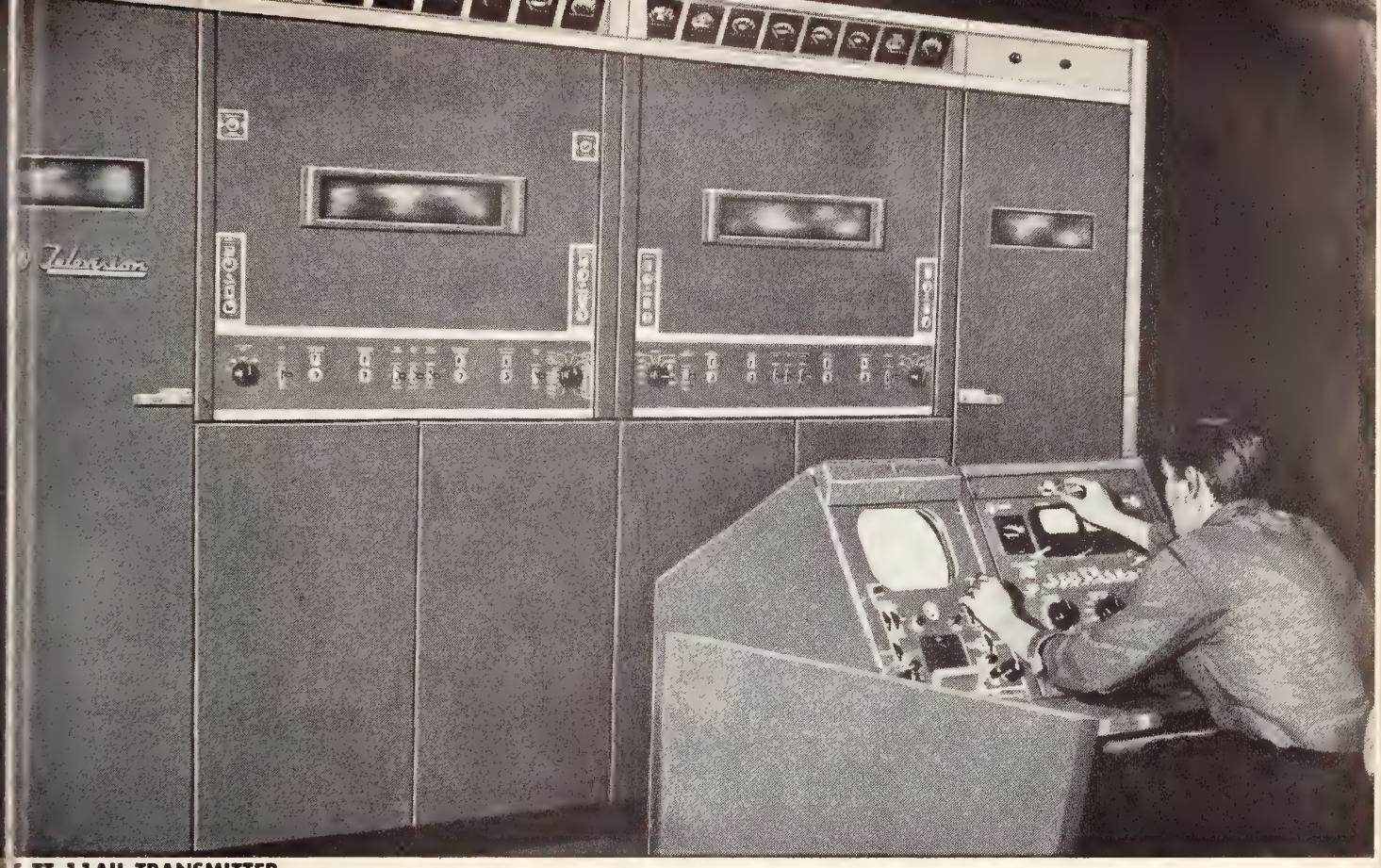
The Broadcast Information Bureau, New York, reported last week that since last August, 957 theatrical features have been released for tv showing, of which 481 are post-'48 titles. Total number of feature films now available for tv, according to BIB, is 12,209, with 2,651 in the post-'48 category.

Film sales...

Adventure Theatre (Sterling Television Corp.): Sold to KTVU (TV) Oakland-San Francisco; WLWT (TV) Cincinnati; WBNS-TV Columbus, Ohio; WSBT-TV South Bend; WMSB (TV) Onondaga, Mich., and WHAS-TV Louisville. Now in six markets.

Background: *Adventure Theatre* is hosted by Ray Forrest and features unusual films produced in many parts of the world.

American Civil War (Trans-Lux): Sold to WOOD-TV Grand Rapids; KMID-TV Midland, Tex.; WSTV-TV Steubenville, Ohio, and KTVH (TV) Wichita, Kan.



T TT-11AH TRANSMITTER

Features of the RCA 11 KW VHF Transmitter that have clicked with engineers and managers

(features that make it easy to operate and improve performance)

. **UP TO 180,000 WATTS E.R.P.**—when combined with an RCA high-gain antenna. Channels 7-13. Or can be used as a driver to obtain higher power.

2. **WALK-IN DESIGN ACCESSIBILITY**—Improved walk-in design, introduced with the TT-2BL and TT-6AL Transmitters, is an invaluable feature of the TT-11AH. A wide aisle is provided inside the enclosure between the front-line racks and power supply components to the rear. All components are readily accessible from this aisle.

3. **TUNING SIMPLICITY**—All tuning adjustments can be made from the front of the transmitter with power applied. Power amplifier cavity has been greatly simplified, and no change in frequency-determining components is required to tune to any high-band VHF channel.

4. **WIDE AMBIENT TEMPERATURE RANGE**—Operation over a wide ambient temperature range is provided by thermostatically controlled cooling of all mercury-vapor rectifier tubes.

5. **QUIET OPERATION**—All tubes and components, other than the mercury-vapor rectifier tubes, are cooled by one main blower in a sound-insulated enclosure.

6. **OVERLOAD PROTECTION** prevents extensive damage in case of circuit fault. If overload is momentary, operation is immediately restored while light remains on to indicate point of overload.

7. **DESIGNED FOR REMOTE CONTROL**—Provisions have been made for remote metering and control of all necessary functions from a remote point. These facilities may also be used to control the transmitter from a central point in the transmitter building.

8. **FEWER TUBES AND COMPONENTS TO STOCK**—Fewer spare tubes and components need be stocked since the same tube types are used in both aural and visual rf chains.

9. **ILLUMINATED METERS**—A row of large illuminated meters, mounted on a sloping-front panel for ease of reading, shows all important currents and voltages.

10. **IMPROVED COLOR PERFORMANCE**—Built-in linearity correction, accurate intercarrier frequency control, and dc on power amplifier filaments are features included for outstanding color performance.

Get the complete story from your RCA Broadcast representative; or write for descriptive literature to RCA, Dept. TD-22, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal

RCA Broadcast and Television Equipment, Camden, N.J.

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

How radio-tv will cover first U.S. astronaut

POOL COVERAGE IS MOST COMPLEX AND EXPENSIVE

With the aid of some 90 newsmen and technicians, and a vast array of equipment, ABC, CBS, NBC, and MBS will provide combined live, video tape, film and audio coverage of the $500 million Project Mercury man-into-space attempt to be held at Cape Canaveral sometime within the next few weeks. It is expected to be one of the most complex and expensive as well as important news stories covered by radio and tv.

Undeniably some of the gloss was taken off the project when Soviet Flight Major Yuri A. Gagarin orbited around the earth on April 12. But Project Mercury is a less spectacular endeavor. The first U. S. astronaut is scheduled to make a flight of about 115 miles into space and more than 200 miles over the Atlantic, but he will not go into orbit. Yet the project's importance as a necessary step to future manned explorations of space cannot be discounted.

Broadcasting's preparations for the pool coverage of the event were formulated more than a month ago by Roy Neal and Jim Kitchell of NBC, who were chosen by lot to act as pool coordinator and pool director, respectively. Mr. Neal, a reporter and producer, has done a good deal of space and science reporting in recent years. Mr. Kitchell is senior director of NBC-TV's *Huntley-Brinkley Report,* and at 34 years of age is considered a veteran scientific newsman.

The extent of the broadcast coverage is so tricky and vast that a pooling of network facilities and personnel was the only logical answer to effective reporting.

It is Mr. Neal's well-calculated guess that the space capsule will be launched by the middle of May but he says it possibly could be delayed. "Postponing," he declares, "defeats the budget and God knows the budget for a public service show of this kind will probably be a record high." Mr. Neal will not even guess at the total pool costs. He feels that too many intangibles might affect the final figure.

There will be little advance notice to the public before the launching takes place. The pool operation will be alerted about two weeks before launch day, but it will not be permitted to go on the air until 10 minutes before launch time. This will occur sometime between 8 a.m. and 1 p.m. The pool operation will remain on the air for three to four hours, or until the astronaut is launched, completes his downrange flight in the vicinity of Grand Bahama Island, and is picked up by waiting ships and brought to the island. For security reasons, the astronaut will not be allowed to give any tv or radio interviews. That will have to wait until after he reports to Washington.

Ground Rules ▪ Alerting the public to the nature, importance and time of the event will be a difficult and crucial task. All before-the-event programming will be done independently by interested stations and networks. They will be permitted to start taping and filming preliminary material about two weeks before the launching, but they will not be allowed to release material taken inside the Cape Canaveral base until after the pool operation goes on the air. Stations and networks are, of course, free to use material taken outside of the base at their own discretion.

The night before the launch, stations will make regular announcements about coverage of the man-into-space attempt. These will be supplemented by night-before programming about the nature of the event.

The logistics of the launch call for the chosen astronaut to leave his preparatory hangar, dressed in his pressure suit, 2 hours and 35 minutes before firing time. CBS-TV will be responsible for a pool mobile camera unit outside the hangar with CBS News correspondent Richard Bate as pool correspondent.

The astronaut then goes to the firing point which will be covered by five ABC-TV remote controlled but unmanned vidicon cameras placed on the gantry that houses the Project Mercury missile. NBC correspondent Herbert Kaplow and a CBS one-camera crash unit will be allowed to circulate around the firing pad until 45 minutes before firing time, at which point the unit will then cover any possible firing or flight "abort" from a forward medical position.

At zero hour, two image orthicon cameras will provide shots of the Cape

WNEW adds 'Space' man

WNEW New York last night (April 23) presented *"Man in Space,"* a special hour-long edition of the station's *News Close-up,* (7 p.m. EST), to introduce aeronautical expert Martin Caidin, a new addition to its staff. Mr. Caidin, author of 26 aeronautical books including the current *Astronauts,* will also appear on WNEW's sister station, WNEW-TV. He was inadvertently reported by BROADCASTING last week as being a member of the television outlet's staff.

We are pleased to announce, as Brokers, the completion of our recent transaction:

$6,000,000

WSAZ-TV AND AM

(HUNTINGTON-CHARLESTON, W. VA.)

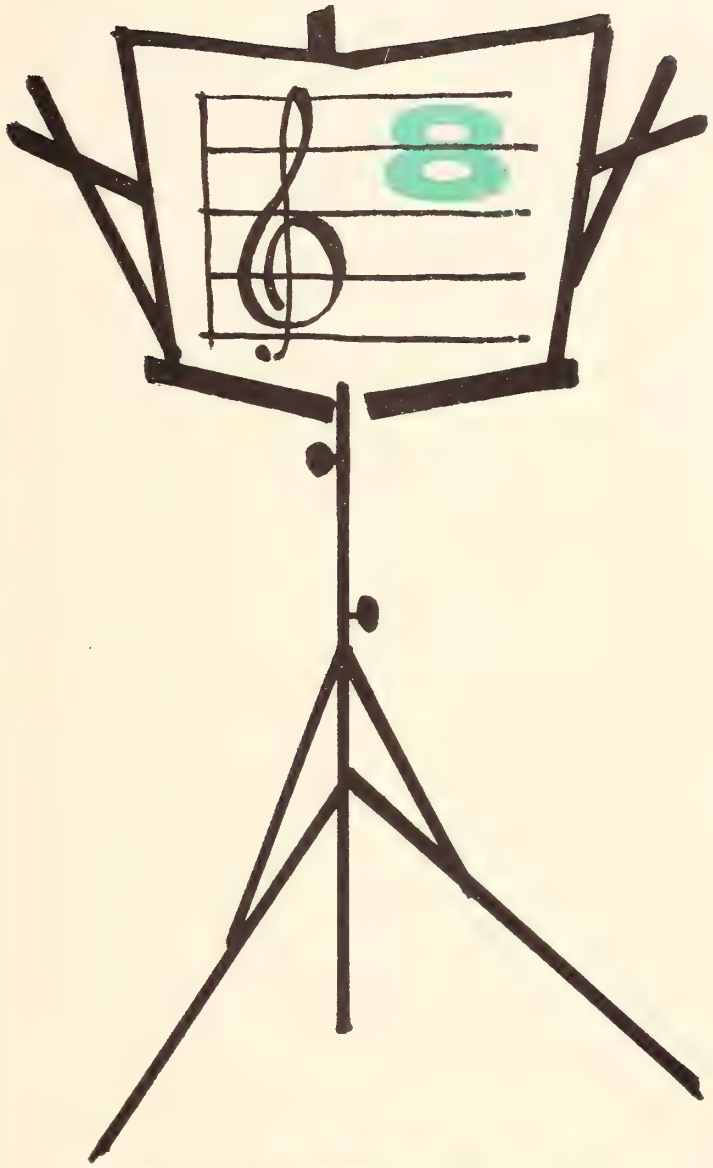
Sold To

WJR, INC.-DETROIT, MICH.

HOWARD E. STARK • VINCENT J. MANNO

Brokers — Financial Consultants

50 EAST 58TH STREET NEW YORK 22, N. Y. ELDORADO 5-0405



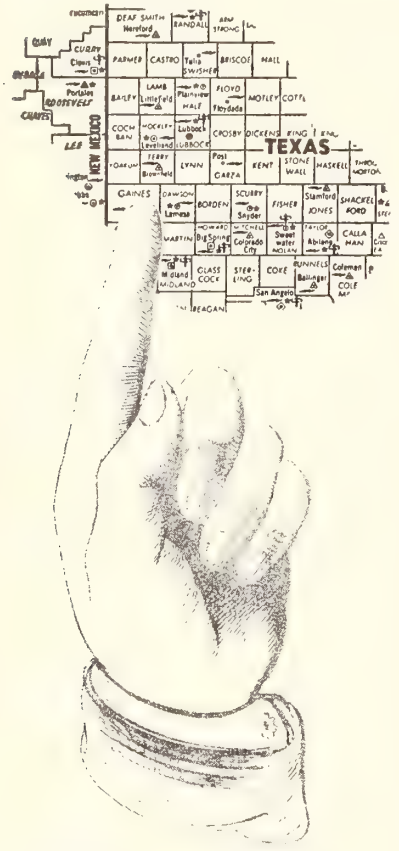
KEY OF Cleveland:

WJW-TV is in tune with Cleveland and Northern Ohio, and Cleveland and Northern Ohio tune in to WJW-TV. With diversified local and CBS programming, award-winning news shows, sponsored public service programs and top movies, WJW has built a large and devoted audience. It's an audience that responds by putting your sales on a bigger scale in Cleveland.

WJW TV 8
CBS CLEVELAND

A **STORER** STATION BACKED BY 33 YEARS OF RESPONSIBLE BROADCASTING • **CALL KATZ**

Your single purchase buys co-ordinated promotion and coverage over 67,000 square miles in West Texas and East New Mexico! Here, the West Texas Television Network serves the CBS signal to a 62-county area and 1,079,300 people with effective buying income of $2,054,386,000 and retail sales in excess of $1,409,-857,000*



*All figures are unduplicated by any W.T.T.N. stations. Ref.: Sales Management 1961 Survey.



west texas
television
network

W. D "Dub" Rogers, President and Gen. Mgr

NATIONAL REPRESENTATIVE
THE BRANHAM COMPANY

COLORCASTING

Here are the next 10 days of network color shows (all times are NYT).

NBC-TV

April 24-28, May 1-3 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

April 24-28, May 1-3 (6:30- 7 a.m.) **Continental Classroom** (contemporary math), sust.

April 24-28, May 1-3 (10:30-11 a.m.) **Play Your Hunch,** part.

April 24-28, May 1-3 (11-11:30 a.m.) **The Price Is Right,** part.

April 24-28, May 1-3 (12:30-12:55 p.m.) **It Could Be You,** part.

April 24-28, May 1-3 (2-2:30 p.m.) **The Jan Murray Show,** part.

April 24-27, May 1-3 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

April 24, May 1 (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newell.

April 26, May 3 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.

April 26, May 3 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

April 27, May 4 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

April 28 (9-10 p.m.) **Bell Telephone Hour,** AT&T through N. W. Ayer.

April 29 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

April 29 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

April 29 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

April 30 (6-6:30 p.m.) **Meet the Press,** co-op.

April 30 (9-10 p.m.) **The Chevy Show,** Chevrolet through Campbell-Ewald.

and the launch from a forward observation point about 2,500 feet from the missile firing site.

The working press area will be located about 7,000 feet from the point of firing and ABC will provide a four-man mobile unit utilizing four image orthicon cameras to record happenings there aided by CBS correspondent Charles von Fremd's commentary.

None Inside ▪ No cameras will be allowed inside the Mercury Control Center during critical times because it is felt their presence might cause some nervous technician to push the wrong button. It is planned, however, to have a four-camera mobile unit video tape record the control operation during a mission simulation days before the actual event and to substitute this coverage for the live control room activities. This phase of the coverage will be supplemented by audio-only bulletins given by a NASA spokesman every two minutes while the astronaut is in flight.

The astronaut's flight down range over the Atlantic will be covered by film crews and correspondents aboard a U. S. aircraft carrier, two destroyers, aircraft, and at Grand Bahama Island.

Heart Beat ▪ The heart of the pool operation is a main switching center, which is a control operation capable of receiving, recording and transmitting video and audio. The switching center, which is contained in two 35-foot trailers, was designed specifically for Project Mercury and future pool operations by Warren Phillips of NBC and was constructed by engineering personnel of all three major tv networks, using NBC equipment.

After the pool broadcast goes off the air, individual stations and networks are expected to take over with special programming. Pool coverage, however, will continue for the next 48 hours and pool material will be fed to stations at intervals during that period.

Project Mercury pool service will be made available to any station or network that requests it. For radio participation it is planned to charge any network (25 or more stations) one-eighth of 15% of the total pool costs. For other than networks, charges will be made as follows: radio—$250 for participation. If the subscriber feeds more than one station with such coverage, each additional station will be chargeable at the rate of $75. Tv subscription for other than networks will be at the rate of $1,000 per participation. If more than one station is serviced, an additional charge of $250 per station will be made. As of this date some 75 non-affiliated radio stations and at least four independent tv stations have signed up for the pool service.

Extensive worldwide coverage of the space capsule shot will also be provided. The British Broadcasting Corp., the Canadian Broadcasting Corp., the West German tv network, and the Voice of America will be among the international outlets serviced.

Yuri causes late changes in tv 'Man in Space'

The success of the Russians in putting a man into space and getting him safely back to earth again was a shock to many Americans, but it could have been a major castastrophe to Wolper-Sterling Productions. The W-S tv special, *Project: Man In Space,* dealing with the astronaut and manned spacecraft projects in the U. S. and Russia, was complete and ready for distribution to stations in 50 major markets for broadcasting early in May. Tidewater Oil Co. is sponsoring the hour-long

How much does it cost to put on the dog on tv?

In vaudeville a monkey act traditionally was desirable because you could pay the talent peanuts. But it takes a good deal more than round steak ground to maintain the top animal series in television—*Lassie*.

The cost of putting on the dog is revealed in contracts included in the SEC registration statement of Wrather Corp., which holds the *Lassie* franchise (BROADCASTING, April 3).

The program has been sponsored by Campbell Soup since 1954 through BBDO. Mr. Wrather bought rights to it in 1956 for $2,706,694. Campbell's sponsorship agreement was retained and a complicated series of subcontracts provided compensation for those who had originally launched and guided the series.

The original Campbell contract provided $23,875 a program for 26 episodes; the sponsor agreed to pay $12,062 per program to rerun the entire series or $17,125 per rerun for a selected 13 programs. Renewal of the contract (through option) provided for an approximate 15% increase for subsequent series, and a 10% increase for reruns.

Annual Increase ▪ A less tentative contract drafted in 1956 showed the sponsor's satisfaction with the series. Under this arrangement, Campbell paid $37,675 for each of 39 episodes with the privilege of repeating any 13 without cost. Renewals of this contract increased annually —$43,562; $46,500; $50,000; $52,-500.

According to TELEVISION magazine's survey of program production costs, *Lassie* now runs $34,000 per telecast. Campbell Soup pays an annual estimated gross time cost of $3,618,120 to CBS-TV for the program's Sunday 7-7:30 p.m. time slot.

Wrather Corp. agreed in the contract to abide by certain sponsor strictures. The name *Lassie* was reserved (the syndicated rerun series is called *Jeff's Collie*) and pictures of the dog and the principal actors in the series can be used only to promote the program or the company. The sponsor has the right to reject episodes in the series and on rare occasions has exercised that right.

The star of the series gets $1,500 per program—indirectly. The fee and transportation and living costs are paid to the Studio Dog Training School. Child star Jon Provost's original contract started him at $269.23 a week for the first year he starred, rising to $576.92 in the fourth year; $1,153.85 for the seventh year. His mother gets $50 for each week to cover expenses. Actors in addition to the regular cast get an aggregate average salary of $3,490 per week.

documentary in these markets as, a month earlier, it had sponsored an updated repeat of *The Race For Space*, which had first been issued a year ago.

Wolper's relations with the Soviet government, however, were sufficient to turn the impending tragedy into an important advantage for both the telecast and its advance promotion. Footage of the takeoff of Maj. Yuri Gagarin on his historic flight, his voice from outer space and his triumphant reception in Moscow, was flown to Hollywood. Last week everyone at Wolper-Sterling was working around-the-clock to get this last-minute development inserted into the program before the shipping deadline.

Jack Haley Jr., who directs-produces the documentary in cooperation with our own Dept. of Defense, National Aeronautics & Space Administration and the Soviet government, said that while the first news of Maj. Gagarin's accomplishment came as a blow, the addition of this new footage to the program is a tremendous plus.

Program notes...

Sample sound effects ▪ Announcement has been made by MP-TV Services, 7000 Santa Monica Blvd., Hollywood, Calif., of new seven-inch 33⅓ rpm record containing a sample of 14 different sound effects. It is available with a 56-page catalogue of the company's complete line for $1 postpaid. The various effects range in time from four seconds for a car horn to 45 seconds for a heavy rain. The firm stocks over 2,000 different effects.

'Light' continues ▪ Contract for a second season's cycle of 39 quarter-hour *Light Time* programs for television has been made with Fred Niles Productions, Chicago, by the National Lutheran Council.

Portland music ▪ KGW Portland, Ore., next month will begin programming "Portland Picked Music," musical selections based on a special survey of the people of Portland. A ballot is to be printed in the local press to permit viewers choices.

Retrospect ▪ The Office of Civil & Defense Mobilization, Battle Creek, Mich., is offering a new series, *Retrospect* (13 fifteen-minute shows), to television stations. Narrated by Douglas Edwards, CBS-TV News, the series features a variety of documented events including the bombing of Pearl Harbor, the Berlin airlift, Winston Churchill, baseball greats and others. Distribution is being handled by Sterling Movies, U.S.A., N.Y.

Option ▪ Four Star Television will continue to headquarter at Republic Studios for another year, having picked up its option. The company still holds options for three years under its five-year rental pact with Republic. A new production slate is being mapped out, with a mid-May start scheduled for several new tv projects.

Jazz at WAJC ▪ On Friday, April 28, WAJC Indianapolis will begin a 28-hour jazz marathon for the fifth year in a row. The program will feature interviews and records.

Reacquired, reassigned ▪ Roland Reed productions, producer and owner of *Waterfront*, a series of 78 half-hour situation comedy programs, has reacquired the series from MCA-TV and assigned marketing rights to Tv Marketeers Inc., N. Y. Wynn Nathan, Tv Marketeers president, at the same time announced the distributor's appointment as New York representative for the Bernie Sindell agency of Beverly Hills, whose first property is a half-hour adult cartoon series called *Straight Talk Jackson*.

Soldiers' radio ▪ The Armed Forces Radio's Far East Network is busy filming a suspense series for the edification of the troops. The series is being made in Tokyo with an all military or dependent cast. The title of the series is *Macabre*.

Adenauer in Texas ▪ When Konrad Adenauer visited Austin, Tex., last Monday KVET wrote the score. The station played nothing but German music—polkas, marches, and so forth—from 5 a.m. until 1:30 p.m. when the chancellor left.

McAndrew honored ▪ William R. McAndrew, executive vice president, NBC News, has been named winner of Villanova U.'s St. Augustine award for 'distinction in the field of communications journalism."

AT&T wants private satellite launched

If some agency of the federal government would provide the launch, the first private experimental space communication satellite would be ready for orbit by Christmas. And a world-wide service using fifty such satellites could be in operation within three or four years, possibly less.

This was the progress report given Wednesday to stockholders of the American Telephone & Telegraph Corp. by President Frederick R. Kappel. He spoke at the annual stockholders meeting held in Chicago. It was the first stockholders' session outside of New York in 76 years. A record attendance of 18,420 was tallied officially during the meeting, although more than 20,000 stockholders were accounted for prior to the start of the meeting.

Devoting a large part of his report to the company's space communication plans, Mr. Kappel said "we have the technical know-how to put these proposals into effect, We can act promptly and there is great need for prompt action." He observed that the FCC has already assigned frequencies for experimental use in the AT&T system and "we are ready to move. What we are seeking today—and have been seeking for several months—is for some branch of the government to provide facilities for launching experimental satellites that we would be glad to pay for." The FCC has acknowledged "that the earliest realization of a commercial system is a national objective," Mr. Kappel said.

AT&T wants no monopoly in space satellite communicaions, Mr. Kappel said, indicating that the firm would be willing to allow other communication firms to participate and share costs in the venture.

An operating continuous service system linking the U.S. and Europe could be established using 20 to 25 satellites, Mr. Kappel said, with 50 "birds" providing complete worldwide service. The space system would supplement, not replace, the rapidly expanding cable and radio systems now in use. The AT&T satellites would orbit within a few thousand miles of the earth, hence a larger number are required, he explained. This is more feasible now than proposals for fewer but more carefully positioned satellites at 22,000 mile orbit, a feat that is more difficult to achieve at the present, he said.

AT&T has just received $950 million in new working capital as a result of a major stock subscription, Mr. Kappel reported. "It is the largest single piece of financing in the history of any business," he said.



Film and tape

To permit sight-and-sound coverage of news on the scene, no matter how far from the studio or power lines, Stancil-Hoffman Corp. has developed a 13-pound portable Minitape nickel-cadmium lifetime battery operated magnetic tape recorder which can be synchronized with a spring-driven motion picture camera. Installation of a simple electrical impulse generator coordinates camera and recorder for broadcast quality results. Price of Minitape machines, generator, microphone and battery charger combination is less than $1,000.

Technical topics...

New tv amplifiers ▪ General Electric has made delivery on its first four 35 kw vhf high-channel tv amplifiers. Recipients of the amplifiers were KEZI-TV Eugene, Ore., WRDW-TV Augusta, Ga., WSTV-TV Wheeling, W. Va., and WTOC-TV Savannah, Ga. The amplifier will allow these stations to go to maximum power operation.

Triad viewfinder ▪ Triad Corp., Encino, Calif., is now offering its popular 20-80 lens with a built in viewfinder. The lens fits any C mount 16mm camera and provides focal lengths for 20mm to 80mm, wide angle, normal or telephoto shots. Iris is constant at f/2.8 and focusing scale ranges from 48 inches to infinity. The finder may be positioned for any spot in the 360 degree range and a framing mask can be rotated for horizontal positioning. As an additional feature, the eyepiece closes, preventing feedback of light. More information may be obtained by writing to the company.

Film editing table ▪ A new high-speed editing table and viewer for rapid film scanning has been introduced by Camera Equipment Co., 315 W. 43rd St., N. Y. Its features include a speed range of 0-250 ft. per minute, 4" x 6" screen, and an optical sound head. Price is $2,500 for 16mm table; $1,750 for 35mm table.

Prodelin catalogue ▪ Prodelin Inc., Kearny, N. J., has issued its new catalogue 595 for its "800" coaxial transmission lines. It is 40 pages long and includes other Prodelin products such as EIA type flanges and dehydration accessories.

General Electric re-enters color tv

Another major tv receiver manufacturer, the General Electric Co., has announced it will re-enter the color tv receiver market this fall (AT DEADLINE, April 17). It follows by only several weeks Zenith Radio's decision to manufacture a line of color receivers for fall distribution (BROADCASTING, Feb. 17).

A spokesman for General Electric said its line of color sets will be introduced to distributors as early as next month, making them available on the consumer market in August, but that the "real advertising push" will not begin until after Labor Day. The sets will feature a color balance stabilizer and will use a 21-inch shadow mask picture tube. According to the company, the color balance stabilizer, which was developed and patented by GE's tv receiver department, "successfully overcomes" the problem of color changes in relation to picture brightness.

In re-entering the color tv receiver market, GE, which dropped out of it five years ago, said that its move was prompted by "the belief that color tv is now entering the initial phase of mass-market acceptance which, eventually, will put it in a major position in the tv market."

RCA, which for years was the sole important force in the field, immediately issued a statement expressing its "delight" that GE is taking its place alongside other tv manufacturers marketing color sets. The company predicted GE's move would "provide further impetus to the march of progress" in the industry.

Other manufacturers were cautious. A spokesman for Westinghouse, which has not included color receivers in its consumer line since 1957, said that the company, "was studying the question constantly," but would probably not go back to producing sets until "more sets are sold, the price differential between color and black and white receivers is narrowed, and more color programs are broadcast."

Sylvania Home Electronics Corp. indicated that it still has not reached a decision.

WHY 6 OUT OF 7* TAPE-EQUIPPED TV STATIONS BUY AMPEX TELEVISION RECORDERS

1 **"It opened up new territories** for us in sales and production. Not only the obvious ones, such as increasing the number of spots, but we find that it becomes much more advantageous for the small agency at the local level to buy (taped) spots on a plan basis because these spots can be repeated with little extra charge. I cannot single out the most important function of our **Videotape*** Television Recorders — all their functions are important. We have made better use of our personnel and facilities. And we have cut down the cost of spot announcement production. We have been able to sell the machine and its capabilities along with our own programming and production standards.... We certainly need the recorders and they, in turn, need us. Now tape places at our fingertips — and pocketbooks — another tool for creative broadcasting.... Why we bought Ampex? Ampex invented **Videotape** and it's proved itself to the entire industry. You can't ask for more than that."— **Lawrence M. Carino, General Manager, WWL-TV, New Orleans, Louisiana.**

2 **"We've used the Ampex VTR to make money** and increase business ... very definitely. We'll go on record as we have in the past. We know that the Ampex Television Recorder used properly, and sold aggressively, will pay for itself very easily.... It's increased our business by virtue of the volume that we couldn't have obtained without the machine. It's so successful that we frequently go out to the used car lots, for example, or the furniture stores, or even the banks, and do their commercials on location on tape. There are so many ways we've used the Ampex Television Recorder to make money, that it's hard to pick out the ones to talk about.... We wouldn't have the VTR's if they didn't make money. We think so highly of ours we're about to spend another 50 thousand dollars on Ampex equipment. I guess that lets you know how we feel about Ampex. **Videotape** is their baby all the way. Always has been." — **George W. Harvey, Vice President and General Manager, WFLA-TV, Tampa-St. Petersburg, Florida.**

3 **"It's a great selling tool.** I don't see how anybody stays in business without it.... This market does more dollar volume of local business than a great many of the three-station markets in the country. A great percentage of that business is on **Videotape.**... It gets local business because it absolutely takes the risk out of it. For example, it's awfully hard for an advertiser to visualize from a piece of copy paper with a video column and an audio column just what his commercial is going to look like on TV. But if the salesman can say, 'I've got a spot all recorded for you on your fall coat sale, and I want you to see it,' then he's sold. What do we think of Ampex? They're the leaders in tape. They put tape on the map, and as far as we're concerned, it's the Ampex VTR that's keeping it there."— **John Tyler, General Manager, KFDA-TV, Amarillo, Texas.**

4 **"More than $3,000 a week in billing** — both announcement and program — dependent on one Ampex tape machine. That's a typical week here at Channel 5. We've been in business with **Videotape** for slightly over two years and our one machine shows 3,272 hours of use and service.... Ninety percent of our political business last fall was on tape. I don't say we wouldn't have gotten it on a live basis, but it was easier, less costly, and much more convenient to candidates, having the busy grass roots schedules they do.... Sure, we see every reason for getting a second machine — and we shall eventually, but we've done a phenomenal job with one for two years. There's no question about our choice of Ampex. They **are** TV tape recording, no doubt about it." — **Fred Fletcher, Executive Vice President, WRAL-TV, Raleigh, North Carolina.**

5 **"We've increased our income** with the Ampex Television Recorder by not having to spend so much time and money in getting and keeping business. What we produce on our VTR is keeping clients sold. We're putting our efforts where they'll do us the most good and our billing is increasing all the time. An end effect has been that our production, because of the Ampex Television Recorder, now puts us — a secondary market station — on a par with the quality of metropolitan market stations. ... Frankly, I can't see how some of these secondary market stations can afford to operate without a Television Recorder. We're sold on TV tape recording — sold on our Ampex equipment, too. Ampex has been the leader for five years now."— **Bill Hoover, President, KTEN-TV, Ada, Oklahoma.**

6 **"We do more jobs ... better** with **Videotape** Recording. Business is better than it's ever been and we have a smoother, more efficient operation. For us, Ampex VTR is a basic piece of equipment that fit into our operation right from the start. It's no 'sacred cow' to us; everyone here operates it. And essentially, it gives us a whole crew of operators plus announcers ... a real problem-solver when it comes to scheduling personnel. From an operating standpoint, it's tremendous. Today, for instance, the boys are knocking out 15 1-minute commercials. And we have scheduled as many as 63 recordings in one operating day. I wouldn't want to go back to operating without an Ampex." — **Al Beck, Chief Engineer, KGBT-TV, Harlingen, Texas.**

VISIT AMPEX NAB EXHIBIT NO. 28

*7.46 AS OF JANUARY 1, 1961 IN THE U.S.A. AND CANADA.

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AMPEX

VIDEOTAPE TELEVISION RECORDERS: VR-1000C Deluxe Console, VR-1001A Upright Model • **MAJOR VTR ACCESSORIES:** Inter-Sync†, Amtec†, Color Facility

TELEVISION CAMERAS: Ampex — Marconi Mark IV

FCC pushes option time to the brink

BY 5-2 VOTE COMMISSION ASKS COURT TO REMAND DECISION TO IT

The traditional network-affiliate way of doing business is on the precipice again. Option time is going to be reconsidered by the FCC.

A key consideration is the element of purported antitrust violation which in some circles is believed inherent in the practice.

In a move almost without precedent in its 27-year history, the FCC last week asked the U. S. Court of Appeals in Washington to send back its 1960 decision on tv option time because, the commission said, it wants to reconsider it.

Like a true radio serial cliff-hanger, the first inkling of a change in the commission's thinking came on Monday, the deadline for the FCC to file a reply brief in the current litigation. It asked the court for an extension until Friday because there was some thought that the September 1960 decision should be reconsidered.

On Wednesday, during the regular meeting, the commission by a 5-2 vote ordered its general counsel Max Paglin, to ask the court to send the decision back. It also ordered him to tell the court that on remand it was going to vacate the order.

Objecting to this move were Commissioners Robert E. Lee and John S. Cross. Mr. Lee dissented to the action because the basis for it is not reflected in the order. He said that seven months ago the commission majority "upon a searching review" found that option time was reasonably necessary for the continued existence of networking. He concluded by stating that in the interest of administrative finality it would be better to let the court determine the validity of the order.

Commissioner Cross concurred in Mr. Lee's dissent.

Attacked by KTTV (TV) ▪ The Commission's 1960 order, which reduced to two hours and 30 minutes the amount of time any station may option to a network during each of the four segments of the broadcast day, was appealed to the court by KTTV (TV) Los Angeles. The target of KTTV's attack is the commission's finding that option time is necessary for networking and that networking is in the public interest. The Los Angeles station, abetted by the Dept. of Justice, claimed that option time was illegal and should be prohibited entirely. The Justice Dept. asked the court to remand the decision back to the FCC for consideration of the antitrust issues.

The three networks, plus three groups of affiliates, attacked the KTTV claim. In a single brief, the joint intervenors last week maintained that the FCC considered all the evidence and ruled properly in determining that option time is a necessary element in networking. They argued that it is not the function of the FCC to adjudicate the validity of practices under the antitrust laws.

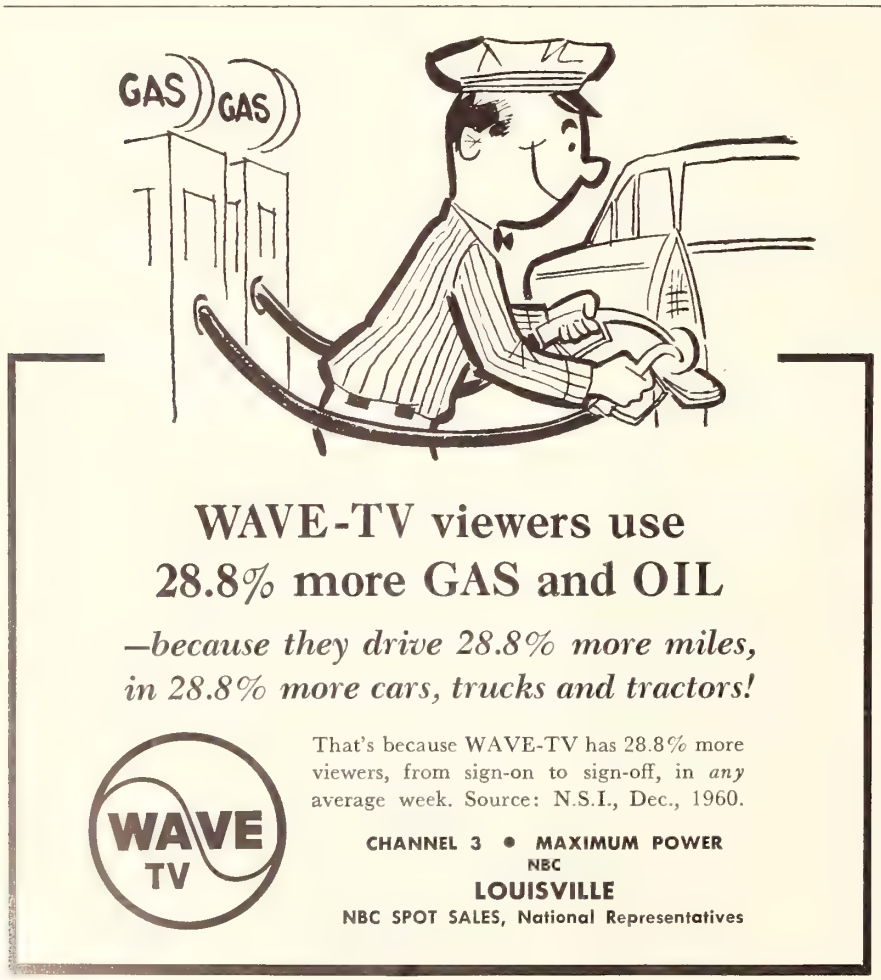
Twice, while the FCC was deliberating on the option time rulemaking, the Dept. of Justice submitted comments indicating that it thought option time was a violation of the antitrust laws. The first time it expressed the view that option time was a *per se* violation; the second time, Judge Victor H. Hansen told the FCC that in his opinion option time runs afoul of the antitrust laws.

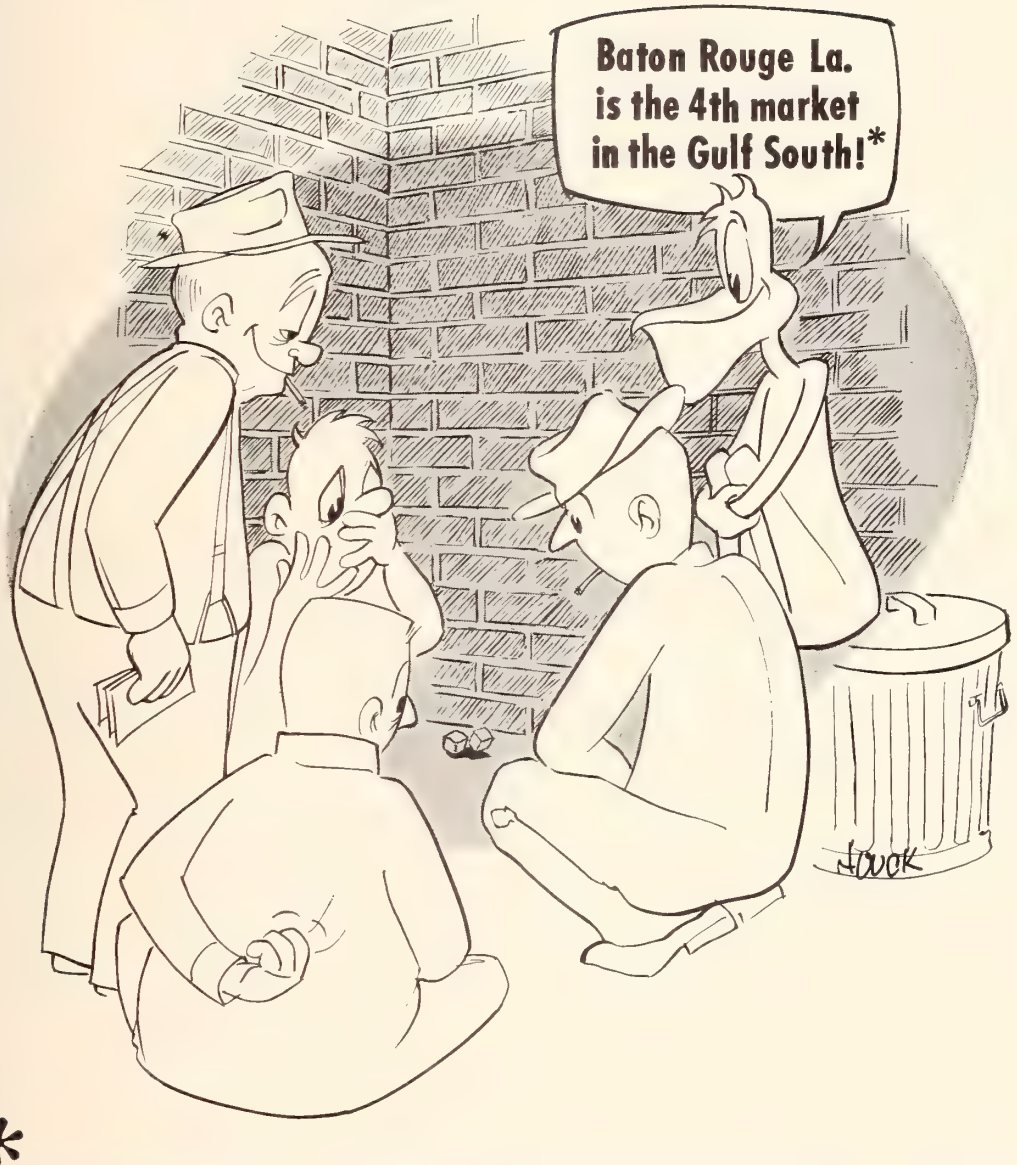
King Vote Issue ▪ The 1960 decision had four commissioners voting to reduce option time by 30 minutes, and three dissenting.

In the majority view, Commissioner Charles H. King issued a separate concurring opinion which emphasized that he was making no judgment on the antitrust issues but only between maintaining the three hour rule or reducing it to two and one half hours.

The dissenting commissioners, Rosel H. Hyde, Robert T. Bartley and Frederick H. Ford, argued that the commission had no right to find that option time was "reasonably necessary" for networking. They expressed the fear that the FCC's action might inhibit any antitrust attack by the Dept. of Justice or by private litigants. The trio indicated that it might be better to drop all references to option time and let the networks and station work out their own arrangements—all in the interests of more competition.

Since then New Frontiersman Newton N. Minow has been appointed chairman of the FCC. His thinking, it may be assumed, is along the lines of the 1960 minority. This presages, it is believed in some quarters, that a recon-





*No gambling when you buy WBRZ in Baton Rouge . . . Baton Rouge as a market ranks just below Ft. Worth-Dallas, Houston and New Orleans. It's the 4th largest market in the Gulf South-an area made up of the states of Louisiana, Texas and Mississippi. The Baton Rouge market, with a population of 1,561,000 and retail sales of $1,285,000,000.00, is served completely by television station WBRZ. Baton Rouge is truly too BIG a market to be overlooked on any list. Call your Hollingbery man.

NBC ABC

WBRZ Channel 2

An extra month to debate FCC program forms

Broadcasters have been given an extra month to ponder the FCC's proposed new programming form and to provide substitute solutions to the controversial issue (BROADCASTING, April 17, 10).

Following a special meeting last Tuesday (April 18) among the top executives of the FCC, NAB and the Federal Communications Bar Assn., the deadline for commenting was extended from May 1 to June 1.

The broadcasting spokesmen asked that a special industry-FCC committee be established to work jointly on revisions which would make the planned Sec. IV of application forms more palatable to the industry. Commission Chairman Newton N. Minow did not go along with the establishment of a formal committee but "informal" discussions are planned with Broadcast Bureau Chief Kenneth Cox. The first such meeting probably will be held late this week.

Almost certain to emerge from the new talks will be separate program reporting forms for radio and television. Support for such a change is growing at the FCC (BROADCASTING, April 10) and the NAB is known to favor separate questions.

It is expected by some that if the NAB-FCBA-FCC talks result in agreement on additional changes to the proposed questions, a still further extension for comments will be granted. Another school of thought, however, is that the commission should go ahead and close out the time for formal comments and incorporate any desired changes before a final rule is issued. Industry spokesmen generally are expected to seek an extension beyond the new June 1 deadline, it was stated.

The NAB was encouraged by the concession granted last week. "I honestly think we can work out something better than what is now proposed," stated Douglas Anello, chief counsel of the NAB.

Present at last week's meeting in addition to Messrs. Minow, Cox and Anello were NAB President LeRoy Collins, FCBA President Robert M. Booth Jr., Frank Fletcher, immediate past president of the FCBA, and James Sheridan, special assistant to the FCC chairman.

The commission has been studying changes in its program reporting forms for over two years. The present rulemaking was issued last February. Originally, comments were due April 3 but this was extended to May 1 at the request of the NAB (BROADCASTING, March 20).

sideration of option time may result in its deletion—or even its prohibition.

In the event the FCC deletes all references to option time, networks and stations are seen making their own terms. If this is contrary to the Sherman or Clayton Acts, it is presumed, the Dept. of Justice can step in with an antitrust suit. Or, a station could institute a suit for restraint of trade.

There is some feeling, however, that the new majority—if there is a new majority—may go all the way and prohibit the practice entirely. In some circles, this possibility is considered more likely than the former action.

Barrow Antecedents ▪ The option time case arose with the 1957 Barrow Report on television networking practices. It found that option time violated the Sherman Act and recommended that the FCC abolish it.

Hearings on the whole gamut of Barrow Report recommendations were held in 1958. All the networks and committees of their affiliates testified in opposition to the Barrow recommendations, and in favor of the continuance of the optioning practice. The only support came from KTTV and several syndicators of program material.

Trial set for quiz winners

Trial is scheduled May 8 in New York for 15 tv quiz show winners who have pleaded not guilty to second degree perjury. Last week in special sessions, Elfrida von Nordroff and six others pleaded not guilty. Previously, trial date was set for Charles Van Doren and others.

THEIR FEARS WERE UNFOUNDED

Agencies sending Harris copies of White House reports

Congressional fears that monthly reports the FCC and other regulatory agencies are sending to the White House would be kept secret appeared last week to be groundless. Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, has been receiving copies of them regularly—from the agencies.

This was revealed by House Freedom of Information Subcommittee, which had been urged by Rep. William H. Avery (R-Kan.) to request that the reports be made available to Congress.

The subcommittee file contained a letter from Rep. Harris stating he had received copies of the reports made "thus far" and would give them to members of his committee "if and when desired." The letter was dated March 29. Rep. Avery was a Commerce Committee member at the time.

Until last week, it had been widely assumed that the reports were not going to Congress. Presidential News Secretary Pierre Salinger, in response to a direct question last month, said copies would not be made available (BROADCASTING, March 20). The impression this created was never publicly corrected, and it lent additional weight to congressional charges, mainly from Republicans, that the President was seeking to undercut congressional authority over the regulatory agencies.

Harris Makes Arrangements ▪ In his letter to the Freedom of Information Subcommittee, Rep. Harris said he had made arrangements for securing copies of the reports which were "understood by the agencies and the White House," and were acceptable to all concerned.

Armed with this letter, Rep. John H. Moss (D-Calif.), chairman of the Freedom of Information Subcommittee, who is also a member of the Commerce Committee and its Communications Subcommittee, replied to Rep. Avery's request on April 4 with the comment, "I am pleased to inform you that your fears are unfounded. . . . Arrangements have been made for the appropriate legislative committee to receive copies of all future reports."

Frederick G. Dutton, the presidential assistant who originally directed the agencies to submit the monthly reports (CLOSED CIRCUIT, March 13), last week shed additional light on the arrangements referred to by Rep. Harris. He said the agencies, with White House approval, were supplying the Congressman with copies of the reports.

'Fine' ▪ He said that Rep. Harris had told the White House he wanted to be kept informed, that he felt the annual reports of the agencies were unsatisfactory and that monthly reports would be more helpful. "And we said 'fine,'" Mr. Dutton added.

According to those who have seen the reports there is nothing in them to cause concern. They reportedly contain fairly routine information, dealing with agency problems and progress, and



Type 315B/316B 5,000/10,000 Watt AM Transmitter

MORE ACCEPTANCE! Every one of these progressive stations bought a new Type 315B/316B 5,000/10,000 watt transmitter from Continental Electronics. This positive proof of the acceptance of Continental transmitters and related equipment is the best reason we have for telling you to call Continental today... you cannot make a better investment for tomorrow!

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KELO-LAND TV

swamps America's 103-County Market every hour, every day!

LIKE THIS! Homes reached Monday thru Friday, 6 p.m. to midnight.* KELO-LAND TV 47,800. Others 10,900.

LIKE THIS! Homes reached Sunday, 6 p.m. to 10 p.m.* KELO-LAND TV 60,500. Others 19,500.

LIKE THIS! Metro area share Saturday, 6 p.m. to midnight.* KELO-LAND TV 76.1. Others 23.9.

*ARB Tv Audience Report, Nov. 1960

No other tv medium gets into this market like the interconnected hookup that's already in—solid!

CBS • ABC

KELO tv LAND

KELO-tv SIOUX FALLS; and boosters
KDLO-tv Aberdeen, Huron, Watertown
KPLO-tv Pierre, Valentine, Chamberlain

JOE FLOYD, President
Larry Bentson, Vice-Pres. • Evans Nord, Gen. Mgr.
Represented nationally by H-R
in Minneapolis by Wayne Evans & Associates

MIDCO
Midcontinent Broadcasting Group

KELO-LAND/tv and radio Sioux Falls, S. D.; WLOL/am, fm Minneapolis-St. Paul; WKOW/am and tv Madison, Wis.; KSO radio Des Moines

steer clear of matters under consideration.

Apparently, however, the copies have to be requested. Sen. Warren G. Magnuson, chairman of the Senate Commerce Committee, has not asked and is not receiving them. But another check on the reports' propriety, so far as the FCC is concerned, at least, is that all seven commissioners know what is going into them. FCC Chairman Newton N. Minow has reportedly reversed his original position on the matter and is supplying his colleagues with copies of his reports to the White House.

ALLOCATION JUGGLING

Proposed multiple shifts in Rochester, Syracuse bring varied reactions from area broadcasters

Allocations proposals by the FCC and by broadcasters drew mixed cries of joy and horror last week.

The bulk of comments were directed to the FCC rulemaking proposal to add one vhf station in both Rochester (ch. 13), and Syracuse, N. Y. (ch. 9) (BROADCASTING, Dec. 5, 1960). The proposed rulemaking would also shift ch. 5 from Rochester to Syracuse and ch. 8 from Syracuse to Rochester. Generally, existing vhf stations in those markets did not oppose the plan but would add conditions about where they would be shifted and how soon the changes should take place.

Existing Rochester stations are WROC-TV (ch. 5), WHEC-TV and WVET-TV (sharing time on ch. 10). WROC-TV has applied to the commission to sell ch. 5 to WVET, in which case WHEC-TV would buy WVET-TV's interest in ch. 10. WROC-TV and WVET-TV, in similar comments, said they do not oppose being switched from ch. 5 to ch. 8 provided a reasonable amount of time is afforded to set up equipment and to hold a promotional campaign to inform the public of the move. Both requested that no change be required until the new station to be added in Syracuse (ch. 9) is ready to begin operations. (Since a compartive hearing for ch. 9 Syracuse is almost inevitable, this would probably take several years.)

WHEC-TV said it did not oppose the adding of ch. 13 to Rochester and that it supports the FCC proposal.

Syracuse currently is assigned ch. 3 and ch. 8. WHEN-TV (ch. 8) said it did not oppose the plan to add ch. 9, but requested it be assigned to ch. 5 (which is being switched from Rochester to Syracuse with ch. 8 replacing it), rather than ch. 9. WHEN-TV opposed the condition of WROC-TV and WVET-TV to wait until ch. 9 was op-

Poll shows tv shows politicians to public

During the 1960 presidential campaign, television extended its lead as the most widely followed and most important source of information about the candidates, according to a study announced last week by the U. of Michigan Research Center. Much of this gain "probably" was attributable to the tv debates and was secured at the expense of radio, the study concluded.

Among 1,500 respondents to the 1960 survey, 87% said they followed the campaign by watching tv and 60% said they got most of their information from that media. Newspapers ran second in both categories, with 80% and 23%, respectively. Television also led in both attention and information of the voters in 1956.

A breakdown of how media fared in the past three presidential campaigns follows:

Paid attention to campaign by:	1952	1956	1960
Watching television	53%	74%	87%
Listening to radio	69%	45%	42%
Reading newspapers	79%	69%	80%
Reading magazines	40%	31%	41%
Following all four media	15%	13%	18%
Got most information from:	1952	1956	1960
Television	31%	49%	60%
Radio	27	11	5
Newspapers	22	24	23
Magazines	5	5	4
Comibnation of media	9	3	3
Did not follow media	6	8	5
	100%	100%	100%

WQXR wins George Foster Peabody Award, broadcasting's highest honor, for its musical "specials" and its "total programming of music ...of the highest order"

In its 25th year as America's number one good music station, WQXR has been awarded for the second time the highest honor in radio and television—the George Foster Peabody Award for distinguished achievement in broadcasting. It is also the first Peabody award for radio entertainment made since 1956.

In citing WQXR, the Peabody judges said:

"During 1960 the line 'For 25 years America's Number One Good Music Station' was more than a slogan in the case of WQXR. Its 'musical spectaculars' and its total programming of music were indeed of a high order. In recognition, this station has again been chosen for a Peabody award, the first having been presented in 1949."

• • •

Twelve years ago when they first cited WQXR, the Peabody judges said that "no station anywhere has devoted more time or more intelligent presentation to *good* music than has WQXR." This year's award reaffirms this judgment. And it underscores what nearly 400 advertisers know full well: that WQXR's fine music compels attentive listening and active response among 1,250,000 families who consider WQXR their finest and most consistent source of good music.



Radio station of The New York Times

WQXR

1560 AM 96.3 FM

Closer liaison between Justice Dept. and FCC

The FCC and the Dept. of Justice are going to work closer together than ever before and one of their liaisons is going to be in the antitrust field.

This is the strongest impression given by Lee Loevinger, the new chief of the Justice Dept.'s antitrust division.

The down-to-earth midwesterner agreed last week that the FCC must consider antitrust activities in weighing the qualifications of licensees and applicants to operate broadcast stations.

And, he was quite specific that consent decrees, or pleas of no defense, must be looked at with more seriousness than the previous policy at the FCC that such actions do not indicate guilt or innocence of the accused.

"A consent decree," he said the other day, "means that the signer has agreed to give up business practices that have been attacked as violations of the antitrust laws. There's no other way of looking at it."

He hastened to add, however, that there are degrees of seriousness in the antitrust field, and that he assumed the FCC would ask the Dept. of Justice for its opinions on this point whenever it was raised.

"Hell," he said, "some of these things are really quite innocuous. On the other hand, a lot of them, not serious in themselves in the antitrust field, may have a bearing on the qualifications of licensees before the FCC."

Not only will the antitrust division provide the FCC with its opinions, Judge Loevinger indicated, but if a party to an antitrust action asks for it, the division will furnish a statement indicating the degree of seriousness with which it considers the business practices under attack.

Although he did not say so, he presumably was thinking of the Justice Dept.'s letter to Westinghouse Electric Corp. deleting any of the onus for price-fixing guilt from subsidiary Westinghouse Broadcasting Co. (BROADCASTING, March 27).

His remarks also were taken to indicate that he was familiar with the Justice Dept.'s position in the pending Philco case. In this, the government told the Court of Appeals in Washington that the FCC must consider the meaning of antitrust consent decrees and *nolo contendere* pleas when these are brought up by contending parties. Philco protested the 1957 renewal license of the NBC stations in Philadelphia and went to court in an attempt to reverse the FCC decision dismissing the protest. Both the FCC and the network have opposed this Justice Dept. viewpoint on the ground it has no bearing on the protest case (BROADCASTING, April 17, 10).

Option Time ▪ Judge Loevinger appeared to be quite familiar with the antitrust division's position on option time. Several years ago the division told the FCC that it seemed that option time was an antitrust violation *per se* (on the surface). This position, that option time runs "afoul" of the antitrust laws, was repeated by Judge Victor H. Hansen, antitrust chief at that time, just before the commission issued its option time decision cutting 30 minutes from the three hours permitted to be optioned by stations to networks in each seg-

erational before making the changes.

Favor Proposal ▪ ABC applauded the idea of adding additional vhf channels in both cities, pointing out that the network always welcomes the opportunity for a major market to have all three networks. General Electric Co., which has some 15,000 employees in Syracuse praised the proposal, adding its voice to ABC's in saying that the FCC has recognized the need for all three networks in major markets to insure effective competition.

Rochester Area Educational Television Assn. endorsed the plan to add ch. 13 in that city but asked that it be reserved for educational noncommercial use. WSAY Rochester also approved of the addition there and said it would apply for the facility. An identical sentiment was expressed by Genesee Valley Television Corp.

W.R.G. Baker Radio & Television Corp. favored the addition of ch. 9 in Syracuse and said it would apply for the channel.

All comments favoring the allocations also expressed support for the Canadian-United States "working agreement" that made the drop-ins possible.

The Dissenters ▪ Opposing the New York additions were WKBW-TV (ch. 7) Buffalo and WPTZ (TV) (ch. 5) North Pole, N.Y. The former station objected to having a Rochester station on ch. 8 there on grounds it would degrade the Buffalo signal and cause interference. It stated that Buffalo had a larger population than either Rochester or Syracuse and protested that only Syracuse would benefit from the proposal. Even there, WKBW-TV said, the new channel would be "a low-powered substandard station which really cannot compete with the two existing long-established stations."

WPTZ asked that ch. 5 be moved to Syracuse only if it is made clear it will not interfere with WPTZ. The station said its Lake Placid area needed service more than either of the cities under consideration which already have 2 vhf stations. It said it would not condone a deviation from existing minimum mileage separation standards for ch. 5 Syracuse and asked that if such separation is impossible that the FCC deny allocation of that channel.

Meanwhile In Milwaukee ▪ The request of WXIX-TV (ch. 18) Milwaukee to have ch. 8 assigned there at substandard separation and that it be allowed to operate both channels was protested last week by Storer Broadcasting Co., WISH-TV Indianapolis and the Assn. of Maximum Service Telecasters.

Storer protested the separation from WOOD-TV Grand Rapids, Mich., 45 miles less than minimum co-channel shortage. It said that WXIX-TV had not demonstrated in the past the "imaginative, creative, thoughtful and dynamic" programming it proposes in its petition and that it has never shown a tendency to broadcast educational programs as it promises. Storer claimed the dual-operation proposal was very different from the case of KFRE-TV Fresno, which was cited as precedent, since that station was authorized simultaneous uhf-vhf operation only for a short period while the market is being deintermixed.

WISH-TV objected to short spacing which it said would degrade its service. It added that WOOD-TV and WKBT (TV) La Crosse, Wis., would also suffer interference if the plan is approved. AMST objected for the same reasons.

WISC-TV (ch. 3) Madison, Wis., strongly objected to the plan of WTVO (TV) Rockford, Ill., to switch ch. 3 there. The proposal is contrary to FCC "rules, policies and practice," WISC-TV said. It claimed the service is needed in Madison and that this is no way to set about deintermixture.

AMST and WCIA (TV) Champaign, Ill., opposed the WTVO plan because assignment of ch. 3 to Rockford would result in a 15-mile co-channel shortage from WCIA. They both

ment of the broadcast day (BROADCASTING, Sept. 19, 1960).

This FCC decision was appealed to the courts by KTTV (TV) Los Angeles. The Justice Dept. joined in this move (see page 58).

There will be no radical change from previous Justice Dept. positions on antitrust matters affecting broadcasting, Judge Loevinger stated. He added that he felt that much could be done through voluntary compliance on the part of businessmen. But, he emphasized, if there seems to be a violation of the antitrust laws, the government should move quickly and hit hard.

"I'm sort of old fashioned," he smilingly commented. "I believe in letting our actions speak for us. If we've got a case, we'll file a public complaint. If we don't, we won't do anything about it."

The slight, 47-year-old former Justice Dept. attorney (he served under New Deal trust busters Thurman Arnold and Wendell Berge from 1941 to 1946), had some strong words to describe what he called willful violators of the antitrust laws.

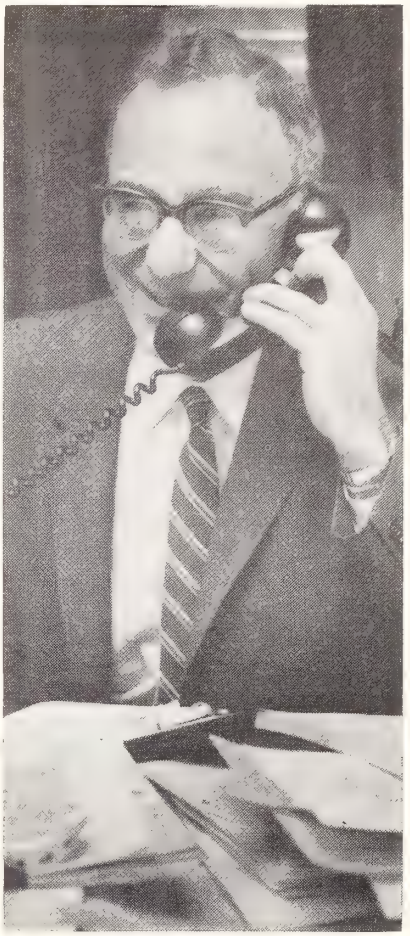
In a speech to the American Bar Assn.'s antitrust section in Washington on April 7, he warned that deliberate violators were no better than "economic racketeers."

Businessmen must realize, he said, that breaking the antitrust laws is a serious matter, not "merely a normal business risk and quite respectable."

He also warned that the antitrust division will not be receptive to requests for exceptions, exemptions or special treatment by any company or industry.

Private Suits ▪ The former Minnesota Supreme Court Justice believes strongly in private antitrust suits. These work even better than government suits, he has said, as balance wheels in the enforcement of the Sherman and Clayton Acts. He is also known to be antipathetic to consent decrees, feeling that they are used often in forestalling private antitrust suits.

He was a law partner of the new Secretary of Agriculture, Orville Freeman, and is considered a close personal friend of Sen. Hubert Humphrey (D-Minn.). He was appointed to the state high court by Mr. Freeman, then governor, in April last year. Mr. Loevinger succeeds Robert W. Bicks who served toward the end of the Eisenhower administration.



urged the FCC to determine its overall allocations policy before entertaining such a suggestion as WTVO's.

Nebraska Comments ▪ A proposal by Terry Carpenter to assign a vhf channel to Terrytown, Neb., was opposed by the Nebraska Council for Educational Television. It said that Terrytown's population is only 164 and that the total surrounding Scottsbluff area has only some 45,000 people. It said allocation of a vhf channel there would deter the development of Nebraska-Montana etv networks.

KSTF (TV) Scottsbluff asked that ch. 11 be assigned to Julesburg, Colo., and that Mr. Carpenter's request be denied. KSTF said it would apply for the facility in Julesburg.

Kansas media taxes killed

Kansas broadcasters and newspaper publishers have been successful in their cooperative effort to wipe off their state's statute books a sales tax hiking their production costs. The tax applied to electricity used by radio and television transmitters, the rental of transcription libraries, the costs of syndicated film and tape programs and other broadcast services. It was also imposed on newsprint, ink and on newspapers.

FINALLY, FCC OKAYS STEREO

Chooses composite Zenith-GE multiplex system; will not affect SCAs or main fm channels

Fm broadcasters were given permission last week to institute a new service to the public—stereophonic broadcasting.

The FCC, in a report and order issued on Thursday, chose the composite three-dimensional sound system proposed by Zenith Radio Corp., Chicago, and General Electric Co., Syracuse. It added some modifications to the proposed systems.

Broadcasters who want to transmit sound-in-depth may go ahead beginning June 1 without formal authority from the FCC. The only requirement is that the local FCC engineer-in-charge of their district be notified.

In making its choice, the FCC approved the use of subcarrier multiplex transmission used in conjunction with the main channel of the fm station. The standards adopted, the FCC said, provide stereo broadcasts "of good technical quality with only negligible effect on the monophonic (main channel) listener."

Other systems were rejected, the FCC said, either because of inferior technical quality or unacceptable impairment of main channel coverage. The system adopted, the commission pointed out, does not preclude fm special subsidiary broadcasting at the same time that the station is stereocasting.

The FCC said that persons wishing to receive stereo broadcasts will have to buy complete stereo receivers or suitable multiplex subchannel adapters for existing fm sets already coupled to stereo record players.

The FCC's announcement was hailed by Zenith's President Joseph S. Wright as heralding "a new dimension in fm broadcasting and a new era for the enjoyment of fm radio listening." Zenith will immediately convert its pioneer, non-commercial fm station in Chicago, WEFM (FM), to broadcast stereo fm and will move to manufacture and market receivers "capable of bringing these high quality fm broadcasts into the home." WEFM began operating in February 1940.

Eight Proposed ▪ Of the eight systems proposed, two were withdrawn by their sponsors. The other six, broken down

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WJTN Jamestown, N. Y.
WDOE Dunkirk, N. Y.
WGGO Salamanca, N. Y.
KTHS Little Rock, Ark
KWKH Shreveport, La.
WAAP Peoria, Ill.
WJMJ Philadelphia, Pa.
KGON Portland, Oregon
WHAM Rochester, N. Y.
WIBX Utica, N. Y.
WBOF Norfolk, Va.
WKYW Louisville, Ky.
WNAC Boston, Mass.
WWL New Orleans, La.
KLZ Denver, Colo.
WTJS Jackson, Tenn.
KABC Los Angeles, Calif.
WJAN Ishpeming, Mich.
WPAZ Pottstown, Pa.
WVDH Gainesville, Fla.
WIOS Tawas City, Mich.
WGAC Augusta, Ga.
KQAQ Austin, Minn.
WMNE Menomonie, Wis.
WLAC Nashville, Tenn.
WBEC Pittsfield, Mass.
WMTN Morristown, Tenn.
WTUX Wilmington, Del.
WFMD Frederick, Md.
WLAK Lakeland, Fla.
KGB San Diego, Calif.
WDEF Chattanooga, Tenn.
WDXR Paducah, Ky.
KFH Wichita, Kansas
WWVA Wheeling, W. Va.
WLAV Grand Rapids, Mich.
WRTA Altoona, Pa.
WMAL Washington, D. C.
WENY Elmira, N. Y.
WJOY Burlington, Vt.
KXYZ Houston, Tex.
WFLA Tampa, Fla.
WJMX Florence, S. Car.
WSOR Windsor, Conn.
WAQE Baltimore, Md.
WVMC Mt. Carmel, Ill.
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into four major approaches, were field tested by the National Stereophonic Radio Committee earlier this year. The results of these field tests were submitted to the FCC. NSRC was organized by the Electronic Industries Assn.

The main systems were proposed by: (1) Crosby-Teletronics Corp.; (2A) Calbest Electronics; (2B) Multiplex Development Corp.; (3) Electric & Musical Industries Ltd.; (4 and 4A) a composite of standards proposed by Zenith and GE; (5) GE alternate system, and (6) Philco Corp. Both of the latter proposals were withdrawn by their supporters.

In making its choice, the FCC stated it found that the Zenith-GE standards have "the clearly decisive advantage of being able to provide stereophonic broadcast service with negligible effect on the monophonic listener and that the correlative disadvantage of System 1 (Crosby-Teletronics) is its detrimental effect on the monophonic listener."

The commission added that it was also impressed with the apparent lower cost of the Zenith-GE system, its comparative freedom from distortion and the fact that its use does not *ipso facto* displace subsidiary communications operation.

Under the chosen standards, the commission stated, stereo receivers will be more susceptible to adjacent channel interference. They will also not give the same coverage as monophonic fm broadcasting, it pointed out.

Importance of SCAs ▪ As of Jan. 31, the commission noted, more than 250 fm stations held SCA multiplex authorizations to broadcast background music and other services to specialized customers. More than 200 are actually providing such services, the FCC observed, and 81 such authorizations have been granted to the sole fm station in its community.

Because of its wide band characteristics, System 1 (Crosby-Teletronics) would be mutually exclusive with SCA multiplex operation, the FCC noted. This would force fm stations already multiplexing to choose between broadcasting stereo or continuing multiplex operations.

The commission indicated that although there was not much of a record on the need for stereo by educational fm stations it intended a separate rulemaking in the near future to explore this factor. It also pointed out that it intended to cease authorizing stereo broadcasting through the use of two separate stations.

Both proponents of the chosen system, the commission noted, have indicated that they are prepared to offer non-exclusive licenses for any patents they may hold or control.

FCC processing line upheld by appeals court

The FCC's cut-off date, processing line procedure for broadcast applications received the blessings of the U. S. Court of Appeals in Washington last week.

A three-judge panel unanimously upheld the commission's actions in refusing to accept an application for a new radio station in Atascadero, Calif., because it was submitted after the deadline for new or amended applications. The application was submitted in competition with two others already on file, one for Atascadero and the other for Santa Maria, both California.

Initially the Atascadero application was filed within the proper time. The FCC returned it, however, as incomplete. It was the revised application that the FCC refused to accept be-

IN THE CONGRESSIONAL HOPPER . . .

Here, in capsulated form, are bills introduced in Congress that are of interest to those in broadcasting and allied fields:

S 1555. Sen. Maurine Neuberger (D-Ore.)—would provide for federal subsidization of candidates for elective federal office. Rules Committee. April 12.

S 1589. Sen. Warren G. Magnuson (D-Wash.)—would amend the Communications Act to authorize the issuance of radio operator licenses to United States nationals. Commerce Committee. April 13.

S 1656. Sen. James O. Eastland (D-Miss.)—would make it illegal to lease, furnish or maintain wire facilities for the transmission of gambling information in interstate or foreign commerce, but would not affect news or sports broadcasts. Judiciary Committee. April 18.

S 1661. Sen. James O. Eastland (D-Miss.) — would authorize the court of appeals to stay for up to 60 days an order of certain administrative agencies in cases in which petitioners would otherwise suffer "irreparable damage."

S 1668. Sen. Warren G. Magnuson (D-Wash.) (by request of the FCC)—would authorize the imposition of fines for violations of FCC rules and regulations by radio stations in the common carrier and safety and special fields.

cause it was after the cut-off date for applications.

The court in strong language maintained that an applicant who fails to understand "clear and valid rules" assumes the risks that his application will not be acceptable for filing. It also held that since the applicant, Radio Cabrillo, had knowledge of the cut-off date it must bear the responsibility of having filed an unacceptable application and should have moved more quickly to complete it. Protected by the cut-off procedure, which went into effect April 9, 1959, was an application by Cal-Coast Broadcasters for Santa Maria, and one by Radio Atascadero for Atascadero.

The order was written by Chief Judge E. Barrett Prettyman. Circuit Judges George T. Washington and Warren E. Burger concurred.

FCC makes two Maine allocations educational

Ch. 10 tv allocations in Augusta and Presque Isle, both Maine, were reserved for educational use by the FCC last week. The commission also shifted commercial ch. 7 from Calais to Bangor, both Maine.

Bates College now holds a construction permit for ch. 10 Augusta (WPTT [TV]) but the station is not as yet on the air. Ch. 10 Presque Isle, with a commercial reservation, has not been applied for. Leon P. Gorman requested the Bangor ch. 7 assignment and has announced plans to apply for a construction permit.

NCTA opposes FCC bill on antenna operations

NAB against free enterprise?

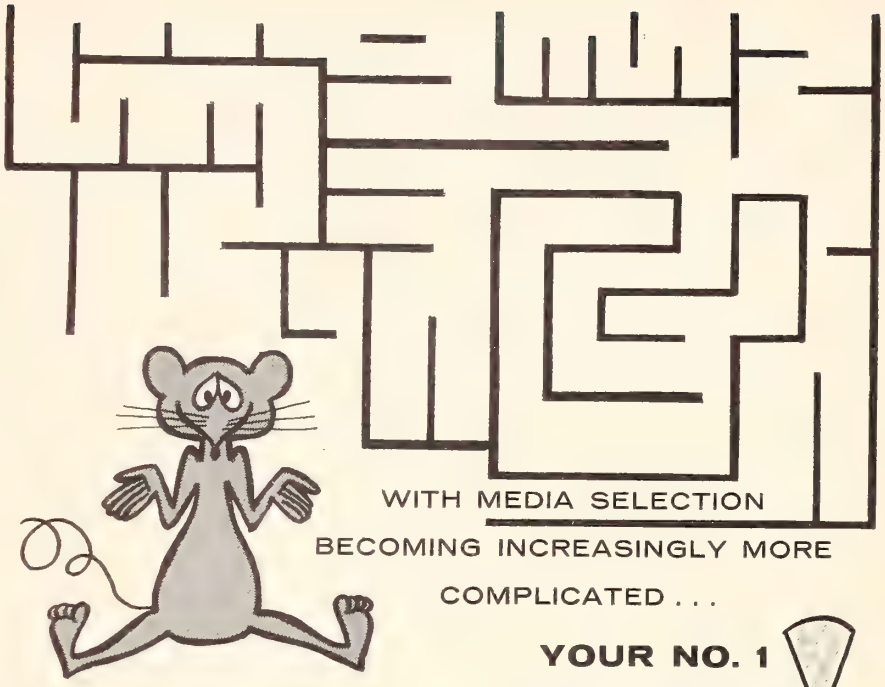
This is implied by William Dalton, president of the National Community Tv Assn., in a statement submitted to the FCC and both congressional commerce committees last week.

The NCTA position was explained by Mr. Dalton in response to a communication by NAB President LeRoy Collins to the same groups earlier this month on S 1044.

Recommended by the FCC, S 1044 would give the commission the right to step in to referee conflicts between antenna companies and local tv stations where catv systems bring in outside signals which might have adverse economic effect on tv stations.

Mr. Dalton commented: "In this case, however, it is difficult for us to understand why NAB is encouraging legislation that has concepts which are not in keeping with our traditions of free enterprise."

Problems between broadcasters and catv operators largely have been resolved, Mr. Dalton stated.



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NBC-RKO TRANSFERS SET FOR HEARING

To be limited at outset to Philadelphia phase of deal

The FCC did the expected last week and announced that a hearing would be necessary on the multi-faceted, multi-million-dollar station transfers involving NBC, RKO General and others.

All told, 22 separate applications and various other pleadings are before the commission involving:

- NBC's trade of WRCV-AM-TV Philadelphia for RKO's WNAC-AM-TV and WRKO (FM) Boston.
- The sale to RKO of NBC's WRC-AM-FM-TV Washington for $11.5 million.
- NBC's purchase of KTVU (TV) San Francisco-Oakland in exchange for $6.5 million of parent RCA stock.
- The sale of RKO's WGMS-AM-FM Washington for $1.5 million to Crowell-Collier.
- An application by NBC affiliate KRON-TV San Francisco for a new tv station on ch. 4 (WRC-TV) Washington.
- An application by Philco Broadcasting Co. for ch. 3 (WRCV-TV) Philadelphia.
- Applications for license renewal by NBC for its Philadelphia and Washington stations and by RKO for its Boston outlets; an application for license to cover construction permit by San Francisco-Oakland Tv, permittee of KTVU.

The present chain of events was tripped by an antitrust consent decree entered into by RCA-NBC which required the network to dispose of the Philadelphia stations by Dec. 31, 1962. The antitrust action arose from NBC's acquisition of WRCV-AM-TV from Westinghouse Broadcasting Co. for $3 million plus network-owned am-tv combination in Cleveland.

Philadelphia First ▪ The commission ordered that the hearing would be limited to the Philadelphia phase at the outset, with the hearing examiner to recess the proceeding and issue an initial decision on that portion only. After such a decision has been issued, the hearing will resume with new instructions for procedure by the commission.

Philco, which was the original grantee for a Philadelphia station on ch. 3 (which it subsequently sold to Westinghouse), KRON-TV and Westinghouse (which owns NBC affiliate WBZ-TV Boston) have bitterly opposed NBC's planned acquisition of KTVU and WNAC-TV. In addition, KRON-TV has filed an antitrust action in San Francisco against the planned NBC purchase but the court has held the case in abeyance pending FCC action. Philco and Westinghouse both were made parties to the consolidated hearing.

The commission said that its order also is intended as a Sec. 309 (b) letter to the parties involved as to why the various applications cannot be granted without a hearing. The parties have 30 days from the issuance of the notice, which is expected this week, to respond.

Last week's commission action came 13 months, almost to the day, after the RKO-NBC deals were announced (BROADCASTING, March 21, 1960). The network's KTVU purchase was announced a month earlier, with the other facets of the case following soon after the Boston-Philadelphia-Washington agreements.

KERO-TV says FCC unfair

KERO-TV Bakersfield, Calif., which has opposed the FCC's plan to make that area all-uhf, last week charged that the FCC deintermixture order is so worded as to be unfair to KERO-TV.

The order refers to when KERO-TV can shift from ch. 10 to ch. 23, not whether it must make the shift. The station said this "unlawfully restricts and abridges the scope of evidence" it may present in its behalf. KERO-TV further charged that the order fails to give adequate notice of matters of fact and law asserted which are in issue and which are relied upon by the FCC to sustain its burden of proof.

KERO-TV feels it has a right to a hearing in which the issue will be whether it can be forced to go from its vhf channel to a uhf channel.

News formula stays, Salinger tells ASNE

The news conference formula developed by President John F. Kennedy is here to stay—in its basic pattern, at least.

This was made clear April 20 by Pierre Salinger, news secretary to the President, in a panel session at the Washington convention of the American Society of Newspaper Editors.

Mr. Salinger squelched wishful thinking of die-hard newspaper editors who resent the live broadcasting of some of the Kennedy conferences. These editors take the position they serve merely as props for radio-tv broadcasts that draw vast audiences and destroy the market for their subsequent coverage of the conferences.

And Mr. Salinger belittled claims of wire service correspondents, Washington bureau reporters and editors who claim the public is dissatisfied with the staging of news conferences in the big new State Dept. auditorium.

Questions Challenged ▪ Michael J. Odgen, *Providence Journal,* presided at the panel. He read a memo from his Washington bureau chief, Ben. H. Bagdikian, claiming questions are inferior, the exchanges are remote and formal, and disorganization is rampant under the new combination of live broadcasting and big-auditorium staging.

But Max Freedman, of the *Manchester Guardian,* England, said the news conference "is essential and part of a gallant American tradition." He added, "You do a grave disservice if you blame everything on radio and television."

Mr. Salinger said he made a close study of news conferences in past administrations, recalling that in FDR's day there were around 50 at a conference, which consisted often of gags and by-play, compared with the 400 who attend the Kennedy conferences.

The panelists discussed use of full text of conferences in newspapers, noting that the Associated Press had abandoned the text when it was found that only four papers were carrying it. Two or three other papers carry the full text, using their own communications.

Presidential Contact ▪ Mr. Salinger said the present state of national and

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international affairs requires that the people be informed and the news conference is an integral part of the President's contact with the public.

Several suggestions for a change in formula were discussed. They included selection of questions in advance and participation by only a limited number of reporters. Mr. Salinger said the quality of conference questions is about the same as that in past administrations. He said the administration is taking aggressive steps to remove unjustified barriers to release of government news. He felt broadcasting of conferences stirs interest in newspaper accounts (BROADCASTING, April 17).

Time or space—what's the difference?

The White House reminded newspapers last week that their news content is blended with advertising.

James G. Stahlman, president of the *Nashville Banner,* and a longtime radio-tv opponent, inspired this reminder April 20 in questioning Pierre Salinger, news secretary to President Kennedy, during a panel session at the Washington convention of the American Society of Newspaper Editors.

Addressing Mr. Salinger, Mr. Stahlman asked, "Press conferences are a public service. Why is it necessary to have them sponsored?"

Mr. Salinger replied, "Press conferences are not sponsored anywhere. The networks originally asked permission but we denied it."

Mr. Stahlman then wanted to know why presidential utterances appear on sponsored broadcasts.

Mr. Salinger's answer: "Your newspapers have advertising." He added that radio and tv sponsor public service programs with statements by the President.

THE MEDIA

'61 STARTS BIG AT CBS

First quarter sales this year are up, but costs continue to eat into profits

The first quarter of 1961 is expected to see sales up at CBS Inc. over the same three-month period of a year ago, Dr. Frank Stanton, CBS Inc. president, told stockholders at the firm's annual meeting in New York last week.

Dr. Stanton, in reviewing CBS activities, revealed that preliminary figures show increased sales in 6 out of 8 operating divisions and he noted CBS had a good year in 1960 with sales at the highest point in the 33-year history of the company with net earnings the third highest.

In answer to a stockholder's question on why costs have gone up along with net sales volume itself, board chairman William S. Paley, who presided, reminded that costs in general have gone up, and that in programming, the profit margin is next to nothing, or a money loss. He explained that even though sales of shows may go up the actual return to the network may be going down.

On other subjects holding the attention of stockholders, he comented:

- That on such controversial news interpretation programs such as those on "CBS Reports" (CBS-TV), the network feels its objective is to present a "fair, balanced presentation," though he admitted that some did get "comment."
- That a report to the Harris committee found ratings to be satisfactory, appearing to reflect the thought also at CBS.
- That CBS was watching carefully all developments in the field of pay tv but had nothing more specific to say.
- That CBS now had no plans for mergers or acquisitions though open to suggestions, but he made it clear CBS was not encouraging discussion in this area.
- That CBS is "geared for the broadcast of color at short notice" but was continuing its delay until there were more color sets in the market than now.
- That it now appeared live tv is giving way progressively to film but CBS seeks to maintain as high a percentage of live tv as possible. Talent would appear to prefer film because of security in being able to do sequences over. And, he said, it has been apparent the network cannot exercise control over the trend of live production in the east in moving to film production in the west. CBS, he said, must be flexible . . . we cannot be stubborn and fight the tide."

Dr. Stanton made special note of CBS News' facilities and improvements and noted also that the firm expects sales this year to top 1960 if the general economy improves.

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Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ WBOC-AM-TV Salisbury, Md.: Sold by John W. Downing, Charles J. Truitt and associates to A. S. Abell Co. (*Baltimore Sunpapers*) for over $1 million, including real estate and 80% interest in catv system in Salisbury. Sunpapers own WMAR-TV Baltimore. WBOC, founded in 1940, serves Maryland's Eastern Shore on 960 kc with 5 kw daytime and 1 kw nighttime. WBOC-TV, on ch. 16 with 15.5 kw and affiliated primarily with CBS, began operating in 1954. The catv system has 3,000 subscribers and provides five tv programs channels to customers on 82 miles of wire lines serving Salisbury and contiguous areas. Former FCC Commissioner E. K. Jett is tv vice president of Baltimore publishing company.

▪ KCMJ Palm Springs, Calif.: Sold by Louis Wasmer and Cole E. Wylie to Morris and Bernard Bergreen for $490,000 including real estate. The Bergreens are New York attorneys. Mr. Wylie retains his interest in KREW Sunnyside, Wash. KCMJ is on 1010 kc with 1 kw daytime, 500 w nighttime. Broker was Blackburn & Co.

▪ WRVM Rochester, N. Y. (250 w, 680 kc), has been sold by Frank Miller Jr. and wife to James M. Johnston and Francis G. Taylor for $400,000. Buyers own WOTT Watertown, N. Y. Mr. Miller is executive of Kelly-Smith Co., N. Y., newspaper representative. Broker was Hamilton-Landis & Co.

Educators near agreement for purchase of WNTA-TV

Negotiations for the sale of WNTA-TV New York appear to be reaching their final stages. An offer to buy the station for $5.75 million and use it as an educational outlet was accepted in principle last week, according to Howard Stark, New York station broker.

Mr. Stark reported last Thursday (April 20) that negotiations may be completed within a week. He represents a New York civic group that would buy the physical studio facilities in Newark, N. J., and the transmitting equipment at the top of the Empire State Bldg. in New York.

Officials of National Telefilm Assoc., which owns WNTA-TV as well as the radio outlet, WNTA, declined to discuss the negotiations.

The transaction with the New York civic group does not include taped programming owned by NTA. The company was believed to be close to signing a contract with WNEW-TV New York whereby the station would acquire 70 two-hour programs of *The Play of the Week* series for $630,000, plus an option to purchase new programs to be produced next season at approximately $10,000 each. This transaction is contingent upon an agreement with the civic group, it was said.

Other bids have been received for the station from Ely Landau, former board chairman of NTA and producer David Susskind. NTA officials steadfastly have declined to discuss the offers they have received.

Good taste in films WSJS-TV committee goal

In an effort to maintain high standards in its film presentation, WSJS-TV Winston-Salem, N. C., has established its own built-in review board. The board, which has the final say on everything from full length features to advertising film clips, is composed of the WSJS-TV staff, and operates on the policy that there is "no compromise with good taste."

The plan, as explained by Harry Shaw, sales vice president of WSJS-TV and head of the station's advertising standards committee, provides an insurance policy against slips in taste and conduct, often committed more through omission than purpose. Through this way of handling the standards problem on the local level, Mr. Shaw says, the station has found it a lot easier to "say 'no' early, than it is to apologize publicly later for something that should never have happened."

Kobak remembered

A surprise luncheon was tendered Edgar Kobak in New York last week in recognition of the broadcasting-management consultant's long career. Among those present were Robert Swezey, formerly of WDSU-TV New Orleans; Phillips Carlin, tv executive; Lawrence Spivak of *Meet the Press;* Fred Thrower, WPIX (TV) New York; Fred Manchee, retired BBDO executive; A. A. Schechter of his own company in New York; Robert Saudek and George Benson of Robert Saudek Assoc.; Arthur Hull Hayes, CBS Radio president, and Sol Taishoff, editor and publisher of BROADCASTING and *Television* magazines. Many of those present had been associated with Mr. Kobak when he was a network executive.

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PAY TELEVISION GETS VERBAL LICKING

Future is unpredictable because of experimental nature

A storm center of broadcasting—pay tv—underwent exploration last week and in the opinion of three examiners: It is a vital though experimental commodity, but it may be made up of myth.

These conclusions were reached at the New York chapter of the American Marketing Assn.'s April luncheon session that highlighted a panel discussion on the merits and prospects for pay tv. Taking part in the discussion were Charles Benesch, assistant director of research at Young & Rubicam; Jack Maloney, research director of *Reader's Digest*, and Arthur E. Duram, senior vice president of radio and tv, Fuller & Smith & Ross.

Mr. Benesch, in speaking about pay-tv's effect on agency operations, said he did not think anyone could confidently predict the medium's future because "there are so many factors at work." He did say that if successful, pay tv would definitely "alter the way that people spend their time and money." He was willing to offer the following hypotheses about the future:

- Pay tv's effect will probably be felt more in "how people spend their time, than in how they spend their money."
- The battle for the consumer's time will be more intense and this will increase competition for the consumer's attention by advertisers and their agencies.
- An all-time high will be reached in pressure for more creative advertising.
- Pay tv will have varying effect among different audiences (teenagers will still go out to a movie on a Saturday night but people who think going out is troublesome will watch a movie on pay tv.
- Pay and commercial tv will engage in a death struggle for talent and material.
- Pay tv will nurture the growth of new consumer products, i.e., convenience foods, color tv and wall tv screens.

In summary Mr. Benesch noted that pay tv is still in the experimental stage, that it may be years before we know how it will fare, and that if it ever expands on a nationwide scale with a great degree of penetration, "it will be a major factor in the market planning of the future."

Mr. Maloney said that as a result of two personal surveys he made that "looked into the medium and not at it," he felt pay tv can be a profitable operation even though it only got a small share of the total tv audience.

High Costs ▪ Citing Paramount Picture's Telemeter pay tv experiment now being conducted in Etobicoke, Canada, Mr. Maloney stressed the high cost of the operation. According to his calculations, Telemeter spends approximately $35 on fixed charges such as servicing sets and making collections. But, he pointed out, even if the average take from each pay tv household was one dollar a week, the total take over the course of a year would be substantial.

Mr. Duram, an unequivocal opponent of pay tv iterated many of the things he said at a Pittsburgh Radio-Television Club luncheon earlier in the month (BROADCASTING, April 10). He called pay tv a myth in that it was no nearer to realizing its goals than it was five years ago and he added financial success and not the solution of any programming problem is pay tv's aim.

He cited three mirages surrounding pay tv:

- That a "reservoir of talent" was waiting for the onset of pay tv.
- That pay tv would cover special events that commercial tv shuns.
- That the minority audience would get special treatment from pay tv.

Mr. Duram argued that none of these "mirages" were real and pay tv would only be "doing something free tv is already doing and it would be charging for it."

In Rochester, N.Y.
People Are Switching
FROM "TIRED" Radio
TO WVET
1280 KC
• FOR MUSIC THEY LOVE
• NEWS NAMES THEY KNOW
• COMPLETE NEWS COVERAGE
BASIC NBC AFFILIATE
WVET RADIO, Rochester 4, N.Y.
Nat'l Rep.: Robert E. Eastman & Co., Inc.



'Expedition' winner

John C. Mullins (l), president of KBTV (TV) Denver, received one of two First Awards in the "Expedition: Local" contest conducted by ABC-TV network in connection with the Ralston-Purina Co. *Expedition* series. Presenting the award for outstanding locally produced tv programs is Alfred R. Beckman, ABC Washington vice president. The other First Award was received by KABC-TV Los Angeles, network-owned outlet (BROADCASTING, April 17).

WFIL-AM-TV gets merit award

WFIL-AM-TV Philadelphia last week won the sole merit award given broadcasting by the National Religious Publicity Council, an association of public relations specialists working for Protestant denominations and agencies in the U. S. and Canada. The prize-winning series was *One Nation Under God*. The award was accepted by Roger W. Clipp, vice president of the Radio & Television Div. of Triangle Publications, licensee of WFIL-AM-TV. The series was originally scheduled to run from October through Brotherhood Week in February, but public response was such that it has been extended indefinitely, the stations report.

KAPP (FM) starts May 15

KAPP (FM) Redondo Beach, Calif., will begin regular program operations May 15, with studios and offices in the Southbay Shopping Center and a 150-foot tower erected on the parking lot. The station will operate with 1 kw power, programming for residents of the Southbay area. KAPP is owned by Robert Crites, owner-manager of KBLU Yuma, Ariz., and George Gillum. Wayne Smith, assistant to Mr. Smith at KBLU, will manage KAPP.

$2 million structure for WMAR-TV approved

Plans for WMAR-TV Baltimore's proposed new $2 million facility last week were approved by the Baltimore County Industrial Development Commission. The structure will be located some 600 feet over the city line in the 6400 block of York Rd.

The new studios will cover about 55,000 square feet on a 3½ acre site. The project will take about two years to complete. In the meantime, WMAR-TV will continue to operate from its downtown Baltimore location. The station's tower, on Television Hill in the northwest part of the city, will also serve the new facility when it is completed.

AB-PT registers stock at SEC

American Broadcasting-Paramount Theatres, parent of ABC, has filed a registration statement with the Securities & Exchange Commission for 368,165 shares of common stock to be offered to certain officers and key employes under the company's stock option plan and for 140,000 outstanding shares of common stock to be offered by trustees of the Edward John Noble Foundation. Mr. Noble was the principal owner of ABC before it was sold to AB-PT. After sale of the 140,000 shares, the foundation will own 204,050 shares, which is 4.83% of the 4,226,536 shares outstanding. Merrill Lynch, Pierce, Fenner & Smith and Cyrus J. Lawrence head the underwriting group.

WOAI-TV's expansion plans

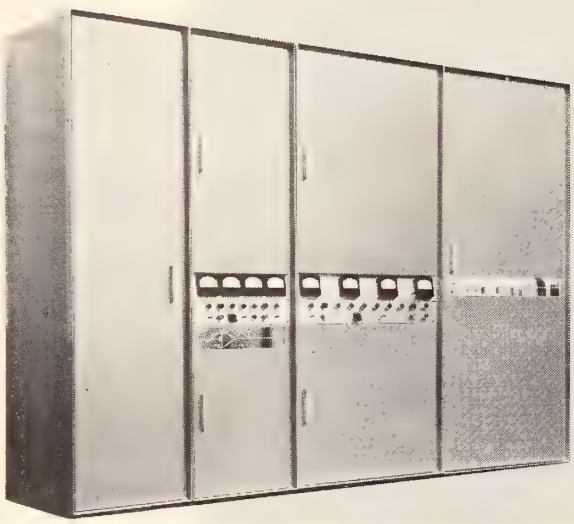
WOAI-TV San Antonio announced a planned $350,000 expansion of its downtown broadcasting plant will begin next month. Plans include building and equipping a third television studio, modernization of production, news and film facilities; installation of new air conditioning and construction of new housing for mobile unit operations. Completion has been set for October.

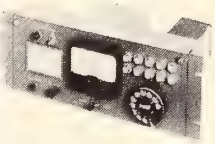
Several weeks ago the station installed two Ampex 1000-C Videotape recorders at more than $100,000, bringing its 1961 improvement expenditure to nearly one half million dollars, not including the expansion and improvement plans scheduled for next month.

KOOL-TV buys GE equipment

KOOL-TV Phoenix has announced a $250,000 purchase of new transmitting equipment from the General Electric Co., Syracuse, N. Y. The transmitter and component parts will be on display at the NAB convention May 7-10 before shipment to Phoenix.

General Electronic Laboratories Announces the Acquisition of Rust Remote Control Systems

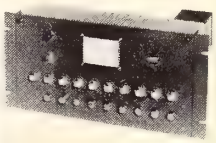




Series C-108-0C

Rust Remote Control Equipment

Series C-108-1C



GEL 15KW FM Broadcast Transmitter

The Rust line of Remote Control Systems and the field-proven GEL Multiplexers and 1KW and 15KW FM Transmitters, equipment names that have earned respect for reliability, are now available from a single source . . . General Electronic Laboratories, Inc., of Cambridge, Massachusetts.

See the latest GEL-RUST Equipment at the NAB Convention.

On Display will be:
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1KW FM BROADCAST TRANSMITTER
FM MULTIPLEX SYSTEM
RUST REMOTE CONTROL EQUIPMENT

Booth 12 NAB

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Husband-wife management team

Mr. and Mrs. Donn Colee are going to Washington on May 1. But this is no social visit. On that date, the husband-and-wife team takes up responsibilities as vice president-general manager and general sales manager respectively of WTTG (TV) Washington (WEEK'S HEADLINERS, April 10).

Donn and Lee are used to these moves-in-tandem. For more than a year, they have been serving in the same capacities with WTVH (TV) Peoria. Earlier, for three years, Donn was vice president and general manager of WLOF Orlando, Fla., while Lee was general sales manager.

"Wherever we go, we go as a package," Lee quips.

"And I'm not sure," Donn replies, "who's the indispensable part of that package."

'Others Like Us?' ▪ Colleagues tell them they're probably the only "top management" husband-wife team that doesn't own its own outlet. "I've often wondered," Lee says, "if there are other couples like us around."

Donn started as an apprentice announcer with WFOY St. Augustine, Fla., his hometown, in 1941 when he was 14. Later he worked for WOV New York and WLBF Leesburg, Fla., in announcing, programming and station executive capacities. His forte, Lee says, is station administration, programming and promotion. "He provides that extra excitement sponsors are always looking for."

Lee, a trim, attractive young woman, is Philadelphia-born. She broke into broadcasting with WLOF in 1948, starting as a secretary and moving into the traffic department, announcing, copy writing and, in 1950, into sales. Donn believes that Lee provides the facts, figures and value aspects of a buy on their frequent joint calls on advertisers. "The way we look at it, Lee gives the basic—she makes the 'cake' and I provide the 'frosting.' Some advertisers, when they see us together on a call shout in mock horror: 'We just can't take two of you together'."

Apparently, the Lee-Donn mix is well-blended. Since they joined WTVH in February 1960, total billings have increased 32%, with national billing up 30%; local billing up 43% and network billing up 27%.

How did they do it? There's no easy answer. But Lee provides a few clues: "We operated with essentially the same people that had been there. We tightened up production and substantially increased our public service effort. Donn introduced many promotional gambits that had the whole town talking about us. I started several sales-incentive programs—like sending gifts to the wives of staffers who made unusual sales and keeping a name-chart on progress of sales."

They're moving to Washington with no pre-conceived ideas. Donn observes: "We'll need some time to get the 'feel' of the community. Once we do, we know we can come up with something interesting." (WTTG like WTVH is a Metropolitan Broadcasting Co. outlet.)

Great Fun ▪ Lee and Donn think it's "great fun" to be a husband-wife team. Here are some of the reasons they cite: most people who know Lee only by name may tell Donn to "say hello to your sister"; Donn can't come home and complain about a "bad day" at the office because Lee knows exactly what kind of day he had; they enjoy spirited discussions together about their work. But, in the final analysis, "Donn is the boss."

"After all," Lee points out, "we worked together at WLOF for 11 years. Two years ago we were married. I'm no fool. I couldn't beat him, so I joined him."



Donn and Lee Colee

Cutting corners cuts revenue, Kansans told

Radio broadcasters must get over false notions that only early morning or traffic time periods are "prime time" or radio advertisers never will, Stephen B. Labunski, vice president and general manager of WMCA New York, told the Kansas Assn. of Radio Broadcasters in Topeka April 15. He said there are 24 hours of prime time in each day and stations could make their very perishable product—time—more prime if they used more prime ingredients in program planning.

Noting that there are listeners in evening time periods even though others may turn to tv, Mr. Labunski said it is "grossly unfair" to penalize nighttime listeners by lowering program quality. He cited the unfortunate practice of the "typical" broadcaster who "hires the youngest, least experienced and cheapest disc jockey he can find and puts him on at night by himself, lets him do his own news and gives him the last and least readable carbon of the continuity."

Mr. Labunski said this attitude not only affects the thinking of advertisers but it subtracts from the idea that radio "is a total communications medium—total in its services and total in its scope."

FCC Commissioner Frederick W. Ford's address to the luncheon session was carried on a special state network of 35 stations. He asked for broadcaster support of the commission's program policy statement of last summer and the proposed new program reporting forms (BROADCASTING, April 17). During a later question period, Commissioner Ford said he did not favor strict percentage reporting of program categories. "I don't think this kind of reporting reflects the operation of a radio station,"

"No one in Washington can say what is in the public interest in Topeka," the ex-FCC chairman said.

At another point, Commissioner Ford said that in his opinion the "possibility of a station having its license taken away on programming is pretty remote, but misrepresentation is another thing."

The Kansas broadcasters voted to oppose the commission's proposed new Sec. IV program reporting form as "impractical."

WNOK-TV buys new equipment

WNOK-TV Columbia, S. C., has bought $150,000 worth of new RCA equipment which will deliver 244 kw, ERP. The FCC prepared the way for the purchase by a grant which allowed the station to more than double its present power and to move from ch. 67 to ch. 19.

COMMUNITY PROBLEMS NAB TOPIC

McGannon discusses radio-tv role; AWRT meets

A scientific analysis of the average community with emphasis on the problems facing community-minded broadcasters will feature the opening afternoon program following the May 8 formal opening of NAB's Washington convention.

This new convention feature has been added by the association under direction of Howard H. Bell, NAB vice president who is in charge of convention programming (CLOSED CIRCUIT, April 17). This will be built out of the three-day public service programming clinic staged April 10-12 in Pittsburgh by Westinghouse Broadcasting Co.

Final programming details for the convention were completed last week at Washington headquarters. A spectacular feature of particular interest since the Cuban crisis has intensified is the appearance of Goar Mestre, former operator of the CMQ stations and network on the island (CLOSED CIRCUIT, April 10).

Cuban to Speak ▪ Senor Mestre, former president of Inter-American Assn. of Broadcasters and a member of its board, will speak on his experiences during recent Cuban developments. He was forced to flee Cuba to escape the Fidel Castro dictatorship, which confiscated his extensive properties. Mr. Mestre's address is scheduled Saturday, May 6, at the annual meeting of the Assn. of Professional Broadcasting Education, an NAB affiliated organization. APBE will hold an all-day meeting in advance of formal convention events.

National Assn. of Fm Broadcasters will meet the same day, with a closed session in the morning and open sessions in the afternoon and Sunday morning. NAFMB will join Sunday afternoon with NAB's own Fm Day program.

Broadcast news coverage will be reviewed at the local and national levels at the APBE morning session by Daniel W. Kops, WAVZ New Haven, and Elmer W. Lower, NBC Washington news-special events manager. An APBE afternoon seminar will include William A. Bates, WDAF-AM-FM-TV Kansas City; George F. Hartford, WTOP-TV Washington; Merrill Lindsay, WSOY-AM-FM Decatur, Ill., and G. Pearson Ward, KTTS-AM-FM-TV Springfield, Mo. Richard J. Goggin, New York U. tv-motion picture-radio chairman, will moderate. Bruce A. Lineon, U. of Kansas, APBE president, will preside.

APBE will hear a report on plans for a scholarship award in memory of Harold E. Fellows, late NAB president.

The May 8 community panel will open with a discussion of the radio-tv role in local education by Donald H. McGannon, WBC president. Dr. Bernard Berelson, director of applied social research at Columbia U., will give a dramatization of the "Great Debate," to be followed by a panel discussion, "From Our Town to Megatown." Frank Tooke, Cleveland, WBC vice president, will be panel chairman. Participants will be Anne X. Alpern, Attorney General of Pennsylvania; Dr. William G. Cole, president of Lake Forest (Ill.) College; Dr. Frank Baxter, English professor, U. of Southern California; Russell Lynes, editor of *Harpers,* and Prof. James A. Norton, Case Institute of Technology.

A schedule of non-agenda social and business events was drawn up last week by Everett Revercomb, NAB secretary-treasurer. Advance registration, it was indicated, might set an all-time record, particularly in view of the three top convention events—participation of President John F. Kennedy, NAB President LeRoy Collins in his first industry speech, and the convention debut of FCC Chairman Newton N. Minow.

Assn. of Women in Radio & Television will hold its annual convention May 4-7 at the Statler Hilton, Washington. NAB President Collins will be the featured speaker. Esther Van Wagoner Tufty, AWRT president, will preside.

A complete list of satellite meetings, along with a schedule of events on the Convention formal agenda, will be printed next issue.

South Dakota stations form six-market group

Six South Dakota radio stations have formed into a group to promote block sales of advertising time. The six, which call themselves "South Dakota Salesmaker Stations," are KISD Sioux Falls, KWAT Watertown, KABR Aberdeen, KIJV Huron, KBRK Brookings, and KYNT Yankton.

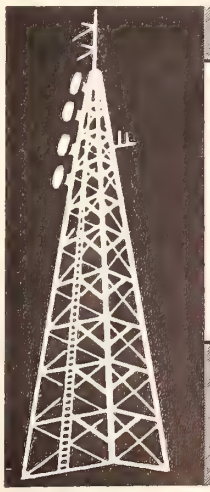
The group has chosen Ross E. Case, general manager of KWAT, as its president and Dean & Slaughter Inc., Minneapolis, as exclusive Mid-West representative.

Five SDX awards made to radio-tv

Radio and tv shared the spotlight with newspapers and magazines in the 29th annual Sigma Delta Chi awards for distinguished journalism. The professional journalistic society honored the news department of WTVJ (TV) Miami; WBT Charlotte; NBC; reporters David Brinkley of NBC and Fred Goerner of KCBS Los Angeles. A total of 15 awards was presented.

WTVJ was cited for its film coverage of Hurricane Donna, which SDX said gave viewers "not just the facts, but the feeling of being there." WBT won its award for an "original, timely and highly informative" series called *Radio Moscow,* which broadcast actual tapes of Russian shortwave programs, then refuted the Soviet propaganda "in the best American journalistic tradition." WBT supplied the program to 17 independent radio stations on a cost basis and allowed three college stations to rebroadcast it free. NBC's award came from "Sit-In" of the *NBC White Paper* series, which SDX termed "a highly effective study of the sit-in movement."

Mr. Brinkley's award for distinguished service in tv newswriting, especially his special reports from Japan, paid tribute to his "personalized and unique reportorial style." Fred Goerner was honored for his KCBS documentary *Expedition B-24.* He climbed 12,000 feet into the High Sierras for an on-the-spot report of the wreckage of a World War II bomber. His initiative in overcoming obstacles was particularly praised by SDX. The program was aired nationally by CBS.


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BROADCAST ADVERTISING

Bren Kelley, account supervisor on Kentile Floors account at Benton & Bowles, N. Y., elected vp. Mr. Kelley, who came to agency traffic department from U. S. Rubber Co., was named account executive in 1956 and became account supervisor in 1960.

Elwood C. Ratcliffe, account executive at Foote, Cone & Belding, Chicago, and account supervisor on Zenith Sales Corp. account, promoted to vp.


Mr. Urquhart

G. Taylor Urquhart, account supervisor, BBDO, named manager of Washington office of Ketchum, MacLeod & Grove. He succeeds **J. W. McIlhenny,** who returns to home office to supervise agency's advertising and marketing services for Pittsburgh Brewing Co.

Robert S. Hughes appointed vp and general manager of Reno, Nev., office of The Melvin Co., advertising agency.

Edward T. Johnson appointed manager of Los Angeles office of Glenn Adv., succeeding **Raymond E. Prochnow.** Mr. Prochnow, who is vp of firm, will continue his association with Glenn as senior account supervisor and as consultant on specialized types of business.

Sanford Levy, Dudley Whittelsey and **Jack Fenimore** join commercial broadcast production department, Ted Bates & Co., N. Y., as producers. Mr. Levy was formerly producer and commercial supervisor at Cunningham & Walsh. Mr. Whittelsey was senior producer with William Esty, and Mr. Fenimore was with McCann-Erickson as production supervisor.

James F. Ewing, account executive with Ketchum, MacLeod & Grove, Pittsburgh, promoted to account supervisor.

Joseph J. Seregny, account executive, Young & Rubicam, Detroit, named account supervisor on Chrysler and Imperial Divs., Chrysler Corp.

Joseph R. Rollins Jr. joins Wermen & Schorr, Philadelphia, as senior account executive and member of agency's plans board. He was most recently vp of Kampmann Adv., that city, and prior to that media director and account supervisor with Benjamin Eshelman Adv. (now Doremus & Co.), also of Philadelphia.

Frank R. Ladik, research supervisor at Needham, Louis & Brorby, Chicago, promoted to account executive. **Charles W. Russell,** vp-account supervisor at Buchen Adv., Chicago, to NL&B, as account executive.

Charles Carolus and **Lisbeth Sherman** named account executive and assistant account executive, respectively, for Evans Young Wyatt Adv., Dallas. Mr. Carolus had been senior account executive with Pitluk Adv., San Antonio, while Mrs. Sherman was with Jack T. Holmes Assoc. and KTVT (TV), both Fort Worth.

Ernest S. Black, previously account executive for Anna M. Rosenberg Assoc., to New York office of Harshe-Rotman & Druck, pr agency.

John V. Sandberg of J. Walter Thompson Co., Chicago, named chairman of Chicago Council of American Assn. of Advertising Agencies. New council vp is **William C. Edwards,** D'Arcy Adv., and secretary-treasurer is **Arthur W. Schultz,** Foote, Cone & Belding. New to council's board of governors: **G. Bowman Kreer,** Clinton E. Frank Inc., and **David G. Watrous,** Earle Ludgin & Co.

Laurese Byrd Gordon joins Epstein Adv., Washington, D. C., as media director for radio and tv, replacing **John W. Galloway.** Mrs. Gordon was formerly assistant director of sales development and promotion for WTOP-AM-FM, that city.

George Fenmore, director of pr and publicity, Blaine-Thompson Co., N. Y., joins Ideal Toy Co., that city, as publicity director.

Norma Strassman, head estimator for Doherty, Clifford, Steers & Shenfield, New York, to Chirurg & Cairns, that city, as radio-tv time buyer.

Robert J. Barrett, formerly of Dunnan & Jeffrey, N. Y., joins media department, N. W. Ayer & Son, Philadelphia.

Donald T. Matthews, formerly with Grand Adv., Chicago, to Doyle Dane Bernbach, that city, as account executive.

Marvin Shapiro, formerly of Harrington, Righter & Parsons, N. Y., joins Television Advertising Representatives, that city, as account executive. Robert Schroeder, who was with CBS-TV network sales in Chicago, moves to TvAR, that city, as account executive.

Eduardo Riera named art director of Albert A. Kohler Co., advertising agency in Old Greenwich, Conn.

Orville Rennie, promotion and station relations director for KHOW Denver, and formerly with KOA there, appointed director of new department of Ball & Davidson Adv., Denver. Unit will provide promotion-publicity-pr services for agency's clients.

THE MEDIA


Mr. Tichenor

McHenry T. Tichenor elected president of KGBT-TV Harlingen, Tex., succeeding **Troy McDaniel. Mal Kasanoff** and **George Elliott** elected vps. Mr. Kasanoff is station's program director. Mr. Elliott is in charge of retail sales.

Dick Behrendt, engineer at KRON-TV San Francisco, named director of engineering, succeeding **Randy Larson,** resigned. **John Chambers,** reporter for San Rafael, Calif., *Independent Journal,* joins KRON-TV news department as writer.

George Martin, newscaster at KPOL Los Angeles, to news department of KNX, that city.

Stuart J. Hepburn, president and general manager of KNOK Fort Worth, elected vp of Townsend Fund Stations, Short Hills, N. J. Mr. Hepburn will direct operations of radio broadcasting of group stations which include KHOW Denver, KITE San Antonio, WKDA

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WRGB CHANNEL 6
A GENERAL ELECTRIC STATION
ALBANY • SCHENECTADY • TROY

Kenyon Brown dies in Hollywood



Kenyon Brown, veteran broadcaster, was buried Friday (April 21) at Forest Lawn Cemetery in Hollywood Hills, two days after his death from a stroke suffered at the edge of a pool on his Beverly Hills estate. Death came three months short of his 48th birthday.

One of the broadcasting industry's best known executives, Ken Brown served for eight years as an NAB director and in 1953 was chairman of the association's annual convention. He had also served as chairman of the Radio Advertising Bureau and as chairman of the CBS Radio Affiliates Board.

Long active in station ownership, Mr. Brown, at the time of his death, owned KITO San Bernardino and KSON San Diego, both California, KGLC Miami, Okla., and, with Kevin Sweeney, RAB president, KANS Independence, Mo., and KFOX-AM-FM Long Beach, Calif. Sale of KFOX to Washington Homes, Washington, D. C., is pending FCC approval.

Until a few months ago Mr. Brown was president of the broadcast division of Nafi Corp., owner of KCOP (TV) Los Angeles, KPTV (TV) Portland, Ore., KFJZ-TV Fort Worth and KFYZ Houston, both Texas. Bing Crosby, chairman of the division, and Mr. Brown had been associated for 15 years, including ownership of KCOP before its sale to Nafi. Mr. Brown was also, until recently, part owner of the Detroit Tigers, American League baseball team. He was active in getting an American League franchise for Los Angeles and held a small interest in the Los Angeles Angels, new American League baseball team.

He entered broadcasting in 1933 as an announcer-engineer at KXBY Kansas City, advancing to the management level as general manager of KOMA Oklahoma City in the early 1940s. Under his leadership, KOMA in 1946 received the Peabody Award for outstanding public service by a local radio station. The following year he left KOMA to operate his own station, KWFT Wichita Falls, Tex., the beginning of a career as station owner-manager that continued until his death.

Mr. Brown is survived by his wife Ruth and four children: Suzanne, 21; Bruce, 18; Carolyn, 17; and Donald, 14.

Nashville, as well as KNOK, where he will continue with his former duties.

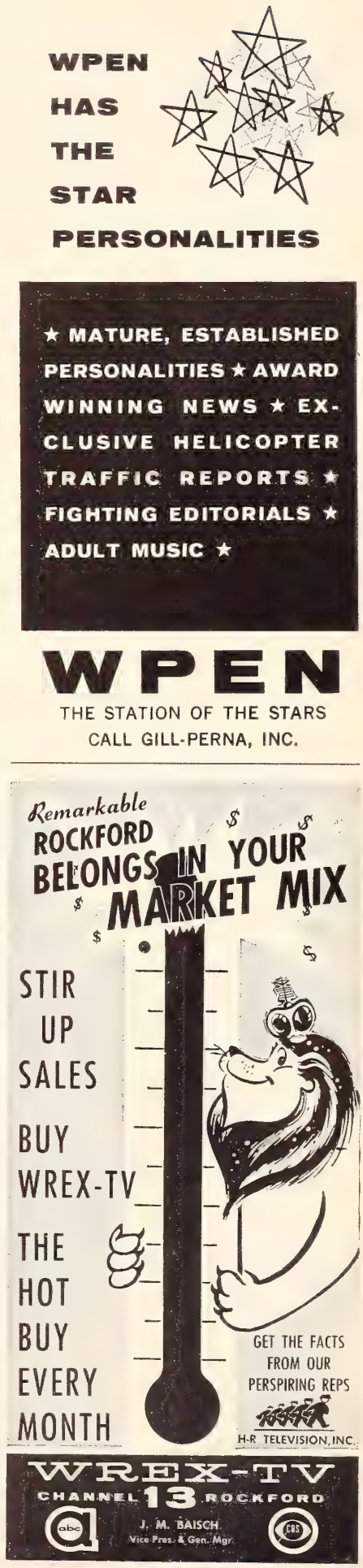
Ned Cramer, formerly assistant director of public affairs, WCBS-TV New York, named director succeeding **Clarence Worden,** who died April 14.

Grady Cole named special assistant to general manager of The Jefferson Standard Broadcasting Co. (WBT-AM Charlotte, WBTV [TV] Charlotte, and WBTW [TV] Florence). Mr. Cole will be responsible for enlarging company's agricultural and industrial activities.

Pat Gatto, formerly of WHEN-TV Syracuse, N. Y., joins Bob Dore Assoc., rep firm, as manager of Chicago office. **Jack Sweeney,** of Jann & Kelley Inc., joins Dore as account executive in N. Y. office.

Jay L. Spurgeon, account executive with KMEO Omaha, Neb., named station manager.

Charles Benson appointed group program coordinator for The Balaban Stations. Mr. Benson will headquarter in Dallas and will continue to be program director of KBOX there. He replaces **Robert Whitney,** who resigned three months ago as national program director for Balaban. Other changes: **Johnny Borders,** production director at KBOX, promoted to program director at WIL St. Louis, replacing **Dan Ingram,** resigned; **Jerry Clemmons,** staff announcer, KBOX, named production



director, succeeding Mr. Borders.


Mr. Eirls

Bill Eirls, station manager of KCMK (FM) Kansas City, promoted to executive vp. Mr. Eirls, who has been with station for three years, will also retain his position as station manager. **Louis Rizzuti,** member of service staff, appointed service engineer.

Deon Routh, board chairman and manager of Advertising Counselors, Portland-Seattle, joins sales staff of KGO San Francisco.

Fred Adair, formerly of MCA, joins Robert E. Eastman & Co., as San Francisco manager. Mr. Adair, who was with MCA for 15 months and prior to that was western division manager of Headley-Reed Co., also served KSFO San Francisco. **Martin LeBlanc,** formerly of Moloney, Regan & Schmidt, N. Y., joins Eastman's N. Y. sales staff.

Les Keiter rejoins WINS New York as sports director, position he previously held from 1954-1960 when he left to accept similar post at WMGM, that city.

Joseph C. Winkler appointed station manager of WFIL-FM Philadelphia. Mr. Winkler, who had served as fm sales manager, succeeds **Joseph J. Novenson,** who moves to WFIL-TV as producer of *American Bandstand.*

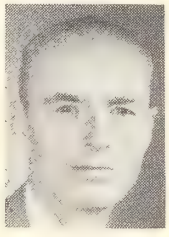
Frederick L. Gilson, account executive, CBS Films, N. Y., named manager of Atlanta office.

John K. Markey, formerly of *New York Daily News* in Chicago sales office, joins Devney-O'Connell, station representative, that city, as vp in charge of midwest office.

Robert J. Horen, formerly of Radio-TV Reps Inc., Chicago, joins Daren F. McGavren, that city, as radio account executive.

Tony Temple, formerly general manager of KVNA Flagstaff, Ariz., to KOWN Escondido, Calif., as account executive.


Mr. Whalen


Mr. Knap


Mr. McDermid

Jay Whalen, Joseph Knap and **Ralph McDermid Jr.,** join John Blair & Co., N. Y., group plan staff, effective immediately. Mr. Whalen, who was formerly with The Katz Agency, N. Y., also served Edward Petry & Co., and Young & Rubicam, both N. Y. Mr. Knap, new director of media planning for group plan, was formerly with Wesley Assoc., N. Y. Mr. McDermid has been with Armed Forces Network, as producer in Europe.

John K. Williams, formerly assistant director of pr for Electro-Motive Div., General Motors, LaGrange, Ill., named executive secretary of Georgia Assn. of Broadcasters.

Thad M. Sandstrom, WIBW-TV Topeka, re-elected president of Kansas Assn. of Broadcasters. New vp is **Max Falkenstien** of WREN Topeka, and **Bob McKune** of KSAL Salina, is secretary-treasurer.

Dale Moore, president and general manager of KGVO Missoula, Mont., elected president of Montana Broadcasters Assn. **Paul Crain,** president of KUDI Great Falls and secretary-treasurer of KRTV (TV), that city, elected vp, and **W. L. Holter,** owner-manager of KLTZ Glasgow, secretary-treasurer.

Harry Novik, president and general manager, WLIB New York, elected director, New York State Radio Assn.


Mr. Heywood

John J. Heywood appointed vp and treasurer of Crosley Broadcasting Corp., Cincinnati, filling position left vacant by death of **Kieran T. Murphy** (BROADCASTING, Feb. 6). Mr. Heywood was director of business affairs for NBC-TV, and has been connected with network since 1950 when he joined as systems analyst.

George Phillips, news director of WAVZ New Haven, Conn., elected president of Connecticut Associated Press Broadcasters Assn., succeeding **Tom Eaton** of WTIC Hartford. **John Deme,** owner-manager of WINF Manchester, was elected vp, and **Abe Najamy,** news director of WLAD Danbury, secretary.

Geoffrey Harwood appointed news director of WEZE Boston.

John Arthur Bloomquist, news director and air personality with KMOP Tucson, Ariz., to Bell Aerosystems, Gila Bend, Ariz.

Jim Leaming, sportscaster for WIP Philadelphia, will also broadcast Mon.-Fri. sports news program over WRCV-TV, that city, while continuing his regularly scheduled show over WIP. It was incorrectly indicated in BROADCASTING April 17, that Mr. Leaming was leaving WIP.

Wip Robinson III, news director of WSVA-AM-TV Harrisonburg, Va., elected president of Virginia Associated Press Broadcasters, succeeding **Walter Crockett,** news director of WCYB-AM-TV Bristol. **Robert M. Lambe,** president and general manager of WTAR-AM-TV Norfolk, elected vp; **Charles Craig,** of WDVA Danville, treasurer, and **Frank H. Fuller,** Richmond AP bureau chief, secretary.

Gabe Pressman, NBC News, elected president of Radio-Newsreel-Television Working Press Assn., N. Y. **Larry Racies** of CBS News was re-elected chairman of board of governors.

Paul Sciandra, formerly program director of WROC-TV Rochester, N. Y., to WGR-AM-FM Buffalo, in similar capacity. Mr. Sciandra replaces **Sidney Gaby,** resigned.

Hal Kennedy, news and pr director of KKTV (TV) Colorado Springs-Pueblo, Colo., appointed program director in addition to present duties. Mr. Kennedy replaces **Carl Pehlman,** who resigned to form own company.

John R. Haney, producer director of WUFT (TV) (educational station) Gainesville, Fla., appointed program director. **James K. Petersen** replaces Mr. Haney.

WRGB
puts your
MESSAGE
WHERE
THE SALE
BEGINS

The number 1 voice and picture in Northeastern New York and Western New England. 992-11

WRGB 6
CHANNEL
A GENERAL ELECTRIC STATION
ALBANY • SCHENECTADY • TROY

Don Porter, program manager of KGW Portland, Ore., resigns.

Chuck Olson named promotion director of WSM-TV Nashville, Tenn., succeeding **Charlie Cash,** who resigned to accept similar post with KTVI (TV) St. Louis.

Terrence S. Ford appointed promotion director of WHK-AM-FM Cleveland. Mr. Ford, who has been with station for four months as assistant promotion director, replaces **W. Gary Davis,** who was named director of national sales coordination.

Cecil Ruffin, production director of WNEM-TV Saginaw-Bay City, Mich., named operations director. **Jim Harrington,** former air personality, replaces Mr. Ruffin.


Mr. Exline

William A. Exline, general sales manager of KIRO-TV Seattle, named manager. Prior to joining station in June 1958, he was with Peters, Griffin, Woodward, station rep, in San Francisco, and before that with KRON-TV, that city.

Leon Whipple, WSTV-TV Steubenville, Ohio, joins production department of WIIC (TV) Pittsburgh.

Nelson L. Goldberg, sales manager of WKPA Tarentum, Pa., promoted to general manager.

Richard N. Goldstein appointed director of labor relations, NBC, New York. Mr. Goldstein, who came to NBC as attorney in legal department in 1957, formerly was with Proskauer, Rose, Goetz & Mendelsohn, New York law firm.

Robert J. Keenan, for six years with NBC New York, named manager of sales planning and development, NBC-TV sales, central division, Chicago. He succeeds **Bob Daubenspect,** now with Foote, Cone & Belding, that city.

Murray Weissman, formerly of ABC-TV, joins CBS-TV, as manager of special services, press information department, Hollywood.

Charles Crawford named to newly created post of director of research and sales development for WTOP Washington, D. C. Mr. Crawford has been associated with station since 1958. **Margaret Nelson** appointed director of promotion, publicity and public service. Mrs. Nelson comes from St. Louis and Nashville, where she worked with Gardner Adv., KMOX and Olian Adv.

Frank Mangan, manager of Chicago office of NBC Spot Sales, has been appointed director of tv sales for WRCV-TV Philadelphia. Mr. Mangan replaces **Theodore H. Walworth Jr.,** recently named vp and general manager of WNBC-AM-FM-TV New York (BROADCASTING, April 3). **Thomas M. Lawrence,** automotive markets and merchandising manager of *Look Magazine,* appointed to WRCV sales staff.

Seymour (Hap) Eaton, account executive with Peters, Griffin, Woodward, appointed national sales manager of WJBK-TV Detroit. Mr. Eaton assumes duties previously performed by **Keith T. McKenney,** recently named general sales and administrative manager.

William Cancilla, merchandising director KNBC San Francisco, to same position, KGO, that city. **Ray Watson,** salesman at KVNI, Couer D'Alene, Idaho, joins sales staff of KGO.

Louis Cole, salesman and director, WWRL New York, retires after 30 years with station.

Roy W. Hall, formerly of CBS, joins tv sales staff of Peters, Griffin, Woodward, N. Y.

Jim Brown, formerly with KCAL Riverside, KGRY Corona and KYOR Blythe, joins local sales staff of KEZY Anaheim. All are California stations.

William R. Brown, advertising representative of Guy Gannett Portland (Me.) newspapers, joins advertising sales staff of WCSH-TV Portland.

Ed Samra appointed sales representative of WJBK Detroit. He had previously been member of WOIA Ann Arbor, Mich., sales staff.

Lester S. Clarke named to newly created post of director of research, KABC-TV Los Angeles. He had previously headed his own research organization in Memphis, Tenn. **Roy Drushall,** merchandising manager and national sales manager of KABC, resigns.

Steve Morgan named news and public affairs director of WOKY Milwaukee. **Don Hughes,** formerly news director of KRAK Stockton, Calif., joins news staff and **Richard Hanna,** time salesman from WARD Johnstown, Pa., also joins station.


Mr. Burke

Jack Burke, account executive with CBS Spot Sales in Chicago since June 1956, promoted to manager of that office, succeeding **Thomas Peterson,** resigned. Mr. Burke previously had served as account executive for Weed & Co., that city, and before that was salesman for Standard Oil of Indiana, and Procter & Gamble.

Mike Prelee, newscaster for WERE

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Robert Huyot, Vice President & General Manager

LOEW'S HOTELS, INC. • PRESTON ROBERT TISCH, PRESIDENT • C. C. PHILIPPE, EXECUTIVE VICE PRESIDENT

Cleveland, to KYW, that city, as news editor.

Wes Adams, chief announcer and news director of WKRT-AM-FM Cortland, N. Y., to WBEC Pittsfield, Mass., as news director.

PROGRAMMING

Karl von Schallern, formerly of Crosby/Brown Productions, joins Peter M. Robeck, Chicago, in charge of midwestern operations and sales.

James J. Seaborne, vp in charge of advertising, pr and special projects for Uhlmann Co., Los Angeles, joins Bill Sturm Inc., tv film commercial producers, as account executive.

Nat Alper, formerly of Color Div., Movielab Co., N. Y., joins Guffanti Film Labs, that city, as assistant sales manager.

Fran McFall joins publicity staff, Hanna-Barbera Productions, Hollywood, producer of *The Flintstones, Yogi Bear, Huckleberry Hound* and other tv cartoon series. She was previously with Jerry Lewis Productions, The Jerry Ross organization and fan magazine *See/Hear.*

Stuart Rosenberg has been signed as staff producer-director of *The Untouchables* at Desilu. He directed five shows of current season, will direct 10 and produce three for 1961-62 season.

Kenneth R. Clark, playwright and former speech and drama instructor at Stanford U., has been appointed associate producer of ABC-TV's *Day In Court* and *Morning Court* daytime series produced by Selmur Productions.

Robert Behrens, midwest division, Official Films Inc., moves to New York, to handle company's eastern sales force. **Marvin Lowe,** formerly of Seven Arts Associated Corp., joins Official as account executive in Chicago office.

ALLIED FIELDS



Mr. Hardesty



Mr. Hamilton

John F. Hardesty named president of Hamilton-Landis & Assoc., media brokerage firm, Washington, succeeding **Ray V. Hamilton,** who was named chairman of board. Mr. Hardesty joined Hamilton-Landis two years ago as vp in charge of western division with headquarters in San Francisco. Prior to that he was vp and general manager of Radio Advertising Bureau; eastern sales manager of Westinghouse Broadcasting Co., and station relations director of National Assn. of Broadcasters.

EQUIPMENT & ENGINEERING

Rear Admiral William L. Freseman, USN (Ret.), has been appointed assistant to president of Radio Engineering Labs Inc. (REL), communications subsidiary of Dynamics Corp. of America, N. Y.

Richard T. Orth, vp of operations, Eitel-McCullough, San Carlos, Calif., appointed director. **Gould Hunter,** vp administration, elected secretary, replacing **E. E. McClaran,** former vp of finance and secretary, who resigned to join Telsta Corp., Redwood City, Calif. **Daniel L. Whybark** and **James H. Johnson** named sales engineers. Mr. Whybark had served as applications engineer for Raytheon Co. Mr. Johnson was chief project engineer for Ling Electronics.

Gene K. Beare, former president of General Telephone & Electronics International, New York, producers in fields of electronics, lighting, tv and radio, photography, and national defense, named president of Sylvania Electric Products, that city, subsidiary of GT&T. Mr. Beare succeeds **Robert E. Lewis,** who has resigned to become president of Perkin-Elmer Corp., Norwalk, Conn.

James W. Proctor Jr., formerly sales manager of Diamond National Corp.'s Wood Products division, appointed California district manager of Raytheon Co.'s Distributor Products Div., succeeding **George C. Trotter,** who has been appointed to newly created corporate post of consultant, microwave components.

Richard P. Gifford, manager of Communication Products department of General Electric Co., Lynchburg, Va., appointed member of Joint Technical Advisory Committee (JTAC) by committee's sponsors, (Electronic Industries Assn., and The Institute of Radio Engineers). He fills vacancy created by death of **Dr. John V. L. Hogan.**

INTERNATIONAL

Lloyd J. Hoole, formerly of CJOR Vancouver, B. C., to manager of CKEK Cranbrook, B. C.

George F. Bertram, advertising manager of Swift Canadian Co. Ltd., Toronto, re-elected for third term as president of Bureau of Broadcast Measurement, co-operative industry research organization. **Ross A. McCreath,** All-Canada Radio and Tv Ltd., Toronto, elected vp, along with **John F. Glasier,** Ford Motor Co. of Canada, Toronto. Other BBM directors newly elected are **W. N. Hawkins,** CFOS Owen Sound, Ont.; **Robert D. Amos,** F. H. Hayhurst Co., Ltd., Toronto advertising agency; and **R. G. Draper,** Foster Adv. Ltd., Toronto.

Gerry Tisdall named manager of local sales for Ziv Programs (Canada) Ltd., Toronto, distributor of Ziv-United Artists tv programs there. Mr. Tisdall formerly was with All-Canada Radio & Television Ltd., that city.

John Fisher, well-known Canadian radio commentator, and currently executive director of Canadian Tourist Assn., appointed special assistant to Prime Minister John Diefenbaker.

Keith Davey, sales manager of CKFH Toronto, appointed executive director of National Liberal Federation, with headquarters in Ottawa, Ont.

GOVERNMENT

Stanley Plesent, former attorney for Young & Rubicam, New York, appointed deputy general counsel for U. S. Information Agency.

DEATHS

John W. Shultz, 46, president and general manager of WHEE Martinsville, and WHEO Stuart, both Virginia, died of heart attack 19 April in Duke U. hospital.

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THE SALE
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Football is the key to second tv network

HELD VITAL TO BEGINNING SECOND CANADIAN CHAIN

Sports coverage is playing a crucial role in the future of a second Canadian television network. At an Ottawa public hearing of the Board of Broadcast Governors April 11-14 the purchase by CFTO-TV Toronto, Ont., of the rights to televise professional football games in Canada this fall and next, was severely criticized by both the BBG and the Canadian Broadcasting Corp. In previous years CBC carried the games.

CFTO-TV was applying for a temporary network to carry the games this fall with CJOH-TV Ottawa, Ont., and CFCF-TV Montreal, Que. BBG Chairman Dr. Andrew Stewart, criticized John Bassett, CFTO-TV's president, for making the deal without knowing in advance if he would receive a network permit, and for depriving other parts of Canada of the broadcasts. Mr. Bassett and CBC officials held negotiations for carrying the games on some CBC stations. But CBC felt this was the first wedge towards disintegration of its national tv network. Mr. Bassett told the BBG that the football clubs, (he is president of the Toronto Argonaut football club) were only interested in the money ($750,000 for the two years), and not in how many stations carried the games.

At the same hearing Spence Caldwell applied for a license for his Canadian Television Network Ltd. He had been given a temporary license to form the company last fall. Mr. Caldwell said he now has all second stations in eight Canadian cities signed up. The BBG informed Mr. Caldwell he would have to guarantee a minimum of 10 hours weekly of network broadcasting to start. Mr. Caldwell replied that he had interpreted BBG network regulations as requiring 10 hours of network reserve time by the eight stations, not specific programming.

Without the football broadcasts it was felt Mr. Caldwell could not get his network underway this August for the 10 hours required. Mr. Bassett was not prepared to let football telecasts be carried further than Toronto, Ottawa and Montreal, although all three stations have signed agreements to be part of Mr. Caldwell's network. Behind the scenes there is rumored jockeying for control of the network by CFTO-TV, which was one of the last stations to sign an agreement with the Caldwell operation.

Mr. Caldwell hopes to develop enough programs through independent program producers and member stations of the network. He told the BBG he would need at least 20 hours each week to break even. But he could not guarantee a minimum of 10 hours weekly at the beginning.

Some film production may move to Canada

New Board of Broadcast Governor regulations requiring 45% of Canadian television station programming to be Canadian went into effect April 1. Already, the possibility looms that some U.S. production companies may make tv programs north of the border.

A number of new film distributors have opened Canadian offices, mainly to sell British and French films, which count as half-Canadian content. U.S. and other foreign film or tape programs do not count. Companies now in Canada include Screen Gems, MGM-TV, Twentieth-Century-Fox, NBC, Warner Bros., and Ziv-UA.

Some are considering making tv shows in Canada, though not entirely with Canadian actors. Companies planning Canadian filming are obtaining content ratings from the BBG. The nationality of writers, actors, stars, technicians, producers, stage hands and others all play a part in the rating given. If about two-thirds of the people in the production are Canadians, and the film is made in Canada, it will receive a 100% Canadian classification and count toward the 45% Canadian program content required of all Canadian tv stations.

Canadian set sales drop

Both radio and television set sales are behind last year in Canada for the first two months of 1961, according to figures released by the Electronic Industries Assn. of Canada. Radio receiver sales for January and February totalled 66,257 units compared with 70,601 last year at the same time. Television set sales totalled 52,567 units this year as against 53,381 last year. Biggest sales this year (22,592 units) were for receivers with screens 23 inches and over.

ABP
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INGREDIENTS FOR INSTANT BROADCASTING



Today's modern stations are using an ever-increasing amount and variety of broadcast material. AUTOMATIC TAPE CONTROL allows unlimited use of taped spots, programs and production aids without threading, cueing or rewinding. Material is recorded on tape in plastic magazines and stored for instant use. Operator simply slips the magazine in a playback unit, pushes a button and the material is on the air. The tape resets itself, ready for reuse or storage. ATC is made by the originator and largest manufacturer of automatic tape control systems . . . now in use in over 600 radio and TV stations.

SPECIFICATIONS
Frequency Response, ±2 db from 70 to 12,000 cps, ±4 db from 50 to 15,000 cps; Signal-to-noise Ratio—55 db; Wow and Flutter—Under 0.2% RMS.

Complete automation now available with
NEW ATC 55

Newly developed unit permits playback of 55 consecutive magazines without resetting or reloading. Used in sets of two or more, ATC 55 can give you completely automated broadcasting.

See The ATC 55 At The N.A.B. Show, Booth 6

AUTOMATIC ATC TAPE CONTROL
209 E. Washington St., Room 200
Bloomington, Illinois

USIA calls foreign tv growth 'phenomenal'

IN PAST DECADE SET OWNERSHIP JUMPS TO 43 MILLION

The growth of television in foreign lands has been "phenomenal" in the last decade, the U. S. Information Agency reported last week. The number of foreign sets in use has jumped from a little over 1 million in 1951 to 43 million today; the number of transmitting stations, from 28 to 1,488. USIA adds, "There seems to be no slackening in this rate of growth."

The report, prepared by the USIA Office of Research and Analysis, said that at the end of 1960, 62 foreign countries, including six new ones, had television. The expansion was steady in Western Europe, the Far East and Latin America, with slower progress in the Near and Middle East and South Asia. Africa "was taking its first steps in this field."

The report includes all countries with the exception of the United States, its territories and Canada. U. S. Armed Forces television stations abroad were also excluded. The six countries listed for the first time are Costa Rica, Ecuador, the Netherlands Antilles (Curacao), the United Arab Republic, the Federation of Rhodesia and Nyasaland, and Okinawa.

Among the "highlights" of 1960 overseas television were the continuing East-West propaganda war conducted via television, the establishment of a television network (Intervision) among communist countries, the take-over of all tv stations by the Cuban government, the increasing popularity of tv debates in Japan and Italy (following the example of the American elections), and the efforts of several West European countries to establish a second television program.

A Tv First ▪ The report also noted that the "World's First International Festival of Television Arts and Sciences" will be held in Montreaux, Switzerland, from May 15 to 27. The festival, which will feature a trade fair, will bring together television people from all over the world for lectures and discussions of common problems.

The report said that television's great strides in Western Europe were due largely to the further development of tv networks in West Germany, Italy, France and Sweden. Japan was said to be the leader in the Far East, and Brazil and Argentina were found to be the most active in Latin America. The communist bloc, led by the Soviet Union, was also found to be expanding its facilities.

The growth of television, however, was not regarded as an unmixed blessing in some areas, particularly in underdeveloped countries. The report quoted a Peruvian newspaper story as describing one village whose natives "have not been able to resist the psychosis that tv has brought, and instead of buying material for building up their homes, have preferred to buy tv sets."

Japan brightens as tv film market

The prospects for U. S. tv film distributors to sell programs in Japan are brightening considerably. The Japanese Finance Ministry has issued 1961-62 regulations, calling for an overall increase in the total U. S. dollar allocation from $2.1 million to $3 million a year, and eliminating provisions for ceiling prices on film and for the number of tv films that may be imported.

The new developments were circulated last week by the Motion Picture Export Assn. An association spokesman reported that the only restriction to "entirely free trading" in Japan is the dollar allocation.

The liberalized regulations, which went into effect on April 1, provide: no limit on the number of foreign films which may be imported, eliminating the quota of 10 half-hour programs per station per week established for the past year; no ceiling price per film, eliminating the ceiling price of $500 per half-hour film and permitting free bargaining between buyer and seller; an overall increase in the dollar allocation of 45%, raising this year's budget to $3 million from $2.1 million of the past year.

There are four separate categories of tv film importation, with each limited only by the total amount of dollars to be made available. These are: (1) "for series" allocation, which is the network budget, with each of the five networks allocated $8,000 per week or an annual total of $2.08 million; (2) "for global" allocations which is the per station budget and is divided among the individual stations according to market size, with total yearly allocation of $610,000; (3) "for color tv" allocation, which is a budget for color film only and amounts to $150,000 annually (the buying station must charge only one-third of a color film against this allocation, with the other two-thirds coming from categories 1 or 2 and (4) "other allocations," which includes documentary films of a news and sports nature and which will amount to approximately $160,000 annually.

Ireland gets green light on its first tv station

Ireland will have its first television station soon. The government has provided $7 million for this purpose to the government owned Radio Eireann. The first telecast is expected in November.

Radio Eireann's tv operation will be commercial. Programming will concentrate heavily on Irish drama and will include some shows in Gaelic.

Radio Eireann plans a new building for its tv enterprise. It will have an area of 45,000 square feet, including one studio of 4,000 square feet and another of 1,700. Tv equipment will include mobile camera and video tape units.

CAN YOU TAKE A JOKE??

Well, then I must confess that it's not exactly yours for the *taking*, but I DO offer—at reasonable rates—a weekly script service consisting of stories, satires, humorous comments on the passing scene—40 separate pieces of various length, designed to put the light touch to your programming. It's the kind of material which, for the past ten years has stood this country boy in good stead in the big city. It would, of course, be EXCLUSIVE to you within your coverage area!

If interested—and I hope you are—write for sample script and details to:

JACK STERLING

BARBTON, INC.

485 Madison Ave., New York 22, N. Y.

Abroad in brief...

CFTO-TV ups rates ▪ CFTO-TV Toronto, Ont., on the air since Dec. 1, 1960, has announced an increase in advertising rates of from 15 to 20% in prime time from 8-11 p.m. Al Bruner, sales manager of CFTO-TV, reports the station is meeting the 45% Canadian program content regulations of the BBG.

MGM-TV in Canada ▪ MGM-TV has opened a Canadian office at Toronto, Ont., to sell film. Wm. Robinson, formerly Ontario and Atlantic provinces representative of Screen Gems (Canada) Ltd., has been appointed manager.

The man in the street

Radio's man-in-the-street format will never fade away so long as interviews deal with opinions about major world, national or local news events, according to KRNT Des Moines. KRNT's *What Do You Say* (weekdays 12:15-12:30 p.m., originating in front of a downtown department store) marks its tenth anniversary this month and just keeps selling away for the original sponsor, Anderson - Erickson Dairy. KRNT uses its top news personality on the show to give it vitality. Dairy President Iver Erickson credits the program with helping the firm's steady growth and now uses five other programs on KRNT-AM-TV too.

New look in public service

WXYZ-TV Detroit has gone in for a new look in public service with the search for Sally Seven.

Each month, public service agencies having fund-raising campaigns or educational programs at that time will select a Sally Seven (attractive woman in the Detroit area between 18-30 who enters the contest) who will become the face and voice for the campaign that particular month.

A different Sally will be selected each month. According to John Pival, president of WXYZ Inc. (ch. 7), the Sally Seven promotion will be two-fold in purpose. First it will increase the effectiveness of WXYZ-TV's public service operation with its fresh approach. Second, it will offer young women the opportunity to appear on television and develop their talents. The first Sally will make her appearance May 1.

Third Man promotion

WIIC (TV) Pittsburgh kicked off its new *The Third Man* show with a five-day promotion that left many folks wondering just who they were.

Viewers were asked to locate WIIC's Third Man who made 10 appearances in various areas around the city. Cash prizes were awarded to those who correctly identified the mystery man and said, "You are Channel 11's Third Man," in each area. The station reports he was identified more than 200 times with $900 going to the winners.

The manhunt was promoted by a heavy spot saturation on WIIC, "Wanted" signs in Pittsburgh supermarkets and pretty models giving away leaflets —10,000 of them (leaflets, not models).



Submerged d. j.

When a store specializing in skindiving equipment opened in Washington, D. C., it bought time on WPGC which serves Washington from suburban Morningside, Md. In turn, the station dispatched d.j. Dean Griffith to the store, Eight Fathoms Deep, to do two of his record shows. A specially-hooked microphone in a tank at the store permitted Mr. Griffith to broadcast underwater continuously for two hours in one show, and for an hour in the other program.

BPA adds fm award category

The Broadcasters' Promotion Assn. Inc., Cleveland, has added fm stations as a separate category of competition to its awards for on-the-air promotion. The awards will be given for the first time this year. BPA plans to make them annual.

Drumbeats...

Hobby fair ▪ Listeners of Mary Ann Woods' *For Women Only* 10-11 a.m. weekdays on WTCN Minneapolis-St. Paul will gather at the station May 2 for a hobby fair. More than 60 listeners already are scheduled to display their hobbies at the evening event.

Braille Tunedex ▪ WIP Philadelphia announced it will publish its Tunedex (list of top 61 songs and albums) in Braille and will provide it free to listeners and institutions for the blind in the Delaware Valley.

Steel campaign ▪ WSTV-TV Steubenville, Ohio, mindful of the unemployment situation in the predominately steel-producing area, has instigated a "better buy steel campaign, the job you save may be your own." And the plan has caught on like wildfire with 40 mayors in six counties joining the bandwagon. The operation officially begins May 1 when Steelmark Month is proclaimed.

Tv sets pushed ▪ "Operation Snowball," an industry-wide campaign to stimulate lagging tv set sales, got underway at the Northshore Shopping Center in Peabody, Mass., last week. All 54 merchants in the center, most of whom do not sell tv sets, are participating in the 10-day sales drive by displaying posters and other sales material. The campaign is being conducted

TV STATION MANAGERS

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Marine alert ▪ KING Seattle, Wash., is offering a new service to its listeners, *Marine Alert*, a weekend report of weather, water and traffic information in Puget Sound. The show originates from Coast Guard Headquarters each weekend and will continue through the end of the boating season.

Colorful language ▪ Language too colorful for the public ended the plan of KMTV (TV) Omaha, Neb., to telecast "The Day of the Game." But all is not lost. The station, using sound-on-film, found it unfeasible to edit various sections of the show about a basketball coach, his team and the big game which was filmed and recorded with hidden equipment. But the station is providing the film to local men's clubs where it is proving to be a hit.

Big sign ▪ WNBC-AM-TV New York has contracted with Palisades Amusement Park, across the Hudson River, for the use of what they call the world's largest running electrical billboard to promote the station's call letters, programs and activities. The electric giant is 220 feet long, 22 feet high, contains 22,000 60 watt bulbs and is connected by 22 miles of wire. It will flash each night from dusk to 1 a.m. The sign also will give time and temperatures.

RAB roadshow

Radio Advertising Bureau, New York, is making available to advertising agencies what it calls the best of current radio commercials in a roadshow exhibition.

According to RAB, the roadshow is an effort to dramatize to agency personnel the vast potential of radio.

The plan was originated at BBDO, New York, which had the idea to exhibit current radio commercial techniques. The agency called in RAB which arranged the displays and helped with various ideas. Response was so enthusiastic that RAB decided to offer the show to other agencies, first in New York, then in other key cities.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: March 30 through April 5. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—Special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

APPLICATION

Montgomery, Ala. First Alabama Corp.—uhf ch. 32 (578-584 mc); ERP 233.4 kw visual, 116.7 kw aural; antenna height above average terrain 473 ft., above ground 419 ft. Estimated construction cost $200,561, first year operating cost $128,750, revenue $146,000. P.O. address 1007 Barringer Bldg., Columbia, S. C. Studio location near Montgomery. Transmitter location near Montgomery. Geographic coordinates 32° 21′ 39″ N. Lat., 86° 12′ 50″ W. Long. Transmitter RCA TTU-12A, antenna RCA TTU-24. Legal counsel Spear, Hill, & Greeley, Washington 5, D. C. Consulting engineer Carl L. Kowalski. Principals include Geddings H. Crawford, Jr., Phil E. Pearce, Hugh M. Chapman, John W. Huggins, Richard Keenan, and Edwin H. Cooper (all 14.29%). Mr. Crawford has investment banking interests. Mr. Keenan has petroleum transportation interests. Mr. Cooper is in real estate. Ann. April 13.

New am stations

APPLICATIONS

Conejo Valley, Calif. Conejo Bcstrs.—850 kc; 500 w. Ant. height above mean sea level 1178 ft. P.O. address c/o Janss Investment Corp., Thousand Oaks, Calif. Estimated construction cost $68,545, first year operating cost $120,000, revenue $150,000. Principals are **Edwin Janss Jr.** (50%) and **Wm. C. Janss** (50%). They have interests in investment and development companies. Ann. April 11.

Cabool, Mo. Frank Maczuk—1240 kc; 250 w. P.O. address Box 313, Cabool. Estimated construction cost $10,372, first year operating cost $14,700, revenue $17,500. Principal is **Rev. Maczuk** (Baptist). Ann. April. 19.

Lincoln, Neb. David N. Osborne—1530 kc; 500 w. P.O. address 548 Insurance Bldg., Omaha, Neb. Estimated construction cost $18,445, first year operating cost $48,000, revenue $60,000. Principal is **Mr. Osborne** (100%). He is in real estate and insurance. Ann. March 31.

Burgaw N. C. Pender Bcstg. Co.—1470 kc; 1 kw. P.O. address Rt. 2, Wallace, N. C. Estimated construction cost $11,166, first year operating cost $24,000, revenue $36,000. Principals are **Raymond W. Fields** (⅓), **Oathel B. Hall** (⅓), and **Wm. M. Baker** (⅓). Mr. Baker has interest in local oil tanker business and in realty company. Ann. April 18.

Existing am stations

APPLICATIONS

WENN Birmingham, Ala.—Cp to change from DA-D to non-DA. (1320 kc). Ann. April 13.

KLEI Kailua, Hawaii—Cp to change frequency from 1240 kc to 1210 kc and increase power from 250 w. to 1 kw. unl. Ann. April 18.

WBYS Canton, Ill.—Cp to increase power from 250 w. to 10 kw, install new transmitter and install DA-D. (1560 kc). Ann. April 18.

WAGN Menominee, Mich.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. April 18.

KVOU Uvalde, Tex.—Cp to increase daytime power from 250 w to 1 kw. and install new trans. (1400 kc). Ann. April 13.

WPRW Manassas, Va.—Cp to change hours of operation from D to unl., using power of 5 kw, install DA-N&D, change ant.-trans. and studio location and install new trans. (1460 kc). Ann. April 14.

New fm stations

APPLICATIONS

Phoenix, Ariz. Ward James Atkinson—96.9 mc; 4.8 kw. Ant. height above average terrain 1537 ft. P.O. address 37541 Carson Rd., Farmington, Mich. Estimated construction cost $19,113, first year operating cost $24,974, revenue $23,725. Principal is **Mr. Atkinson.** He has no other business interests. Ann. April 13.

Orlando, Fla. Stanley Bcstg. Co.—97.5 mc; 35.3 kw. Ant. height above average terrain 263 ft. P.O. address 46 East Robinson Ave. Estimated construction cost $46,355, first year operating cost $53,520, revenue $57,600. Principals are **Mr.** and **Mrs. Stanley A. Kurpinski** (50.2%). They have no other business interests. Ann. April 12.

Des Moines, Iowa S. E. Q. Corp.—93.7 mc; 5 kw. Ant. height above average terrain 302 ft. P.O. address 408 Lincoln Court, Des Moines. Estimated construction cost $35,590, first year operating cost $60,000, revenue $78,000. Principal is **George W. Webber** (53.3%). He has no other business interest. Ann. April 19.

Minneapolis, Minn. Charles B. Persons and Assoc.—102.5 mc; 3.73 kw. Ant. height above average terrain 76 ft. P.O. address 3702 East Lake St., Minneapolis 6. Estimated construction cost $13,603, first year operating cost $16,400, revenue $16,500. Principal is **Mr. Persons** (100%). He is radio-tv consulting engineer. Ann. April 13.

Atlantic City, N. J. Eastern Bcstg. Co.—96.9 mc; 5.64 kw. Ant. height above average terrain 141 ft. P.O. address c/o Diener & Chase, Wyatt Bldg., Wash. 5, D. C. Estimated construction cost $20,355, first year operating cost $5,000, revenue $10,000. Eastern Bcstg. is 90% owned by Atlantic Bcstg. Co. Principal is **Milton Diener** (53⅓%); rest of stock is divided between his three brothers. Atlantic is licensee of WUST & WJMD (FM) Bethesda, Md. Eastern is licensee of WFPG Atlantic City, N. J. Ann. April 11.

Clovis, N. M. Norman E. Petty—99.9 mc; 3.14 kw. Ant. height above average terrain 68 ft. P.O. address 1321 West Seventh St., Clovis. Estimated construction cost $20,088, first year operating cost $25,000, revenue $27,000. Principal is **Mr. Petty.** He has trio, and music publishing and electronics equipment sales businesses. Ann. April 13.

Babylon, N. Y. WGLI Inc.—94.3 mc; 1 kw. Ant. height above average terrain 120 ft.

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P.O. address Falmouth Rd. & Madison Ave., Babylon. Estimated construction cost $6000, first year operating cost and revenue no increase over am operation. Principal is **Friendly Frost Inc.** Its principals include **Gerald O. Kaye** (20.08%), **Frank Perloff** (22.69%), and **Vincent Giordano** (22.69%). WGLI Inc. is licensee of WGLI and WTFM (FM). Ann. April 14.

Port Clinton, Ohio R. W. R. Inc.—94.5 mc; 6.7 kw. Ant. height above average terrain 164 ft. P.O. address 114 East Fifth St., Port Clinton. Estimated construction cost $18,800, first year operating cost $24,000, revenue $30,000. Principal is **Robert W. Reider** (51%). He is principal stockholder of Port Clinton newspaper. Ann. April 14.

Ephrata, Pa. Garden Spot Bcstrs. Inc.—105.1 mc; 8 kw. Ant. height above average terrain 299 ft. P.O. address P.O. Box 419, Ephrata. Estimated construction cost $19,714, first year operating cost $3,000, revenue $4,500. Principals are **Lester J. Grenewalt** (41⅔%), **John H. Norris** (25%), and **Samuel R. Youse** (33⅓%). Each owns ⅓ of WABW Annapolis, Md. Ann. April 18.

Reading, Pa. Howard F. Reber, Frank A. Franco—102.5 mc; 1 kw. Ant. height above average terrain 488.2 ft. P.O. address c/o Mr. Reber, 1322 Perkiomen Ave., Reading. Estimated construction cost $28,005, first year operating cost $26,000, revenue $33,000. Principals are both doctors of medicine. Ann. April 6.

Wichita Falls, Tex. Radio Wichita Falls—95.1 mc; 3.75 kw. Ant. height above average terrain 430 ft. P.O. address Box 88, Wichita Falls. Estimated construction cost $14,568, first year operating cost $38,000, revenue $43,000. Principals include **Bob Lipscomb** (30%) and **David A. Kimbell** (50%). Mr. Lipscomb owns ad agency. Mr. Kimbell owns ¼ of drilling contractor. Ann. April 14.

Richmond, Va. Professional Bcstg. Inc.—98.9 mc; 73.8 kw. Ant. height above average terrain 438 ft. P.O. address 1003 Electric Bldg., 7th & Franklin Sts., Richmond. Estimated construction cost $49,285, first year operating cost $41,750, revenue $48,000. Principals are **Joseph T. Byrne** (19.2%), **Wm. F. Grigg, Jr.** (19.2%), **Wm. T. Moore** (23.2%), **Charles A. Bosher** (19.2%), and **Wilfred A. Jarvis** (19.2%). Messrs. Byrne, Grigg, and Moore are doctors. Dr. Moore owns two farms and has stock in two medical buildings. Ann. April 6.

Kenosha, Wis. Service Bcstg. Corp.—92.3 mc; 3.52 kw. Ant. height above average terrain 143 ft. P.O. address 505 Kenosha Nat'l. Bank Bldg., Kenosha. Estimated construction cost $40,876, first year operating cost $72,000, revenue $75,000. Principals are **Arnold W. Johnson** (16.66%), **Robert L. Heller** (16.66%) **Charles R. Dickoff** (16.66%), and **John E. Malloy** (50%). Mr. Johnson owns concrete company; Dr. Heller is dentist; Mr. Malloy is lawyer and director of small businesses; Mr. Dickoff has interests in WEAQ, WIAL (FM) Eau Claire, WISM-AM-FM Madison, and WOSH Oshkosh, all Wis. Ann. April 18.

Ownership changes

APPLICATIONS

WGWC Selma, Ala.—Seeks assignment of license from **Dallas Bcstrs. Inc.** to **Robert J. Martin** for $55,000. He owns a farm. Ann. April 13.

KSLY San Luis Obispo, Calif.—Seeks assignment of license from **Rex O. Stevenson** to **Berry Bcstrs. Inc.** for $37,500. Principals are **Reginald D. Streeter** (⅓), **John W. Borba** (⅓), and **Sylvain Lassalette** (⅓). They have no other broadcast interests. Ann. April 18.

KWME (FM) Walnut Creek, Calif.—Seeks assignment of license from **Eugene N. Warner, F. Wellington Morse,** and **Logan Z. Edwards** to Messrs. **Warner** and **Morse.** Mr. Morse will pay Mr. Edwards $1,000. They have no other broadcast interests. Ann. April 18.

WDJK (FM) Atlanta, Ga.—Seeks assignment of permit from **Joel S. Kaufmann** to **Mitchell Melof** for $1250. Mr. Melof owns 100% of WLAQ, Rome, Ga. Ann. April 14.

WAMV-AM-FM East St. Louis, Ill.—Seeks assignment of licenses from **Hess-Hawkins Co.** to **Stanlin Inc.** for $350,000. Principals are **Lawrence R. Picus** (⅓) and **Simpson R. Walker Jr.** (⅓). Mr. Picus has 47½% interest in WOBS Jacksonville, Fla. Mr. Walker has 47½% interest in WOBS and is also in real estate. Ann. April 13.

WKEI Kewanee, Ill.—Seeks assignment of license from **WKEI Bcstg. Co.** to **Joseph E. McNaughton, J. Richard Sutter,** and **George Walker** for $125,000 (includes $25,000 for agreement not to compete). Mr. McNaughton has interests in WCRA Effingham, Ill., WRMN Elgin, Ill., KXGI Fort Madison, Iowa, and in newspaper. Mr. Walker has interest in WCRA. Mr. Sutter has interest in WRMN and KXGI. Ann. April 13.

WITH-AM-FM Baltimore, Md.—Seeks transfer of control from Louise M. Tinsley, deceased, to First National Bank of Baltimore and S. Ralph Warnken, executors, son Thomas G. Tinsley Jr., daughter Louise T. Steinman, and B. Warren Corkran. Distribution of control not yet decided. Mrs. Tinsley owned 70% of stations' stock. Mr. Tinsley 14%, Mr. Corkran 0.4%. Mr. Tinsley has interests in WXEX-TV Petersburg, Va., and WLEE Richmond, Va. Ann. April 18.

KANS Independence, Mo.—Seeks transfer of control from **Glenn G. Griswold** to **Kenyon Brown** for $2,000. Transfer will give Mr. Brown 60% of stock. He has baseball and oil interests and interests in KGLC Miami, Okla., KFOX-AM-FM Long Beach, KITO San Bernardino, KSON San Diego, KCOP (TV) Los Angeles, all Calif., KPTV (TV) Portland, Ore., and KXYZ Houston, Tex. Ann. April 18.

WKOP-AM-FM Binghamton, N.Y.—Seeks transfer of control of 24% of stock from **Frank H. Altdoerffer** to his daughters and their husbands **Daniel Helms, Gary Fleming, George Richards,** and **Richard M. Hunter.** Mr. Altdoerffer retains 27% of stock. No consideration is involved. Ann. April 19.

WOTT Watertown, N. Y.—Seeks transfer of control from **Frances M. Johnston** to son, **James M. Johnston.** No consideration is involved. Transfer will give Mr. Johnston 58.3% of stock. He has no other business interests. Ann. April 14.

WSYD Mount Airy, N. C.—Seeks transfer of control from **Robert H. Epperson** to **Erastus F. Poore** for $35,000. He has no other broadcast interests. Ann. April 18.

WONE-AM-TV, WIFE (FM) Dayton, Ohio—Seeks assignment of licenses from **Skyland Bcstg. Corp.** to **WONE Inc.** for $1,650,000. WONE Inc. is wholly owned by **Brush-Moore Newspapers Inc.** and its stock is voted by **Thomas S. Brush, Wm. I. Hershey,** and **Wm. H. Vodrey Jr.,** executive committee of Brush-Moore. Brush-Moore owns WHBC-AM-FM Canton, Ohio. Ann. April 19.

KIHI (FM) Tulsa, Okla. & KVIT (FM) Oklahoma City, Okla.—Seek transfer of control from **Henry S. Griffing,** deceased, to **J. C. Updike,** executor of estate. Mr. Updike has no broadcast interests. Ann. April 19.

KGRL Bend, Ore.—Seeks assignment of license from **C. E. Wilson** and **John H. McAlpine** to **Mr. McAlpine** for $55,250. Mr. McAlpine will fully own station. He has no other business interests. Ann. April 11.

WFCT Fountain City, Tenn.—Seeks assignment of license from **Radio Fountain City Inc.** to **Radio Tennessee Inc.** for $60,000. Principals are **Frederick L. Allman** (50%) and **Robert K. Richards** (50%). Mr. Richards has interests in WKYR Keyser, W. Va., WKBZ Muskegon, Mich., and pr firm. Mr. Allman has interests in WKYR, WKBZ, and WREL Lexington, Va. Ann. April 13.

KOPY Alice, Tex.—Seeks assignment of license from **Alice Bcstg. Co. Inc.** to **Norman Bldg. Corp.** for $200,000. Principal is **Robert N. Aylin** (100%). He is in investments. Ann. April 19.

WJMA Orange, Va.—Seeks assignment of license from **Charlottesville Bcstg. Corp.** to **WJMA Inc.** for $60,000. Principal is **Henry Bower** (100%). He has interest in chemical company and in golf course. Ann. April 19.

KROE Sheridan, Wyo.—Seeks transfer of control from **Eugene Cowan** to **Sam Rosenthal.** Consideration $2,500. Mr. Rosenthal will then own 53.34% of KROE. He has no other broadcast interests. Ann. April 13.

Hearing cases

FINAL DECISIONS

■ Commission gives notice that Feb. 20 initial decision which looked toward (1) approving proposed merger agreement between Nansemond Bcstrs. and D. D. Cameron, and accepting amendment to application to reflect agreement, (2) dismissing application of Nansemond for new am station to operate on 1010 kc, 5 kw, DA, D, in Suffolk, Va., and (3) granting application of Cameron for new station to operate with same facilities in Portsmouth, Va., became effective April 11 pursuant to sect. 1.153 of rules. Action April 13.

■ Commission gives notice that Jan. 31 initial decision which looked toward (1) setting aside July 27, 1960 action which granted applications of J. R. Karban for two new tv translator stations on chs. 71 and 76 to serve Rhinelander, Wis., by translating programs of stations WFRV (TV) (ch. 5) Green Bay and WSAU-TV (ch. 7) Wausau and for mod. of cps for stations W73AD and W80AC Rhinelander, to reduce ERP from 142 w to 107.52 w, relocate translators to ¾ mile south of Rhinelander and

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change trans. line and ant. system, and (2) granting applications upon condition that permittee shall forthwith cancel agreement which he has negotiated with nine repair and retail outlets in Rhinelander, Wis., area restricting sale and repair of uhf tv receivers or converters to or for persons who do not subscribe to tv translator system operated by permittee and that permittee shall not thereafter operate under or enter into any contract, arrangement or undertanding with repair or retail outlets in Rhinelander area which prohibits sale or repair of uhf tv receivers, converters, or apparatus used in connection therewith, to or for persons who do not subscribe to tv translator system operated by permittee, became effective March 22 pursuant to sect. 1.153 of the rules. Ann. April 13.

STAFF INSTRUCTIONS

■ Commission on April 13 directed preparation of document looking toward denying application of Suburban Bcstrs. for new class A fm station to operate on 103.1 mc; ERP 1 kw; ant. height 146.6 ft., in Elizabeth, N. J. October 6, 1960 initial decision looked toward granting application.

■ Commission on April 13 directed preparation of document looking toward granting application of Suburban Bcstg. Co., Inc., to increase power of WVIP Mount Kisco, N. Y., from 1 kw to 5 kw, continuing daytime operation on 1310 kc, DA. May 13, 1960 initial decision looked toward denying application.

INITIAL DECISIONS

■ Hearing examiner Jay A. Kyle issued initial decision looking toward granting application of Belen Bcstg. Co. for new am station to operate on 860 kc, 250 w, D, in Belen, N. M. Action April 19.

■ Hearing examiner Elizabeth C. Smith issued supplemental initial decision looking toward reinstating and affirming May 25, 1959 grant of application of Fred H. Whitley for new am station to operate on 960 kc, 1 kw, D, in Dallas, N. C., and denying application of Wayne M. Nelson for new station on same frequency with 500 w, D, in Concord, N. C. Action April 14.

■ Hearing examiner Herbert Sharfman issued initial decision looking toward granting applications of East Liverpool Bcstg. Co. to increase daytime power of WOHI East Liverpool, Ohio, on 1490 kc from 250 w to 500 w, DA-D, continued nighttime operation with 250 w, and Gerity Bcstg. Co. to increase daytime power of WABJ Adrian, Mich., on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w, each conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw. Action April 15.

■ Hearing examiner Herbert Sharfman issued initial decision looking toward granting application of Hirsch Bcstg. Co. to increase daytime power of KFVS Cape Girardeau, Mo., from 1 kw to 5 kw, continued operation on 960 kc, 500 w-N, DA-N, conditioned that Oscar C. Hirsch shall divest himself of all ownership in KSIM Sikeston, Mo., resign as director thereof, and hold no ownership or official relationship with that company, and that within 30 days from effective date of grant grantee shall notify commission of such divestiture and related acts, and denying for default in prosecution application of Firmin Co. for new station to operate on 960 kc, 500 w, DA, D, in Vincennes, Ind. Action April 14.

OTHER ACTIONS

■ Commission ordered Seaway Bcstg. Co. to show cause why its cp for WMPP (1470 kc, 1 kw D) at Chicago Heights, Ill., should not be revoked, and to appear at hearing in Chicago at time to be specified later. This action is based on indications that false statements were made to commission to conceal unauthorized transfer of control, also certain facts about William S. Martin, president of company.

In addition to its cp granted Nov. 8, 1960, company has pending applications for transfer of control and for mod. of cp to specify studio location. Action April 13.

■ Commission advised William L. Jones, Philadelphia Bcstg. Co. that neither his 1957 filing entitled "Application for Authority to Conduct Subscription Tv Operations" or subsequent request for such "conditional" authority could be granted.

Application was filed Dec. 26, 1957, before commission issued its third (1959) report establishing ground rules for trial of toll-tv. In 1957 company had cp for proposed tv station (WSES) on ch. 29 there. Permittee was unable to revise its pay-tv proposal to meet all of requirements, so it asked for authorization to engage in subscription operation conditional to meeting full compliance later. However, tv station cp was cancelled on Nov. 22, 1960 with those of other uhf permittees who had failed to construct. (Toll-tv test is limited to operating tv station.) Commission points out to Mr. Jones that any resubmission of his proposal must comply with all of conditions of third report and be coupled with application for cp for tv station on locally assigned channel. Action April 13.

■ By report and order, commission finalized rule making and amended tv table of assignments by reserving for educational use ch. 10 (now commercial) in Augusta and Presque Isle, Maine, and assigning commercial ch. 7 to Bangor by deleting it from Calais, effective May 26.

Proceeding stemmed from conflicting proposals by Leon P. Gorman to switch ch. 7 from Calais to Bangor, and U. of Maine to reserve ch. 10 in Augusta and Presque Isle and ch. 7 in Calais for educational use to make possible statewide educational network reaching 98 percent of Maine's population.

Bates College now controls Pine Tree Telecasting Corp., permittee of WPTT on ch. 10 in Augusta which it intends to operate entirely as educational station and has consented to reservation, and ch. 10 in Presque Isle is unapplied for. In view of fact that U. of Maine proposed satellite operation in Calais, commission feels that uhf channel or translator station would serve small population of that area.

Community Telecasting Service has pending application for ch. 7 in Calais, contingent upon channel not being reserved for education, with specific proviso that they favor its reservation for educational use; however, there is no indication as to whether, if granted, construction of station would proceed with dispatch. On other hand, Gorman has already taken steps preparatory to applying for channel in Bangor, which would improve competitive situation by providing for third service, and could bring full program schedule of third network to Bangor area. Action April 19.

Routine roundup

ACTIONS ON MOTIONS

By Commissioner Frederick W. Ford

■ Granted petition by Broadcast Bureau and extended to April 26 time to respond to petition by Nueces Telecasting Co. and Tropical Telecasting Corp. to enlarge issues in Corpus Christi, Tex., tv ch. 3 proceeding. Action April 13.

■ Granted petition by WLPO La Salle and WSDR Sterling, both Ill., and extended to April 17 time to file exceptions to initial decision in proceeding on am applications of KICD Spencer, Iowa. Action April 17.

■ Granted petition by Suncoast Cities Bcstg. Corp. and extended to April 24 time to file exceptions to initial decision in Largo, Fla., tv ch. 10 proceeding. Action April 18.

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by Robert F. Neathery and accepted his appearance filed one day late in proceeding on his application and that of Radio Co. of Texas County for new am stations in Houston, Mo. Action April 11.

■ Granted petition by Nathan Frank for leave to amend his proposal for WNBE-TV New Bern, N. C., by reducing specified ERP from 233 kw to 200 kw. Action April 11.

■ In accordance with sect. 1.140 (c) of rules, dismissed with prejudice application of Bernalillo Bcstg. Co. for am facilities in Albuquerque, N. M., applicant having failed to file required written appearance. Action April 12.

■ Granted joint motion by applicant and Broadcast Bureau and corrected as proposed by moving parties transcript of hearing in proceeding on applications of Eleven Ten Bcstg. Corp., for renewal of license of KRLA & aux., Pasadena, Calif., and for license to cover cp. Action April 11.

■ Scheduled hearings in following proceedings on dates shown: June 14: Application of Eagle River Bcstg. Co., for assignment of cp for WERL Eagle River, Wis., to Eagle River Bcstg. Co. Inc. am applications of WEXC Inc., Depew, N. Y.; June 21: Application of WSLS-FM Roanoke, Va. Action April 14.

■ Scheduled oral argument for April 27 on joint petition by Santa Fe Bcstg. Co., Santa Fe, and Valley Bcstrs., Espanola, applicants for am facilities, for approval of agreement looking toward dismissal of Santa Fe's application. Action April 14.

By Hearing Examiner Isadore A. Honig

■ Closed record in proceeding on application of Dixie Radio Inc. for new am station in Brunswick, Ga., and, pursuant to agreement reached at hearing, ordered that proposed findings shall be filed by May 15 and replies by May 25, and further ordered that filing parties are relieved from any obligation to make service upon Bamberg County Bcstg. Co. of copies of any documents submitted by them in proceeding. Action April 11.

■ Upon request by Broadcast Bureau and without objection by applicant, ordered that date for filing proposed findings of fact and conclusions is postponed from April 13 to April 24 and from April 27 to May 8 for replies in proceeding on am application of WLAT Conway, S. C. Action April 11.

■ Issued order following prehearing conference of April 11 in proceeding on application of George Shane for am facilities in Victorville, Calif., scheduled certain procedural dates, directed applicant to utilize 1960 U. S. Census population data in his evidentiary presentation on issues 1 and 2, and continued hearing from May 15 to June 8. Action April 12.

■ On own motion, scheduled prehearing conference for April 26 in proceeding on am applications of Kenneth G. Prather and Misha S. Prather, Boulder, Colo. Action April 13.

■ Denied petition by Robert F. Neathery to change May 15 hearing date in proceeding on his application and that of Radio Co. of Texas County for am facilities in Houston, Mo. Action April 17.

By Hearing Examiner Forest L. McClenning

■ Granted motion by Beacon Bcstg. Sys-

Continued on page 88

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Continued from page 86

tem Inc. and continued further hearing from April 12 to April 25, and granted petition by Broadcast Bureau and extended from April 10 to April 17 date to file proposed findings of fact and conclusions on air hazard issue in proceeding on Beacon's application and that of Suburban Bcstg. Co. Inc. for am facilities in Grafton-Cedarburg and Jackson, Wis. Action April 11.

■ Granted petition by WTMT Louisville, Ky., for leave to amend its am application to specify daytime operation only and removed amended application from processing line and terminated proceeding. Action April 17.

■ Granted petition by Broadcast Bureau and extended from April 17 to April 24 time to file proposed findings on air hazard issue in proceeding on applications of Beacon Bcstg. Systems Inc. and Suburban Bcstg. Co. Inc. for am facilities in Grafton-Cedarburg, and Jackson, both Wis. Action April 18.

By Hearing Examiner Asher H. Ende

■ Issued order following prehearing conference of April 11 in proceeding on applications of Lorenzo M. Milam and Eastside Bcstg. Co., for new fm stations in Seattle, Wash., scheduled certain procedural dates, and continued May 8 hearing to June 13. Action April 11.

By Hearing Examiner Millard F. French

■ With consent of all parties, continued April 14 further prehearing conference to April 21 in proceeding on applications of Suburban Bcstg. Co. and Camden Bcstg. Co. for new fm stations in Mount Kisco, N. Y., and Newark, N. J. Action April 11.

By Hearing Examiner Charles J. Frederick

■ As result of agreements reached on record of April 11 prehearing conference, scheduled certain procedural dates, further prehearing conference for May 26, and continued April 21 hearing to June 26 in proceeding on applications of Big Horn County Musicasters for new am station in Hardin, Mont. Action April 11.

■ Granted petition by WBBW Youngstown, Ohio, for leave to amend its am application to make slight reduction in ant. effective field from 169 mv/m to 154 mv/m. Action April 14.

■ Granted petition by Music Productions Inc. for leave to make various corrections to its application for am facilities in Waynesboro, Va.; application is consolidated for hearing with WDTI Danville, Va. Action April 14.

■ Closed record in proceeding on am applications of WDTI Danville and Music Productions Inc., Waynesboro, Va. Action April 17.

■ On own motion, scheduled further prehearing conference for April 14 in matter of revocation of license of Mandan Radio Assoc. for KBOM Bismarck-Mandan, N. D. Action April 12.

■ As result of agreements reached at April 14 prehearing conference in matter of revocation of license of Mandan Radio Assoc. for KBOM Bismarck-Mandan, N. D., continued hearing scheduled for April 26 in Bismarck, N. D., to July 17, in Bismarck. Action April 17.

■ On own motion, scheduled further hearing for April 18 in proceeding on applications of Sayger Bcstg. Co. and Malrite Bcstg. Co. for new am stations in Tiffin and Norwalk, Ohio. Action April 12.

■ As result of agreements reached at April 12 prehearing conference, scheduled certain procedural dates and continued May 31 hearing to July 24 in proceeding on applications of Wagner Bcstg. Co. for am facilities in Woodland, Calif. Action April 12.

By Hearing Examiner Herbert Sharfman

■ Scheduled further prehearing conference for group I consolidated am proceeding for April 20 (Mid-America Bcstg. System, Inc., Highland Park, Ill., et al). Action April 11.

■ Granted petition by Broadcast Bureau and further extended from April 13 to April 20 to file initial proposed findings of fact and conclusions and from May 8 to May 15 for replies in proceeding on application of WHYZ-TV Duluth, Minn. Action April 13.

■ Issued memorandum of April 12 ruling on petition by McLean County Bcstg. Co. for leave to file corrective amendment to its application for am facilities in Normal, Ill.; granted petition and accepted proposed amendment entitled "Engineering Statement for McLean County Broadcasting Co., Normal, Ill., March 31, 1961." Action April 13.

By Hearing Examiner Elizabeth C. Smith

■ Granted request by KCRA Inc. Sacramento, Calif., and made certain specified corrections to transcript in proceeding on its application for renewal of license. Action April 12.

■ Upon request by E. C. Gunter, dismissed his motion for leave to amend his application for new tv station to operate on ch. 3 in San Angelo, Tex., which is consolidated for hearing with Abilene Radio and Television Co. for similar facilities. Action April 14.

By Hearing Examiner Annie Neal Huntting

■ Received in evidence exhibit No. 46 of James J. Williams and closed record in proceeding on his application for new am station in Williamsburg, Va. Action April 11.

By Hearing Examiner Walther W. Guenther

■ Granted petition by Broadcast Bureau and continued April 14 hearing to May 15 in proceeding on application of Central Wisconsin Television Inc. for new tv station to operate on ch. 9 in Wausau, Wis. Action April 12.

■ On own motion, corrected transcript of record and allowed 5 days for objections in proceeding on applications of Radio Carmichael for am facilities in Sacramento, Calif. Action April 13.

By Hearing Examiner Jay A. Kyle

■ Received in evidence Belen Bcstg. Co. exhibit No. 1 and closed record in proceeding on its application for am facilities in Belen, N. M. Action April 13.

■ Pursuant to April 14 prehearing conference in proceeding on application of Ypsilanti-Ann Arbor Bcstg. Co., for am facilities in Ypsilanti, Mich., scheduled certain procedural dates and continued April 18 hearing to May 17. Action April 14.

By Hearing Examiner Thomas H. Donahue

■ By order, formalized agreements made at April 12 prehearing conference in proceeding on application of Jefferson County Bcstg. Co. for am facilities in Jefferson City, Tenn.; scheduled May 10 for exchange of exhibits and hearing for May 17. Action April 12.

■ Granted joint motion by applicants and continued April 12 hearing to June 12, in order to afford commission opportunity to pass on joint petition for reconsideration and grant without hearing that will be filed by parties in proceeding on am applications of WMOH Hamilton, Ohio. Action April 12.

■ Upon joint request of all parties, continued hearing from April 14 to April 28 in proceeding on application of Inter-Cities Bcstg. Co. for am facilities in Livonia, Mich. Action April 12.

By Hearing Examiner David I. Kraushaar

■ Granted petition by WNBE-TV New Bern, N. C., and continued April 26 hearing without date pending further order in premises in reproposal for specification of trans. and ant. site. Action April 17.

■ Rescheduled April 6 prehearing conference, which was continued without date by April 4 order of chief hearing examiner, for April 26 in matter of mod. of license of KERO-TV (ch. 10), Bakersfield, Calif. Action April 17.

■ Rescheduled April 12 prehearing conference, which was continued to new date to be specified by hearing examiner by April 11 order of chief hearing examiner, for May 10 in proceeding on am applications of KGFJ Los Angeles, and Sun State Bcstg. System Inc. San Fernando, both Calif., and on own motion, continued May 10 hearing to date to be determined at prehearing conference. Action April 17.

By Hearing Examiner Basil P. Cooper

■ Pursuant to agreements reached at April 14 prehearing conference, continued May 15 evidentiary hearing to date to be announced at conclusion of further prehearing conference which will be called within ten days after commission has acted on presently pending petition to enlarge issues in proceeding on applications of Bar None Inc., and Independent Bcstg. Corp. for am facilities in Dishman and Spokane, Wash. Action April 14.

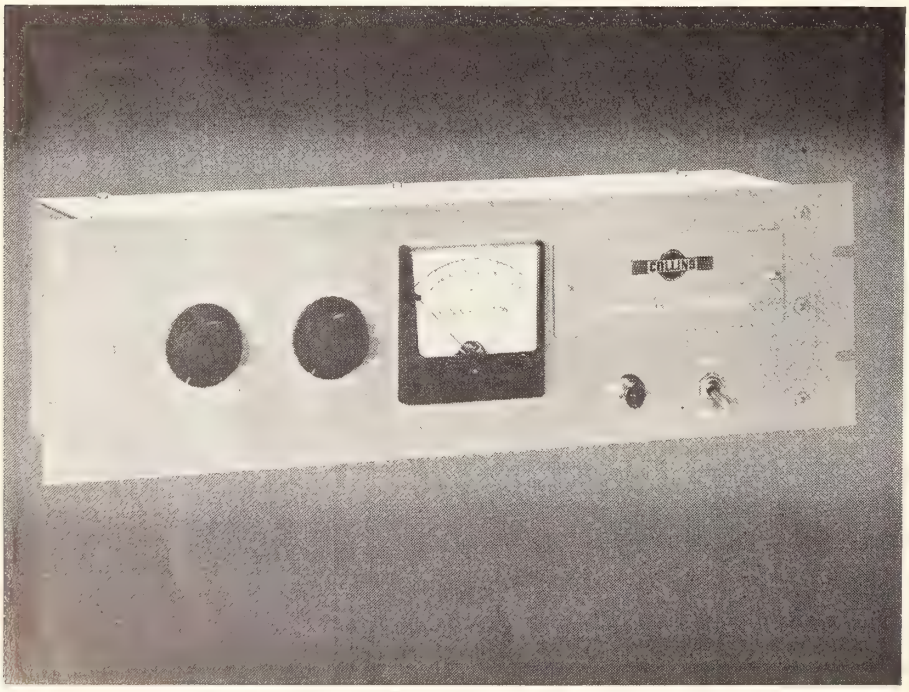
■ Granted petition by Broadcast Bureau and continued from April 12 to April 19 time to file responsive pleadings to presently pending petition of both applicants to amend their applications, and continued April 19 evidentiary hearing to April 26 in proceeding on applications of WTVM (TV) and WRBL-TV Columbus, Ga. Action April 14.

Continued on page 95

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RADIO

Help Wanted—Management

Your chance to move into management from salesmanager. Small market station in sunny south Florida needs manager who can sell and do a board shift. Base plus percentage of what you sell and percentage of gross revenues. Expect long hours, hard work in this job which can be your first station management position and your stepping stone to larger markets within the chain. Resume to Box 769D, BROADCASTING.

Wanted—Program manager for negro appeal station in major market. This is a permanent position with excellent future for man willing to work and take responsibility. State background and experience in first letter. Box 881E, BROADCASTING.

Qualified general manager. Florida. Give complete resume; biographical data; previous employment; references; pertinent sales billing history. Run station as your own. Absentee ownership. Salary and incentives. Box 938E, BROADCASTING.

The big one!—Excellent opportunity for successful manager of modern radio station to move into top spot of major facility in one of America's leading markets, east of Mississippi. Applicants must be able to withstand thorough investigation of ability and character. Write Box 950E, BROADCASTING.

Sales manager for group owned WBEE metropolitan Chicago negro programmed station. Excellent opportunity for advancement. Must have impressive personal sales record and ability to direct sales force. Send all information including recent photo in first letter to Box 970E, BROADCASTING.

Immediate opening for program director with mature concept of radio's capabilities. Station has reputation for public service, adult programming, sensitivity to area's interests and communications needs. Applicants must have college background, extensive announcing and board experience, broad knowledge of music, ability to type, and capability of directing and working with people. Send recent photograph, letter outlining education background, all past work-history, references, and salary expected. Send tape consisting of news, commercials, and general idea of program structure you favor. Address replies to Vern W. Williams, General Manager, WCLO, Janesville, Wisconsin.

Assistant manager for OK Group stations in mid-south and gulf coastal areas. Must have had radio sales experience. Opportunity for advancement to managership. Salary range from $7500 to $10,000 a year plus override on sales and fringe benefits. Write giving full details. Stanley W. Ray, Jr., 505 Barrone St., New Orleans, La.

Sales

Baltimore—Good money and top future for salesman who is looking upward. Multiple chain. Box 756E, BROADCASTING.

South Florida metro market. $100.00 week plus 15%. Weekly collected sales of $500.00 you get $150.00. On $1000.00 you get $250. You must have a proven record in radio time sales which will be thoroughly checked. A great opportunity for the hard working pro. Box 767D, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Sell the best station in this growing south central medium market—No high pressure but you must have the ability to gain respect of our top businessmen through your knowledge of radio advertising and your willingness to become a part of this lovely college town. $100 week guarantee. Box 897E, BROADCASTING.

Major market. Southern New England's top indie in million plus market needs proven producers now. Top dollar to right men. Send all details on your background please. Box 924E, BROADCASTING.

Texas kilowatt seeking experienced salesman, some announcing. Salary, commission. Box 964E, BROADCASTING.

Salesman: For single station small market. A good opportunity to settle down. Salary commensurate with experience. Contact assistant general manager, KAOL, Carrollton, Missouri. Phone 27.

Two aggressive, idea-selling salesmen with management potential needed for top rated indie in million plus market. See Mr. Mann, May 1st at Boston's Sheraton-Plaza.

Wired music salesman—Must have experience with Muzak or similar company. Car necessary. $100 a week. Harmony, Box 2148, West Palm Beach, Florida.

Announcers

South Florida 5 kw indie needs dj. Must be fast paced, tight production, experienced in modern radio format operation. $125 week to start. Box 553D, BROADCASTING.

Combo man. $125.00 week to start . . . $140 in 3 months at south Florida station. Heavy on announcing side. Experienced man only. Send full resume to Box 768D, BROADCASTING.

Announcer with first class ticket, maintenance is secondary. Box 928D, BROADCASTING.

Experienced morning man for mid-western medium market. No beginners as this job will pay above average income to the right man. Send tape, complete resume, and starting salary expected. Personal interview will be arranged later. Box 744E, BROADCASTING.

Best salary for two outstanding, experienced men. Versatile newsman and a production-minded dj for fast-paced top 40 station. Resume and tape. Box 870E, BROADCASTING.

Commercial D/J—Medium mid-west market—must have 1st phone. Start $550.00, plus all extras. Send details and tape. Box 892E, BROADCASTING.

Nation's leading radio chain wants a young, intelligent personality dj, with sharp wit and spontaneous humor, good on news. No drifters. This is a job with a long run and solid future for right, bright young dj. Send tape, picture and three references to Box 894E, BROADCASTING.

Experienced announcer-salesman with 1st-class license, by only AM-FM station in beautiful college town 1 hour from Los Angeles. $100 weekly for board work plus 20% on sales. Send resume, tape, photo. Box 904E, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

"Live-wire" independent in Maryland serving the eastern shore resort area needs salesman-announcer. Top station, top signal, top opportunity. Box 929E, BROADCASTING.

Pennsylvania radio station needs adult minded announcers. Men who can hold a good audience. No shouters. Rush tapes, and pictures to Box 974E, BROADCASTING.

Experienced announcer needed. Paul Vaughn, KESM, El Dorado Springs, Missouri.

DJ with first ticket, with or without maintenance, experienced or inexperienced KGHM, Brookfield, Missouri.

Wanted, money hungry announcer-salesman. Hard worker can make $600 a month. Must be family man with minimum of 4 years experience. Mondays off. Personal interview preferred. K-GRL, Bend Oregon.

Experienced staff announcer needed by leading independent music news operation. Forward full details, tape. WASA, Havre de Grace, Md.

Announcer with first class ticket. Sixty miles from New York City. WBNR, Beacon, New York.

Immediate opening, first phone dj to join our personality team. We feature versatile voices, bright style, lively pace. No hysteria. Ideal conditions. No maintenance. Top ratings, staple market of 350,000. Do you qualify? Send tape and photo to Ed K. Smith, WCMB, Harrisburg, Penna.

First phone combo announcer. Pop or country personality. Kilowatt fulltimer in pleasant small town. Send tape, photo, resume to WCTT, Corbin, Kentucky.

Wanted: Announcer with first phone—no maintenance—40 hour week—Paid hospitalization—Paid life insurance—Paid vacation. Send tape and resume to WEED, Rocky Mount, North Carolina.

Mid Tennessee fulltimer has opening for engineer-announcer. Must handle routine maintenance and regular board-shift. Emphasis on announcing, plenty of opportunity for advancement. Tape, resume, photo. WGNS, Box 310, Murfreesboro, Tenn.

Wanted immediately, announcer with first class license. Excellent working conditions. Excellent pay. WITE, Box 277, Brazil, Indiana.

Versatile staff announcer. Good newscasting ability. Morning schedule. Modern facilities—fulltime station. Salary $75 to $100 week. Must be from south. WLAG, La Grange, Georgia.

WNLC New London, Connecticut. Staff position. Start $85 week. Commercial experience required. Send tape, resume. Leslie Morson, Program Director.

Announcer, with first class ticket (no maintenance) for one kw daytime station soon to go on air in eastern Pennsylvania. Good future and salary for capable young man. Send tape and resume to WYNS, Lehighton, Pennsylvania.

Wanted immediately. Experienced announcer-salesman. Paul Vaughn, KESM, El Dorado Springs, Missouri.

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential. Professional Placement, 458 Peachtree Arcade, Atlanta, Georgia.

Help Wanted—(Cont'd)

Technical

Immediate opening for experienced chief. Montana kilowatt with remote control needs man that can assume full responsibility for technical end. Station has excellent equipment. Applicant must have executive ability and be strong on maintenance. Send resume including credit, character references, plus picture. Box 842E, BROADCASTING.

Chief engineer-announcer—1st phone, 1 kw directional. California top-rated radio station. References. $400.00 per month to start. KAFY, P.O. Box 6128, Bakersfield, California.

Chief engineer, or combination chief engineer-announcer. Experience most important. Strong, 250-watt operation, college town. Good salary. KHAS-Radio, Hastings, Nebraska.

Wanted: Engineer-announcer for daytimer. Station WAMD, Aberdeen, Md.

Chief engineer am and fm station. Send references and experience. WHOP, Hopkinsville, Kentucky.

WTTN-Watertown, Wisconsin. Chief engineer-some announcing, immediate.

Progressive growing New York state broadcasting organization has engineering positions open for licensed first phone engineering personnel, write G. F. Cushing, Vice President Engineering, Ivy Broadcasting Company, Box 10, Ithaca, New York.

Production—Programming, Others

Combination engineer and announcer . . . 1st class license required. FM station, New York City. Send tape. Write Box 916E, BROADCASTING.

Newsman for dominant middlewestern independent with experience in writing and delivering local news. You'll work with six mobile units. Box 961E, BROADCASTING.

Newsman wanted. Some experience required. Send resume, tape and minimum wage. Opening immediate. Michigan. Box 982E, BROADCASTING.

News director. Must be experienced. Prefer married man. Good salary. Send tape and resume to KMAQ, Maquoketa, Iowa.

Copywriter—Miami—The south's top 50,000 watter needs experienced copywriter, capable of speed, accuracy and fresh ideas with ability to make good use of production aides. Send background, sample copy and salary desired to Ned Powers, WINZ, Miami, Florida.

Progressive production minded station desires first ticket announcer. Salary open, new building, new Collins equipment. Home on premises available, if desired. WMVO, Mount Vernon, Ohio.

RADIO

Situations Wanted—Management

New Yorker desires to manage and buy stock into radio station. Responsible, experienced. Box 779E, BROADCASTING.

Get a qualified man for management. Fifteen years in radio, experienced in every department, first class license. Successful record of stability; employed. Box 845E, BROADCASTING.

Radio manager. 8 years sales manager. Record of successful stations. Also national tv experience. Prefer midwest. Box 852E, BROADCASTING.

Talented announcer, copywriter, production and sales background. College grad, seeking move to management or assistant management small to medium market station. Ten years broadcasting experience. Could invest. Age 30 . . . could invest. Box 832E, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Attending convention? Seeking to interview manager/sales manager possibility? I'll be there! Personal meeting with you solicited. I'll lay on line thorough industry-know-how background, plus ten year successful manager-sales manager record. After that you personally check my top industry references. They'll be there too! From your reply I'll contact. Box 976E, BROADCASTING.

General manager. Eighteen years all phases. Over ten years manager very successful station. Excellent references. Box 867E, BROADCASTING.

Striving to attain managership. Experience in radio and television. Seeking sports minded station. Last three years experience included program director, disc-jockey, and newscaster. Midwest location preferable. Box 890E, BROADCASTING.

General manager—18 years all phases radio and television—hard working 38 year old family man—heavy radio sales. Last six years manager/commercial manager same company. College degree-excellent references-west preferred. Box 895E, BROADCASTING.

Energetic, ambitious 33 year old broadcast veteran. Successful 15 years administrative, sales, creative production and talent background. Currently broadcasting executive in California. Desire move up with possible part ownership. Box 911E, BROADCASTING.

General manager available due to station sale. Fifteen years experience includes every department. Nine years full management small-medium competitive markets. Family man in mid 30's. Excellent references. Box 918E, BROADCASTING.

Management team, top references, wants Florida station that's losing money. Will sell, program, staff your station in one, reasonable package. Experience includes Florida market. Proved money makers. Box 919E, BROADCASTING.

General manager. Northeast only. Know all phases of radio—if you're looking for a hard worker and producer, I'm your man. Box 942E, BROADCASTING.

Attention station owner with health problem or other situation indicating you should start taking it easier. Capable, proven manager, BSME, strong personal sales, top industry references seeking location in southwest with substantial investment opportunity. Have in excess of $50,000 cash available. Box 948E, BROADCASTING.

Sales manager, experienced. Require and worth five figures. 37, college. Box 959E, BROADCASTING.

Ready for first management position. College grad, 27, promotion minded, aggressive. Experience in small, medium, large markets. Can sell, write, produce, announce. Desire growing organization with opportunity. Box 965E, BROADCASTING.

Sold! Following two years reorganization, rehabilitation and manager/sales manager work in March acting for owner I sold station, good profit. Sound record of management and sales over past twelve years now available. The station sales approved this month; I'm heading for Convention to talk employment. Let's plan to meet and exchange values. Box 977E, BROADCASTING.

Manager. 15 years experience all phases. Heavy on local, regional spot selling. Desires to manage and buy stock into small or medium market radio station. Highest industry references. Box 984E, BROADCASTING.

Sales

Presently employed as production manager-salesman. Desire position full time sales. Ten years broadcasting experience all phases. College grad. Box 833E, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Experienced salesman desires association with established group station with opportunity for advancement. Reliable, good worker. Wisconsin or Minnesota. Box 913E, BROADCASTING.

June graduate with B.S. degree seeking sales position in New England. Experienced in production, announcing, and some sales. Top references. Box 979E, BROADCASTING.

Aggressive young man desires combination sales-announcing position! Experienced! Upper midwest preferred. Chips Flodin, P.O. Box 431, phone TE. 2-0790, Eau Claire, Wisconsin.

Announcers

Available immediately. 5 years experience in dj and news. Wish the eastern area. Draft exempt. Box 927E, BROADCASTING.

Announcer, dj, news. College grad. 5 years experience. Family. Presently employed. Desire better pay and opportunities. Prefer good music. Tapes available. Free in June. Box 722E, BROADCASTING.

Experienced announcer — Sportscaster. 26 looking for active well organized station. Full of ambition, reliable. Radio college graduate. Tape, resume, picture available. Box 724E, BROADCASTING.

Energetic young announcer wishes to relocate in metro market with swingin' station. Married . . . education . . . experienced in dj shows (all types music); news; sports play-by-play; personal appearances. Box 729E, BROADCASTING.

Bright, happy sounding modern DJ-PD. . . . Extensive programming-production background in top metropolitan market operations. Prefer New York state area . . . will consider others. Box 806E, BROADCASTING.

Top rated d.j. looking for a New Frontier in N. Y., N. J. or Conn. Box 877E, BROADCASTING.

Play-by-play sports and newsman. B.A. Seven years experience. Box 879E, BROADCASTING.

Dependable. Unique. Warm. Consider first-rate station only. $750.00. Box 880E, BROADCASTING.

Available immediately. Announcer-engineer. Graduate DeVry Tech, Chicago. 1-year experience. Highest recommendations available. More interested in job with future than immediate remuneration. Box 886E, BROADCASTING.

Announcer, four years AM experience. Seeking night position, midwest. Married. Box 823E, BROADCASTING.

Veteran, 27, single, wishes start in radio, college student, available summer, sincere willingness cooperate work and learn all phases radio work, will send tape, commercials, news, comedy; picture. Box 901E, BROADCASTING.

Need that happy sound? I need $85 per week to start. Experienced in top 40 and middle of the road. Tops on news. Let's get together. Box 903E, BROADCASTING.

Ten years, versatile, good music. Personality, top rated, married, BBA. Box 906E, BROADCASTING.

Experienced, young, production minded dj, merried, looking for a place to settle and grow with the station. Box 908E, BROADCASTING.

DJ, announcer, experienced. Not a floater or a prima donna. Box 914E, BROADCASTING.

DJ-announcer. Young, ambitious, bright sound. Want top 40. Prefer station within 100 miles of New York. Box 915E, BROADCASTING.

Have talent, will travel. D.J., bookkeeping, and production experience, all in radio. Will relocate. Box 917E, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Young, dj wants summer replacement work. Three years experience. Now working at 5 kw in top 100 market. Air-check and resume on request. Box 920E, BROADCASTING.

Experienced dj, pd, seeking larger market. Married-family. Prefer midwest. Box 925E, BROADCASTING.

Strong on news, good on D.J. shows and commercials. General staff announcing. Available to travel anywhere. Resume and tape on request. Box 926E, BROADCASTING.

Combo man—recent broadcasting school graduate—some experience-salary open. Box 931E, BROADCASTING.

Announcer, one and half years experience, college, veteran. Currently employed. Box 932E, BROADCASTING.

Announcer, 10 years experience, 1 year tv, versatile, friendly, sincere, presently employed, seeking bigger market. Would welcome personal interview. Box 936E, BROADCASTING.

DJ in south looking for station with growth potential. State format. 3 years experience, college, family. Box 937E, BROADCASTING.

Smooth, experienced, first phone morning man. Authoritative news. Best references. Box 939E, BROADCASTING.

Married, intelligent, capable worker with ability, good voice and experience (nine years, including two news, two program director) tired of being changer mechanism in a top-40 juke box—wants to go back to radio. Box 940E, BROADCASTING.

Experienced radio tv newsman-photographer in market of 50,000, want larger. College grad, vet, family. Box 941E, BROADCASTING.

Top feminine dee-jay, music the listenable way. Through the night a show just right. Box 943E, BROADCASTING.

Sports announcer, finest of references, looking for sports minded station. Box 944E, BROADCASTING.

Beginner with potential seeks announcing position. Slight experience, trained voice, broadcasting school. Some college, third phone. Box 949E, BROADCASTING.

Experienced announcer-dj. Bright sound with #1 ratings in highly competitive market. Box 951E, BROADCASTING.

Negro—B.S. degree in announcing-production-AFRTS. No accent, news, jazz, rock and roll r&b, religious, staff. Mature, steady, sober. Box 954E, BROADCASTING.

Top radio personality for Connecticut, New Jersey, New York. Working now. Box 955E, BROADCASTING.

Stop! . . . personality . . . 5 years experience, program director 2 years . . . proven audience builder . . . proven saleability on the air . . . family man. Box 956E, BROADCASTING.

Comboman, first phone technician, seven years radio-tv. Mature, ambitious, reliable. Desires progressive, adult, northeast operation. Personal interview preferred. Available immediately. Box 958E, BROADCASTING.

Announcer, dj. Experienced, married, want to settle down, good tight board, bright sound, willing to relocate. Box 966E, BROADCASTING.

Colored announcer dj—fast board, news, broadcast school grad. Rock, pop or jazz. Family man. Box 967E, BROADCASTING.

Young man. Network television production experience, good voice; personality too. DJ—good commercials, new delivery. Some board, learn rapidly, tape. Box 969E, BROADCASTING.

Professional: Nine years, with solid references. Finest of background. Know formula and standard radio. Veteran with college. Experienced production. Strong news. Box 971E. BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer, dj desires staff job. Experience? Selling, writing and airing own weekly show past 3½ years. College grad. Professional musician. Married, vet, 27, prefers permanent position within commuting distance of Chicago. Box 980E, BROADCASTING.

Married, soft-sell personality jock, run own board, good production, prefer northeast. No rock please. Over two years radio, six years theatre. Tape on request. Box 985E, BROADCASTING.

Talented, sparkling announcer, d. j., newsman; 28, college, writes, sells; tape. Maximum 30 miles from N.Y.C. Alan Barry, 12 West 44th, N.Y.C. 36.

Professional disc jockey, newscaster, announcer. 15 years experience. Real result getter. Available now. Contact Sam Brown, Prince Karl Hotel-1901 K St., N. W., Washington, D. C. Phone Federal 8-2880.

Announcer with 1st phone license. Announcing school graduate. Good voice and personality. Will locate anywhere. John Burton, 3501 5th Ave., Los Angeles, California.

Announcer, limited experience. Opportunity more important than money. Prefer swinging station. Good references. Will relocate in the Congo. Larry Dean, 809 North Highland, Rockford, Illinois.

Announcer-D.J. 8 years same station. B.A. Jim Dougherty, 103 Middle Road, Muscatine, Iowa.

In tune? Deejay-announcer, 3 years experience, 25, married, best references, draft exempt, wants to grow with you. Most recently in suburban Chicago. Seeks production, pop music station. No "top 40." Warren Freiberg, 5369 West 89th, Oaklawn, Illinois.

Versatile dj newsman, experienced multi-million suburban market. Desires permanent connection with good organization. Stan Martin, 570 Grand St., New York City, CA 8-8676.

Announcer-salesman. Experienced radio man, experienced commercial manager. Married, will move. Good references. Can start work anytime. Don Neer, Brookfield, Missouri.

Attention: Louisiana, Mississippi, Gulf Coast. 'Swingin' dj, first ticket. Clyde Paul, MU 3-2259, General Delivery, Rusk, Texas.

Student desires vacation work. 2 years at college station, experienced in all phases of announcing, third phone, sports a specialty (finalist in major-league sportscasting competition). Available June 1-Sept. 1. Tom Schindledecker, 240 N. Sandusky, Delaware, Ohio.

Announcer-salesman-1st class, no maintenance. Married, presently employed by KGHM, Brookfield, Mo. Have given notice. Wish to return to southwest. References. Present employer may be contacted. CL 8-4477, Dean Tunnell, 609 N. Main, Brookfield, Mo.

Announcer. 3½ years Chicago. Any location now. Bass voice. Contact Lou Vale, Crawford 7-8169, Chicago.

Technical

Experienced first phone, mature, steady and reliable. Desires position. Available immediately. Box 749E, BROADCASTING.

Have first class radio telephone license, some experience on transmitters, slight experience on console, eighteen months selling in life insurance looking for my lrst job in radio, will consider all offers, William E. Myers, 4062 Dale Road, West Palm Beach, Florida.

Chief engineer, first phone. References. Desires permanent position with AM station. 2½ years experience. Eugene Ray, RFD #2, Hazlehurst, Ga.

Situations Wanted—(Cont'd)

Production—Programming, Others

World's best male traffic manager wants change. Insurmountable problems my specialty. If you can afford the very best, write Box 308E, BROADCASTING.

Program director—13 years experience (program director; personality disc-jockey; advertising representative research). College graduate. Box 606E, BROADCASTING.

Program director-DJ . . . Complete background in metropolitan markets' number one stations . . . know-how and proven ability to install or direct modern operations. Prefer New York state area . . . will consider others. Box 807E, BROADCASTING.

Sports director wants to advance. College graduate; eight years experience—college football and basketball, professional baseball. Top references. Box 849E, BROADCASTING.

Program director-announcer-first phone-sales. California only. Use any or all talents. Available immediately. Box 871E, BROADCASTING.

Experienced pd. Personal interview will convince you. I'm your man. Box 893E, BROADCASTING.

Promotion merchandising man with years in sales and management desires change after several years in present position. Box 896E, BROADCASTING.

Newsman. Desire to join metropolitan news staff under capable director. Prefer east of Mississippi. 8 years radio and journalism experience . . . beat-write-edit-air. Available immediately. Personal interview essential. $115 minimum. Box 902E, BROADCASTING.

Promotion, merchandising, production specialist. Top market experience. Young, versatile with broad background. Strong on sales promotion and merchandising. Also handle public relations and publicity. Good references and resume. Box 909E, BROADCASTING.

Announcing school and college grad, 25. Seeks start in radio news. Gathering, writing, broadcasting. Box 968E, BROADCASTING.

Program-news director experience in radio. TV newcasting. Young, mature, experience all phases radio. Married. College. Media position; no phonies. Box 972E, BROADCASTING.

News director offering increased sales, top management ability, top reporting ability to your station. Have created, maintained and run the best news departments in highly competitive markets for 7 years. Finest references, including present management. Box 978E, BROADCASTING.

Can you use a man with 4 years experience as a combination announcer/engineer? Seeks position as a program director. Have a 1st ticket and good references. Contact Tony Raphael, 3705 Altgeld Street, Chicago 47, Illinois. CApitol 7-8842.

TELEVISION

Help Wanted—Sales

Salesman for Claster Enterprises, Inc., to sell local-live syndicated tv packages. Must be free to travel coast to coast. Excellent opportunity. Salary and expenses. Send full details to: Romper Room, Inc., 2229 No. Charles St., Baltimore 18, Maryland.

Technical

Wanted: One transmitter operator and one transmitter maintenance engineer for mountain top operation. Engineer must be familiar with GE equipment. Send resume to Chief Engineer KMSO-TV, 340 West Main, Missoula, Montana.

Engineer with first class license at KMMT-TV Austin, Minnesota. Require person with aptitude for audio-video switching. Maintenance experience not essential. Contact E. M. Tink, Director of Engineering, KWWL-TV, Waterloo, Iowa.

Help Wanted—(Cont'd)

Technical

Chief engineer/announcer for 1,000 watt AM top station in San Joaquin Valley, California. Must be able to carry out organized preventative maintenance program on studio, transmitter and directional antenna. Must be able to handle any trouble shooting; Also take board shift 20-25 hrs. per week. Wire or phone Gary Ferlisi, KSBW-TV, P.O. Box 1651, Salinas, California. Harrison 2-6422.

Engineer with 1st class license for vacation relief. Previous experience unnecessary. Position available May 1, 1961. Contact E. M. Tink, Director of Engineering, KWWL-TV, Waterloo, Iowa.

TV summer studio relief 2nd class license minimum. Contact: Mr. Merritt, C. E., WICS-TV, Springfield, Ill.

Opportunity for alert technical school graduate to learn studio operation. Contact Henry Cronin, WPTZ-TV, Plattsburg, New York.

Experienced studio and maintenance engineer for permanent position. Excellent opportunity in busy TV operation. Send resume, references, to Chief Engineer, WTTW, Chicago.

Production—Programming, Others

Promotion manager, man or woman, wanted by area's number one television station, medium size southeastern market. Qualifications: Take charge station's promotion department, including on the air, newspaper, billboards, and above all, market and station promotion including market research and preparation of market and station sales presentations. If you have the ideas, and the follow through, this is the place for you. Working conditions and employee benefits excellent. Please send resume, salary requirements and photo. Box 899E, BROADCASTING.

TELEVISION

Situations Wanted—Management

Operations manager. Solid successful tv experience in all phases of station operations, including engineering, programming, production sales and sales management. Proven success in medium, major markets. Available in 60 days. Write Box 935E, BROADCASTING.

Announcers

Available immediately, on camera or booth announcer vet, 29, married. Two years radio, five years tv. Presently employed. Tape, resume, photos available upon request. Box 960E, BROADCASTING.

Technical

First phone, married, TV experience, wants permanent southern location, radio or TV. Available about May 15th. Box 891E, BROADCASTING.

TV transmitter engineer, 4 years experience. Tech school graduate. 1st radiotelephone, 2nd radiotelegraph licenses. Married. Age 30. Presently employed. References. Box 905E, BROADCASTING.

Television engineer, technical school graduate, 5 years experience, including transmitter, VTR. West coast or midwest preferred. Box 907E, BROADCASTING.

Technical school graduate with transmitter experience at full power station, desires studio or combination studio and transmitter position. First phone. Box 928E, BROADCASTING.

Production—Programming, Others

Producer-director—Immediate availability. 7 years same company. Do one-man board, familiar all phases. Top references, high credit and no drifter. Want organization with future. Box 848E, BROADCASTING.

Broadcast promotion and production man looking for break into TV. Have top radio references. Good track record. Ideas and ability my best asset. Available now. Box 910E, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Family man desires director's position with progressive organization. Four years experience. Box 921E, BROADCASTING.

Ambitious, versatile, announcer-program director with 11 years experience all phases air work desires permanent tv and/or radio staff-management position with progressive, possibly educational, metropolitan stations. Prefer northeast, will consider all offers. College grad-BS in radio-tv, veteran, married, 28, highest character, have know-how, desire to grow with organization. Are we compatible? Box 957E, BROADCASTING.

Looking for a promotion assistant? Three years experience with several eastern stations in audience-sales promotion. Interested in locating Pennsylvania, Ohio, New York or W. Va. Resume. Box 975E, BROADCASTING.

FOR SALE

Equipment

Ampex tape duplicator and two slave units. Closing our duplicator lab. Box 808E, BROADCASTING.

625 foot tower with 4 legs 59 feet apart, all galvanized and resting on 4 insulated balls. Complete with lights wench and geared to gasoline engine located in house of approximately foot from ground level in the tower. Box 923E, BROADCASTING.

Famous Western Electric 618 dynamic microphones like new $65.00 each. Altec 21D condenser microphone new $45.00. Western Electric RA1095 amplifier for 640AA condenser microphone $90.00. General Radio 759 sound level meter and 760 sound analizer $75.00 each. Two new Webster Electric 3006 teletalk masters cost $160.00 each both for $150.00. Box 930E, BROADCASTING.

GE 3kw FM transmitter, presently set for operation at 1500 watts. 250 watt driver in excellent condition, amplifier needs some work. Complete for $1500.00. Box 934E, BROADCASTING.

Four Seeburg automatics, two control units, model 200 LU-1P . . . Used very little. Half price, $300 each. Contact Mr. Barber, KTOP, Topeka, Kansas.

Remote pick-up systems Motorola. Two 25-50 mc FMTRU140. Two 150-170 mc FMTRU-41V. Two base stations. $250.00 each. KNET, Palestine, Texas.

1kw UHF TV transmitter, Continental model PA-714, operates ch 14 to 31. WAFG-TV, 1000 Monte Sano Blvd., Huntsville, Ala.

Ingersoll-Rand #1MRVN-3 water pump with 220/440V 60c. motor for G.E. TT6 tv transmitter, $489.00 new, price F.O.B. Cincinnati $200.00. Paul Adams, WCPO-TV, Cincinnati, Ohio.

Available in approximately 30 days, Gates RCB-6 remote control and metering equipment, two Magnecord PT6-AH mechanisms. Best cash offer. Radio Station WIMS, Michigan City, Indiana.

Unused Nitewatch for automatic programming and 8-hour recorder for multiplexing. WPEX-FM, Pensacola, Florida.

Used radio transmitter. 200 kw Doherty amplifier using 6-Federal-6803 tubes with 2300 v. 300 K.V.A. rectifier, 10 H. 20 MFD filter. Low level series plate mod.-crystal control. 24 D.B. overall feedback-30 to 15000 cycles flat. Linear distortion less than 1% at 95% mod. XEW, Mexico City, Mexico. Attention Chief Engineer.

Tower—immediate delivery—Utility heavy duty 185′ with lighting kit—dismantled—ready for shipment. WOKJ, Box 2667, Jackson, Miss. FL 4-4096.

RCA Model BTA-1L 1 kw transmitter, good condition, $1500; traded in on Bauer Model 707 "kit" transmitter. Write Bauer Electronics Corp., 1663 Industrial Road, San Carlos, California.

FOR SALE

Equipment—(Cont'd)

AM, FM, TV terminal equipment including monitors, 5820, 1850A and power amp tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

George Kim & Son. Tower-painting, repairing, erection and demolishing. Ebensburg, RD#2, Pennsylvania.

FM transmitter, 3 kw REL, model 519DL, excellent condition. Now in full operation with multiplex. Will sell with or without GEL multiplex exciter. Available in 30 days. Going to higher power reason for selling, Lincoln Broadcasting Company, 15401 W. Ten Mile Road, Detroit 37, Michigan.

Video monitors. See our new line at N.A.B. May 7th Wash., D. C.—Large screen waveform oscilloscope. High resolution viewfinder. 70 models video monitors. Miratel Electronics, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

Rigid transmission line, Andrews 1⅝" No. 551-3. New, unused, with hardware and fittings. Tremendous savings. Write for stock list. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

RCA Model BTA-1R 1 kw transmitter, latest model, good condition, $3500; traded in on a Bauer Model 707 "kit" transmitter. Write Bauer Electronics Corp., 1663 Industrial Road, San Carlos, California.

Gates deluxe auto-station. Ideal for am-fm automation. Excellent condition, used one year. $3500.00. Paul Timpe, 1230 South 15th, Quincy, Illinois.

Need immediate delivery? In stock Ampex 354, 354C, 351-AME-NAB, 351-2P, MX-35. Write United Radio, 22 N.W. 9th Ave., Portland, Oregon.

WANTED TO BUY

Stations

Experienced radio man desires small profitable station in the mid-south. Correspondence confidential. Box 900E, BROADCASTING.

Husband-wife team wishes to lease or buy small southern station. Experienced-responsible-civic minded. Box 912E, BROADCASTING.

Attention absentee owners! Responsible parties 20 year broadcast experience desire AM small or medium market in west. Principals only-no brokers. Confidential, of course. Reply Box 945E, BROADCASTING.

Californian desires small station ownership through lease-purchase arrangement. Responsible-experience. Correspondence confidential. Box 677E, BROADCASTING.

Equipment

Wanted—Small used audio console capable of handling at least four level and three high level inputs. George Sprague, Chief Engineer, WLOS-TV, Box 2150, Asheville, N. C.

Wanted—A good used, fairly new, 250 watt broadcasting transmitter. Need great, please call, wire or write Radio Station KBYG, Big Spring, Texas. Phone AM 4-4326, P. O. Box 1713. First offers, first buys.

INSTRUCTIONS

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

FCC first class license twelve weeks. PCIT, Woodburn, Oregon, YUkon 1-1066.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC first class license in 5 or 6 weeks. Instruction eight hours a day, five days a week. No added charge if additional time or instruction needed, as license is guaranteed for tuition of $300.00. Professional announcing training also available at low cost. Pathfinder Method, 5504 Hollywood Blvd., Hollywood, California. Next classes June 5th and July 31.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting April 26, June 21, August 30, October 25. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. "Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course."

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

MISCELLANEOUS

Experienced broadcast engineers available for your remote or tape programs originating from Chicago and vicinity. Box 847E, BROADCASTING.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

RADIO

Help Wanted—Sales

RADIO SALESMAN

Somewhere there is a salesman who wants to live in South Florida He's a nice guy who wants to be with a station with a future—soon to be the biggest in the market. He likes people, and he likes to work . . . but above all, HE CAN SELL! To prove it, he must have a sales record written in $$$igns. There's gold on the Goldcoast for you, if you're the man. Send facts and figures QUICK to:

Box 784E, BROADCASTING

Help Wanted—(Cont'd)

Announcers

ANNOUNCER-PRODUCER

With heavy top forty, formula background who wants to try hand with better programming for adult-oriented station in major midwestern market of 750,000. We'll need your resume, picture, and tape on first reply. Salary open. Professionals only need apply.

Box 953E, BROADCASTING

Production—Programming, Others

NEWS DIRECTOR

Top quality authoritative voice, experienced writer and reporter. Must be able to write and air editorials and commentary. Adult programmed station in major midwestern market of 750,000. Salary open. Send complete resume, picture, tape immediately. Very fine opportunity.

Box 952E, BROADCASTING

RADIO

Situations Wanted—Management

$100,000 cash available

Experienced all phase, last 15 years as manager. Desires to purchase working interest. Will consider minority. Southwest preference.

Box 947E, BROADCASTING

Announcers

ARK'S TOP PLAY-BY-PLAY ANNOUNCER

Nine year's experience doing all college sports, can sell on camera or mike as well. Presently station manager and sportscaster, fulltime or mainly sports duties would be swell. Have excellent background and references about which would be happy to tell.

Write
Box 922E, BROADCASTING

Production—Programming, Others

NEWSMAN

Desires to join metropolitan news staff under capable director. Prefer east of Mississippi. 8 years radio and journalism experience . . . beat-write-edit-air. Available immediately. Personal interview essential. $115 minimum.

Box 902E, BROADCASTING

PROGRAM-MUSIC-PUBLIC SERVICE DIRECTOR

12 years announcing, programming, production, continuity—adult stations.
Desire program director position medium market or programming assistant in music, production, or public affairs in major market.

Box 946E, BROADCASTING

Situations Wanted—(Cont'd)

Production—Programming, Others

AGENCIES - STATIONS
YOU SELL 'EM . . .
WE WRITE 'EM

CONTINUITY UNLIMITED will augment your present copywriting staff or will serve as your complete continuity department. Creative, persuasive radio and tv copy designed for you by experts. Amazingly low rates. Write for sample and details.

CONTINUITY UNLIMITED
P. O. Box 7413 Dallas 9, Tex.

FABIAN!
PAUL ANKA!
JERRY LEWIS!

And countless other TOP HOLLYWOOD IDOLS appear as GUEST DISC JOCKEYS on "WALLY GEORGE IN HOLLYWOOD . . . an exciting ALL STAR DJ SHOW taped EXCLUSIVELY for your station! GRAB THAT TEEN AGE AUDIENCE with California's Dean of the Teens" . . . CBS Award Winning WALLY GEORGE. 20 thousand teens in Wally George Club now! STARS participate in station breaks and COMMERCIALS! Also: Hollywood Hit Parade; Hollywood Gossip; Contests and Prizes. BUDGET ADJUSTED TO SUIT YOU BEST! FREE audition tape. Write: WALLY GEORGE PRODUCTIONS, 18102 Malibu Road, Malibu, California. Phone: GLadstone 4-1935.

TELEVISION

Help Wanted—Management

AVAILABLE NOW

A TV Sales Management executive position in Michigan's Second City. Require strong sales and administrative background. Rush experience resume, references and salary needs. All replies confidential.

Box 962E, BROADCASTING

TELEVISION

Situations Wanted—Sales

TELEVISION
SALESMAN - SALESMANAGER

TV experience includes General Sales Manager, top fifty market, National Sales Manager two smaller markets. Know sales thoroughly including local pavement pounding. Radio management experience. Finest references including all employers. Happily married, family, own home age 38. In radio and TV since 1945. Convention interview possible. Let's talk it over.

Box 933E, BROADCASTING

Situations Wanted—(Cont'd)

Production—Programming, Others

NEWS DIRECTOR

Experienced newsman with high-rated on-camera delivery and proven administrative ability. Currently directing top news operation . . . including editorial and public affairs programming . . . in Major East Coast market. Best of references from industry leaders.

Box 963E, BROADCASTING

FOR SALE

Equipment

STOP—LOOK (inspect)—and ORDER your MOSELEY Model SCG-2 Subcarrier Generator for FM multiplexing. On display at BOOTH 35B, NAB Convention or write for Bulletin #203.

MOSELEY ASSOCIATES

4416 Hollister Ave. P. O. Box 3192
Santa Barbara, California

WANTED TO BUY

Stations

$100,000
CASH AVAILABLE

To use as down payment for all or 50% of fulltime radio station. Prefer middle to large market within 90 minutes flying time from New York City. Will assume active management, principals only. All replies confidential.

Box 868E, BROADCASTING

INSTRUCTIONS

SELECTED ANNOUNCERS AVAILABLE

Trained, reliable men and women, graduates of the Detroit School of Announcing and Speech are interested in acquiring experience. Complete information including audition tapes sent on request. Let us help you find the right person for your staff. There is no charge for this service. Write

DETROIT SCHOOL OF ANNOUNCING AND SPEECH

138 Duffield, Detroit 1, Mich.

EMPLOYMENT SERVICE

JOB HUNTING?

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Wash	single	fulltime	75M	29%
Oregon	small	daytimer	28M	terms
			for 98%	
Oregon	medium	fulltime	117M	terms
Wash	medium	daytimer	105M	terms
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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 88

BROADCAST ACTIONS
by Broadcast Bureau

Actions of April 18

WCHB, WCHD (FM) Inkster and Detroit, Mich.—Granted transfer of control from Dr. Haley Bell to Dr. Haley Bell and Mary L. Bell, joint tenants with right of survivorship.

WALG Albany, Ga.—Granted acquisition of positive control by Allen M. Woodall through purchase of stock from James S. Ayers.

WIKC Bogalusa, La.—Granted license covering increase in daytime power and installation of new trans.

WFMO Fairmont, N. C.—Granted cp to change ant.-trans. and studio location; make changes in ant. system (increase height) and in ground system.

Actions of April 17

KPLT Paris, Tex.—Granted mod. of license to change name to KPLT Inc.

WREO-AM-FM Ashtabula, Ohio—Granted mod. of licenses to change names to Radio Enterprises of Ohio Inc.

WCMA Corinth, Miss.—Granted cp to install old main trans. as auxiliary trans. at main trans. site; remote control permitted.

WCSH-TV Portland, Me.—Granted cp to change studio and trans. locations and for changes in ant. system and equipment and change ant. height to 950 ft.

WMIT (FM) Clingman's Peak, N. C.—Granted cp to install alternate main trans. to be operated on 106.9 mc, 36 kw.

WRGR Starke, Fla.—Granted cp to change ant.-trans. and studio location.

WWCO Waterbury, Conn.—Granted cp to install new trans.

WINF-FM Manchester, Conn.—Granted mod. of cp to change type trans. and ant., increase ERP to 7.6 kw, ant. height to 600 ft., and change trans. location.

WELF Glen Ellyn, Ill.—Granted mod. of cp to change ant.-trans. location, studio location and make changes in ant. system; ant. height 90 ft.; remote control permitted.

WTAR-FM Norfolk, Va.—Granted mod. of cp to increase ERP to 40 kw, change type trans. and ant.

■ Granted mod. of cps of following am stations to change type trans.: WIXN Dixon, Ill.; WMTR Morristown, N. J.; WBAT Marion, Ind.; WCMA Corinth, Miss. and WWCO Waterbury, Conn.

■ Following stations were granted extensions of completion dates as shown: KSWC Tucson, Ariz., to June 1; WNBC New York City to Oct. 17; WERA Plainfield, N. J., to June 15; KVIL-FM Dallas, Tex., to Aug. 9; KRAM-FM Las Vegas, Nev., to Sept. 13; WOW-FM Omaha, Neb., to June 1; WITA-FM San Juan, P. R., to June 1; WMAX-FM Grand Rapids, Mich., to June 29; KPLA Plainview, Tex., to Oct. 15; condition; KVNA Flagstaff Ariz., to May 30.

Actions of April 14

KBTA Batesville, Ark.—Granted license covering increase in daytime power and installation new trans.; condition.

WJDX-FM Jackson, Miss.—Granted license covering change in ERP, ant. height, trans. location, type trans. and ant. and changes in ant. system.

■ Waived section 4.709 (b) of rules and granted STA for following vhf tv repeater station: Squaw Butte Television Club, ch. 13, Lower Box Elder & Clear Creek Community, Mont. (KFBB-TV, ch. 5, Great Falls, Mont.)

KREW Sunnyside, Wash.—Granted mod. of cp to change type trans.

■ Granted change of remote control authority for WAUX, WAUX-FM Waukesha, Wis.; KOKE Austin, Tex.; WJES Johnston, S. C., and WPIT-FM Pittsburgh, Pa.

WPIT Pittsburgh, Pa.—Granted change of remote control authority.

Action of April 13

WRGP-TV Chattanooga, Tenn.—Granted assignment of licenses to WSTV Inc.

Actions on April 12

WKHM Jackson, Mich.—Granted involuntary transfer of control from Nellie Marie Knorr, administratrix of estate of Frederick A. Knorr, deceased, to Nellie Marie Knorr, executrix of estate of Frederick A. Knorr, deceased.

WKMH, WKMH-FM, WKMF, WSAM, WSAM-FM Dearborn, Flint and Saginaw, Mich.—Granted involuntary transfer of control from Nellie Marie Knorr, administratrix of estate of Frederick A. Knorr, deceased, to Nellie Marie Knorr, executrix of estate of Frederick A. Knorr, deceased.

SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING April 20

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,531	39	131	804
FM	794	67	195	126
TV	486[1]	56	84	97

OPERATING TELEVISION STATIONS
Compiled by BROADCASTING April 20

	VHF	UHF	TV
Commercial	464	78	542
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE
Compiled by the FCC (Jan. 31, 1961)

	AM	FM	TV
Licensed (all on air)	3,522	758	486[1]
Cps on air (new stations)	30	71	54
Cps not on air (new stations)	128	204	83
Total authorized stations	3,680	1,033	635
Applications for new stations (not in hearing)	622	73	29
Applications for new stations (in hearing)	170	28	64
Total applications for new stations	792	101	93
Applications for major changes (not in hearing)	550	45	34
Applications for major changes (in hearing)	256	4	22
Total applications for major changes	806	49	56
Licenses deleted	0	0	0
Cps deleted	0	0	1

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

WRAW Reading, Pa.—Granted assignment of cp to Reading Radio Inc.

Actions of April 10

Richland Tv Club, Sidney, Mont.—Granted cp for new vhf tv translator station on ch. 10 to translate programs of KDIX-TV (ch. 2), Dickinson, S. D.

Fort Benton Tv Club, Fort Benton, Mont.—Granted cp for new vhf tv translator station on ch. 13 to translate programs of KFBB-TV (ch. 5), Great Falls, Mont.

Star Valley Tv System Inc., Thayne, Wyo.—Granted cp for new vhf tv translator station on ch. 9 to translate programs of KTLE (ch. 6), Pocatello, Idaho.

WTAP Parkersburg, W. Va.—Granted change of remote control authority.

Actions of April 6

KRZE Farmington, N. M.—Remote control permitted.

Bert B. Williamson, Belt, Mont.—Granted cps for two new vhf tv translator stations on ch. 11 to translate programs of KRTV (TV) (ch. 3), Great Falls, Mont., and on ch. 7 to translate programs of KFBB-TV (ch. 5), Great Falls.

Rulemakings

PROPOSED

■ Commission invites comments by May 17 to notice of proposed rule making looking toward amending tv table of assignments by substituting ch. 32 for ch. 51 in Louisville, Ky. Kentuckiana Television Inc., permittee of WLKY on ch. 51 in Louisville, petitioned for change to lower channel so as to result in more efficient utilization of third commercial uhf assignment in that city. It would involve substituting ch. 26 for 32 in Richmond, ch. 83 for 26 in Anderson, ch. 66 for 25 in Madison, Ind., ch. 32 for 26 in Knoxville, and ch. 26 for 32 in Oak Ridge, Tenn. Action April 13.

■ Commission invites comments by May 19 to notice of proposed rule making looking toward amending tv table of assignments to add ch. *20 to Athens, Ohio, by deleting that commercial channel from Coshocton and substituting ch. 71 therefor. Although ch. 62 is presently available in Athens, National Educational Television and Radio Center petitioned for lower uhf channel, for which Ohio Univ. plans to apply, to provide maximum coverage with minimum shadow problems. Action April 19.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
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OUR RESPECTS to Max Paglin, general counsel, FCC

From the stage to the courtroom

Seldom, if ever, has a top level appointment at the FCC been received as enthusiastically by the staff as the elevation of Max Paglin to general counsel.

"What a wonderful thing for Max and all the toilers in the vineyard," exclaimed one commission employe who has labored many years beside Mr. Paglin, an 18-year FCC veteran. "The staff is always behind one of our own who moves up the ladder but the warmth and sincere feelings for Max's appointment were especially felt by all of us," stated a commission lawyer.

These views epitomize the unanimous approval on the staff-level of the new FCC chairman's choice for general counsel. And, Max says, the most gratifying result of his appointment was the sincere cordiality of his colleagues.

But, even without these endorsements, Max David Paglin fits perfectly into the New Frontier "type." He was, after all, a star performer on the 1937 intramural championship touch football team at Columbia U. Law School. "I haven't been invited to play at 1600 Pennsylvania Ave., however," Max laughed.

An Actor at Heart ▪ Attorney Paglin, as assistant general counsel for litigation, has never been accused of "hamming up" his court arguments but it would be readily understandable if a bit of theatrics had crept in on occasion. He spent many hours in his youth preparing for a stage career and won a scholarship to a dramatics school when he was only 10 years old. He did, in fact, dance, act and sing on the stage and radio and coach dramatics.

The thespian turned lawyer probably inherited the dramatic inclinations from his father, who came to this country from Lithuania all alone and without a job when he was only 15 years old. The senior Paglin—before establishing a respected reputation as a New York homebuilder — taught dancing in his spare time. Max was very close to his father, who died last August without seeing his son attain his present high rank.

From the Beginning ▪ Max was born in New York City on May 1, 1914, and received his early education in the public schools there. He graduated from James Monroe High School with highest scholastic honors in 1932 and received a bachelor's degree in social science from the College of the City of New York four years later.

Actor Paglin's flair for the stage was prominent in both his high school and college careers. "I've been a ham ever since I was a kid," he said last week. He coached in the same dramatics school he attended and later taught dramatics in summer camps while a college student. He starred in various student variety shows as well as directing and acting in regular college radio broadcasts on New York stations.

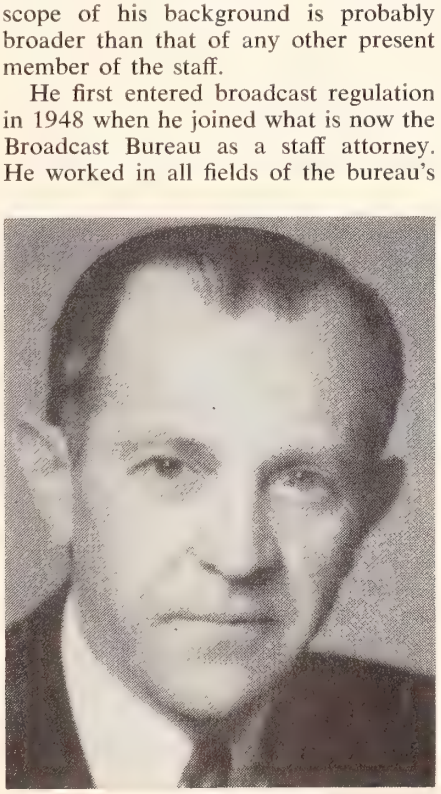
Max fully intended to find a permanent niche for himself on the stage until one fateful summer during the depression. Several of his college buddies came back to school "very discouraged" after a fling at summer stock. "I decided right then and there that law school was the next step for me," Max remembers.

He chose Columbia for his law training and received his LLB from that school in 1939 and was admitted to the New York State bar the same year. Mr. Paglin then entered private practice in his hometown, representing clients in various real estate and business transactions.

Next Stop, FCC ▪ In December 1942, Max joined the FCC general counsel's staff in the hemisphere communications unit. Activities of this unit were classified and Max remained with it until the unit was dissolved in late 1943, when he joined the Common Carrier Div.

During his 18 years with the commission, Max has had extensive experience and training in nearly every phase of the agency's regulatory work. The scope of his background is probably broader than that of any other present member of the staff.

He first entered broadcast regulation in 1948 when he joined what is now the Broadcast Bureau as a staff attorney. He worked in all fields of the bureau's activities and was "loaned" to then Commissioner George E. Sterling as his legal assistant for several months.



FCC's Paglin
Moves up the ladder

In 1951, Max became a leading trial attorney of the newly-formed hearing division of the Broadcast Bureau. While in this post, he supervised or tried directly many of the hotly-contested comparative tv cases which swamped the FCC after the tv freeze was lifted.

About this time, Mr. Paglin first began to receive commendations from others both within and outside the FCC. This was particularly true of his work as assistant chief counsel in the ABC-Paramount merger case. He was, at this time, working directly under present Commissioner Frederick W. Ford, who then was chief of the Hearing Div.

A Wise Choice ▪ "I just know good people when I see them," said Commissioner Robert T. Bartley of Max Paglin. As a consequence, Max became the commissioner's legal assistant in July 1953, a position he held for more than five years.

From the commissioner's office, Max moved up to assistant general counsel in charge of litigation in February 1959. He held that job until early last month when Chairman Newton N. Minow chose him as general counsel.

Max has been praised by both his superiors and those he directed as extremely sound and cool under fire. He has outstanding ability and uses it with thoroughness in everything from the most innocuous court argument to decisions on the top policy level. His litigation record is especially impressive and was spotlighted by former Chairman Ford in the FCC's 1960 yearend report.

The Paglins ▪ Just three weeks before he entered law school, Max met Sally P. Kobak of South Norwalk, Conn. "She practically took the courses with me," Max said, and although they soon were "going steady" it was not until five years later that Miss Kobak became Mrs. Paglin. "I vowed not to get married until I was making $40 a week in the practice of law," Max remembers, so the wedding was in 1941.

They have two sons, David S., 15, and Eric T., 11, and reside in suburban Silver Spring, Md. In addition to keeping his interest in dramatics through stagings for his wife's club, his hobbies include golf (low 90's, but he gets beaten regularly by son David), tennis and a "green thumb."

Max's affiliations include Phi Epsilon Pi fraternity, college alumni associations, Westchester Civic Assn., the PTA and Temple Emanuel, Kensington, Md.

Prime news medium

BROADCASTING today is a major journalistic force. It has the potential of becoming the prime informational medium if it wants to be.

The printed page press, of course, will resist this effort all down the line. It has for the past 25 years since radio first made its bid for status in news dissemination.

The greatest strides have been made in the past year—in the coverage of the political conventions and the election campaign. President Kennedy, in throwing open his news conferences to live and recorded video and audio coverage, brought victory to broadcasting in its long struggle for equality with the press.

If the fight to achieve recognition in journalism has been rugged, it will appear to have been child's play in contrast with what's ahead. Some indication of this is reflected in the widespread editorial reaction to NBC's recent *JFK Report II*. Newspapers and columnists criticized sponsorship of the event as demeaning the office of the President of the United States. They alluded to it as entertainment.

The press ridicules television—now the prime target—as show business. Television and entertainment are made synonymous.

Nomenclature becomes important. The "press" connotes news. There are *news* papers and *news* magazines.

Yet most newspapers are not predominantly news. Comic strips, advice to the lovelorn, horoscopes, crossword puzzles, food sections and women's pages do not constitute news. They are entertainment features, not unlike those you'll find on the air.

And all those "news" features are "sponsored" by the advertisers, national and local, that, in most metropolitan newspapers, account for anywhere from 60% to 80% of the overall content. And what about those unbroken columns of "spot announcements" called classified ads?

Broadcasters have made mistakes in the quest toward journalistic maturity. The biggest problem perhaps is that too many broadcasters regard themselves as being entirely in the entertainment business. Entertainment, of course, is basic—just as it is for newspapers and magazines. But it cannot be all-embracing if broadcasting is to achieve the distinction of becoming the prime informational medium.

We think, moreover, that ownership and top management should re-examine their programming policies and objectives. As we have said so often, the strength and stature and the very future of radio and television are imbedded in modern journalism and not in "show business."

Option time agonies

LAST week controversy raged over the move to expand station break time on the television networks to help the fortunes of their affiliates. Other events, however, may reduce the station break hassle to the status of a quibble.

The FCC, as this was being written, appeared bent upon the elimination of option time altogether as an anti-trust violation. If such a mandate should stick—and it will be litigated to the Supreme Court if need be—the present method of network broadcasting would undergo substantial change. Affiliations as they are known today probably would disappear, and the networks might be forced to function as syndicators selling their wares in the open market.

To all intents the controversy over station breaks is a *fait accompli*. ABC-TV, beginning in the fall, will allow its affiliates 40 seconds instead of 30 at station breaks. CBS-TV to remain competitive plans to expand its station break time from 30 to 42 seconds after half-hour programs and from 60 to 70 seconds after hour-long programs. NBC-TV, while it has said nothing for the record, doubtless will follow suit. Like CBS, it has no alternative if it wants to keep peace and harmony with its affiliates and avoid defections. The expanded breaks are within the commercial stipulations of the NAB Television Code.

Before television's customers go into tantrums over the station break issues, they should appraise the possible consequences of abolition of option time. For the uninitiated, option time is the term used to designate the hours of the broadcast day during which affiliates agree to carry network programs, if the network asks clearance. Historically, that time has been three hours in each of the four segments of the broadcast day. Last fall, the FCC cut this down to two and one-half hours.

In so doing, the FCC, by a narrow 4-3 vote, concluded that option time is "reasonably necessary" to the successful conduct of network operations. Three commissioners dissented on varying grounds but in essence felt there was no critical need for option time. KTTV (TV), Los Angeles independent which four years ago had precipitated the option time issue, took the decision to the Court of Appeals in Washington.

Last week the FCC asked the court to remand the case. This opens the way for reconsideration. Since the original action, the FCC has changed. Its new chairman is Newton N. Minow of Chicago. The three votes in favor of eliminating option time are still there. So, presumably, are the three in favor of retaining it. Mr. Minow has effectively stated his views in the few weeks he has been running the FCC for the New Frontier. He favors tough regulation. Abolition of option time is about as tough as the FCC can get short of abolishing the networks.

A vote to ban option time would not necessarily be a substitute for the former action. This depends on the nature of the court's remand. Because of its importance, we hope it will be a new action entailing full-scale rulemaking. Time then would be allowed for preparation for new hearings, and an eventual new appeal if the FCC majority persisted.

All that time would be needed to marshal the forces in television, including their advertiser and agency customers, to resist a legal mandate that might replace a workable system of network broadcasting with an unknown quantity.



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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

MAY 1, 1961

Campbell-Ewald finds viewer getting jaded in special qualitative tv study 31

NAB's convention next week in Washington to be held under government eye 77

Hostility greets Kennedy plan to revamp FCC, give chairman more power 52

FCC hearing on NBC-RKO swaps to feature rope-jumping by all concerned 54

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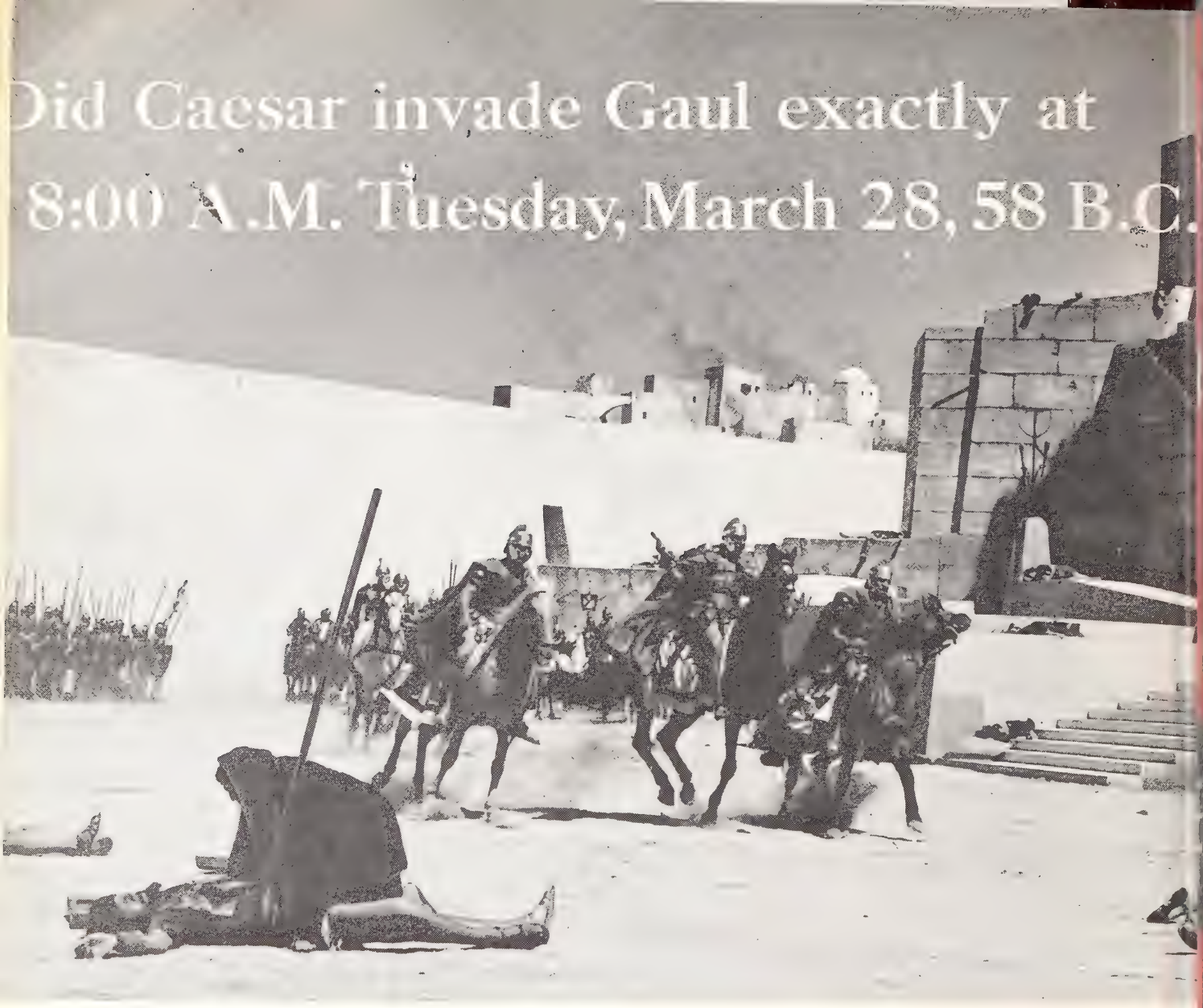
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CLOSED CIRCUIT®

CBS blockbuster

What could be blockbuster announcement is being prepared by CBS-TV network for its affiliates when they hold their annual convention this week (see page 126). It's new affiliation contract and station compensation plan, designed to make network business more competitive with spot in eyes (and pocketbooks) of affiliates. Handicap CBS-TV is trying to overcome is that affiliates get 30 percent of their rates on network business but 70 percent on spot, thus are inclined toward spot when they have to make choice. Network hopes to improve its odds by new sliding-scale arrangement which could give affiliates up to 60 percent.

Getting the breaks

ABC-TV Network officials naturally hope extra ten seconds they plan to add to affiliates' nighttime station breaks will help entice some important affiliates away from other networks. They claim others have written business on basis of 30-second breaks and hence could not expand to 40 for at least a year. But NBC and CBS poo-poo that idea. CBS officials say their advertiser contracts are cancellable on six-months' notice and therefore longer breaks could be installed on that notice. NBC authorities say their contracts don't even mention length of breaks—that they're written in terms of "approximate" hours and half-hours being sold to advertisers—so that NBC would not have to wait at all. For all three networks, of course: there is important matter of "customer relations" to be considered.

Y&R and ABC meet

There was an unpublicized meeting between ABC-TV President Oliver Treyz and Young & Rubicam President George Gribbin last week at which they reconciled virtually all their differences over ABC's 40-second-break plan (page 48) except one—the big one. Nub of dispute does not appear to be 40 seconds vs. 30 seconds so much as four or three commercials vs. two. Y&R has amassed figures, based on monitoring by broadcast advertisers reports, showing widespread triple-spotting within 30-second breaks; agency contends there'll be more triple and even quadruple spotting if another 10 seconds are added. ABC contends same records show only seven ABC primary affiliates did any significant prime-time triple-spotting in first quarter of this year and says six of these have since stopped. To ABC, issue boils down to question of whether you do or don't trust affiliates when they promise—as ABC says it has done—not to triple-spot in expanded breaks. ABC says it does trust them, hence has no thought of backing down on its plan.

Rating ferment

While ratings will not be on official NAB convention agenda next week it's bound to get plenty of smoke-filled room treatment and also may pop up at Wednesday FCC panel Q&A session. Madow committee report to House Commerce Committee, giving rating services reasonably clean bill on methodology, plus NBC Chairman Robert Sarnoff's proposal that audience measurement methods be recanvassed, plus FCC Chairman Minow's observation that ratings fall within pale of FCC's jurisdiction, plus latent Congressional interest, plus NAB President Collins' condemnation of shortcomings of ratings, add up to inevitable attack on whole problem with possibility that definitive action could come at NAB Board meeting in Washington next June.

Impromptu meeting on audience measurement was held during American Assn. of Advertising Agencies convention at While Sulphur Springs, April 22, related principally to Sarnoff suggestion that Advertising Research Foundation explore overall subject through special committee. Participants were NAB President Collins; A. W. Lehman, ARF managing director; Arthur Hull Hayes, president CBS Radio and Hugh M. Reville Jr., NBC vice president in charge of planning and research. Also actively discussed at White Sulphur Springs was suggestion by Richard A. Borel, director of tv, WBNS-TVColumbus, that industry undertake investigation of variation in ratings taken outside of metropolitan areas purportedly because of inadequate diary or other sampling.

No rigged FCC

There will be no rigged quiz at NAB's annual convention FCC panel in Washington on Wed., May 10. At briefing session last Monday with NAB executives, FCC members agreed that questions would be handled catch-as-catch-can with screening by NAB Board Chairman Clair McCollough, Steinman Stations, Lancaster, as moderator. It's presumed Mr. McCollough will eliminate questions on pending base but will not preclude questions on FCC's new crackdown program policies, promise vs. performance sophistry and other New Frontier approaches in rulemaking, as distinguished from adversary proceedings. Because of NAB convention, FCC will hold next week's regular Wednesday meeting on Thursday.

Stereo surge

Last-minute shifts in NAB convention agendas were taking place at weekend as stereo fm suddenly became one of top subjects! It's learned Zenith will demonstrate closed circuit stereo May 6 to fm sessions; RCA will have complete station stereo package on display, with delivery in June; Gates will have stereo exhibit; General Electric official will be wedged into engineering session to do stereo paper. Incidentally, many set and equipment makers, normally aloof toward fm, have indicated sudden interest in Washington convention.

Exploring party

Broadcast spokesmen had their first "exploratory" meeting with FCC staffers last Tuesday (April 25) on proposed new commission program reporting form (BROADCASTING, March 24). It was reported as very amicable discussion with staffers going over form and giving reasons for inclusion of specific questions. Industry group made no specific suggestions but some are planned at second meeting tomorrow (Tuesday). Underlying principle behind order will not be issue in discussion, it was stressed. Representing FCC were Kenneth Cox, Broadcast Bureau chief; Joe Nelson, chief of transfers and renewals; Ed Brown, chief of renewals ,and Hyman Goldin, economics chief. For industry were Vincent Wasilewski, NAB vice president; Robert Cahill, NAB attorney, Robert Booth, Federal Communications Bar Assn. president, and Frank Fletcher, FCBA past president.

Spectrum specialist

White House is moving toward appointment of radio spectrum expert to apportion spectrum between government and non-government users (BROADCASTING, April 17), but there's preliminary step necessary. First there must be consolidation of executive department's telecommunications functions now scattered (Interdepartmental Radio Advisory Committee, telecommunications office in Office of Civilian & Defense Mobilization, etc.) and this is seen in next two weeks.

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VIEWMANSHIP

THROUGH WMAR-TV PUBLIC SERVICE PROGRAMS starts behind the camera!





Thousands of Oriole fans lined the route of their "Welcome Home" parade heralding the 1961 baseball season . . . and WMAR-TV was "on-the-spot" as part of its comprehensive Public Service Programming! Paul E. Burke, Exec. Director of the Maryland Traffic Safety Commission wrote: *"So many people called my attention to the wonderful telecast of the parade . . . you must have a tremendous viewing audience . . . which just goes to show WMAR-TV proved it could be done in '61 by televising this extravaganza . . . as usual Bozo did a terrific job making it possible for so many people to see the Oriole players and others on the camera. The Program Directors, the camera people and everyone concerned at the station should get a lot of satisfaction out of this very successful television coverage."*

George Rogers and Sylvia Scott, popular WMAR-TV staff members, and "BOZO", Stu Kerr, (shown above), covered the parade.

In Maryland Most People Watch

WMAR-TV

CBS TELEVISION NETWORK

SUNPAPERS TELEVISION — BALTIMORE 3, MD.

Represented Nationally by THE KATZ AGENCY, INC.

CHANNEL 2

WEEK IN BRIEF

All broadcasting will point toward Washington as NAB convention week (May 6-10) nears. A special section detailing events and convention features. See . . .

OFFICIAL, SIDEBAR EVENTS . . . 78

WHERE TO FIND IT . . . 80

TECHNICAL PAPERS . . . 82

MAJOR EXHIBIT DISPLAYS . . . 90

DELEGATES: WHO'LL ATTEND . . . 110

A major Madison Avenue agency, Young & Rubicam, ran screaming to the FCC last week. It asked for cooperation in "prevailing" on ABC-TV and its affiliates to cancel a proposed increase in station-break time. See . . .

Y&R HOLLERS 'COPPER' . . . 48

How much program power has FCC? This perennial question is discussed by Pierson, Ball & Dowd, law firm, in comments on the proposal to revise program reporting forms. The spectre of censorship is raised. See . . .

FCC'S POWER DISPUTED . . . 56

The television audience is getting choosy, Campbell-Ewald Co. finds in an extensive analysis of audience habits, with emphasis on what tv and advertisers must do in the next few years. An exhaustive, detailed study. See . . .

X-RAY OF TV AUDIENCE . . . 31

A pattern for the FCC's hearing in the RKO General-NBC station transfers, along with corollary issues, has been set out. All the problems have been sorted into five groups, with a score of pleadings involved. See . . .

FCC HAS MANY QUESTIONS . . . 54

And now the FCC itself has complaints about the Washington regulatory picture. The cause—President Kennedy's plans to reorganize some commission functions, with the chairman given greatly enlarged powers. See . . .

JFK PLANS FCC OVERHAUL . . . 52

Commercial, programming and engineering aspects of fm stereo broadcasting, recently authorized by the FCC, will be explored by the National Assn. of Fm Broadcasters. NAB will go into the problem of fm and technical sessions. See . . .

WHERE IS FM STEREO GOING . . . 123

Who's No. 1 again? Procter & Gamble, as usual, heads the list of television advertisers, with estimated $101 million gross time purchases in 1960. Of this, $55 million was spot, according to TvB computations. See . . .

P&G TOP TV TIMEBUYER . . . 42

Organized musicians have started what they term an "all-out effort" to force television stations into matching performance against profit in the field of live local programming, naming WWL-TV New Orleans. See . . .

AFM LASHES AT WWL-TV . . . 62

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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IF YOUR CLIENT IS THINKING OF SELLING DRUGS OR COSMETICS IN N. Y. C.

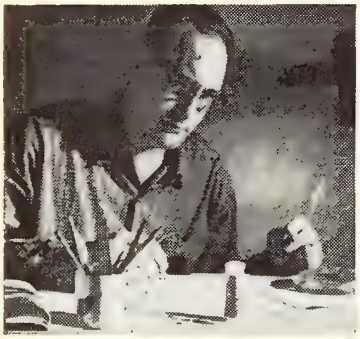
(and he should be; it's the biggest market in the U.S.)





START WHERE THE SELLING IS EASY

(easier because the New York market is bigger than the next 3 combined)







START WITH WINSland

(the proven path for reaching these people)





WHERE THE MARKET IS HAPPILY HOMOGENEOUS

(all ages, all interests, all incomes)





WINSLANDERS are all alike in one respect. They buy and use drug and cosmetic products at a rate undreamed of in any other market. They are health and beauty conscious to the tune of over half a billion dollars a year. Almost every minute of the day and night, WINS is the station in New York. MEDIA MORAL: If you sell drugs or cosmetics, sell it on WINS, the station with the listeners who take care of themselves.

For complete information call: WINS JUdson 2-7000

1010 WINS NEW YORK

Nationally Represented by The Katz Agency

Etv unlikely to get commercial vhfs—Ford

RCA'S BURNS PROPOSES $2.5 BILLION PROJECT FOR ETV

Changes for educators to be assigned commercial vhf tv channels are slim despite FCC inquiry on that possibility in New York and Los Angeles, Commissioner Frederick W. Ford said Friday at Institute for Education by Radio-Tv at Ohio State U., Columbus (see story page 125).

John L. Burns, RCA president, who addressed National Assn. of Educational Broadcasters Friday, meeting in conjunction with institute, proposed $2.5 billion nationwide etv project. Such investment, he said, could "solve our basic national education problem within a decade," would buy 150 etv stations, closed-circuit systems for all U. S. schools, studios and tape centers to program for closed-circuit systems and tv receivers for over one million classrooms.

Mr. Ford intimated etv's future is more promising in uhf bands, noting all-band set legislation pending and FCC's proposed New York uhf experiment may be aids to etv.

FCC member praised broadcasters for advances in informational programming, but said violence in entertainment shows has offset gains. He asked broadcasters to advance national goals by improving programming, suggesting more educational, cultural and informational material. He felt educators and broadcasters can establish partnership that can change listening habits to point it would no longer be financial sacrifice to produce and broadcast such programs.

Specifically, Mr. Burns proposed five-point program of action for NAEB which would set up steering committee of national leaders. Committee would then: (1) draw up national plan for etv development; (2) prepare detailed budget proposals for public and private financing; (3) set timetables for build-up of open- and closed-circuit systems and tape-film libraries; (4) seek support of Dept. of Health, Education & Welfare, foundations and other interested principals, and (5) mount informational campaign to "persuade every American that failure to support this effort will mean forfeiture of our children's educational heritage."

Secrest Secret

Official eyes popped last week when security check questionnaire was received from Civil Service Commission listing James Dixon Secrest as "applicant for chairmanship of FCC." Mr. Secrest; executive vice president of Electronic Industries Assn., Washington, was besieged with calls regarding confidential inquiry. He promptly notified CSC (with copy to FCC Chairman Minow) that he is not and has never been applicant for FCC chairmanship and that inquiry presumably was confused with security check on his status as member of National Industry Advisory Committee established by FCC and chairman of its Electronic Industry Subcommittee.

Cone tells Londoners 'Golden Rule' of ads

"Advertising should be done by us precisely as we would like it done to us," Fairfax M. Cone, chairman of executive committee, Foote, Cone & Belding, Chicago, said Friday in London in talk before Regent Advertising Club.

He said this means "clearly as to its promises, honestly as to its intentions and with sufficient substance to allow each reader or listener or viewer to make up his or her own mind with regard to the proposition that is presented." When these conditions are met there is very little left to case by government or industry critics against advertising, Mr. Cone said.

Dave Garroway's wife dies

Tv-radio star Dave Garroway's wife Pamela, 34, was found dead early Friday (April 28) at their New York home, apparently from overdose of sleeping pills. Mr. Garroway will be absent from his NBC-TV *Today* show minimum of two weeks, during which Jack Lescoulie and guest stars will substitute. Couple were married in New York May 7, 1956, and son, David, was born in 1958.

AMA Ribicoff impasse

Hassle between American Medical Assn. and Health-Education-Welfare Secretary Abraham Ribicoff over who will debate who over network tv on President's health proposals for aged was unresolved Friday. Mr. Ribicoff said he accepted original challenge from AMA, but wants to debate AMA president, Dr. E. Vincent Askey. AMA wants to use Dr. Edward R. Annis of Miami as its debater. NBC-TV has offered time for debate on *Nation's Future* (Sat., 9:30-10:30 p.m.) and CBS-TV has offered unset time, probably on *Face the Nation* (Thur., 10-10:30 or 10-11 p.m.).

D. j. Tripp testifies, denies he took payola

Former WMGM New York disk jockey Peter C. Tripp took stand for first time in his two-week old trial on Friday (April 28) and denied that he "ever took a dime" from record companies for playing records on the air.

He said, however, that it was "common practice" and "prevalent everywhere" for record manufacturers and distributors to offer disk jockeys "money, gifts and gratuities" for playing their records. Mr. Tripp, who also recounted how he increased his salary at WMGM from $250 to $650 per week as his popularity rose, is on trial on charges of commercial bribery (also see story, page 62).

G.E. asks joint space firm

General Electric asked FCC Friday for authority to set up "common carrier's common carrier" for world space communications in first comment filed on FCC policy inquiry on U. S. relay of various transmissions via satellites. GE wants to form company on joint venture basis for participation by other companies. GE said it could put first satellite up in 10 months and operable system of 10 satellites and 20 ground stations by mid-1965 at cost of $400-$500 million.

Plywood group signs Brinkley

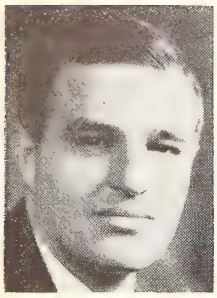
In its most extensive use of network television, Douglas Fir Plywood Assn. is understood to have bought one-half sponsorship of new *David Brinkley's Journal* on NBC-TV (Wed., 10:30- 11 p.m.), starting in fall. Association previously was represented on NBC-TV in 1956 with participations in *Home*. Agency: Cole & Weber, Seattle.

ABC backs Kennedy plea

ABC supports principles of President Kennedy's request last week to news media asking "self-restraint" in reporting U. S. affairs. James C. Hagerty,

more AT DEADLINE page 10

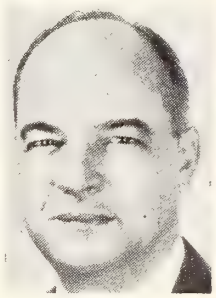
WEEK'S HEADLINERS


Mr. Taylor

Sherril Taylor, senior radio-tv group head at J. Walter Thompson Co., Chicago, has resigned to become independent producer and packager of tv programs with new *Kukla and Ollie* series as his initial project. He is associated with **Burr Tillstrom** and Chicago radio-tv packager **Jory Nodland** in ownership of Kuklapolitan Productions which has sold new series to NBC-TV for next fall. He also is associated with Friedle Pfeiffer, internationally known skier, and Pete Molner, who produced the winter Olympics on CBS-TV, in packaging series of winter spectaculars for CBS-TV next season. Before joining JWT in 1958, Mr. Taylor was vp and director of sales administration for RAB and before that for nearly a decade was in various executive capacities for CBS on both east and west coasts. He will establish offices in both New York and Chicago.

William R. Hesse, executive vp of Benton & Bowles Inc., named president of agency. He succeeds **Robert E. Lusk,** who becomes chairman of board and continues as chief executive officer. **William R. Baker Jr.,** board chairman since Mr. Lusk succeeded him as president nine years ago, becomes honorary chairman. **Atherton W. Hobler** remains as chairman of executive committee and **Henry O. Patterson Jr.** continues as vice chairman.

Mr. Hesse, who has been with Benton & Bowles for five years, started as vp and account supervisor before becoming a director. He was appointed senior vp in 1957 and executive vp a year later. Formerly, Mr. Hesse served as vp and account executive for Batten, Barton, Durstine & Osborn for eight years.


Mr. Hesse


Mr. Lusk


Mr. Hartshorn

Stephen H. Hartshorn, vp and research director, Geyer, Morey, Madden & Ballard Inc., N.Y., elected to agency's board of directors. Head of research department since 1951, Mr. Hartshorn became vp in 1956. He joined GMM&B in 1944, when Tracy-Locke-Dawson Inc., for which he was also research director, merged with Gever. Earlier, he was vp of Clark-Hooper Inc., where he shared in development of pioneer telephone research service.

Albert W. Reibling, account executive, and **Bruce E. Crawford,** account supervisor, both on Brown & Williamson tobacco account, elected vps of Ted Bates & Co. Mr. Reibling, who was made assistant vp in 1960, came to Bates in 1957 from Kudner Agency, where he was general manager of radio-tv dept. Previously he was business manager of NBC-TV. Mr. Crawford has been with Bates since 1959.

For other personnel changes of the week see FATES & FORTUNES

ABC vice president of news and special events, wired Pierre Salinger, presidential news secretary, that ABC is happy to participate in efforts to explore "any further voluntary assumption by news media of common sense reporting in these critical days." Mr. Kennedy made request in talk to American Newspaper Publishers Assn. meeting in New York.

Two allocations changes asked

Two requests for changes in tv allocations have been filed with FCC. One, by Northern California Educational Tv Assn., asks that ch. 9 in Redding, Calif., be reserved for educational use. Other, by KTVE (TV) El Dorado, Ark., seeks hyphenization of El Dorado and nearby Monroe, La.

Drug firms ask FTC delay

Makers of two pain killers have denied charges by Federal Trade Commission that their advertising is false (BROADCASTING, March 20). American Home Products Corp. (Anacin) and Bristol-Myers Co. (Bufferin) told FTC that complaints should be dismissed. March complaints also were issued against Sterling Drug (Bayer Aspirin) and Plough Inc. (St. Joseph Aspirin), but they received extensions of time to reply.

Quiz grand jury extended

Life of New York County grand jury investigating tv quiz scandals, scheduled to terminate April 30, was extended until June 30. Move was granted by Judge Charles Marks of General Sessions Court upon request by grand jury foreman. Trial of 15 tv quiz show winners charged with perjury in connection with testimony given to grand jury is set for May 8.

'Laurel & Hardy' series set

Jayark Films Corp., New York, will handle worldwide distribution of new all-color animated series of one-half hour cartoon telefilms titled *Laurel & Hardy*. Series will recreate comedies of team that starred in over 100 movies.

Larry Harmon Pictures Corp., Hollywood, firmed deal through Mitchell Gertz agency representing Stan Laurel, and Lucille Hardy Price, widow of Mr. Hardy. Harmon Corp. also will produce five-minute segments for markets in which shorter versions of series are applicable.

Magnuson, Keating favor Kennedy's FCC proposal

Initial Capitol Hill reaction to President's messages on FCC reorganization and conflict-of-interest (see story page 52) was favorable.

Chairman Warren G. Magnuson (D-Wash.) of Senate Commerce Committee said increasing responsibility of FCC chairman, as called for in reorganization plan, would help speed up agency's proceedings. He had discussed reorganization plans with White House advisor James M. Landis before proposals were sent to Congress.

Sen. Kenneth Keating (R-N. Y.) applauded "constructive and positive tone" of President's recommendations for dealing with conflict-of-interest problems. His proposals can serve as sound framework "for positive action," Sen. Keating added.

You're going to wake him up
with the same news he heard
before he went to bed?

(Of course, you can always
put him to sleep tonight
with the same stuff
he heard this morning.)

United Press International (UPI)





Embassy of the Union of Soviet Socialist Republics

The Music Room in the Soviet Embassy is shown here . . . another in the continuing series of photographs by WTOP-TV on the Washington diplomatic scene.

WTOP-TV 9

REPRESENTED BY CBS TELEVISION SPOT SALES



memo!



Professional consultants recently examined 19 outstanding high school home economics and health textbooks and found that a basic cereal breakfast, among other breakfasts, appeared in every textbook examined. The majority of these textbooks included statements based on the Iowa Breakfast Studies.*

The need for a good breakfast every day is no longer a matter of opinion or personal preference. It is a scientific fact as demonstrated by the Iowa Breakfast Studies conducted by the College of Medicine at the State University of Iowa over the past decade.

**A Summary of the Iowa Breakfast Studies, published by Cereal Institute, Inc., May 1, 1957.*

CEREAL INSTITUTE, INC.
135 South La Salle Street, Chicago 3

A research and educational endeavor devoted to the betterment of national nutrition

cereals are low in fat

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

April 30-May 3—**U. S. Chamber of Commerce** annual convention, Washington.

MAY

May 1-31—National Radio Month.

May 1—Comments due to **FCC** in space policy inquiry.

May 1—Comments due on **FCC** request for suggested "methods" of reserving one vhf channel in both Los Angeles and New York for educational tv.

May 1—Deadline for submissions of 100-200 word abstracts and 500-1000 word detailed summaries of papers for the 1961 **Western Electronic Show & Convention (WESCON).** Send to the attention of E. W. Herold, WESCON Northern California Office, 701 Welch Road, Palo Alto, Calif.

May 1 — Chicago Area Agricultural Assn., 2nd annual farm marketing and advertising seminar. Pick-Congress Hotel, Chicago.

May 1-3—**Assn. of Canadian Advertisers.** Royal York Hotel, Toronto, Ont., Canada.

May 2-4—**Electronic Components Conference.** Jack Tarr Hotel, San Francisco.

May 3—**Station Representatives Assn.,** Silver Nail Timebuyer of the Year Award luncheon, Waldorf-Astoria Hotel, N. Y.

May 3-6—**American Public Relations Assn.** 17th annual convention. Hotel Shelburne, Atlantic City, N. J. The association's Philadelphia Forge will be host. The theme will be: "Analyzing Public Relations' Accomplishments Problems, Opportunities and Skills."

May 4—**American Tv Commercials Festival,** Hotel Roosevelt, New York City, all day.

May 4-5—CBS Television Network-CBS-TV Affiliates Assn., annual meeting. Waldorf-Astoria Hotel, New York City.

May 4-6—**Western States Advertising Agencies Assn.,** annual conference. Speakers include James L. Wadsworth, former U. S. Ambassador to the United Nations. Shelter Island Inn. San Diego, Calif.

May 4-7—**American Women in Radio & Television,** national convention. Statler-Hilton Hotel, Washington, D. C. Keynote speaker: LeRoy Collins, president of NAB.

May 4-14—**Brand Names Week.**

May 5—11th annual **Radio-Television Conference & Banquet** sponsored by Radio-Television Guild of San Francisco State College. At San Francisco State College.

*May 5-6—**Annual Radio & Television News Seminar,** U. of Washington, Seattle.

*May 5-6—**U. of Wisconsin Advertising Seminar,** Madison. Theme: "Creative Advertising for Tomorrow's Markets." Speakers include Daniel S. Parker, president, Parker Pen Co., and Draper Daniels, Leo Burnett Co., Chicago.

May 5-7—**National Assn. of FM Broadcasters,** Washington, D. C. Board of Directors meeting, May 5; annual business meeting, May 6; "FM Day," May 7.

May 6 — **Advertising Assn. of the West,** fifth district, conference. Huntington-Sheraton Hotel, Pasadena, Calif., 9:30 a.m. Theme of conference: "Practical Advertising."

May 7—**Assn. of Maximum Service Telecasters,** annual membership meeting. 9:30 a.m. Palladian Room, Shoreham Hotel, Washington, D. C. Board of directors will meet May 6, also in Washington.

May 7-10—**NAB** annual convention. Sheraton Park and Shoreham Hotels, Washington.

May 7-12—**Society of Motion Picture & Television Engineers,** 89th semiannual convention. King Edward Sheraton Hotel, Toronto, Canada. Theme will be "International Achievements in Motion Pictures and Television." Speakers include John J. Fitzgibbens, president, Famous Players Canadian Corp. (operator of pay tv system in Toronto).

May 8-10—**National Aerospace Electronics Conference,** Institute of Radio Enginers. Biltmore & Miami Hotels, Dayton, Ohio.

May 9 — **Broadcast Pioneers,** 20th annual dinner 7:30 p.m., Cotillion Room, Sheraton Park Hotel, Washington, D. C.

May 10—Reply comments due in **FCC** program form rulemaking.

May 10—Deadline for return of final voting ballots in National Academy of Television Arts & Sciences annual **Emmy** awards competition.

May 11 — **Assn. of National Advertisers** Workshop on International Advertising, Hotel Plaza, New York City.

May 12 — **Connecticut Broadcasters Assn.,** annual meeting. The Waverly Inn, Cheshire.

*May 12—**Iowa AP Radio-Tv Assn.,** Holiday Inn, Des Moines.

May 12—Deadline for entries in Industrial Design Award Competition of Aug. 22-25 **WESCON.** Entry forms available from WESCON Business Office, 1435 S. La Cienega Blvd., Los Angeles 35.

May 12 — **Academy of Television Arts & Sciences,** Phoenix chapter. Second annual Emmy awards banquet. Backstage Club and Sombrero Playhouse, Phoenix.

*May 12-13—**UPI Broadcasters of Illinois,** spring meeting. Orrington Hotel, Evanston.

May 13 — New York are **Emmy** awards telecast, WNBC-TV, 10:30-11:15 p.m.

May 13—**Illinois AP Radio-and-Television Assn.** Northwestern U., Evanston.

May 13-14 — **Illinois News Broadcasters,** spring convention. Otto Kerner, governor of Illinois, principal speaker. Northwestern U., Evanston.

May 15-27—**The First International Festival of Television Arts & Sciences,** Montreux, Switzerland. The festival is divided into three parts: (1) May 22-27—**Television Contest** (telecasts from all countries wishing to participate will be judged; (2) May 17-21—**Television Symposium** (technical papers and speakers), and (3) May 15-27—**Television Equipment Trade Fair** (display of latest equipment). Information available from: Festival committee, 8 Grand Rue, Montreux, Switzerland.

*May 16—13th annual **Alfred P. Sloan Radio-Television Awards for Highway Safety.** Waldorf-Astoria, New York. Banquet 7 p.m.

May 16—**National Academy of Television Arts & Sciences,** 13th annual **Emmy** awards presentation. NBC-TV, 10-11:30 p.m. (EDT), originating from New York and Los Angeles.

*May 17-19—**Kentucky Broadcasters Assn.,** spring meeting. Brown Hotel, Louisville.

*May 18—**Minnesota Broadcasters Assn.,** annual business meeting. Dyckman Hotel, Minneapolis.

*May 19—**Arizona Broadcasters Assn.,** spring meeting. Ramada Inn, Tucson.

May 20 — **California AP Television-Radio Assn.,** Paso Robles, Calif.

May 22-24—**National Symposium on Global Communications,** Institute of Radio Engineers. Hotel Sherman, Chicago.

*May 23—**Radio-Television Women of South-**

RAB SALES CLINICS

May 1—Portland, Me.
May 2,3—Boston.
May 4—Syracuse, N. Y.
May 5—Rochester, N. Y.
May 15—Harrisburg, Pa.; Kansas City.
May 16—Omaha, Neb.; Pittsburgh.
May 17—Cleveland; Des Moines, Iowa.
May 18—Minneapolis.
May 18,19—Detroit.
May 19,22—Chicago.
May 22—Denver.
May 23—Indianapolis.
May 23—Salt Lake City.
May 25—Columbus, Ohio.
May 25,26—Tulsa.

MORE MILES PER RADIO MINUTE

KBIG minutes travel farther with "compact" economy; only 38¢ per 1000 listening homes in metropolitan Los Angeles (1960 Cumulative Pulse). San Diego, San Bernardino, and 231 other vital Southern California markets are free! No other station covers so much for so little.

KBIG 740 kc/10,000 watts Radio Catalina for all Southern Calif.
JOHN POOLE BROADCASTING CO., INC.
6540 Sunset Blvd., Los Angeles
National Representative: Weed Radio Corp.

ADVERTISING FORMULA

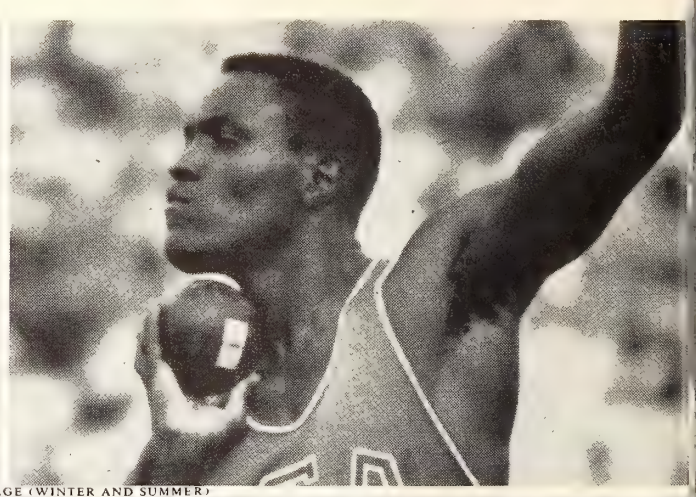
To this much copy, add product display, sound, motion, television's biggest audiences and lowest costs.

Then call—

PETERS, GRIFFIN, WOODWARD, INC.

OUTSTAN
TELEVISI





CBS 1960 OLYMPIC COVERAGE (WINTER AND SUMMER)



CBS REPORTS



G-E COLLEGE BOWL

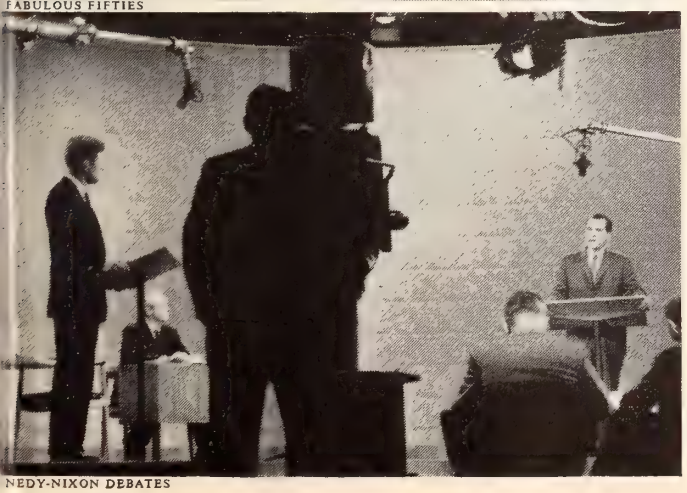
DING ON

For more than twenty years the annual George Foster Peabody Awards have paid tribute to the conscience and ability of the nation's broadcasters in discharging their public responsibility. This year's Peabody jury has just singled out the CBS Television Network for five awards in network television. It thus confirms the judgment of millions of Americans that we are providing not only the programs they enjoy most, but those that are most essential to a greater understanding of the events and issues of our time.

CBS TELEVISION NETWORK



FABULOUS FIFTIES



NEDY-NIXON DEBATES

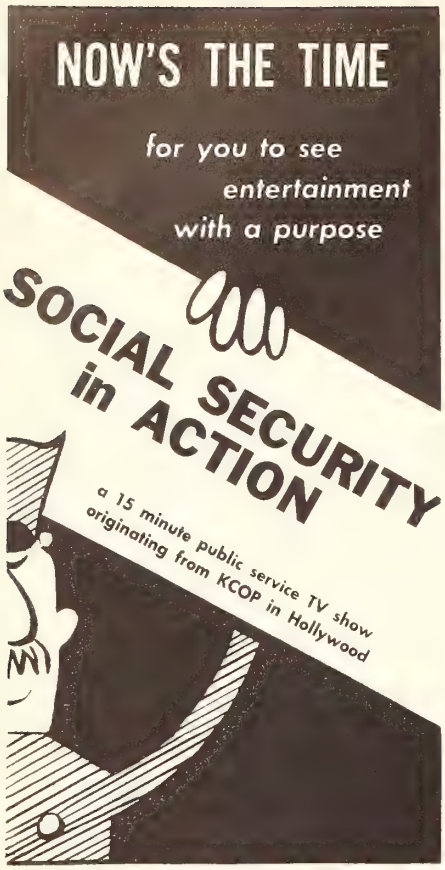
"OUTSTANDING CONTRIBUTION TO INTERNATIONAL UNDERSTANDING: CBS 1960 Olympic Coverage . . . was the outstanding presentation in all 35 years of broadcast time. Technical problems were surmounted with stunning ingenuity. For the Winter Games at Squaw Valley, equipment was brought in by toboggan and cameras were carried up icy slopes on the backs of cameramen. For the Summer Games at Rome, the events were brought to the American public (often on the same day they took place) through tape, split-second transatlantic jet schedules . . . As a result, the American audience participated Winter and Summer in a great international undertaking. Such a television achievement is clearly an outstanding contribution to international understanding . . ."

"OUTSTANDING TELEVISION ENTERTAINMENT: The Fabulous Fifties combined style, humor and imagination. It was rich in touches of quality showmanship and equally rich in the memories of a decade which it revived. In recognition, the Television Award for Entertainment is presented to *The Fabulous Fifties* with a special word of praise for producer Leland Hayward, and the top talent which appeared in this memorable entertainment special."

"OUTSTANDING TELEVISION PUBLIC SERVICE: CBS Reports. This Award cites, in particular, the "Harvest of Shame"; commends David Lowe as producer of this unflinching account of how the migrant worker lives in America, and Fred Friendly, executive producer; and carries a special Citation to William S. Paley, Chairman of the Board of the Columbia Broadcasting System, for his valor and vision in espousing the cause of public enlightenment by underwriting these documentary studies of the world of reality and airing them in the face of formidable opposition from the competing world of unreality."

"OUTSTANDING TELEVISION YOUTH PROGRAM: G-E College Bowl. Through contests between two teams of students, *G-E College Bowl* helps to focus the nation's attention on the intellectual abilities and achievements of college students. The competition emphasized quick recall of specific facts and therein lies its appeal which is illuminating, educational, entertaining and exciting. The program provides weekly scholarship grants to colleges and universities. Allen Ludden as moderator deserves special mention for his excellent work . . ."

"SPECIAL AWARD FOR OUTSTANDING PUBLIC SERVICE: Dr. Frank Stanton, CBS. 'The Great Debates' between the Presidential candidates are recognized as conceivably the most important service ever performed by Broadcasting and one that may become a permanent part of our political heritage. The Award goes to Dr. Frank Stanton for his initiative . . . and his courageous leadership in bringing about the Joint Resolution of Congress which made the debates possible."



FEATURING

WILLIAM FRAWLEY	JOE E. BROWN
REGINALD OWEN	GERALD MOHR
NINA FOCH	RONNIE DEAUVILLE
STANLEY ANDREWS	MARIE WINDSOR
MONTE BLUE	WALTER WOOLF KING
MISS ISRAEL OF 1960	CAMERON SHIPP

THE WAX WORKS

a 13 week series — guest interview format



ern California, annual awards banquet. Beverly Hilton Hotel, Beverly Hills, Calif. Organization's "Lulu" award will be presented to Barbara Stanwyck.

*May 24—**Broadcast Adv. Club of Chicago,** luncheon meeting. To be addressed by CBS Inc. President Frank Stanton. Grand Ballroom, Sheraton-Towers, Chicago.

May 25—**Chicago Unlimited** salute to AFTRA. Grand Ballroom, Sheraton Towers Hotel, Chicago.

May 25-28—**Federation of Canadian Advertising & Sales Clubs,** 14th annual conference. Ottawa, Ont., Canada.

*May 26-27—**Radio/Television News Directors of the Carolinas,** annual meeting. Francis Marion Hotel, Charleston, S. C.

May 27-31 — **Advertising Federation of America,** 57th convention, Sheraton-Park Hotel, Washington, D. C. Gen. Alfred M. Gruenther, president of American Red Cross, is keynoter; economics session features Dr. Neil H. Borden, Harvard, and Dr. Dexter Keezer, economics adviser to McGraw-Hill.

JUNE

*June 1—Comments due in **FCC** rulemaking to revise program reporting forms in original, renewal and sale applications.

June 2—**Wyoming AP Broadcasters,** convention. Plains Hotel, Cheyenne.

June 2 — **UPI Broadcasters of Michigan,** spring meeting. Selfridge Air Force Base, Mt. Clemens.

June 2-3—**Industry Film Producers Assn.** second annual convention and trade show. Hotel Miramar, Sanata Monica, Calif.

June 3 — **Florida AP Broadcasters Assn.** Daytona Beach.

June 3-4—**Oklahoma AP Broadcasters Assn.,** meeting. DeVille Motor Hotel, Oklahoma City.

June 5-16 — **International Communications Workshop,** sponsored by World Commission for Christian Broadcasting, American Jewish Committee and several other religious groups. U. of Southern California, Los Angeles.

June 6—**American Marketing Assn.,** New York chapter, marketing workshop: Management use of marketing research companies, Lever House auditorium, New York, 4 p.m.

TvB Sales Clinics

May 2—Pittsburgh.
May 4—Washington, D. C.
May 9—Buffalo.
May 11—Boston.
May 16—Salt Lake City.
May 18—Portland, Ore.
May 23—San Francisco, Cincinnati.
May 25—Los Angeles, St. Louis.
May 30—Jacksonville, Fla.
June 1—Charlotte, N. C.
June 6—Minneapolis-St. Paul.
June 8—Chicago.
June 13—Omaha.
June 15—Oklahoma City.
June 20—San Antonio.
June 22—New Orleans.

June 8-9—**North Carolina Assn of Broadcasters,** convention. Durham. Speakers include Clair McCollough, chairman NAB joint boards; J. Leonard Reinsch, radio-tv advisor to President Kennedy and Sol Taishoff, editor and publisher of BROADCASTING.

June 8-10—**Marketing Executives Club of New York,** annual seminar, Pocono Manor, Pa.

June 10—**Florida UPI Broadcasters Assn.** annual meeting. Pensacola.

June 11-23—**AFA's** third annual Advanced Management Seminar in Advertising & Marketing. Conducted by faculty members of Harvard Graduate School of Business Administration. Chatham Bars Inn, Cape Cod, Mass. Registration and tuition fee: $375. Application forms at AFA, 655 Madison Ave., New York.

June 12-13—Third National **IRE** Symposium on Radio Frequency Interference. D. R. J. White, Don White Assoc., chairman. Maj. Gen. James Dreyfus, USA, keynote speaker. Main program sessions will be chaired by E. W. Allen, FCC chief engineer; Stuart L. Bailey, Jansky & Bailey; H. Dinger, Naval Research Lab., and Dr. R. Showers, U. of Pennsylvania. Henry Randall, Office of Research & Engineering, Dept. of Defense, will preside at a special session on the government's electromagnetic compatibility program. There will also be a series of tutorial sessions. Sheraton-Park Hotel, Washington, D. C.

BOOK NOTES

Television in the Lives of Our Children; by Wilbur Schramm, Jack Lyle and Edwin B. Parker; Stanford U. Press, Stanford, Calif.; 324 pages; $6.

Educators Schramm, Lyle and Parker spent three years in research on 6,000 children, aged 3 to 16, and 2,300 parents, teachers and school officials in a series of 11 studies in San Francisco, five Rocky Mountain communities, two Canadian communities, a metropolitan suburb and Denver.

Chapters treat the advent of tv in the home, the extent children use tv, why they watch it, what they learn from it, viewing of "reality" and "fantasy" tv material by socio-economic groups, tv's effect on social relationships, effects of tv on children, a summary and questions and a psychiatrist's comment on tv's effects on children. There are 150 tables covering 100 pages.

The authors conclude that tv cuts deeply into the time children spend in other activities, including other media; that tv better serves a child's "fantasy" needs than his "reality" needs; that learning from tv is incidental to being entertained; that tv aids the learning of very young children; that tv violence affects most those children who have unsatisfactory social relationships; that tv isn't realizing its full potential as a carrier of ideas and information; that little delinquency can be traced directly to tv.

They also question whether tv cannot be made more attractive to children without large doses of violence and excitement, whether it can't offer more challenge to bright children and whether adult life as shown on tv can't be made more adequate to children's needs.

Parents are asked whether they shouldn't try to offer children more love and security, guide children to some of the more stimulating experiences on tv and make their positions on programming known.

Schools are urged to do more to guide children toward more rewarding tv programs. The writers suggest that government agencies such as the Dept. of Health, Education & Welfare and the Office of Education do more to encourage good programming for children. They also suggest that researchers undertake more studies on the effects of tv on children.

THE QUALITY TOUCH



An unbeatable combination of great facilities and staff "know-how" make it profitable and practical to use WFAA-TV, Dallas, for those "on-location" commercials, as well as coverage of any major event for sponsored telecasting.

This fabulous 40′ custom-built AMPEX VIDEOTAPE CRUISER contains 2 Ampex Video-Tape machines and 6 Marconi 4½" image orthicon cameras along with the latest inter-sync and inter-switch equipment. With its own power supply, the WFAA VIDEO-CRUISER can go anywhere . . . no distance too great, no job too large. Call on us next time; we love challenges!

On location for Shell Oil (Kenyon & Eckhardt) at Pasadena, Texas



WFAA-TV DALLAS FT. WORTH

Channel 8

abc

Represented by
Edward Petry & Co., Inc.
The Original Station Representative

TELEVISION SERVICE OF
THE DALLAS MORNING NEWS

MONDAY MEMO

from DOMINICK ARBUSTO, art group head, Daniel & Charles Inc., New York

Art directors should find out themselves what tv can and can't do

Nine out of ten U. S. homes are now equipped with television. Tv's potential effect on the cultural standards of more than 160 million Americans is incalculable. The opportunity to upgrade graphic tastes is unprecedented.

What is amazing is that so little has been done! The huge potential audience seems to frighten most commercial tastemakers down to a lowest-common-denominator approach. Those non-commercial stations willing to experiment have tiny audiences. Perhaps most important, too many executives and technicians are interposed between the art director's drawing board and the picture tube, blurring many original graphic concepts.

You might think that in the large departmentalized advertising agencies, things would be different. But even there, the "print" tail—graphically speaking—continues to wag the tv dog. After more than a decade's vivid demonstration that tv can produce a far more graphic selling image, tv still seems to slavishly follow advances in magazines and other printed matter. It's inexcusable, and a sad commentary on the pace ad agency tv art directors are developing their tv sense.

Only these art directors have cause for alarm. The more vital nature of the picture tube image (not to mention its enormously larger audience) is building public acceptance of tv as the pacemaker of America's graphic standards, with or without the leadership of agency tv art directors.

Revolution Removed ▪ Indeed, the revolution is beginning away from the obvious advertising agencies and sponsored programs, in the small promotional art departments of the tv networks themselves. Here nobody stands between the network art director and his program promotion slide design, or piece of footage. He enjoys unique freedom to develop graphic approaches best suited to tv production techniques. His brief but excellent creative efforts are actually sandwiched to mass audiences of millions of viewers. And the effects are being felt; the masses sit surprisingly still for these new approaches, enjoy them and call for more.

What can the agency tv art director now do to reclaim his stewardship in this field? In the organizational toils of the modern advertising agency, where it seems job death for anyone not to constantly assert his authority, there is no simple answer. One thing is obvious: it is the taste and wishes of the tv art director alone that must finally prevail. To accomplish this, he must operate from a new position of strength, based on the fullest possible knowledge of the tv medium.

How can he gain this knowledge? Not by sitting behind a drawing board. He must assert his physical presence on the live, film or tape tv set, backstop and backslap the agency tv producer on questions of picture-tube composition or design. The more often the art director appears during shooting (if only to sit and absorb what a camera can and cannot do) the faster he'll regain graphic command. He'll be able to enlarge and purify his storyboard "vocabulary" of frame movement, scene change, and optical effect —and purge himself of any tendencies toward scenes or effects impossible (or impossibly expensive) for tv.

What's Possible ▪ Even in the bread-and-butter areas of product props, live title cards, or filmed optical effects, the agency tv art director has a key role. Here again he must know or learn what can be done on a tv picture tube—and what cannot possibly come off. And he's got to go out to find out. Visits to an optical house, an hour with a technical director over the effects board in a network tv control room—even a visit to the lowly slide/telop house—all are bread on the waters the next time he finds himself storyboarding a commercial with quick and tricky transitions.

When the head of the agency's tv department cooperates, it really helps. He's the man who must encourage the producers to extend themselves to the art fraternity, explain why an art director made knowledgeable through a little cooperation is worth his weight in diamonds, since it leaves a producer free to concentrate on technical headaches and administrative problems.

At Daniel & Charles, we're lucky. We have a working producer heading our tv-radio operation who came up through the creative ranks. It eliminates an otherwise common agency situation, where the tv art director has to spend too much time and energy selling good creative tv ideas—to the executives in his own shop!

Rough, but Real ▪ If I can sum all this up with one effective instruction: Experiment! This means grabbing an 8 mm or 16mm camera, putting some black-and-white movie film on petty cash, and shooting storyboards into film shape—from the hip, indoors and out. The end result may be rough—but it's a real movie! Again and again, I meet art directors who believe they can still-picture their way through the emotional and psychological subtleties of a moving picture medium.

Instead, every art director should learn to shoot and edit his own rough commercials, as well as discover the simple opticals that can be shot in the camera or added later with a few cents worth of chemicals. A recent 4-A's meeting in New York devoted to this subject scoured the town for such examples of pilot commercials; yet, fewer than a dozen were unearthed.

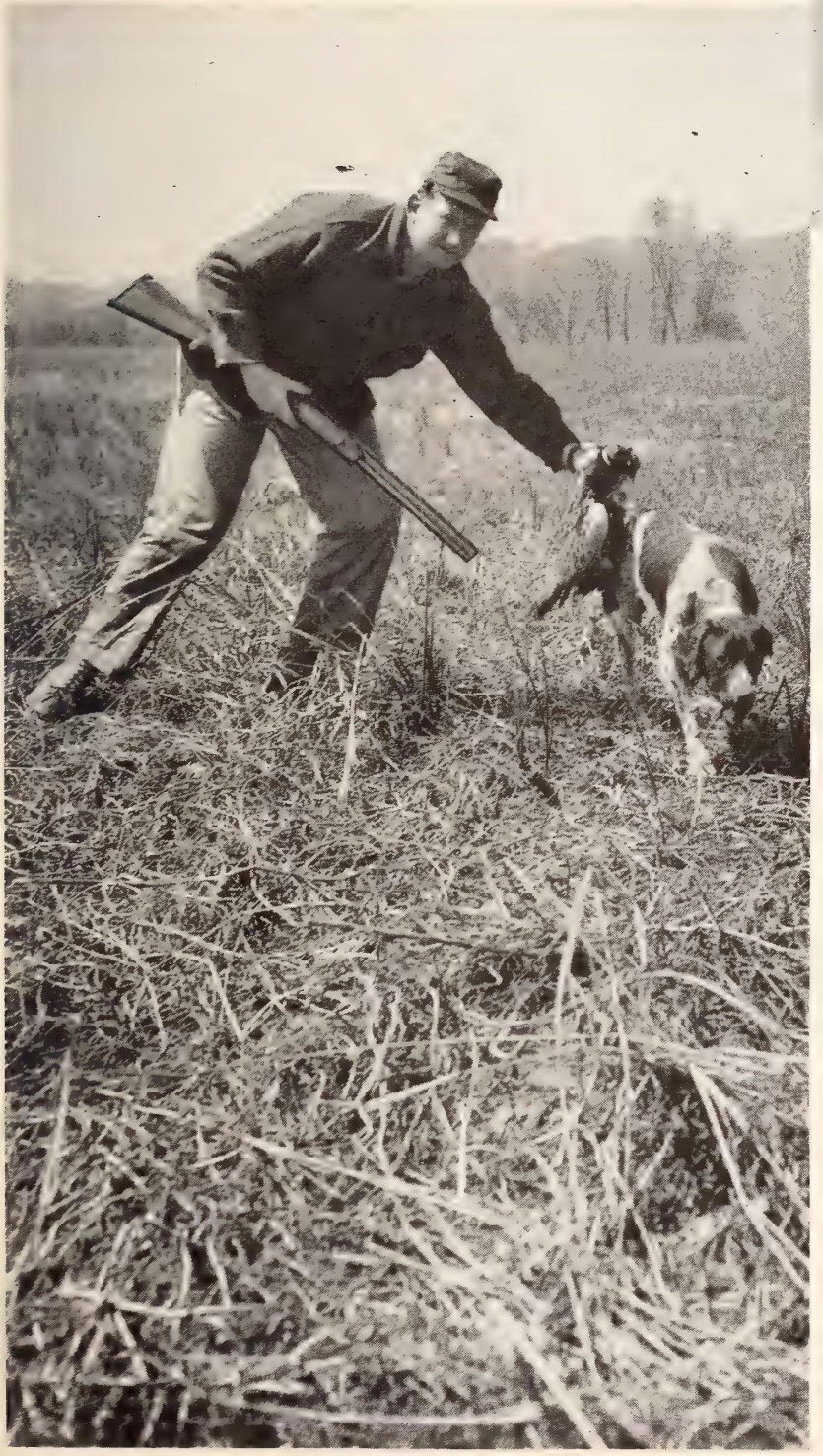
But each that was projected to the meeting struck the viewers with the strength and purity of its visual selling image. And significantly—in almost every instance—the tv art director had been able to convey the selling image intact into the finished commercial. By being a professional—who knew his medium—he saved himself and his ideas from being nibbled to death by agency and client ducks.



Dominick Arbusto during 1949-52 studied at Dallas Museum of Fine Arts and Young School of Commercial Art in Dallas and Art Career School and New York U. School of Fine Arts in New York. In 1954 he joined Daniel & Charles agency in New York in composition and layout, spent a year at Grey Adv. as an art director on RCA, NBC and Calvert accounts, and in 1957 returned to Daniel & Charles as its tv art director. He teaches tv advertising art at the Pratt School in New York.

"The Outdoorsman" with Jim Thomas





A WINNER in Chicago . . . now available nationally! 52 thrill-packed half-hour programs on videotape!

Jim Thomas knows and lives every aspect of the great outdoors. As "The Outdoorsman" he shares with his viewers the thrills, action, and excitement of deep-sea and fresh-water fishing, boating, camping, big game hunting—of every outdoor man's sport. It's a huge market—as millions of hunting and fishing licenses prove—waiting to be tapped effectively by "The Outdoorsman."

Now in its second record-breaking year in Chicago—a WGN-Television production

Sold exclusively by
WGN
SYNDICATION SALES
2501 Bradley Place
Chicago 18, Illinois

AVAILABLE NOW! Write, wire or call BRAD EIDMANN, LAkeview 8-2311—or see him at the NAB convention (May 7-10) Mayflower Hotel, Washington, D.C.



YOU'RE ONLY
HALF-COVERED
IN NEBRASKA

IF YOU DON'T USE KOLN-TV!

This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

KOLN-TV DELIVERS THE MAXIMUM AUDIENCE IN NEBRASKA*

Gunsmoke	74,700 homes
Red Skelton	56,700 homes
6:00 p.m. News	40,300 homes
10:00 p.m. News	58,500 homes

*November Lincoln ARB

No matter how you slice it, you'll find there are just two big, "prime-cut" television markets in Nebraska — the extreme East and Lincoln-Land.

Three top TV stations split the Eastern market three ways as they battle for viewers' attention. But Lincoln-Land is different. Here one station completely dominates this big market—that's KOLN-TV!

During prime 6 to 9 p.m. viewing time, latest Nielsen reports more than 50,200 Lincoln-Land homes tune in KOLN-TV! See how this compares with any other Nebraska station.

Avery-Knodel has the full story on KOLN-TV — the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

The Fetzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

AM - TV - FM

KOLN-TV

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position**

company name

address

city *zone* *state*

Send to home address——

* Occupation Required

OPEN MIKE ®

Recommended reading

EDITOR: With reference to your lead editorial "Prime News Medium" in the April 24 issue of BROADCASTING, this we also believe. I have circulated this editorial to all the members of our news and public affairs staff as recommended reading.—*Harold Essex, President, Triangle Broadcasting Corp., Winston-Salem, N. C.*

EDITOR: I heartily applaud your editorial, concerning broadcasting as a major journalistic force.

There is no question that the broadcast medium is a prime informational medium rather than an entertaining one, just as are most of the country's newspapers. The public awareness of radio's flexible journalistic characteristics continues to grow as ingenious radio operators devise ever-expanding uses and techniques. WHLI, adjacent to New York, found a warm reception for (1) an independent local news bureau, (2) community service documentaries and (3) timely editorials delivered by management to focus attention on significant local issues.

It is as a "prime news medium" that broadcasting will attain the respect and stature it can justly achieve.—*Paul Godofsky, President, WHLI-AM-FM Hempstead, N. Y.*

The Florida story

EDITOR: . . . "Florida: state of the decade-long boom" is unquestionably one of the most thorough, comprehensive and accurate descriptions of this state, the various facets of its economy and its geographic regions, that I have ever seen and the marvel to me is that you were able to take all this factual material and make it highly interesting to the reader.

Our state owes you a real debt for the painstaking work you did in painting an accurate picture of Florida as it is today.—*Wendell Jarrard, Chairman-Director, Florida Development Commission, Tallahassee, Fla.*

EDITOR: THE BOARD OF DIRECTORS OF THE FLORIDA ASSN. OF BROADCASTERS . . . HAS UNANIMOUSLY PASSED A RESOLUTION OF COMMENDATION TO BROADCASTING MAGAZINE FOR THE EXCELLENT AND COMPREHENSIVE FLORIDA MARKET ISSUE.—*Lee Ruwitch, President, Florida Assn. of Broadcasters*

EDITOR: I have read the one shopworn copy of BROADCASTING, including your remarkable story about Florida, and your recognition of the central Florida area. I am looking forward to additional copies and reprints. May I congratulate you for your interest and the great effort involved in developing this fine story, which I am

now from filmaster...

"THE BEACHCOMBER"



a most unusual
new television series



now from

filmaster

who filmed GUNSMOKE...

HAVE GUN-WILL TRAVEL...

4 PLAYHOUSE 90's...

now filming DEATH VALLEY DAYS

"THE BEACHCOMBER"

starring CAMERON MITCHELL

THE BEACHCOMBER is the story of a man — John Lackland from San Francisco — who achieved success as we know it — then went on to a richer life as a beachcomber on a South Seas island.

He settled on Amura, one of the Polynesian group, where Robert Louis Stevenson, Herman Melville, and Somerset Maugham found material for some of their richest stories.



CAMERON MITCHELL

"One of Hollywood's most sought-after leading men." Star of such box-office hit movies as COMMAND DECISION, CASS TIMBERLANE, HOW TO MARRY A MILLIONAIRE, HOMECOMING, MONKEY ON MY BACK, DEATH OF A SALESMAN.

Mitchell brings to THE BEACHCOMBER the same virile, dramatic performance that has made him one of the theater's brightest young stars.

Masterful PRODUCTION

Producer of THE BEACHCOMBER is Nat Perrin. Director of 47 major motion pictures for Paramount, MGM, Columbia. Producer of such TV hits as RED SKELTON SHOW... SHOWER OF STARS... MY FRIEND IRMA... 81 major dramas and spectaculars.

Working with Mr. Perrin will be the crews and technicians that gave the stamp of Filmaster quality to 156 episodes of GUNSMOKE... 78 episodes of HAVE GUN—WILL TRAVEL... 4 PLAYHOUSE 90's... and are currently shooting the season's top-rated DEATH VALLEY DAYS.

Read what the noted psychologist, Dr. John Dugan says about this show:

"THE BEACHCOMBER offers the opportunity to live this sublime, unfettered life vicariously. It is the best of all possible worlds for the television viewer: in the safety and comfort of his living room he can purge the passions simmering in the cauldron of his ancestral nature; he can kick over the traces, throw conformity out the window, gnaw a cocoanut, mangle a mango and make *amore* on Amura."

John Lackland pays the piper—*you* enjoy the music.

Deft DIRECTION

Directors like Howard W. Koch (UNTOUCHABLES... MAVERICK)... John Peyser (LINE UP... M SQUAD)... Tay Garnett (UNTOUCHABLES... WAGON TRAIN)... Bud Townsend (Robert Taylor DETECTIVES... LARAMIE)



Distinguished
WRITING

Writers like Walter Brown Newman, creator of THE BEACHCOMBER, who wrote such epics as HALLS OF IVY... ALCOA THEATER... MAN WITH THE GOLDEN ARM.

Sloan Nibley
(WAGON TRAIN... HAVE GUN — WILL TRAVEL)
P. K. Palmer
(PETER GUNN... UNTOUCHABLES)
David Chandler
(THE MILLIONAIRE... RICHARD DIAMOND)

Compelling
MUSIC

Composed by Elmer Bernstein who wrote the Academy Award-winning score for THE MAN WITH THE GOLDEN ARM... and TEN COMMANDMENTS... FROM THE TERRACE... THE RAT RACE... THE MIRACLE.

filmaster
INCORPORATED

CALIFORNIA
650 North Bronson, Hollywood 4, California
HOllywood 6-1681

NEW YORK
Nine Rockefeller Plaza, New York City 20
JUdson 6-1404

FLORIDA
707 Nicolet Avenue, Winter Park, Florida
MIdway 7-7011

sure will be of great interest to our potential customers.—*Joseph L. Brechner, President, WLOF-AM-TV Orlando, Fla.*

EDITOR: I read with great interest your special report on Florida. As is the case with all of your regional reports, I find this one most provocative and I am sure that many of your readers will also find it quite helpful. . . . —*Peter B. Baxter, WCBS-TV New York.*

EDITOR: As former director of the economic development program for the state of Florida, may I extend to you my sincere congratulations? . . . It is quite obvious the research which proved the foundation of this article was thorough and intensive. . . . —*Nicholas J. Murphy, Lee Inc., Washington, D.C.*

EDITOR: . . . I read it with interest and astonishment at the comprehensiveness of your treatment. . . . —*George B. Hurff, Director, Economic & Business Research Bureau, University of Florida, Gainesville.*

EDITOR: Your article on Florida was tops, and we need 100 reprints. We who live here sometimes forget what an inspiring place Florida is to live and work. The BROADCASTING article on Florida brings home the advantages with real impact!—*Dick Doty, Executive Vice President, WWIL Ft. Lauderdale, Fla.*

The Castor memo

EDITOR: . . . The MONDAY MEMO by Joseph Castor (March 13) points very clearly to both advertiser and sales people the value which is to be placed with qualitative data in future sales. . . . It gives me the opportunity to point to an example of the cooperation necessary in accomplishing the goals of a good agency, a station, and most important of all, the interested advertiser.—*Sidney G. Smith, Vice President, Milan Corp., Eugene, Ore.*

EDITOR: Please send me five reprints . . .—*Gary M. Gielow, Co-General Manager, KPEN (FM) San Francisco.*

EDITOR: Please send us 10 copies. . . . —*Bill Crable, Station Manager, KEMO (FM) St. Louis.*

EDITOR: Please send me five reprints.—*William T. Watrous, Sarasota, Fla.*

[Reprints of Joseph Castor's MONDAY MEMO on how North American Van Lines used fm to reach a select audience are still available at five cents each.]

Owners have changed

EDITOR: Your article, "McFadden buys into pay tv system" (THE MEDIA, April 17) credits Bartell as owner of WAKE Atlanta and WYDE Birmingham. A group including Mr. and Mrs. Ira Herbert (Bernice Judis) and Emil Mogul bought WAKE and WYDE and took over Oct. 26 last year.—*James M. Alspaugh, Vice President, H-R Representatives Inc., New York.*

The fm story

EDITOR: Please send 3 reprints of article on fm broadcasting (PERSPECTIVE '61, Feb. 20).—*Kim B. Rotzell, Tv/Radio Account Executive, Ketchum, MacLeod & Grove Inc., Columbus, Ohio.*

EDITOR: Please send me one reprint. . . . —*Joe Rosenmiller, WCTC-AM-FM New Brunswick, N. J.*

EDITOR: Send one reprint. . . .—*Bert Ferguson, Executive Vice President, WDIA-AM-FM Memphis.*

EDITOR: We too are very interested in the fm article. . . . Could you please send us ten copies?—*Marian E. Knight, Promotion Director, WSAI-AM-FM Cincinnati.*

EDITOR: Please send us 10 reprints. . . . Your article was encouraging and will be a help in our market.—*John R. Banoczi, General Manager, KGGK (FM) Garden Grove, Calif.*

EDITOR: . . . I would like 20 reprints. The school which I am attending (Bob Jones U.) realizes the potential of fm and has increased power to 45 kw.—*Tom Nornhold, Bob Jones U, Greenville, S.C.*

EDITOR: Being the manager of a new fm radio station just about ready to go on the air, I was most inspired by the article. . . . Please rush 100 reprints.—*Wayne E. Smith, General Manager, KAPP (FM) Redondo Beach, Calif.*

[Copies of "A dramatic spurt in fm," PERSPECTIVE '61, Feb. 20, are still available at 15 cents each up to 500 and 10 cents each for more than 500.]

Needed: a campaign

EDITOR: . . . There has been an increasing number of (phonograph) records that establish an atmosphere of contempt for our fighting men of the past—some not too distant—and often an undercurrent of fear and futility about some of our military actions, particularly those in which the U.S. has been defeated. Some of our victories are treated lightly and made to look comic.

This is a studied effort to nullify the mind of U.S. citizenship toward U.S. achievement and objectives. What is needed is a continuing campaign of alerting broadcasters and music writers and publishers to the damage that they can and are doing to the survival of this nation.—*Frank B. Best, General Manager, WDIX Orangeburg, S.C.*

BROADCASTING PUBLICATIONS INC.

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VICE PRESIDENT ..... MAURY LONG
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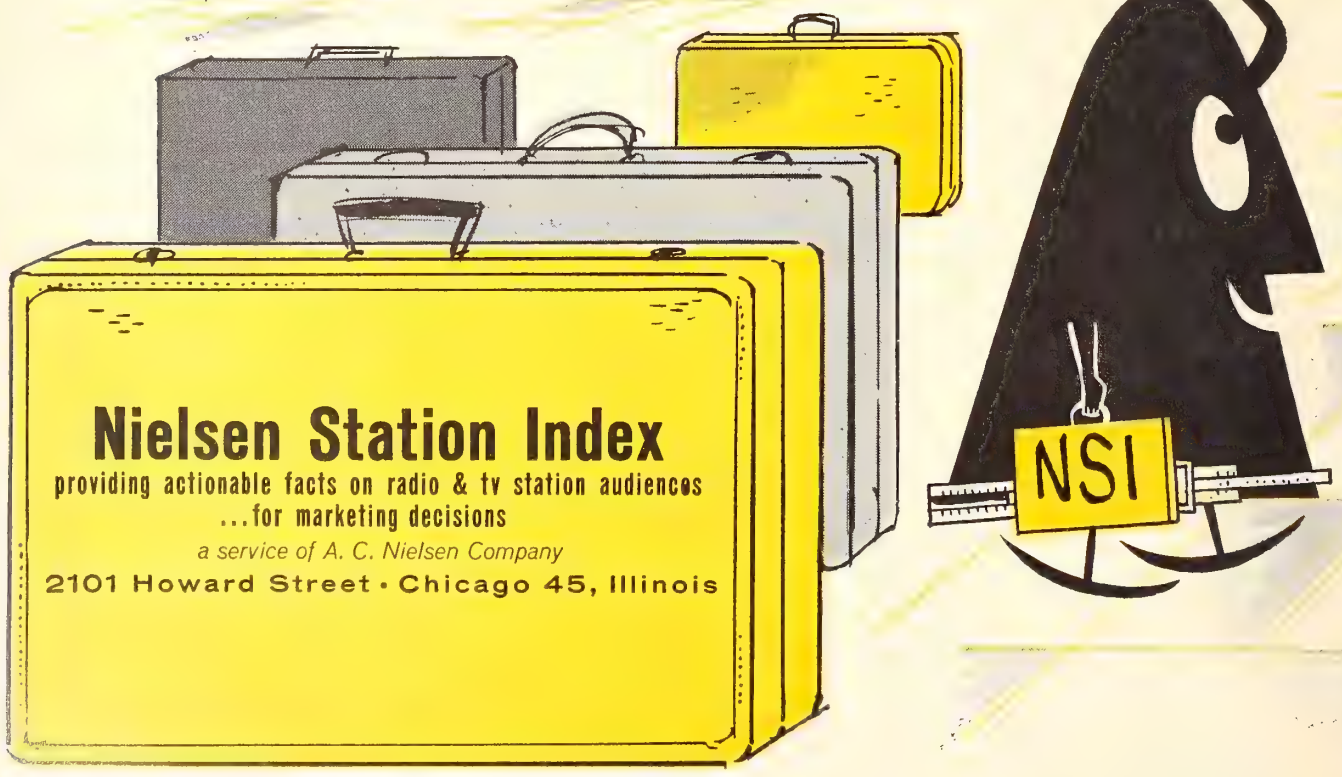


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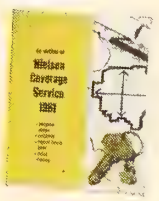
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COVERAGE



GET 'EM WITH BOTH BARRELS ON W-I-T-H

BIGGEST AUDIENCE W-I-T-H hammers home your sales message to more people than any other radio station in Metropolitan Baltimore. That's a flat fact and the proof is in the chart below (Hooper, January through March, 1961, total rated time periods).

MOST MERCHANDISING In-store promotion with a healthy kick: CCA plus feature displays and bargain bars in chain stores, drug stores, hardware stores. Buy W-I-T-H, the station that knows what a commercial is *for!*

W-I-T-H	Station A	Station B	Station C	Station D	Station E	Station F	Station G	Station H	Station I
21.5	17.1	13.9	13.8	12.9	6.3	5.0	5.0	2.7	2.5

RADIO W-I-T-H PERSONALITY Baltimore

Tom Tinsley, President; R. C. Embry, Vice President; NATIONAL REPRESENTATIVES: SELECT STATION REPRESENTATIVES in New York, Baltimore, Washington and Philadelphia; ADAM YOUNG in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; JAMES S. AYERS in the South and Southwest.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
May 1, 1961 Vol. 60 No. 18

NOW: X RAY OF THE TV AUDIENCE

■ Sophisticated viewers demanding more, Campbell-Ewald finds
■ Commercials and programming judged by the same standards
■ Differing social classes find differing values in medium

The honeymoon is over between that onetime maiden of the media, television, and her once ardent possessor, the viewer. Where once he was content to be served up plain, uninspiring, indifferent or left-over fare when accompanied by a provocative look, a wriggle of the hips, or even tears, he is now more demanding, more fickle, more sophisticated in his tastes. He is even eyeing, speculatively, some old flames—other media and entertainment, other activities.

How the viewer is becoming undazzled after these dozen years and what television will have to do to keep him are the subjects of a highly-original and penetrating study just completed for Campbell-Ewald Co. of Detroit, whose $28 million in annual television billing and its rank among the top 15 tv advertising agencies give it ample cause to be concerned with the future of the television home. A detailed report on the Campbell-Ewald study is published in the May issue of *Television* magazine.

If one agrees with the importunate cries of broadcast industry luncheon speakers over the past few years for a thoroughgoing qualitative analysis of the U.S. television audience, then the Campbell-Ewald undertaking is down his street. The study not only tells how and why the viewer's attitudes toward television and his viewing habits have been and are changing, it also explains what television and its advertisers must do in the next few years if they expect to keep the viewer at his tv set, or more appropriately, one of his two or three tv sets.

More Than One ▪ Two or three sets because multiple ownership of sets in the home is one of the effects, and in turn, causes, that are combining to portend the decline of television togetherness in the home—of the several members of the family seated in mutual appreciation before a favorite program on a solitary tv set.

These intra-family trends toward selective viewing and individual viewing have gained more ground than was generally believed, even by the experts who made the study. That the changes have gained more than a foothold is patent in the belief of Philip L. McHugh, Campbell-Ewald vice president and radio-tv director, who conceived the study, that in a very few years practically no program will have the family or group audience units that have been common up to now.

The implications for the advertiser or the programmer could be nightmarish, when one considers the obvious: that the fewer people there are watching a given program on a single set, the higher the program's cost-per-thousand. The only thing that would offset this reduction in audience would be a corresponding reduction in production or time costs or both, a possibility that the broadcaster would find too melancholy to contemplate.

And if that weren't enough, the study leans to the conclusion that the saturation point has arrived in terms of total television audience; that from now on, there'll be little increase or decrease, though individual programs may gain or lose audience from the split-up of the family viewing unit and individualized viewing.

Novelty Is Gone ▪ To these sobering thoughts, the study adds a conclusion one might by now be beginning to expect: the little magic box which came upon the scene a little more than a decade ago and cut movies, radio, magazines and other leisure-time activities down to its own size or less has gone as far as it can as a novelty. From now on it must skillfully use its own merits and considerable programming ingenuity besides to hold its own against these other competitors for the public's time. In short, television will have to adapt its offerings to a viewer grown more discriminating, selective, demanding; will have to fit into his changing tastes; can no longer expect the viewer to adapt his own habits to television as of yore.

All this may mean a radical departure in the way audiences are measured. The ratings services, if they expect to take meaningful measurements as individualized viewing increases, may have to think and measure in terms of viewers rather than "viewing homes."

But things may not be as bad as they



Campbell-Ewald executives responsible for Social Research Inc.'s nine-city qualitative study of television audiences and their tv habits and attitudes are (l to r, sitting) Phil McHugh, vice president and radio-tv director; Tom Adams, president; Pete Hoffman, assistant to Mr. McHugh, and (standing) Jack Bowen, assistant to the research vice president.

sound. The study also found what may be a significant asset in the new viewing habits. At the same time the viewer is becoming more selective in his watching habits he also is viewing more intensely. His identification with and participation in what he is viewing are increasing as he learns more about a given program and its stars. Thus, he may be a better prospect for the sponsors of those programs he does watch. Advertisers and programmers, the study concludes, may deliberately seek such smaller but more appropriate audiences as the viewer becomes more and more selective.

Viewer's Reactions ▪ The 301-page study plumbs the viewer's tv attitudes and habits, television's importance in his life, the reason he has for using it and how he uses it, how it affects him and how an advertiser or programmer may use it to meet the changing moods with which the viewer approaches it.

The research study was carried out for Campbell-Ewald by Social Research Inc., a Chicago firm known for its research into advertising attitudes. SRI has conducted similar studies for Campbell-Ewald, but they have been limited to specific tv programs. The study results from interviews of 255 persons in nine U.S. markets: Chicago, Philadelphia, Atlanta, San Francisco, Cincinnati, Oklahoma City, Louisville, Worcester, Mass., and Mason City, Iowa.

Although a sampling of 255 might be considered somewhat small for an undertaking of such importance, the depth of the interviews is one of the most comprehensive in advertising research. During the months of March, April and May 1960 the researchers used 11 questionnaires, each on a separate undertaking of the project, in interviewing the representative group.

The Detroit agency feels the study's importance may not be so much in its actual findings as in its pioneering probe into the qualitative aspects of the television audience, what viewers think about tv and how they react to it, the kind of studies Campbell-Ewald feels have been all too few in the past.

Reaction to Commercial ▪ The television commercial—how the viewer reacts to it and the extent to which it influences or impresses him—formed a substantial part of the study. The researchers made three major, interrelated findings:

The first, perhaps most surprising, is that the viewer does not automatically think of programs as "good" and commercials as "bad." He thinks of both in the same way, does not think of commercials as something separate and apart from other communications on television. He uses the same descriptive phrases and modes of evaluation for both.

The second is that the context in which a commercial appears has a strong influence on how it affects the viewer, what he gets out of it, the feelings he has about the product advertised. Thus, if a viewer likes the program or its stars he is far more likely to respond favorably to the commercial which appears in the program.

By the same measurement, the viewer's response to a commercial may extend not only to a program he likes, but to all television, so that if he has a high regard for television he is more likely to be favorably disposed toward any given tv commercial. Carrying the context extension further, a viewer is less likely to be critical of a commercial which describes a product he already regards favorably. He will also show less resistance to commercials which advertise "big, substantial, costly and well-known products and brands."

Reactions Vary ▪ The third is that a viewer's reactions to a commercial may vary according to his own individual personality, his social status and his attitudes toward the program and star context in which the commercial appears. Like a single program, a single commercial has a different meaning for each person. They may like it equally well, but for different reasons.

Commercials are most irritating, the study found, in their repetitiveness, length and "misplacement" in programs. But although a viewer might express dislike for a commercial on some grounds, he expresses praise for the same one on others. Another strong reason for dislike of some commercials is their "intrusion" on personal privacy or their provocation of unpleasant emotional feelings.

The list of dislikes: take time away from program; overdone or overdramatized; often exaggerated, distorted or untruthful; repetitive, monotonous, similar to others; advertise one product or brand too much; too compelling, exciting or stimulating; glorify unimportant virtues and values; ignore accepted moral standards, or influence and corrupt; arouse personal anxiety about the viewer, his social relations or his values; are too numerous.

The general social class in which a viewer belongs was found to be of significance in his attitudes toward both commercials and programming. SRI divides social classes into these general groups:

Class Divisions ▪ Upper class—consisting of the upper-upper class (those who inherited wealth) and the lower-upper class (the top business and professional people who attained positions of wealth and influence through their own achievements rather than inheritance)—about 2% of the population.

Upper-middle class—consisting of those in managerial positions, middle and lower level executive positions and typically successful professional people —about 10%-12% of the population.

Lower-middle class—consists largely of white collar workers, small business men, a few semi-professional people and the top level of skilled workers, most of whom share a common desire for a "respectable" way of living—about 30%-35% of the population.

Upper-lower class—is made up of the semi-skilled blue collar workers, who, while striving for a "respectable" life, give emphasis to attaining the more limited pleasures available to them—about 35%-40% of the population. (SRI classifies the lower-lower class as an unstable group at the bottom of the social scale, about 20% of the population, which is not treated as a separate group in the study but considered with the upper-lower class.)

The report necessarily generalizes about these sizeable social groups in terms of what they think about commercials and how they are influenced by them.

The upper-middle-class viewer feels that tv commercials should be strictly informational, should tell him what's available, should show the product's features and do it in a rational and understandable way. Its member-viewers do not like to feel that they have been influenced, attracted, excited or induced by the advertising message.

The lower-middle-class viewer talks about the function of commercials to inform, but there is no doubt he is fascinated by what he sees, and, in fact, he insists on being fascinated. He is likely to be more receptive to the dramatic presentation of a product on his tv screen.

The upper-lower-class viewer is still more receptive, less discriminating toward both tv and its commercials. Like the other two, he'll repeat that commercials should inform, he'll say he doesn't watch commercials and he'll claim that they should not and do not influence him. But he's less critical of what's on the screen, he becomes more involved in what he sees and his lack of criticism permits him to accept what is shown him, and "often to take the 'hint' and try the product."

Admit Influence ▪ These upper-lower-class viewers are more ready to admit that they watch tv commercials and are influenced by them. They "are less inclined to see conspiracy behind the screen, or sponsors trying to manipulate the audience to do things against its will."

The study supports a conclusion many have already made—that televi-

How 10 types of television programs differ in their appeal

The often agonizing appraisal by which an advertiser decides on the television program he thinks will attract the kind of audience he seeks becomes even more acute when the different social classes among the audience are considered.

The television study made for Campbell-Ewald by Social Research Inc. shows just how complicated such evaluations can be. A program that contains vigorous action to appeal to men might add feminine viewers if it contains the proper mixture of interpersonal relationships. And if, beyond this, it presents complexity of thought or elaboration of subjectivity, it becomes attractive to people of higher social status.

Here is the way SRI analyzes the ten main television program types in terms of their appeal to different social classes:

1. Westerns ▪ Their appeal may be historical, psychological, sociological, moral or religious and they are not necessarily bound by social class. Upper-middle class people may like them as well as lower-class people, though upper-middle class viewers, who watch less and are more selective, are likely to fasten on a few favorites, particularly those with greater individuality—for example, *Maverick*. Upper-middle class people may view westerns with mixed feelings, since they feel such programs are mass entertainment with low levels of quality. They also may object to what they feel is excess violence or other undesirable features. But they do like them and one upper-middle class man expressed his mixed reactions this way: "Why don't they get away from these damn cowboy pictures? . . . I hate to tell you this, but if I watched tv more than I do, I'd probably look for those western programs."

2. Comedy ▪ Viewers like the distraction, the insight into everyday problems. They have a wide appeal, but more so to women. They are "presumed" to appeal most to "solid, middle-class, family, at-home kinds of absorption." They aren't quite as popular with teenagers, unmarried young adults and men of high and low social status.

3. Variety ▪ Most nearly fulfills television's destiny in the belief of most people. These programs offer relaxation, a low level of commitment from the audience and the "glamor and 'starness' in show business." They are felt to be suitable for everyone, offensive to none, and generally women and young people are more responsive to them. They appeal to middle- and lower-class levels but have a slightly higher-level connotation than comedy.

4. Suspense-Mystery ▪ Feature more intense motives and greater excitement, appeal to curiosity and are intellectually challenging. Viewers are curious about what can happen when "deep, basic forces in the human personality are unleashed." Such stories "reassure people that *they* did not do it, even though they felt like it. . . ." Men are the "focal audience," from all class levels, but especially higher-status people.

5. Drama ▪ Viewers feel plays are high-class entertainment, to be admired, respected and, hopefully, enjoyed. There is more tolerance of violence or sexual content in drama, which treats of the human soul and its frailties instead of merely exciting base impulses. Dramas demand attention and viewers expect to "get involved, to work at understanding, grasping points, to read things into it and get things out of it." Drama's appeal is to all levels, but middle-class adults (especially upper-middle) and women are the best audiences. Viewers who prefer plays feel superior to those who like more ordinary or less stimulating programs.

6. Quiz and Audience Participation ▪ There are three basic types. The "typical" prize show appeals to working class housewives. The prize show featuring show-business people appeals more broadly, but still predominantly to women. The "more sophisticated conversation" programs appeal to viewer curiosity about the well-known people appearing. Interest varies according to the star, and the appeal is to all classes, but they are usually more acceptable to higher status people. The researchers found, somewhat surprisingly, that many people realize the show-business nature of quiz shows and wish they were back, rigged or not. Their reality does not have to be "real," these viewers feel.

7. Adventure ▪ Has a wide appeal, men preferring those that are basically action and women liking those with human interest aspects and "a love line." Documentary qualities increase upper-middle class viewing, but otherwise it's for the "middle-majority, moderate-status" viewer.

8. Educational ▪ Widely regarded as television's best, whether watched or not, but researchers found that people give "lip service to learning and its superiority while seeking excitement and gratification of less admired and easier goals." Those presented in an exciting way are more attractive. Educational programs are often thought of as for old people and children. Their audiences are among "people with intellectual or intellectualized points of view, rather serious middle majority men, women who want to keep up with their husband's broader perspectives. parents who are over-solicitous about their children's education and upper middle class people."

9. Current Events and News ▪ The average viewer, the researchers found, can talk about television at length without mentioning news programs. People who watch these programs are those who otherwise pay little attention to world news or men who feel it's a part of their "responsible manliness to be knowing about significant events." Upper-middle-class individuals feel one of tv's prime purposes is to bring the outside world to the mass of people. Sports have a broad appeal.

10. Soap Opera. ▪ The woman's "private domain," though men sometimes get interested. They are "absorbing" to "relatively mature middle-majority women," less so to upper-middle-class women.

sion viewers know more about tv commercials than they freely admit. Indirect questioning indicates that "a wide array" of products are fixed in their minds and recall comes easily. Though they think that a product, if popular, is advertised on tv, mention of specific products brings to mind specific commercials, and specific programs or kinds of programs are associated with product or product types. Women show greater familiarity with commercials than men; upper-class viewers are more selective, but also more active than those in lower classes, in watching commercials.

What SRI finds even more important is viewers' "personalized" attitudes toward commercials. They feel most commercials are intended for only certain people and claim they "don't watch a commercial unless I'm in the market for that kind of product." They feel it's a communication between two interested parties, one selling, one buying, and they're irritated when they have to watch commercials "that have nothing to do with me." Though only a few go to the extreme of buying a remote tuner to tune out commercials

they don't like, a substantial number of viewers have similar motives. Most of these viewers don't ignore the commercials, but they don't really pay attention. If the message is good enough to catch their attention they'll watch it, but otherwise they'll follow it in a vague, inattentive way till it's over.

Viewers know, or sense, that television commercials have a recognized uniqueness because of tv's own qualities and meanings. They know, in short, that a tv commercial is a story, a dramatic presentation. They respond to a commercial as to other tv stories, by retaining an overall image about what they have seen and heard, but details are lost, "collapsed into a summary evaluation of what they perceive to be the main ideas."

Receptive to Commercials ▪ SRI thinks it of more than passing significance that viewers are receptive to most commercial themes, the exceptions being those concerning sex or violence, which, nevertheless may be acceptable if they are not too blatant or are softened or disguised. Viewers aren't choosy about themes. They are much more receptive to a commercial's mood and technique than to its plot. They are aware of and appreciative of the several techniques tv has at hand. They like the movement tv adds to advertising.

Tv commercials basically influence more than inform and viewers respond emotionally rather than intellectually. The fantasy-producing power of television is effective in motivating viewers, in arousing fears and anxieties.

Since viewers think of television as being expensive, they feel commercials should be done with corresponding imagination and creativity, that they should reflect the same quality as programs. Viewers know very well that television probably is the best way to get rapid, wide exposure for a product. They want commercials to say something new and different, whether the product is new or old. Repeated commercials lose this "immediacy," and annoyance sets in. By tv's very nature, it can "over-familiarize" viewers with the product in a short time and the resulting irritation is directed at the commercials.

Television's quality of creating direct communication between performer and viewer in programs extends to commercials and, to communicate, commercials need to be personalized. There is little tolerance for commercials overly generalized, overly abstract, too much for "all" people, or those that are simple and direct.

Rules for Commercials ▪ Viewers feel the commercial should stay within the bounds of propriety, that it should not exceed certain limits (which are ill-defined and shifting). Nor should they stimulate—or "more pointedly, influence—too much." Viewers expect, in fact, demand, that commercials explain, prove, demonstrate, entice, motivate and entertain. They want commercials, like programs, to give them a worthwhile experience, to prove their merit, use interesting techniques, tell an engaging story, say something new and different and significant, give special attention to individual members of the audience.

"In many ways," the researchers conclude, "it is like an enjoyable game that people play with television: Catch me before I turn away, and if you're good enough to do this then I'll pay attention, be influenced, perhaps buy what is being advertised." In turn viewers feel they are under a sort of obligation to watch and listen, to be influenced and possibly to buy. If for some reason they do not fulfill their end of the "bargain," they often give an excuse or defensively explain why they don't do so.

The study looks at the several types of commercials, their appeals, their styles and the products associated with each.

The product type—or sales pitch—is the most stereotyped and creates the most annoyance. People feel pressured and pushed by them ("product dominates," "tone is aggressive," "it's repetitive"). But commercials of that type are successful, since the viewer can't avoid them and can't forget them and there is a tendency to give in. Viewers associate small-item, impulse-purchase products with that type of commercial, or products that are risky to buy, such as used cars. Viewers think of soap, inexpensive household furnishings, personal products, in connection with the sales pitch.

Most Criticized ▪ The demonstration commercial has a wide appeal, but this will vary according to the product and how it's presented. The how-to-use type is not as criticized as the how-it-works commercial, which, if poorly done, is often accused of exaggerating. But this criticism is not often made if the commercial is otherwise interesting or is on a program the viewer likes or trusts. Especially criticized are how-it-works health-care commercials, but their message "does get across."

Commercials using performers or announcers are appealing in proportion to the popularity of the announcer or viewers' confidence in him. The personality also tends to lend symbolic qualities of his own to the product. Thus, a western star reminds people of ruggedness, manliness, impulsiveness, gratification or aggression, and viewers feel products such as cigarettes, beer, coffee, automobiles and outdoor and sports equipment are appropriate for these performers to advertise. Musical comedy stars suggest more refined luxuries—foods, home appliances and similar household items, more expensive grooming products and those associated with hobbies.

Not all performers, however, are thought of as good commercial announcers. The study mentions comedians as an example in concluding that viewers often wonder whether the comedian is joking or serious, insincere or sincere, though some comedians (such as Hope, Skelton, Benny) have appeared in successful commercials. Viewers have a feeling most comedians

Characteristics of Sample

City	N	%
Chicago	53	21
Mason City	42	16
Philadelphia	34	13
Atlanta	25	10
San Francisco	26	10
Cincinnati	26	10
Oklahoma City	16	6
Worcester	20	8
Louisville	13	5
Total	255	99

Number in Household

	N	%
1	2	1
2	48	18
3	59	23
4	66	26
5	46	18
6	23	9
7	9	4
8	2	1
Total	255	100

Social Class

	N	%
Upper Middle	50	20
Lower Middle	111	44
Lower Class	94	37
Total	255	101

Sex

	N	%
Male	125	49
Female	130	51
Total	255	100

Marital Status

	N	%
Married	204	80
Single	15	6
Other	8	3
Child	28	11
Total	255	100

Age

	N	%
6-11	14	5
12-16	14	5
17-19	4	2
20-29	32	13
30-39	68	27
40-49	71	28
50-59	31	12
60-69	16	6
70 or over	4	2
Total	255	100





YOU CAN QUOTE ME...

"We choose the WLW Radio and TV Stations for advertising MY-T-FINE Puddings and SWEL Frosting Mix because the WLW call letters speak for themselves as a symbol of leadership in the broadcasting industry."

Jeanette Le Brecht

Jeanette Le Brecht
Vice President, Media
Grant Advertising, Inc.,
New York

I'LL SAY THIS...

"Yes, the Crosley Stations offer the big three—programming, audience, promotion . . . which are all-important to an advertiser and an agency in wrapping up a SWEL time package with MY-T-FINE results!"

Marion MacDonald

Marion MacDonald
Vice President, Creative
Grant Advertising, Inc.,
New York



Call your WLW Stations' Representative . . . you'll be glad you did!

WLW-D Television Dayton

WLW-C Television Columbus

WLW-T Television Cincinnati

WLW-A Television Atlanta

WLW-I Television Indianapolis

WLW Radio

Crosley Broadcasting Corporation, a division of Avco

should not be identified too well with a product, but to be good comedians should be free and independent.

Viewers generally feel that performers should not become too much associated with a product or appear too often in commercials, but they are much more ready to tolerate it if the appearance is not directly sales-oriented. Easier to accept are such connections as Dinah Shore with Chevy, Ernie Ford with Ford, Perry Como with Kraft or Red Skelton with Pet Milk.

Animation Well Received ▪ The animated commercial, with its unreal and make-believe elements, is often effective because it does not seem like a commercial. Mothers love to have their children watch them because of their liveliness and because they are "not really 'real' commercials." Men accept them, even for big expensive products. Upper-middle-class viewers like their imagination; lower-middle viewers like them for their children, but also for themselves. Lower-class viewers don't necessarily differentiate between children and adults except where the product is concerned and lower-class men "can be especially appreciative of the cartoon approach." Older people feel uncomfortable with them and say they are for children, not adults.

The mood commercial with its soft sell arouses little criticism, but it's not necessarily enjoyed as well as animated commercials. Though audience reaction depends on the product, mood commercials are successful in creating a brand image. Social class and age seems to make little difference, but people who like straightforward advertising, those suspicious of advertisers' motives, or those who seek assertive information and immediate solutions, are most likely to be dissatisfied with the mood commercial. Many viewers express a preference for the mood commercial and often say it should be the only type on television.

The viewer thinks some products and commercials go better with some program types than with others. The study concludes that current events programs, for example, should have commercials that tend to be factual, minimize the personality, advertise large, expensive items or those which require long-range planning and which are bought usually by men. Sports programs go well with commercials that are lively, enjoyable, not very serious, impulsive and spontaneous, which feature known announcers, animated figures or commercial endorsements (preferably with "a sexual tone"), and which sell such pleasure-dominated products as beer, cigarettes, gasoline and other products such as cars or household items "if not given in a forceful manner."

Type of Product ▪ Suspense-mystery shows should have products that don't seem frivolous, but are not demanding or interfering; products "masculine in meaning" or that are "personal seeming" (perhaps those for tension release) seem to fit this category.

Adventure shows leave room for a wide variety of commercial types which can be both factual and emotional and sell many kinds of products, but not some feminine items. Westerns are good for almost all commercial approaches, especially for products that offer gratification, are easily bought and are directed at men. Straight comedy shows must be more selective: commercials may provide relief from the comedy or may use the comic as a salesman; and products should be those which stand spoofing or the light approach.

Drama calls for diverting, soft-sell, modified mood-type commercials or those with a known announcer who talks gently and carefully about the product. Most product type commercials are considered particularly offensive in drama programs. Variety programs are good for quality-oriented commercials for quality products.

Number of Television Sets Owned by Families in Campbell-Ewald Survey

	N	%
One Set	170	67
Two Sets	72	28
Three Sets	12	5
Four Sets	1	1
Total	255	101

Situation comedy is a good vehicle for emotionally-appealing commercials or those which emphasize imagery. They can sell products to all members of the family if they are "nice" products, pleasant to buy and useful in every home. Quiz and participation programs are suitable for commercials by name personalities who promote products bought on advice, trial or to solve fairly apparent and not-too-complex problems. Soap operas can take almost all commercials except animated types, but the products must be feminine ones or related to the woman's world.

Unsuitable Products ▪ Some products are generally unsuitable for some program types—beer on children's programs, investment purchases on sports. But the researchers emphasize that most programs can "tolerate" many products and several kinds of commercials. There are only preferred combinations and for a given program and commercial, "it all depends."

Thus, the agency, the advertiser, the network or the station is left to de mine for itself which type of c mercial, which product and which gram go together. But SRI, in concl ing the commercials phase of its st passes out one bit of advice applic to all:

"Commercial effectiveness is not c a matter of getting people to buy. C mercials also develop certain expe tions about what a product will how it will function, what gratificati it is to provide. While these might be motivating factors to buy, they influence how a person will respond the product after he has purchased Effectiveness, in other words, also cludes the idea of setting up standa for the product among both pre owners and prospective purchasers.

The overall attitudes of the vie toward television and its programm is something Campbell-Ewald thi ought to be causing great concern, only to advertisers and agencies, bu those in whose hands programming the medium chiefly rests—the netwo and program producers. As Mr. M hugh puts it:

"We hope that those who are seric ly engaged in television programmin the networks and the large producer may be inspired by this study to w to find out all they can about audie attitudes toward this medium. At moment, we know of no other ma effort to get at all the things that study uncovers.

"Current rating services project tional audiences, indicating how m are watching tv, but they do not ans how they are watching or why they watching. Rating services measure tion, but since the formation of f ings and attitudes usually precede tion, we feel that we must have sc measure of these feelings and attitu in order to evaluate what action take place at a future time."

Viewer's Viewpoint ▪ Thomas Adams, president of Campbell-Ew calls the SRI study "the first one have ever seen that starts on the vi ers' side of the television set and c siders what the medium means to hi He feels other advertisers outside agency's client list will be interested it and "we hope to get their reacti to it."

Campbell-Ewald is quick to add t it does not consider the SRI study last word, and, indeed, thinks th should be a second study done dur the 1961-62 program season. Me while, here are some of the things knows about the television vie right now:

The viewer up to now has organi his life around tv, but tv will have use all the ingenuity at its command hold him from now on. He has d nite ideas about what he should



the harder they fall for WCAU-TV!

The latest ARB* shows that Channel 10 delivers more adults than any other Philadelphia station. And more women! If you've got big sales ideas, reach the big spenders. Call CBS Television Spot Sales or CBS Owned WCAU-TV.

from tv, but doesn't always get it. His tastes are forever changing and tv doesn't always keep up with them. He would skip some of the programs (and commercials) he now watches if he could find something he likes better. He's getting more and more choosy, but he looks at tv more than he thinks he does. He is more receptive to tv on Sundays, Mondays, Tuesdays and sometimes Thursdays, but other times he is occupied with other things and at these times may be even more critical of what tv has to offer.

Point of No Return ▪ The viewer has a satiation-saturation point beyond which he will not go in watching endless copying of successful program formulas. If a new show gets a big audience, a few like it may also succeed, but there is a point at which viewers begin to demand variations—different kinds of westerns, comedy shows, situation comedies, quiz programs—and new expressions of a basic program format. And all programs must come up to the current taste patterns, which are shifting and blurred, but in some way reflect the society's basic themes and values.

The study is the basis for predicting the rise and fall of given program types in the next few years. Westerns, generally, are seen as slipping and suspense-mystery shows coming up. Variety shows have dropped some and there's no promise of changes. Daytime soap operas are taking hold among women and may become even more popular in the years ahead. The quiz show is seen as being ready for a comeback. Viewers seem to be expecting a new comedy format and a new group of comedians, but none are in sight. Dramatic programs and situation comedies are stable. Adventures should do better in the next few years. There are indications of increased interest in news, conversation and documentary type shows, but these show nowhere near the possibilities that "some people preach or hope for," and they're not expected to diminish television's main offering, entertainment.

Viewers are described as much more vocal in praise of and in demands for "serious" or "educational" programming than engaged in enjoying, planning for or giving thought to such programs, which leads the researchers to conclude that perhaps viewers shouldn't be taken too much at their word when they say they want this type; that possibly viewers think their viewing of such programs would diminish the "guilt" they feel at watching television so much.

More Serious Programs ▪ But they see an increasing market for such programs, dressed up with more entertainment techniques: "The audience might not be large, though they could be loyal and important."

The study evaluates the typical appeals of some various current types of programs and personalities, though not singling out specifically those programs that are declining or growing in popularity. Some examples:

Garry Moore seems to be more relaxed, friendly, younger acting than some other m.c.'s and is "on the way up." Huntley and Brinkley are seen as the schoolteachers of tv and Ed Murrow seems the ideal newscaster, with his thoroughness, forcefulness and ability to organize and present. Douglas Edwards is "near the top but still on the way."

Desi (Arnaz) is seen as needing Lucy (Lucille Ball) badly, but she probably can do as well or better alone. Perry Como is seen as somewhat weary and Pat Boone as having given all he has to offer. Ed Sullivan seems more and more repetitive and limited in creating new interest, though his programming is by no means dead yet. Red Skelton and Art Carney are on the rise. There seem to be no new faces except possibly Carol Burnett and Shari Lewis. Jackie Gleason seems due for a revival (he has tried again since the study was made, but failure of the new program was blamed on the format rather than on his own appeal). Loretta Young seems stable, but older. Art Linkletter seems to have a good audience and is well entrenched with daytime viewers.

One of the most important contributions of the SRI study was the examination of viewers' attitudes according to social class, an aspect the researchers went into at some length. They found that social class is significant not only in the amount of time spent watching television, but also in the varying attitudes toward it. Attitudes were found predictable to a high degree for a social class as a whole, with considerable overlapping between the lower elements of one class and the higher elements of the next. Here are some of the findings:

Class Attitudes ▪ Upper-middle class—its members watch a half-hour to three hours on weekdays, two to six hours on weekends, and they prefer news, information programs, sports and spectaculars. Lower-middle class—members watch one to four hours weekdays, four to twelve hours on weekends, and like news, westerns, variety, comedy, movies. Lower class—viewers watch two to six hours weekdays, four to twelve hours or more on weekends, and prefer westerns, sports, variety, comedy, detectives, adventures, movies.

The upper middles use tv in less central ways than the lower middles; to them it's one of several resources and they're less appreciative of it; the upper middle, especially the intellectual, may want to elevate tv tastes, but he's also very curious about it. He uses it to measure the prevailing culture, likes his role as social critic and feels his importance in complaining that it's not good enough for his own tastes. He watches somewhat less than those in lower classes, but, importantly, his approach is "more active and stimulated." He selects, discriminates and plans in his watching and is strong in criticism and opinions of tv. He singles out particular types of programs and feels the range of programs to be limited and, thus, has feelings of being "over-exposed and tired."

The "mobile" middle-class people (those striving consciously or unconsciously to elevate themselves) appreciate that watching programs, stars and people on tv keeps them up to date and knowledgeable. They look for documentaries, current events, drama and programs dealing with cultural purposes and the great issues of the day.

The "mobile" middle-class viewers feel they use the same tv criteria as the upper middles. They want to exercise restraint in viewing, but be active and constructive in what they see. They want to use what they see to broaden themselves and to help them in their strivings for self-improvement and a better way of life. They criticize what they feel to be too much entertainment, instead of education, on tv; they think it too stimulating, sensuous, provocative. They are afraid of losing control and sight of their strivings and goals.

The greater middle "majority" groups have learned to be somewhat openly critical of tv, but they also feel that tv is "wonderful, that it provides such excellent opportunities for entertainment that they now would not know what to do without it." They consider the programs plentiful, feel some of them are the "best," and everyone has a long list of favorites.

Pay Tv Infringement ▪ The middle "majority" groups, especially of the working class, consider pay television an infringement on their right to enjoy a better way of life; feel that the more privileged classes would thus deprive them of what is now theirs. The possibility to them, SRI researchers comment, "looms like a threat."

On the other hand many upper middles and "mobile" lower middles think pay tv may possibly improve tv's quality.

The lower-class viewers are selective in tv viewing, but their selections cover a broader range. What they select (westerns, for instance) is usually more available. They don't feel the need to

SESAC INC.

greets the AWRT on its tenth anniversary

We cordially invite you to visit the SESAC Exhibit, Booths 36 and 37 at the AWRT Convention to learn how to increase your station's profit potential with:

SESAC RECORDINGS*

An LP music service featuring a repertory of distinction. Top-flight artists and arrangements available in a host of musical categories for round-the-clock programming entertainment.

"DRUMMERS"*

Production aids, station promotionals, sales starters.

"JUST A MINUTE!"

60-second fully orchestrated show stoppers for hard to fill spots.

and introducing . . .

"MUSICAL SALES EFFECTS"

A completely new dimension in sound!

all from Sesac Inc. –
Celebrating 30 years of service to the entertainment industry.

*trademarks

SESAC INC.

10 COLUMBUS CIRCLE, N. Y.



WGAL-TV Religious Programs

Religious programming on Channel 8 will soon enter its THIRTEENTH YEAR. During this period, WGAL-TV has cooperated with *all* religious groups throughout its coverage area. Religious telecasts are just one phase of this station's many activities in the course of public service.

WGAL·TV
Channel 8
Lancaster, Pa. · NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

stop and think why they chose a particular program or what there is about it they like. They, too, value self-control in tv viewing, but they are not so confident about exercising it as the higher classes. They have fewer alternatives for doing other things.

In one respect tv has been instrumental in diminishing the differences between upper and lower classes. Thus, the lower classes and people in rural areas, who once watched the movies, now have urban, middle class American entertainment available on tv in large quantities, in convenient form and access, and to some extent television has raised their level of understanding.

All the classes are concerned to some extent about watching tv and will be as long as what tv offers is "so broad and somewhat suspect." It offers entertainment, information, escape, stimulation, balms, pastime—all right in the home in the easiest, laziest way —which accents passivity and dependence rather than activity and autonomy.

It's easier to criticize tv than not to turn the set on at all: "Its place is too prominent, not only because it is in the home and the temptation sits there staring one in the face constantly, but also because what it has to offer in terms of learning about the world . . . has grown to be accepted as a vital part of every individual's life."

Most Like Tv ▪ There are, the researchers feel, few people who could say—and mean—"I could live without it forever." There are few who don't really like tv and few who don't watch it a lot.

Although everyone watches tv, they do it for different reasons, the study finds, and puts these motivations into four main categories: (1) to relax, (2) to become stimulated, (3) to learn and (4) to escape. They also watch in different ways. SRI counts 10: intent, idle, reading-snoozing, sharing, visiting, monitoring (watching a program selected by another person), selective, exclusive (watching only one type of program), unintentional, listening-no-watching.

Neither Campbell-Ewald nor SRI is predicting that the changes seen or suggested in the report are at hand, nor do they think of them as so revolutionary as to turn television completely on its ear. But they certainly are not minimizing the possibility that some of the changes will be far-reaching. Some of the trends seen will "continue at a very rapid pace" with "very drastic implications for changes in programming and advertising plans."

The SRI researchers see the likelihood of an approach toward an era of "unimagined opulence" in television if world chaos doesn't intervene.

The people at Campbell-Ewald make it plain that the findings in the study are meant for long-range planning rather than for immediate, specific cases. The tv findings will be used for guideposts rather than for putting together the perfect tv program or commercial. Specific problems, such as the selection of a show, will be handled as in the past by studies of a given program. And the television study is only one part of an overall study Campbell-Ewald has in mind. Radio and magazines are high on the list of other media the agency feels should be examined in the same comprehensive way.

Can Predict Future ▪ Campbell-Ewald thinks studies like this can help to predict the collapse or decline of programs before the normal symptoms appear (drop-offs in ratings). They can do this, for example, by turning up evidence whenever big chunks of a program's audience consist of "default viewers" (those who are watching only because the competing programs are even less attractive); or when a program's "core audience"—those who can be counted on to watch the program every week, regardless—is beginning to lose interest; or when viewers generally begin to show "fatigue" with the program (a restlessness or feeling that the program is beginning to have too much "sameness").

As an example, Mr. McHugh cites *Program X*, a network tv show sponsored through Campbell-Ewald a few years ago but not otherwise identified. The show was reaching more than 10 million homes each week. But in a study SRI found that a great many viewers were really "default viewers" watching only (1) because they thought they ought to watch and ought to like it, or (2) because they considered competing programs unsuited to family viewing.

"The study showed that if either of the other networks changed the program opposite us, then *Program X* would be in trouble," Mr. McHugh recalled. "But we were still relatively new at this sort of study and *Program X's* ratings had showed no signs of dropping, and we stayed with the program. But one of the other networks did in fact put a new show in against *Program X* that fall—and *Program X's* ratings caved in. Its average audience dropped 50%."

It must be presumed that Campbell-Ewald will not allow such viewer attitudes to go unheeded again.

NIELSEN

TOTAL AUDIENCE (†)

Rank		% U.S. TV homes	No. homes (000)
1	24 Hours in a Woman's Life	40.3	18,901
2	Wagon Train	40.0	18,760
3	Gunsmoke	39.9	18,713
4	The Real West	37.6	17,634
5	Rawhide	34.7	16,274
6	Marineland Circus	34.0	15,946
7	Purex Specials	33.0	15,477
8	Danny Thomas Show	32.2	15,102
9	Andy Griffith Show	32.1	15,055
10	The Untouchables	31.9	14,961

AVERAGE AUDIENCE (‡)

Rank		% U.S. TV homes	No. homes (000)
1	Gunsmoke	37.1	17,400
2	Wagon Train	32.9	15,430
3	Danny Thomas Show	30.1	14,117
4	Andy Griffith Show	30.0	14,070
5	Have Gun, Will Travel	29.3	13,742
6	24 Hours in a Woman's Life	29.2	13,695
7	Candid Camera	28.6	13,413
8	Rawhide	28.5	13,367
9	Purex Specials	28.0	13,132
10	Real McCoys	27.6	12,944

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
(‡) Homes reached during the average minute of the program.

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Background: The following programs in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Candid Camera (CBS-175): Bristol-Myers (Y&R), Lever (JWT), Sun. 10-10:30 p.m.

Andy Griffith Show (CBS-177): General Foods (B&B), Mon. 9:30-10 p.m.

Gunsmoke (CBS-201): Liggett & Myers (DFS), Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun Will Travel (CBS-164): Lever (JWT), American Home Products (Bates), Sat. 9:30-10 p.m.

Marineland Circus (NBC-171): Minute Maid Corp. (Ted Bates) and Tupperware Home Parties Inc. (BBDO), Sun. April 2, 8-9 p.m.

Purex Special ("Story of Will Rogers") (NBC-165): Purex (Edward H. Weiss Co.), Tue. March 28, 9-10 p.m.

Rawhide (CBS-202): Philip Morris (B&B), National Biscuit (M-E), Bristol-Myers (Y&R), Drackett (Y&R), General Foods (B&B), Colgate-Palmolive (L&N), Fri. 7:30-8:30 p.m.

Real McCoys (ABC-171): P&G (Compton), Thur. 8:30-9 p.m.

The Real West (NBC-199): Savings & Loan Foundation (McCann-Erickson), Wed., March 29, 7:30-8:30 p.m.

Danny Thomas Show (CBS-181): General Foods (Benton & Bowles), Mon. 9-9:30 p.m.

24 Hours In a Woman's Life (CBS-178 live, 4 delayed): Revlon (Warwick & Legler), Mon., March 28, 9-10:30 p.m.

Untouchables (ABC-179): L&M (M-E), Armour (FCB), Whitehall (Bates), Beecham (K&E), Union Carbide (Esty), Sunbeam (FCB), Thur. 9:30-10:30 p.m.

Wagon Train (NBC-186): R. J. Reynolds (Esty), Ford (JWT), National Biscuit (M-E), Wed. 7:30-8:30 p.m.

P&G'S $101 MILLION IN TV

No one else comes even close to 1960 pace of television's top client, says TvB

Procter & Gamble, the nation's No. 1 tv advertiser, billed $101,491,119 for gross time purchases (network and spot) in 1960. P&G's spending rate places the advertiser in a class by itself. More than $55 million was in spot and over $46.4 million in network.

The totaling of P&G's gross time billing was made possible last week with release by Television Bureau of Advertising of national-regional spot tv billing. Advertisers placed a total gross billing of $616,701,000 in spot (national-regional) and $682,371,069 in network.

Food and grocery product advertisers, with more than $165.1 million, led other classifications in spot tv gross time billings in 1960. A full recount of the fifth annual spot report listing compiled for TvB by N. C. Rorabaugh Co. showing leading spot advertisers follows. Note: a TvB report on top advertisers and brands in spot tv covering the past five years was released earlier this spring (BROADCASTING, April 3).

TOP 100 SPOT ADVERTISERS

1.	Procter & Gamble	$55,084,440
2.	General Foods	18,540,740
3.	Lever Brothers	16,535,560
4.	Colgate-Palmolive	11,419,230
5.	Bristol-Myers	10,169,560
6.	Lestoil Products	9,961,120
7.	American Home Prods.	9,412,110
8.	P. Lorillard	8,431,630
9.	Miles Labs.	8,132,990
10.	William Wrigley, Jr., Co.	7,810,220
11.	Brown & Williamson Tobacco	7,786,200
12.	Standard Brands	7,477,080
13.	Hunt Foods & Industries, Inc.	6,530,630
14.	Warner-Lambert	6,302,760
15.	American Tobacco	6,056,610
16.	Continental Baking	5,879,280
17.	Kellogg	5,795,390
18.	Nestle Co.	5,679,460
19.	International Latex	5,591,010
20.	Ford Motor Dealers	5,275,570
21.	J. A. Folger	4,387,220
22.	General Motors Corp. Dealers	4,350,470
23.	Coca-Cola Co./Bottlers	4,187,470
24.	R. J. Reynolds Tobacco	4,173,570
25.	Philip Morris	4,149,560
26.	Gillette	4,031,050
27.	Avon Products	4,000,240
28.	Pillsbury	3,847,110
29.	Corn Products	3,737,550
30.	Anheuser-Busch	3,715,300
31.	Food Mfg. Inc.	3,651,080
32.	Minute Maid Corp.	3,623,440
33.	Standard Oil Co. (N. J.)	3,175,400
34.	Pepsi-Cola Co./Bottlers	3,119,040
35.	Canadian Breweries, Ltd.	3,033,050
36.	C. S. Johnson & Son	2,813,160
37.	United Merchants & Mfrs.	2,745,640
38.	Pabst Brewing	2,697,950
39.	Shell Oil	2,630,660
40.	Norwich Pharmacal	2,619,030
41.	General Mills	2,569,810
42.	Simoniz Co.	2,472,200
43.	U. S. Borax & Chemical	2,466,580
44.	Welch Grape Juice Co.	2,455,920
45.	American Chicle	2,448,910
46.	Falstaff Brewing	$2,403,400
47.	Andrew Jergens	2,402,070
48.	Quaker Oats	2,362,270
49.	Theo. Hamm Brewing	2,360,690
50.	Revlon Inc.	2,359,060
51.	Consolidated Cigar Corp.	2,304,900
52.	Socony-Mobil	2,297,670
53.	Richardson-Merrell	2,213,520
54.	Sterling Drug	2,185,890
55.	Atlantis Sales Corp.	2,185,120
56.	Maybelline	2,115,950
57.	Mennen	2,069,180
58.	Carnation	2,056,260
59.	E. & J. Gallo Winery	2,032,500
60.	General Electric	1,966,070
61.	Max Factor	1,952,450
62.	Carter Products	1,938,580
63.	Swift & Co.	1,928,990
64.	Atlantic Refining	1,897,080
65.	Wander Co.	1,890,180
66.	Jos. Schlitz Brewing	1,884,170
67.	Sun Oil Co.	1,849,770
68.	Associated Prods.	1,834,890
69.	Hertz Corp.	1,811,910
70.	Standard Oil Co. (Ind.)	1,765,030
71.	Vic Tanny Enterprise	1,758,030
72.	Hills Bros. Coffee	1,706,010
73.	Parker Pen	1,705,620
74.	Pacific Tel. & Tel.	1,697,230
75.	Drug Research Corp.	1,678,690
76.	Piel Bros	1,677,690
77.	General Motors	1,646,820
78.	Great Atlantic & Pacific Tea Co	1,631,390
79.	Phillips Petroleum Co.	1,619,830
80.	Texize Chemicals	1,616,270
81.	Pharma-Craft Co.	1,597,570
82.	Liggett & Myers	1,542,980
83.	Lanolin Plus	1,524,800
84.	Plough	1,516,010
85.	Scott Paper	1,503,190
86.	Helena Rubinstein	1,475,610
87.	American Motors Corp. Dealers	1,464,870
88.	Safeway Stores	1,454,360
89.	Chesebrough-Ponds	1,446,150
90.	Burgermeister Brewing	1,441,850
91.	Chrysler Corp. Dealers	1,404,150
92.	B. C. Remedy	1,387,480
93.	United Vintners	1,386,970
94.	Aerosol Corp. of America	1,377,720
95.	American Motors	1,361,320
96.	P. Ballantine & Sons	1,350,480
97.	Minnesota Mining & Mfg.	1,350,430
98.	Miller Brewing	1,350,100
99.	Ex-Lax	1,342,060
100.	Standard Oil of Calif.	1,332,990

Shell remains content without tv advertising

A glowing progress report on Shell Oil Co.'s virtually exclusive investment in newspaper advertising was presented by The Bureau of Advertising of the American Newspaper Publishers Assn. during ANPA's annual convention in New York last week.

Shell Oil, which startled the television industry earlier this year, announced that through its new agency, Ogilvy, Benson & Mather, virtually all of its expenditures would be placed in newspapers, a total of about $13.5 million, according to the bureau's report. The bureau told the ANPA audience the results of recent studies which indicate that Shell's newspaper campaign over the past four months has been effective and cited these main points:

- A total of 6,129 Shell dealers were asked to compare the 1961 campaign with those of previous years, and 50% liked the present campaign "better"; 17% felt it was "as good" as the previous one; 8% reported it was not "as good" and the remainder had "no opinion" or had "no comment."
- Another study of men motorists in three cities shows that Shell is "getting across" its sales story effectively in newspapers.
- Shell's management is "pleased with the results of the campaign" to date.

Shell placed almost $3.1 million in tv in 1960, according to the Television Bureau of Advertising, and retains a "very modest sum" for corporate advertising on tv.

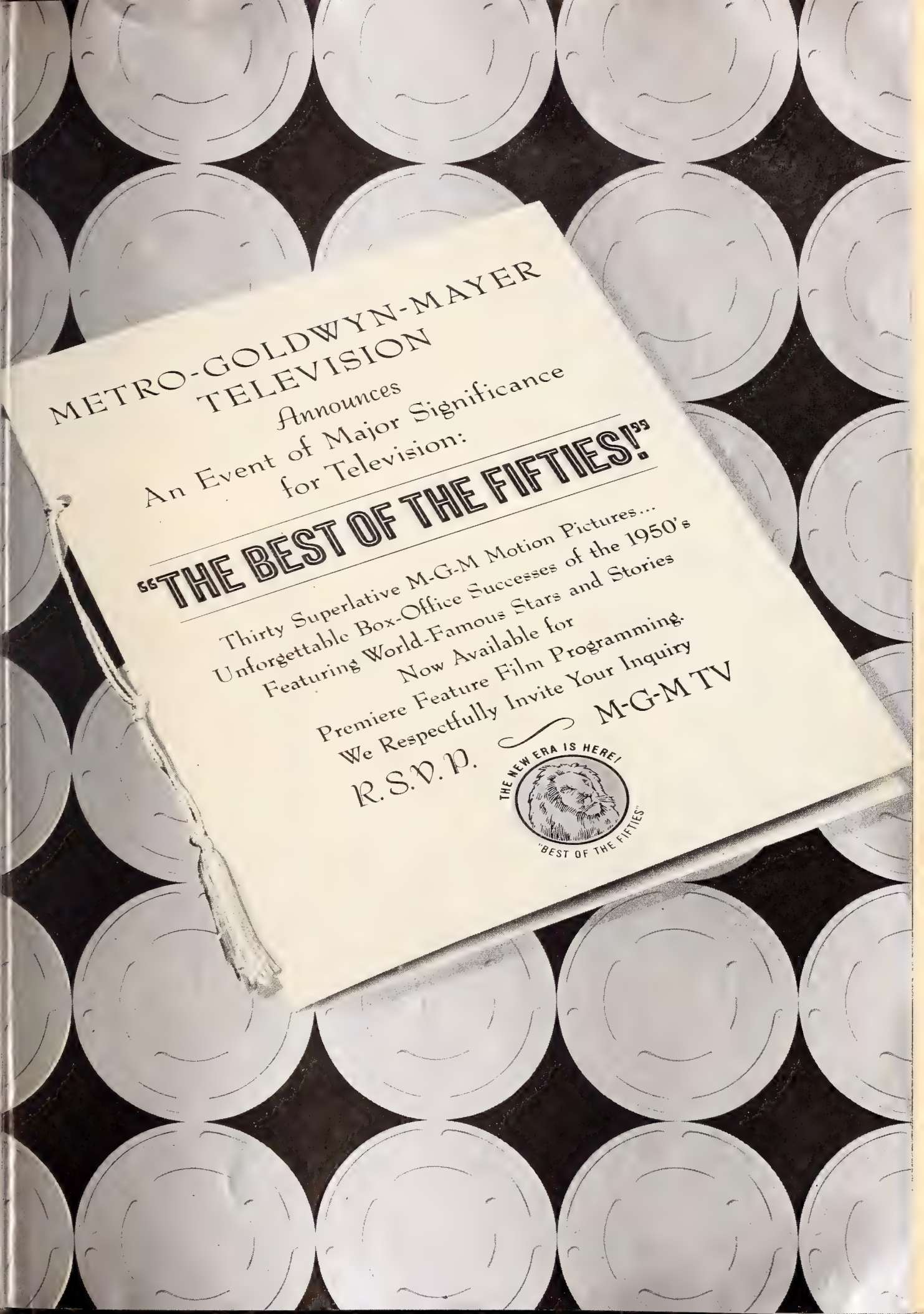
K&E loses $3 million in Lever ad accounts

Lever Bros. took an estimated $3 million in billings, almost half in radio and tv, away from Kenyon & Eckhardt last week and reassigned them to J. Walter Thompson and to Reach, McClinton. The products were Handy Andy, a household cleaner, and Spry, a vegetable shortening, assigned to J. Walter Thompson, and Praise toilet soap to Reach, McClinton.

Kenyon & Eckhardt handled the products more than four years and according to Samuel Thurm, Lever Bros.' advertising vice president, the "transfers were made by mutual consent." There were reports, however, that the agency and Lever had "insoluble differences" on creative and marketing programs which were reflected in the soap and food products firm's slumping 1960 sales—down some $21 million from $409.6 million in 1959 to $388.6 million last year.

The Lever account realignment was the latest in a series that started at the beginning of the year when the company said it would consolidate its agencies so that billings would not be spread thin. First to go was Needham, Louis & Brorby which lost an estimated $5 million in billings to Sullivan, Stauffer, Colwell & Bayles and to BBDO. SSC&B received the All line of products in the shift to add to Lever's Lifebuoy and Silver Dust accounts, already in the agency, and BBDO added Swan Liquid to its stable of Lever accounts which also includes Surf, Wisk and Nifty.

Later in the year the Dinner-Redy account was transferred from K&E, to Thompson, and Thompson got the Air-Wick account from Foote, Cone & Belding (which retained Lever's Imperial margarine and Pepsodent products).


METRO-GOLDWYN-MAYER
TELEVISION
Announces
An Event of Major Significance
for Television:
"THE BEST OF THE FIFTIES!"
Thirty Superlative M-G-M Motion Pictures...
Unforgettable Box-Office Successes of the 1950's
Featuring World-Famous Stars and Stories
Now Available for
Premiere Feature Film Programming.
We Respectfully Invite Your Inquiry
R.S.V.P.
M-G-M TV
THE NEW ERA IS HERE!
"BEST OF THE FIFTIES"



'BEST OF THE FIFTIES'-A NEW ERA IN TV!

They're here! Thirty memorable M-G-M post-1948 feature films usher in the dawn of a NEW ERA in television feature film programming. Studded with big name stars, studded with big M-G-M type entertainment.

Everything that's necessary to bring a fresh new and exciting change to television feature film programming. Let's get together soon....

METRO-GOLDWYN-MAYER
TELEVISION
1540 BROADWAY, NEW YORK 36, N.Y. / JUDSON 2-2000

Ogilvy, Benson & Mather also handles a few Lever food brands.

Last week's moves ended Kenyon & Eckhardt's association with Lever. It also marked Reach McClinton's first Lever appointment, not without surprise because of Lever's announced intent to cut down on the number of agencies.

Record attendance expected by WSAAA

"The Sound of Advertising in the West" is the theme of the 11th annual advertising conference of the Western States Advertising Agencies Assn., to be held Thursday-Saturday (May 4-6) at the Shelter Island Inn, San Diego, with a pre-conference golf tournament on Wednesday. WSAAA officials predict an attendance exceeding last year's record registration of 200 members, wives and guests.

The conference will open with a luncheon Thursday, followed by afternoon workshop sessions on media and new business. Ted Neale Jr., Neale Advertising Assoc., Los Angeles, will preside over the media session; Gordon Gelfon, David Olan Adv., Los Angeles, will moderate the new business discussion.

Workshops Friday: on agency operations, Doug Anderson, Anderson-McConnell Adv. Agency, Los Angeles, presiding; how to make advertising a better citizen, Rod Mays, Mays & Co., Los Angeles, in charge; how to build an agency image, Ray Gage, Guerin, Johnstone & Gage, moderator.

The day's agenda includes a session on agency costs and operations, with Norm Tolle, Tolle Co., San Diego, in the chair.

On Saturday, Bernard Schnitzer, Bernard B. Schnitzer Inc., San Francisco, will preside over a workshop on creativity in copy and design. Irving Eckhoff, Roche, Eckhoff & Assoc., Los Angeles, and Don Jenner, Don Jenner Adv. Agency, L. A. will jointly conduct a publicity workshop.

James Wadsworth, who succeeded Henry Cabot Lodge as U.S. ambassador to the UN last year when Mr. Lodge resigned to campaign for the vice presidency, will be the banquet speaker on Friday. WSAAA President Carl Falkenhainer, Carl Falkenhainer Adv., Los Angeles, will preside at the banquet. Macy Baum, Paul & Baum Adv., Los Angeles, will be toastmaster. "The Story of the Los Angeles Angels" will be told at the Friday luncheon by George Bryson, executive of the ball club, and Johnny Grant, personality of KMPC Los Angeles. The past presidents' luncheon on Saturday, with Bob Culbertson, Culbertson & Backrach Adv., Los Angeles, presiding, will conclude the program.

Gordon Best agency now Post & Morr

Gordon Best Co., 55-year-old Chicago agency which places nearly 60% of its $12 million annual billings in the broadcast media, opens its doors today (May 1) at a new address under new ownership and with a new name: Post & Morr Inc.

Carl M. Post, for the past year president of Best, and Frank F. Morr, for many years vice president, have acquired all the stock in the Best agency from Board Chairman Gordon Best, culminating an ownership transfer plan that has been in evolution about three years.

Mr. Post continues as president and Mr. Morr becomes executive vice president.

Post & Morr has taken the entire 13th floor of the Palmolive Building at 919 N. Michigan Ave. New phone num-



ber is Whitehall 3-2880. The entire Best staff moves to the new agency, including the former Best offices in Los Angeles and New York, headed respectively by Vice Presidents Roy M. Kirtland and John Pinto.

Post & Morr will continue to serve all the Gordon Best clients, including Jos. Schlitz Brewing Co., Dow Chemical's Campana Division, Maybelline Eye Cosmetics, General Finance Co., Florsheim Shoes and Dumas Milner Corp.

Donald S. Manchester, formerly executive vice president of Foote, Cone and Belding and Dancer-Fitzgerald-Sample, has been named vice president, director and plans board chairman of the new agency. Richard B. Best, secretary of Gordon Best Co., becomes a P&M vice president, and Thomas F. Whitehead, formerly copy chief and acting creative director of Best, becomes P&M vice president and director of client services.

Messrs. Post and Morr introduced a number of other key executives added to Best in recent months but in many cases not previously announced. Dr. Ho Sheng Sun, director of media research, formerly with Toni.; Anthony J. Hebel, vice president and director of internal services, formerly with McCann-Erickson and Grant Adv.; Howard Medici, director of merchandising, formerly with Rival Packing Co.; John Clark, manager of radio-tv department, formerly with NBC and D.P. Brother & Co. in New York; and Mitchell Streicker, director of marketing services previously with Leo Burnett Co. and McCann-Erickson.

Agency appointments...

▪ Dormeyer Inc., Chicago, manufacturer of electric housewares, power tools and garden tools, has appointed North Adv., Chicago to handle its advertising.

▪ Norwich Pharmacal Co., Norwich, N. Y., has appointed Cohen & Aleshire, N. Y., as its agency for two new products.

▪ Congoleum-Nairn Inc., Kearny, N.J., appoints J. Walter Thompson, N. Y., for its line of floor and wall coverings, effective May 29. Budget is approximately $1.3 million in various media. Keyes, Madden & Jones, Chicago, currently handles the Congoleum-Nairn Inc. advertising account.

▪ Fulham Bros., Boston, processors of Four Fishermen brand seafood products, has appointed Hicks, Greist & O'Brien, Boston, as its advertising agency.

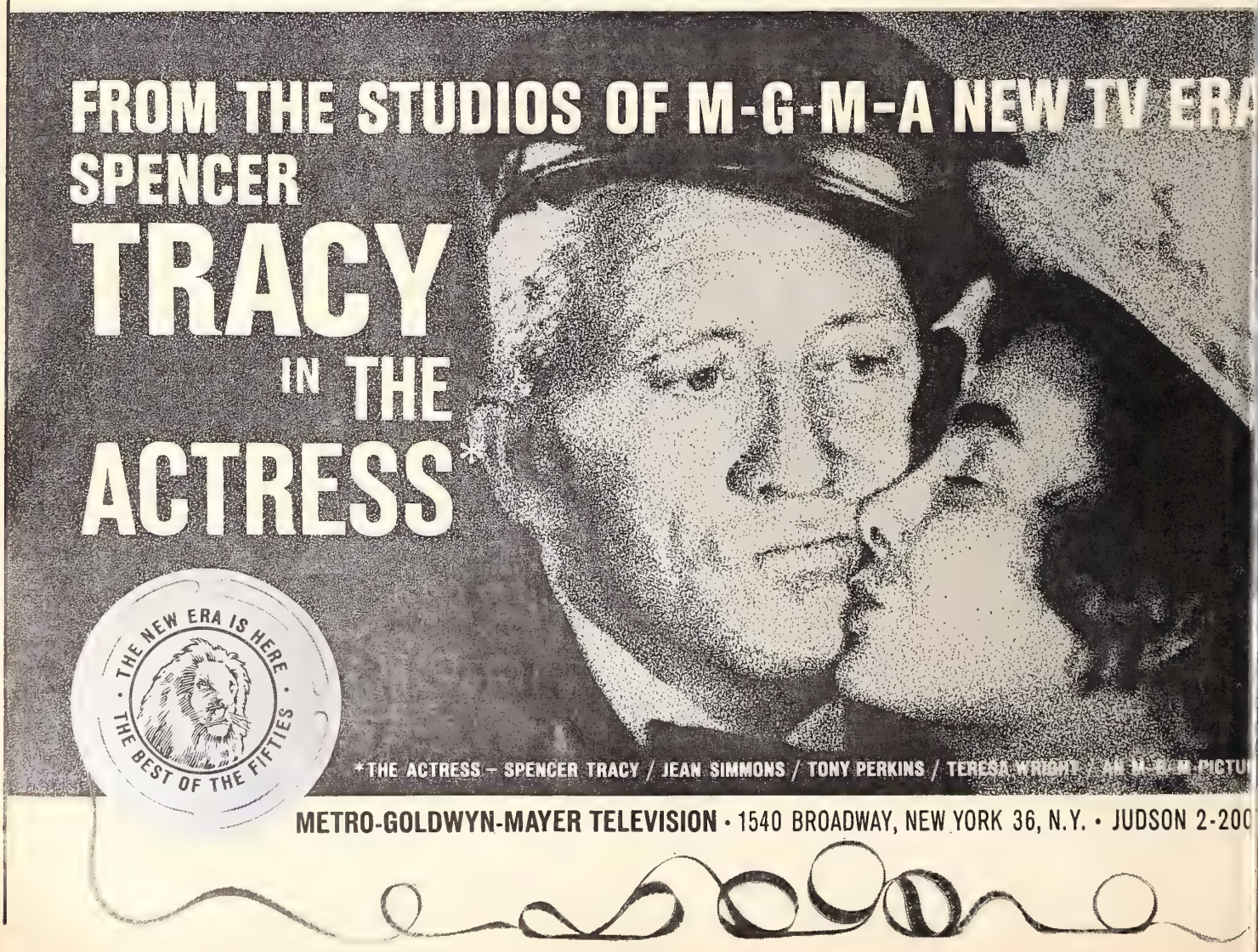
▪ Kinney System Rent-A-Car, N. Y., appoints Moss Assoc., that city, as its advertising agency. The current campaign for Kinney includes radio and tv spot.

▪ Roche Labs, division of Hoffman-La Roche Inc., Nutley, N. J., has appointed Kastor, Hilton, Chesley, Clifford & Atherton, N. Y., to handle advertising for several of the division's new proprietary drug products. Radio and television spots are expected to be a major part of the campaign.

▪ The Waldorf-Astoria Hotel, N. Y., has appointed Kastor, Hilton, Chesley, Clifford & Atherton, that city, as its advertising agency, effective May 1.

WRGB (TV) moves to Katz

WRGB (TV) Schenectady, N. Y., has appointed The Katz Agency Inc. as its national sales representative, effective July 1. WRGB is the third NBC affiliate represented by NBC Spot Sales, to appoint Katz in the past month. Previously KSD-AM-TV St. Louis and WAVE-AM-TV Louisville had appointed



Katz (BROADCASTING, April 17, 3). The appointments resulted from FCC's order prohibiting network spot sales organizations from representing their affiliates.

KLAC names Adam Young

KLAC Los Angeles, after a two-year separation, has reappointed Adam Young Inc., New York, as station representative for two years. An unusual aspect to the appointment is that Westinghouse Broadcasting Co., which has its own radio and tv rep firms, has signed a contract to purchase KLAC from Hall Broadcasting Co., subject to FCC approval. Westinghouse radio stations are represented by AM Radio Sales, New York.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week April 20-26 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., April 20	**Untouchables** (9:30 p.m.)	ABC-TV	28.6
Fri., April 21	**Flintstones** (8:30 p.m.)	ABC-TV	23.4
Sat., April 22	**Gunsmoke** (10 p.m.)	CBS-TV	23.4
Sun., April 23	**Candid Camera** (10 p.m.)	CBS-TV	24.8
Mon., April 24	**Danny Thomas** (9 p.m.)	CBS-TV	22.4
Tue., April 25	**Red Skelton** (9:30 p.m.)	CBS-TV	22.3
Wed., April 26	**Wagon Train** (7:30 p.m.)	NBC-TV	18.7

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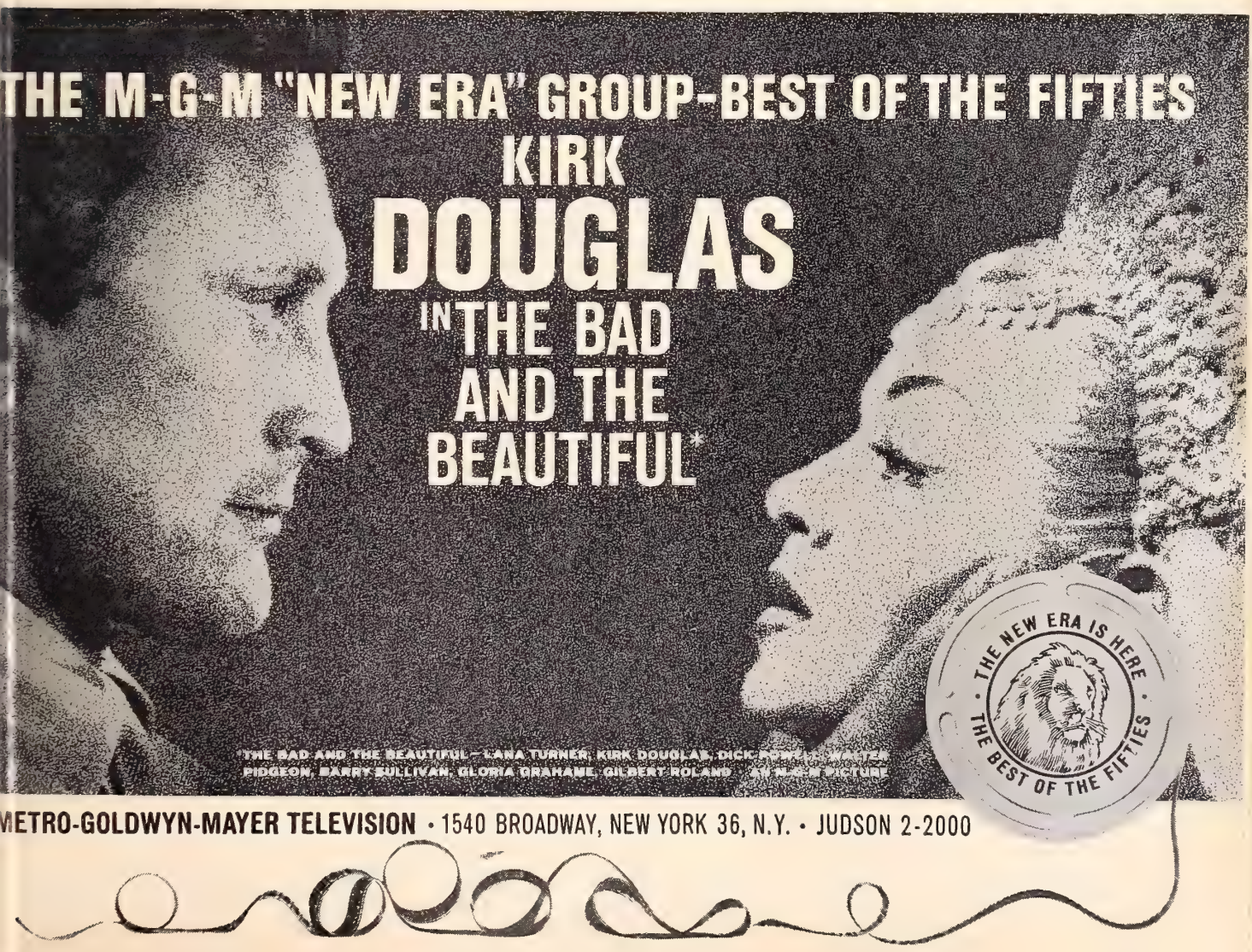
Business briefly...

Ford Div., Ford Motor Co., Detroit, has ordered sponsorship of *Hazel,* a new comedy series based on Ted Key's famous cartoon character, on NBC-TV next season (Thur. 9:30-10 p.m.). The Screen Gems production will star Shirley Booth. Agency: J. Walter Thompson, N. Y.

Best Foods Div., Corn Products Co. (Niagara Instant Laundry Starch), N. Y., is using six CBS-TV daytime programs and tv spot schedules in major markets as part of a new national promotion and advertising drive based on the theme, "Now you can starch right in your washing machine." Agency: Lennen & Newell, N. Y.

Warner-Lambert Pharmaceutical Co., Morris Plains, N. J., has purchased sponsorship in three additional programs on NBC-TV next season: *Tales of Wells Fargo* (Sat. 7:30-8:30 p.m.), *Captain of Detectives* (Fri. 8:30-9:30 p.m.) and *87th Precinct* (Mon. 9-10 p.m.). Warner-Lambert previously ordered sponsorship in NBC-TV's *Whispering Smith,* which will start May 12, and in next season's new *Dr. Kildaire* series. Agency: Lambert & Feasley, N. Y.

The Seven-Up Co., St. Louis, has ordered sponsorship in the tentatively



titled *Carnival Time,* a new weekly series starting Sept. 15 on NBC-TV (Fri. 7:30-8:30 p.m. NYT). Entertainment lined up for the series includes 10 circuses, four ice shows, two magic shows and a Lilliputian show. Agency: J. Walter Thompson, N. Y.

Mead Johnson Co. (nutritional and pharmaceutical products), Evansville, Ind.; **Schick Safety Razor Co.** (division of Eversharp Inc.), N. Y.; and **Warner-Lambert Pharmaceutical Co.,** Morris Plains, N. J., will sponsor NBC-TV's new detective series *Whispering Smith* (Mon., 9-9:30 p.m., EST), starting May 8. Mead Johnson order was placed through Kenyon & Eckhardt, N. Y.; Warner-Lambert purchase was through Lambert & Feasley, N. Y.; agency for Schick is Compton Adv.

Union Oil Co. of California, for the fifth season in a row, will sponsor the Saturday feature races from Hollywood Park on the Columbia Television Pacific Network, Sat. 5:15-5:45 p.m., starting May 13 and continuing through July 22. Young & Rubicam, L.A., is the agency.

Y&R HOLLERS 'COPPER'

Brings Minow and Collins into fight against ABC-TV's proposed 40-second station breaks

Young & Rubicam, New York, called upon the FCC and the NAB last Thursday (April 27) for cooperation in "prevailing" upon ABC-TV and its affiliated stations to cancel a proposed increase of local station break commercial time (BROADCASTING, April 24, 17).

The advertising agency wired FCC Chairman Newton N. Minow and NAB President LeRoy Collins urging them to consider this "most critical situation" at their "earliest" convenience. The wire added: "Certainly no change should be made in existing 30-second availabilities for local advertising until NAB's announced study of its Tv Code has had an opportunity to clarify code inconsistencies and to set standards which will be in the best interest of the public, broadcasters and advertisers."

ABC-TV's announced intention to expand 30-second breaks to 40 seconds in prime time next fall was followed by a memorandum to agencies by CBS-TV two weeks ago that it would adopt a similar policy if a competitive network were to implement such a plan. The expanded station break movement has been under fire by many agencies in recent weeks, with Y&R particularly outspoken in its opposition.

It also led to a wrangle last week between ABC-TV and CBS-TV. James T. Aubrey, CBS-TV president, issued a statement clarifying the network's position, stating that the network is "strongly opposed" to the adoption of a 40-second break because "We believe that this practice would be shortsighted." He noted, however, that "It might be necessary for us to follow suit if a competitive network were to extend its allowance for nighttime chain announcements." Mr. Aubrey's statement prompted a tart comment from Jules Barnathan, ABC vice president for affiliated stations.

"We note Mr. Aubrey does not say he



will not permit this slight increase in the time allotted to station breaks between programs," Mr. Barnathan asserted. The ABC vice president then suggested: "If Mr. Aubrey sincerely believes CBS should not allow the slight increase in station breaks, then we expect he will have the courage of his convictions and refuse to allow it on his network."

AAAA OPPOSES EXTENDED BREAKS MOVE

Agency group declares 'concern' over ABC-TV announcement

The powerful voice of the American Assn. of Advertising Agencies last week joined the chorus of "concern" over the television network movement toward 40-second station breaks.

In a post-convention meeting April 22 the AAAA board adopted a resolution viewing "with concern" the projected expansion of break-time and inviting AAAA members individually to voice their own opinions.

Many already had done so—in terms much stronger than mere "concern." Even before the board acted, many agencies had officially or unofficially condemned the trend (BROADCASTING, April 17).

The "trend" actually was still more imminent than actual last week. ABC-TV, the only network that had said flatly it would expand nighttime station breaks from 30 seconds to 40, reported it still intends to, despite agency and advertiser opposition. CBS-TV appeared to be sticking to its notice that it might extend nighttime breaks from 30 to 42 seconds after half-hour programs and from 60 to 70 seconds after hour-long participation shows, but only if the move "becomes necessary competitively." NBC-TV has taken no position but generally is expected to "meet the competition." Network affiliates strongly favor the longer-break plan because it gives them more prime time to sell to local and national spot advertisers.

Agency and advertiser objections—the Assn. of National Advertisers went on record two weeks ago with a strong objection—are based primarily on two points: (1) their programs would be clipped to accommodate the extra station-break time and (2) they feel the extra commercial time would amount to "over-commercialization" and thus increase public criticism while weakening the effect of the advertising messages.

ABC meanwhile moved last week to head off a related objection: A fear by many advertisers and agencies that stations would use the extra break time to triple-spot. Stephen C. Riddleberger, vice president in charge of ABC's owned stations, announced that on the five ABC owned stations "no more than two announcements of a commercial, promotional or public service nature" would be scheduled in each 40-second break. If two announcements occupy only 30 seconds, he added, the other 10 seconds will be used for news and weather.

AAAA's public relations program in behalf of advertising (BROADCASTING, April 24) has met some criticism and considerable apathy (CLOSED CIRCUIT, April 24) and newsmen have interpreted a statement issued April 22 to mean the program has been watered down. But officials insisted the clarifying statement is "in substantial agreement" with the earlier plans.

The statement said the first activity would be to try to find why opinion-leaders are critical of advertising; that the results of this survey would determine "the precise content" of the public relations program, and that AAAA would step up its efforts to "reduce or eliminate" the things which lead to such criticisms.

Edwin Cox of Kenyon & Eckhardt, newly elected AAAA chairman, and other officials emphasized they are not renouncing any of the elements of the nine-point program, although some might be changed.

The three-month survey will be conducted by Hill & Knowlton, public relations firm retained by AAAA.

New and larger

The New York offices of BROADCASTING and *Television* magazines have moved to new and larger quarters on the 15th floor of 444 Madison Ave. (zone 22). Telephones remain the same: for BROADCASTING, Plaza 5-8354; for *Television*, Plaza 3-9944.

BROADCASTING's New York office was formerly on the 24th floor of the same building. *Television* was at 422 Madison Ave.

Golnick forms own firm

Leon S. Golnick, president of Applestein, Levinstein & Golnick Adv., Baltimore, has announced his resignation to form his own agency in that city. Staff of the new firm, to be known as Leon S. Golnick Adv., will include Lee E. Blom, creative director; Irving Yaniger, art director; and Joseph Giannaccini, media director. Permanent offices at 701 Cathedral St. are expected to be ready by May 20. Temporary headquarters are at 111 North Charles St. Telephone: Vernon 7-2722.

memo to:
Rena Mayer
(CAMPBELL-EWALD CO., N.Y.)

As any Lansing listener survey for the past four years will tell you, WILS dominates the market.

- Here's one reason why the Lansing market is a unique buy:

COST PER THOUSAND
26c

based on latest Hooper (see below) and latest SRDS Spot Radio (Mar. '61)

- Here's one example how we dominate the Lansing market:

HOOPER RATING

	WILS	OTHER AM STATION
M-F 7 am-noon	61.5	22.3
M-F noon-6 pm	62.7	18.7

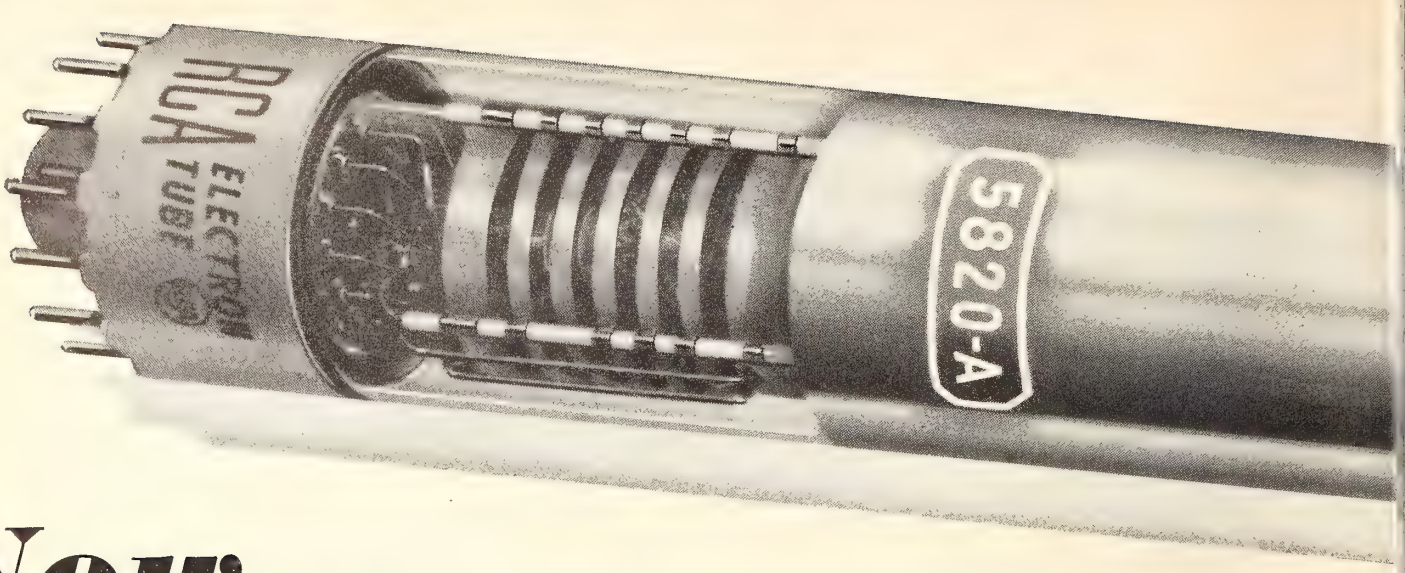
C. E. HOOPER, JAN.-MAR. '61

18

RADIO WILS LANSING
1320

24 HRS/DAY
5000 WATTS DAYS
1000 WATTS NIGHTS

represented exclusively by
Venard, Rintoul and McConnell



Now...

RCA-

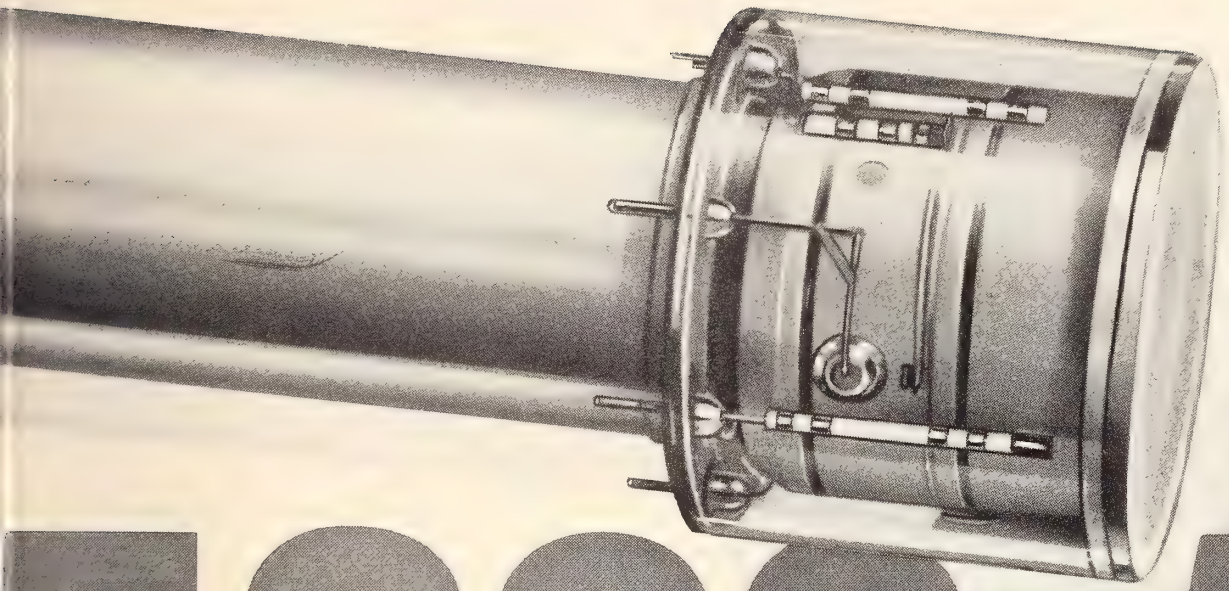
New "standard"

☆ ***Assured Quality—for high signal-to-noise ratio***

☆ ***Assured Quality—for uniformity of signal output and backgroun***

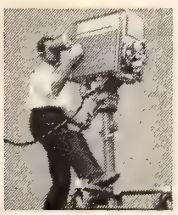
☆ ***Assured Quality—for high sensitivity***

☆ ***Assured Quality—for high resolution capability***



5820-A!

TV Camera Tube...



This is the tube you asked for—an Image Orthicon with *QUALITY-ASSURANCE* on every major characteristic by which camera pictures are measured. Performance uniformity is high from tube to tube, and is consistent—in camera after camera.

RCA-5820-A can be used in all camera chains currently "tubed up" with Type 5820. And, as in all RCA Image Orthicons, RCA-5820-A incorporates the RCA developed Super Dynode and Micromesh designs.

For more facts about QUALITY-ASSURED RCA-5820-A's, visit the RCA Exhibit at the NAB. For prompt delivery of RCA-5820-A's, call your local RCA Industrial Tube Distributor.

RCA ELECTRON TUBE DIVISION, HARRISON, N. J.

RCA®

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

Kennedy proposes overhaul of FCC

PLAN TO STRENGTHEN CHAIRMAN DISMAYS COMMISSION OFFICIALS

"A political document." "An abomination." These are two of the more printable observations made by several FCC officials after digesting the details of President Kennedy's far-reaching plans to reorganize some of the functions and procedures of the FCC.

The President's message (Reorganization Plan No. 2) was sent to Congress April 27. It will go into effect within 60 days of that date unless either house of Congress votes to veto the plan. Reorganization Plan 1 concerned the Securities & Exchange Commission.

At the same time the President notified Congress of his ideas on a code of ethics for government employes.

There was no immediate congressional reaction to the FCC reorganization plan. There is speculation that the White House cleared the plan with both Sen. Warren G. Magnuson (D-Wash.) and Rep. Oren Harris (D-Ark.), chairmen of the Senate and House Commerce Committees, and anticipates no objections.

The main attack on the plan was leveled at the provision which empowers the chairman of the FCC to assign commissioners or staff to various duties. At present the full commission must agree to such orders.

President Kennedy's plan for the FCC makes the following changes in the FCC's organization and procedures:

- Authorizes the chairman to assign all personnel, including commissioners, to duties.
- Orders the commission to delegate virtually all activities to "divisions" of the commission, to individual commissioners, hearing examiners, employees or employee boards.
- Gives the FCC "discretionary" rights to review actions of panels or individuals on its own motion or on petition by parties or intervenors in cases. Permits review to be granted on the vote of three of the seven commissioners.
- Abolishes the practice of filing exceptions to examiners' initial decisions and the right of parties to oral argument before the commission *en banc*.
- Abolishes the review staff and its functions. This is the unit which writes commission decisions on instructions from the commissioners as a whole. This means that individual commissioners will have to write their own decisions.

The President's message said that the changes would relieve the commissioners of the necessity of dealing with many matters of lesser importance "and thus conserve their time for the consideration of major matters of policy and planning." It would provide greater efficiency and dispatch of business of the FCC, he said.

Because the revised set up for transacting the commission's business requires continuous and flexible handling, the President stated, the function of assigning personnel must be given to the chairman.

He also expressed the belief that the reorganization plans would save the government money.

Revises Tenets ▪ Objectors point out that the essence of the revision is to water down the power of individual commissioners. They express the belief that this is contrary to the intent of Congress when it established the FCC in 1934—that all seven commissioners were to be equal.

A central premise when the Communications Act was passed, critics note, was that there would be no administrator over radio; that the guardianship over communications in the United States was too critical to be entrusted to one man.

A majority of the commission is known to view the proposals with dismay. They feel that it delivers the major functions of the FCC to the chairman, that some provisions disregard "due process" rights of applicants and parties, and that in other details it places an onerous burden on commissioners.

It was observed by some that the final order deleted several provisions which had been included in the draft submitted to the FCC for review several weeks ago (CLOSED CIRCUIT, April 24). One of these would have given the chairman power to establish the appropriation level and its use within the commission.

There is also some doubt as to whether the authority of the President under the Reorganization Act extends to the independent, regulatory agencies.

Carroll Bill ▪ Just prior to the President's message, Sen. John A. Carroll (D-Colo.) introduced legislation designed to speed up the proceedings of the FCC and other regulatory agencies by upgrading the role of hearing examiners. Under the bill (S-1734), examiners' decisions would be final unless reviewed by the full agency or commission on narrowly defined grounds.

The measure implements one of the recommendations in the report submitted last month by the Senate Subcommittee on Administrative Practice & Procedure, which Sen. Carroll heads (BROADCASTING, April 10).

In a move this week, the FCC itself further delegated more authority to the chief hearing examiner, giving him the power to order the holding of initial pre-hearing conferences and to rule on petitions to add (but not to strike) issues in hearing proceedings.

Higher Standards ▪ The President on the same day told Congress that it should require every administrative agency to promulgate, within 120 days, a set of standards regarding *ex parte* contacts and how they should be applied to the specific work and procedures of the agency.

He recommended that these codes contain an absolute prohibition against any type of off-the-record communications involving a proceeding between private parties in which the agency is required to make a decision solely on the record of a formal hearing. These codes, he said, should have the force of law, and contain appropriate sanctions.

In his report on ethics in government, President Kennedy said he planned to appoint an honor czar in the White House. He set out proposed standards for executive department employes which, among other things, prohibits the receipt of gifts designed to influence public officials, bans use of information gained in government services for private gain, and bars outside employment for public officials if it is incompatible with their government work.

Deadline extended

Deadline for comments on the FCC's inquiry into ways to make vhf tv channels available for noncommercial educational use in New York and Los Angeles (BROADCASTING, April 3) has been extended from May 1 to June 1. WOR-TV and WNEW-TV, both New York, jointly petitioned the FCC for the extension because they felt the proposed sale of WNTA-TV to an educational group might make filing unnecessary as far as New York was involved. The Joint Council on Educational Broadcasting also asked for the stay to afford more time to consider the means of bringing the change about.

IN THE CONGRESSIONAL HOPPER...

Here, in capsulated form, are bills introduced in Congress that are of interest to those in broadcasting and allied fields:

HR 6539. Rep. John J. McFall (D-Calif.)—would prohibit dissemination, by any medium, of advertisements falsely representing the consumer price of a commodity, to be the same as the wholesale price. Commerce Committee. April 20.

HR 6573. Rep. Emanuel Celler (D-N.Y.)—would make it illegal to lease, furnish or maintain wire facilities for transmitting gambling information in interstate or foreign commerce, but would not affect news or sports broadcasts. Judiciary Committee. April 24.

HR 6578. Rep. Oren Harris (D-Ark.)—would amend the Communications Act to authorize issuance of radio operator licenses to U. S. nationals. Commerce Committee. April 24.

HR 6579. Rep. Oren Harris (D-Ark.)—would suspend the conflict-of-interest provisions of the Communications Act with respect to persons serving as executive reservists under the Defense Production Act. Commerce Committee. April 24.

HR 6581. Rep. Oren Harris (D-Ark.)—would authorize the FCC to impose fines for violations of FCC rules and regulations by radio stations in the common carrier and safety and special fields. Commerce Committee. April 24.

S 1689. Sen. Warren G. Magnuson (D-Wash.) (by request)—same as HR 6579. Commerce Committee. April 20.

S 1715. Sen. Warren G. Magnuson (D-Wash.)—would amend the Tariff Act of 1930 to permit institutions of higher learning to import, duty free, sound recordings, films, and slides for their use in nonprofit tv and radio broadcasts. Commerce Committee. April 24.

The silence was stony at antitrust remarks

Is newspaper ownership of radio-tv an antitrust violation?

This thought was suggested by the Department of Justice public information chief, Edwin O. Guthman, in a talk at the Women's National Press Club in Washington during a meeting with the American Society of Newspaper Editors.

Mr. Guthman, who was a political reporter for the *Seattle Times* before his appointment to the Justice Dept. post in January, referred to major cities where there is no newspaper competition. "If concentration of ownership is bad in the manufacture of diesel locomotives and in burglar alarms, or in banks," Mr. Guthman asked, "why isn't it bad in the newspaper business?"

He continued: "Perhaps the antitrust laws could be applied to prevent chain ownership of newspapers, but [sic] I think they should be applied to prevent newspapers from owning radio and tv stations, and vice versa." It is extremely important, Mr. Guthman added, that the means of communication do not become centered in a few hands.

Mr. Guthman emphasized these views are his own, not necessarily those of the Justice Dept.

Newspaper editors greeted his remarks in stony silence.

Grant wins his reimbursement

The Laurel, Md., am drop-out case, the first in which the FCC chief hearing examiner refused to accept reimbursement of the withdrawing applicant's expenses on grounds they were not proved "legitimate and prudent," lost that status last week. Chief Hearing Examiner James D. Cunningham, on remand of the case from the commission, heard fuller explanation of the way some $10,000 was spent by Milton Grant, Washington disc jockey, and approved the agreement whereby the remaining applicant, Interurban Broadcasting Corp., reimbursed him. The examiner dismissed Mr. Grant's application with prejudice and retained remaining applications in hearing status to be the subject of an initial decision.

Timken takes advertising tax case to court

The Timken Roller Bearing Co., Canton, Ohio, has gone to court to recapture over $1 million it claims was overpaid to the federal government for the years 1951-54 because certain types of advertising were disallowed by the Internal Revenue Service.

The company filed suit in the U.S. District Court in Cleveland last month, asking for recovery of $1,282,960 it charges was overpaid because IRS refused to allow certain advertising costs on the ground they were not "ordinary and necessary."

The advertisements, including the purchase of radio time on WHBC and WCMW Canton, WHIZ Zanesville and WBNS Columbus, all Ohio, dealt mostly with inflation, communism, taxes, and labor relations.

WLYH-TV gets dual ID

WLYH-TV (ch. 15) Lebanon, Pa., a Triangle station, was given FCC permission last week to identify itself also with Lancaster. WGAL-TV Lancaster had protested the Triangle request on grounds it would violate commission duopoly rules since Lancaster receives signals from WFIL-TV Philadelphia and WFBG-TV Altoona, Pa., also Triangle stations. Commissioner Robert T. Bartley dissented.

Winchell column 'slur' stirs Rep. Anfuso's ire

Rep. Victor L. Anfuso (D-N.Y.) is at war with *The Untouchables* again, because of its narrator, Walter Winchell. He has asked ABC to drop the show unless Mr. Winchell retracts a "slur" in his April 3 syndicated column against Italo-Americans.

The columnist said President Kennedy has appointed no Democrats of Italian origin to public office because those recommended have Mafia connections. "Characters right out of *The Untouchables,*" the item concluded.

Rep. Anfuso, one of a group of congressmen who led a boycott which caused Liggett & Myers to withdraw sponsorship of *The Untouchables,* wrote to ABC Friday (April 28), after failing to get an apology from Mr. Winchell. He also asked the American Newspaper Publishers Assn. to use its influence to get its members to drop Mr. Winchell's column.

Trend to controls cited

Rep. William H. Avery (R-Kan.) feels there has been "an increasing tendency" on the part of the FCC to intervene in radio and television programming. A member of the House Commerce Committee until his elevation to the Rules Committee in March, Rep. Avery said this tendency is part of a general effort by the Administration to increase and expand government controls "in every field" of federal jurisdiction. The tendency with respect to broadcasting is further evidenced, he said, in the views expressed by FCC Chairman Newton N. Minow who, Rep. Avery said, believes the FCC should become increasingly concerned with programming.

FCC HAS MANY QUESTIONS

And it wants answers before approving many-faceted station transfers involving NBC, RKO, C-C, et al

The bases for the FCC's planned hearing in the RKO General—NBC station transfers and related ingredients were announced by the agency last week. The notice and order spared none of the parties involved and pointed up questions that must be resolved relating to each.

Among the hearing issues are promise vs. performance, character qualifications, antitrust matters, "vulgar" programs, duopoly, trafficking, "payoff," payola and the power of a network to grant or withhold affiliation. Over 20 applications and pleadings before the FCC in the inter-related cases were divided into the following five groups:

(1) Application of NBC for renewal of licenses of WRCV-AM-TV Philadelphia and transfer of those stations to RKO General (in exchange for WNAC-AM-TV and WRKO-FM Boston; application of Philco Broadcasting Co. for ch. 3 Philadelphia (WRCV-TV).

(2) License renewal application of RKO for WNAC and transfer of the am-fm-tv outlets to NBC (above).

(3) NBC's application for renewal of WRC-AM-FM-TV Washington and sale of these stations to RKO for $11.5 million; KRON-TV San Francisco application for a new tv station on ch. 4 Washington (WRC-TV).

(4) RKO's request for approval of its proposed sale of WGMS-AM-FM Washington to Crowell-Collier Broadcasting Co. for $1.5 million.

(5) NBC's application to purchase KTVU (TV) San Francisco-Oakland for $7.5 million from San Francisco-Oakland Tv Inc. and KTVU's request for an original license.

In all five groups, the character qualifications of NBC and/or RCA will be one of the hearing issues. On the basis of petitions filed by KRON-TV (present NBC San Francisco affiliate) and Westinghouse Broadcasting Co. (whose WBZ-TV Boston is NBC-affiliated), the FCC said it will "inquire into the conduct and activities" of NBC in acquiring KTVU and WNAC-TV. The commission also wants to know if RKO participated in NBC's negotiations to purchase KTVU (RKO formerly had an option to purchase an interest in the station and its principal owners are former RKO executives).

Antitrust, Payola ▪ The commission stated, it also will inquire into antitrust actions, which led to a consent decree ordering NBC to dispose of WRCV-TV, "to the extent that they may raise questions as to conduct pertinent to NBC's qualifications."

In an 81-page staff document summarizing all the various facets of the case for the commissioners, it was pointed out that at least three NBC radio stations (WRCV, WAMP Pittsburgh and WMAQ Chicago) are involved in payola questions. A full-scale field investigation of all NBC stations was ordered May 11, 1960, and still is not completed. WNAC was investigated and cleared of payola charges, the staff document stated.

Also questioned was RKO's ownership of CKLW-TV Windsor, Canada, which provides a Grade A signal to over 3 million U. S. citizens. The commission questioned whether, in the event the pending applications are approved giving RKO five U. S. vhf stations, ownership of the Windsor station would be contrary to commission rules.

Concerning Philco's application for ch. 3 Philadelphia, the commission said it wants more information on financial qualifications and officers and directors of the company.

Crowell-Collier Has Troubles ▪ C-C, which owns KDWB St. Paul, KEWB Oakland, and KFWB Los Angeles, was singled out by the commission to determine if its stations have engaged "in a pattern of operation inconsistent with the public interest." The staff document, upon which this action was based, said that the Complaints & Compliance Div. has prepared a complaint record with respect to the three C-C stations which contains the following:

▪ Information that a recurrence of payola may exist, based on a January 1961 statement by a KFWB employe that a record distributor had asked if the employe wanted to be placed on the distributor's payroll for helping to select particular musical selections to be aired on KFWB.

▪ The Dept. of Justice has informed the FCC that KEWB and KTVU are involved in a full-scale investigation by the FBI. This, the staff stated, involves a possible violation of Sec. 605 of the Communications Act in that one Kenneth Fuller of Broadcast News Service has been furnishing KEWB and KTVU information for broadcast taken from radio transmissions of local police, fire and other city departments. "The Dept. of Justice has stated that there are no 'present plans' to prosecute the stations, but that it is possible that evidence implicating the licensees may be introduced at Fuller's trial," the staff document stated. "The department has requested that the commission take no administrative action in the matter until the criminal case is closed."

▪ Several complaints, through January 1961, against C-C stations for announcements or program material alleged to be in "bad taste," "vulgar language," "obscene jokes" and "filthy" phonograph records. Also, KFWB is the subject of complaints to the FCC for "publicly siding with and giving inordinate publicity to a 12 year-old girl who had been expelled from school. . . ."

▪ Complaints from law enforcement officers concerning "alarming announcements on two occasions which incited fear and caused traffic jams. . . ."

▪ "Strong criticism" of the FCC for approving the transfer of KEWB (then KLX) to C-C, which allegedly resulted "in change of a good music, public service station into one of 'appalling' bad program quality or one which was a "gypsy radio' operation."

▪ Complaints about editorials on a California legislative proposition which "allegedly were offensive to members of the Catholic faith, etc."

The staff also cited the $10,000 fine the commission has stated KDWB is liable for (see story, page 60) as fitting into the overall "pattern of operation" under question.

KTVU "Payoff" Problem ▪ Action on KTVU's application for an original license has been held in abeyance by the FCC since February 1958 because of investigation of an alleged "payoff" made to a competing applicant, Channel Two Inc., by SF-O Tv Inc. Ch. 2

Refreshment in Fresno?

A promotional scheme to change the call letters of KMAK Fresno to KOAK (pronounced coke) in exchange for some $90,000 worth of Coca-Cola advertising was protested by KYNO Fresno last week. Petitioning the FCC to deny the sale of KMAK to Radio One (KXOA Sacramento and KLIV San Jose), KYNO charged the buyer already represents itself as owning KMAK to local agencies and is promoting such transactions as that with Coca-Cola. (The beverage company reportedly turned down the offer, saying that for a few dollars more it could buy the station itself).

KYNO also charged that Radio One's programming plans for KMAK virtually duplicate the formats of its two other outlets. The disparity among the three California markets indicates the intended buyer is not interested in Fresno's particular needs, KYNO said.

THAT WCKY SURE stirs up EXCITE MENT IN CINCIN NATI



Whoever it is who said that Radio can't be a talk-of-the-town any more hasn't been to Cincinnati lately. At least not since WCKY took the wraps off a bundle of new program ideas that have whipped up more excitement than Cincinnati has heard in many a moon! You talk about talk! WCKY's triple-play of "Compass," "Background" and "Documentaries," backdropped by a depth-in-news, good music and promotion fireworks, is the talk of the market. All this—plus a Nielsen audience in seven figures makes that WCKY some buy! Now is the time to talk to AM Radio Sales.

WCKY-RADIO IS SOME BUY!
50,000 WATTS—CINCINNATI

claimed expenses of $302,082.40 in prosecuting its application, of which SF-O Tv Inc. repaid $162,250. The staff has questioned the amount claimed by Ch. 2 Inc., particularly since the successful applicant was able to obtain a grant and construct KTVU "for only $106,937."

This raises the question as to whether "the transaction was in fact a payoff," the FCC staff document stated. Latest information to be received by the commission on the subject was dated March 2, 1961. It contains a letter from Stoddard P. Johnston, president of Ch. 2 Inc. and presently 4.945% owner of KTVU, which stated that many of the firm's records have been destroyed but accounted for $183,993.62 in expenditures. The difference between that figure and the total represents expenditures of Kenco Enterprises Inc., a stockholder in Ch. 2 Inc, it was stated.

"The supporting data furnished by Stoddard P. Johnston still leaves serious questions unresolved," the staff document stated. "Further, certain material in the expenditures submitted is clearly not chargeable to Ch. 2 Inc."

An additional issue relates to KTVU's actual programming as compared with its original proposals.

No Merit ▪ In ordering the hearing, the commission said that RKO's request (supported by NBC) that the sales be approved before action is taken on the NBC renewal applications "is untenable and wholly without merit. . . . Insofar as these stations are concerned, NBC has nothing to assign unless and until the commission renews its licenses for those stations." Since Philco and KRON-TV have filed applications for Philadelphia ch. 3 and Washington ch. 4, respectively, a renewal cannot be granted to either WRCV or WRC-TV without a comparative hearing, the FCC said.

Any comparative hearings, additionally, must include issues on the past operations of NBC and proposals of RKO for the future, the commission continued. Also, the FCC stated, Philco's request that the agency proceed separately with a comparative hearing on the Philadelphia renewal and permit applications "is neither warranted, feasible nor conducive to the prompt dispatch of the commission's business. In one matter or another, all of the above (five groups) applications are either interrelated or interdependent."

The commission will, however, proceed with the group one (Philadelphia) applications first, including the proposed transfer, and has ordered an initial decision on this phase of the case during a recess of the proceeding. A hearing examiner has not yet been assigned to the case nor has a beginning date been set.

Responses to the commission's order, which was issued under provisions of the Communcations Act prior to the 1960 amendment of Sec. 309 (b), are due in 30 days. NBC's contract to purchase KTVU expires August 24 and the network-RKO Philadelphia-Boston contract expires Dec. 18.

FCC's program jurisdiction disputed

19 STATIONS EXPRESS FEAR OF CENSORSHIP

An indictment of the FCC's claim of jurisdiction in programming was filed by the Washington law firm of Pierson, Ball & Dowd last week on behalf of 19 stations in comments on the proposal to revise program reporting forms (BROADCASTING, April 24).

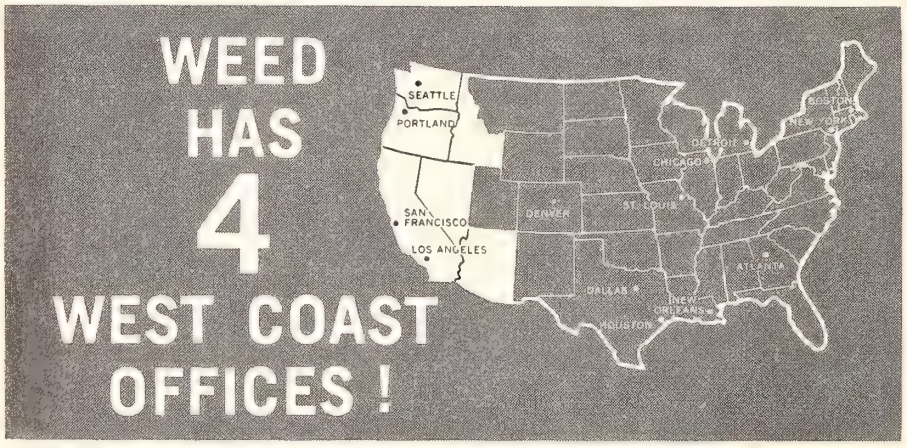
The extensive program information required indicates the FCC may want to supervise programs and prescribe standards to the point of censorship, the lawyers said, adding that the data is practically worthless in determining if public needs are being met.

The lawyers questioned the constitutionality of the FCC proposal "far more fundamental questions than whether the proposed changes offer any significant improvement." Prohibitions against censorship and the question of whether there are any reasonable criteria upon which the FCC can prescribe program balance of service make any action by the commission in this area "arbitrary and capricious and in violation of due process requirements . . ." the lawyers stated.

Will Licensees Be Coerced? ▪ Pierson, Ball & Dowd questioned whether the information is being requested or used as a "basis for coercing or disapproving program schedules." The law firm said such procedures "must inevitably lead to censorship in its simplest form."

"The commission did not deny that its proposal constitutes an attempt by government . . . to influence the content of communications. Whether the hand it lays upon broadcast programming is heavy or light, the clear purpose of the commission is to use its licensing power to prevent some broadcast communications and to elicit others."

Anyone is ignoring reality who believes that an applicant for a license "would ignore, or could with impunity ignore, the predilections and predispositions of the commission and its members with respect to program fare," the lawyers pointed out. "By making



This territory is IMPORTANT
This territory is ACTIVE
This territory is DEMANDING

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Wherever a buying decision is made...
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the most of man's natural tendency to please those who dispense a privilege, the commission accomplishes indirectly what it avoids doing directly.

"In short, it coerces the promise it wants and then demands performance of the promise it has coerced. To say that this is not a prior restraint upon broadcast communications is to exalt form over substance and fancy over reality."

A principal "time-honored excuse" used by the FCC is the contention that while it would be unconstitutional to censor a particular program or its content, it is constitutional for the commission to censor the total program service, the comment pointed out. "How censorship of a part is invalid but censorship of the whole is valid places a considerable strain upon understanding," Messrs. Pierson and Kohlhass stated.

Hitting the "meddling in programs" by the FCC, the lawyers said the best way the agency can promote diversity in programming is through the adoption of allocation and related policies which will permit and promote multiple and competitive services. "It is quite evident that Congress intended to rely upon the forces of competition to generate a diversity of programming and viewpoint rather than upon government censorship of what individual broadcasters should or should not broadcast.

"Freedom of speech considerations aside, the commission has no authority to prescribe program norms and guidelines in a virtual vacuum, which is the inevitable result of commission actions in this field."

Arbitrary and Capricious ▪ Attempts by the FCC to control programming, in the absence of any reasonable criteria to establish guidelines, are "arbitrary and capricious," according to Pierson, Ball & Dowd. "If the commission is to usurp the function of station licensees in determining the programming needs of any particular community, the task by sheer magnitude is hopeless unless uniform and, therefore, arbitrary standards are adopted."

The Pierson comment further took the position that the regulatory concept of balanced programming is a "myth and an illusion. . . . The first time the commission reprimands or denies an applicant . . . who had less than one hour of public affairs programming per week, it can be certain that every station thereafter will have, upon advice of counsel, at least one hour of public affairs. . . .

"The inevitable result will be that, by *ad hoc* precedent, diversity will be stifled and commission-established conformity will dominate the program formats of the nation's broadcast stations." In addition, the comment continued, program information obtained by the



GO PLACES
WIXIE



WXYZ IS ON THE MOVE...

Both NSI and ARB reflect WXYZ-TV dominance in Detroit.

Ratings for March show WXYZ-TV with 34% share of total audience compared to 28% for our closest competitor.*

In the first quarter of 1961 an advertiser spending $2,100 weekly on WXYZ-TV scheduled 24 one-minutes delivering 149.1 rating points**—1,925,700 homes, for a $1.11 CPM. 75% of these sales messages, incidentally, are concentrated on nighttime buying audiences for maximum effectiveness.

Efficiency, Reach, Sales Message Effectiveness are some of the ingredients that make Channel 7 the first buy in Detroit. Tap your Blair Man now for the top station...

*March NSI, 6:00 PM-Midnight, Sunday-Saturday
**January-February ARB

WXYZ-TV abc CHANNEL 7 DETROIT

OWNED AND OPERATED BY AMERICAN BROADCASTING—PARAMOUNT THEATRES

FCC is meaningless.

"Quality is not even remotely reflected in the program information available to the commission."

Michigan Views ■ In comments prepared for filing today (Monday), the Michigan Assn. of Broadcasters said that the new forms "will unquestionably have the effect of invading the discretion of licensees and will affect and control their daily broadcast operations."

MAB stated the "detailed and prescriptive character" of the proposal would border on and perhaps actually constitute censorship and exceed the limits of judicial sanction. Comments in the rulemaking, which would revise Part V (program reporting form) of commission applications are due June 1.

FCC asked to reconsider KORD renewal hearing

KORD Pasco, Wash., asked the FCC to reconsider an order setting the station's license renewal for hearing and said it would accept a short-term renewal so the FCC can review programming in the near future. The FCC charges KORD's programs did not match its promises and charges overcommercialization.

KORD requested oral argument, saying this is its first renewal period. KORD said there have been unforeseen difficulties.

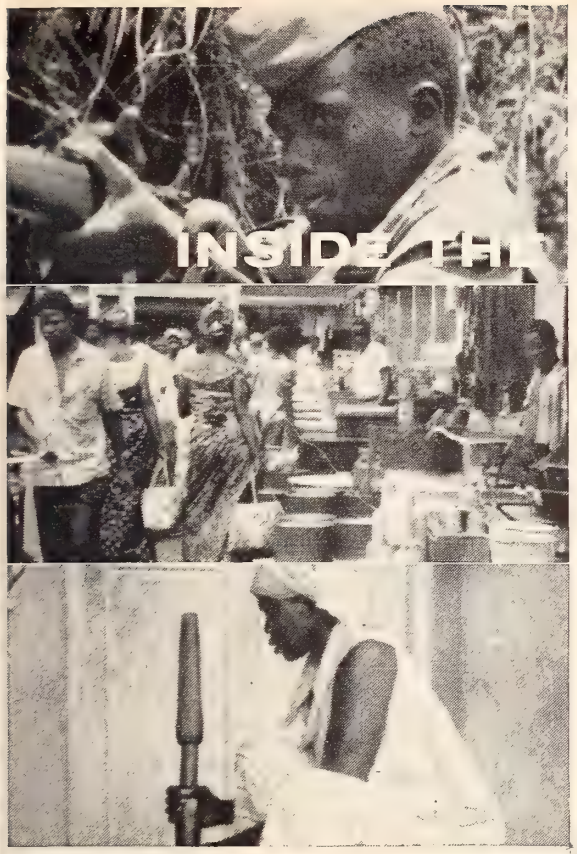
Rockefeller vetoes access

New York broadcasters have lost what had seemed a certain victory for access to state legislative committee hearings (BROADCASTING, April 10). Gov. Nelson Rockefeller last Monday (April 24) vetoed a bill that would allow radio and tv newsmen to cover legislative and commission hearings. Radio-Newsreel-Television Working Press Assn., New York, which expressed "shock" at the governor's action in a telegram to him on Tuesday, said it will continue its four-year fight for the legislation.

Elman sworn in

Philip Elman, 43, a political independent, has been sworn in as a member of the Federal Trade Commission. He was named to fill the unexpired term, ending Sept. 25, 1963, of Edward T. Tait, who retired to practice law.

Comr. Elman served in 1940-41 as an attorney with the FCC and from 1946 until his appointment to the FTC had been an assistant to the solicitor general. In that capacity, he had principal staff responsibility for handling antitrust and trade regulation cases in the Supreme Court.



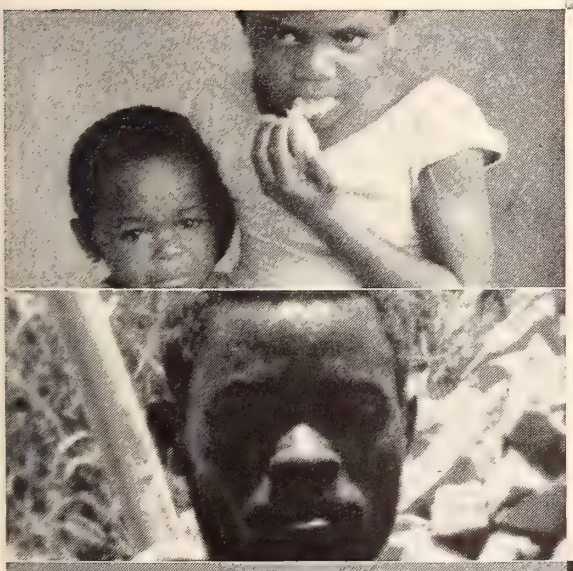
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A HALF HOUR
DOCUMENTARY
FILMED
ON-THE-SPOT



Narrated by
LEE McNEW



THE EXPLOSIVE CONGO EXPLORED ON FILM

- **WHAT ARE THE CONGOLESE REALLY LIKE?**
- **HOW DO THEY REACT TO THE FIGHT FOR FREEDOM?**
- Contact Pete Strand, WXYZ-TV,
  20777 West Ten Mile Road, Detroit
  or call KEnwood 4-7000 today

7

WXYZ-TV

DETROIT

Owned and operated by: American Broadcasting
Paramount Theatres

KDWB DENIES WILLFUL VIOLATIONS

Station's consulting engineer asks rule clarification

KDWB St. Paul denied last week that it "willfully or repeatedly" violated FCC rules in operating with its authorized daytime power and antenna from midnight. KDWB's consulting engineer also asked the commission for its interpretation of its own rules.

The station's reply was in answer to a commission charge that KDWB's licensee, Crowell-Collier Broadcasting Co., is liable for a $10,000 fine (BROADCASTING, March 27). It's the first fine the FCC has attempted to levy following Congress' statutory enaction of such authority last summer.

"The basic fact that KDWB was operated with its daytime facilities between midnight and 4 a.m. prior to receipt of the commission's notice of violation is not controverted," the station said. "However, we do disagree with the legal conclusion and consequences which are indicated by the commission. . . ." Facts in the case clearly sustain that the mode of operation involved an interpretation of commission rules conducted in good faith and reliance upon competent engineering advice, Crowell-Collier President Robert Purcell stated.

"The particular rules involved are sufficiently complex and ambiguous to reasonably permit differing interpretations thereof and, consequently, clarification of the rules at least to the extent of notification that the commission regards such operations as unauthorized should appropriately precede any forfeiture or substantial sanction," Mr. Purcell continued. "It is our view and interpretation of the facts that, at most, a mistake in judgment was involved . . . and that such conduct was not willful or repeated within the meaning of Sec. 503 (b) of the Communications Act."

Mr. Purcell repeated that KDWB (then WISK) began using the questioned nighttime power in February 1959, shortly after the station first went on the air and before it was purchased (in August 1959) by Crowell-Collier. "Sometime" after the purchase the midnight-4 a.m. daytime operation was discussed by the licensee's technical staff and continued upon the advice of a consulting engineer, John H. Mullaney, Mr. Purcell said.

Propriety Not Questioned ▪ "The method of operation of KDWB between midnight and 4 a.m. did not come to my attention, or that of any other officer or director of Crowell-Collier, until after receipt of the notice of violation [Jan. 27] and, consequently, the question of propriety of the operation had never arisen," he said. "The fact that this method of operation did not become the subject of review by Crowell-Collier at a higher level than the conference between supervisory technical personnel is understandable and not indicative of inadequate supervision."

Mr. Purcell stressed that "the mode of operation complained of" was discontinued upon the commission's notice of violation. All switchovers to night and day power and directional pattern have been properly logged, with operating constants accurately reflected, he said.

Mr. Mullaney said that he does not recall specifically discussing the questioned power operation with KDWB personnel. "However, I have talked to numerous clients concerning early morning sign-on and it has been my advice to them that . . . they can sign on early with their daytime operation, providing a protest is not filed by any dominant station on the channel," he said.

"If I had been asked if it were possible for a station to operate with its daytime operation between midnight and 4 a.m., my interpretation of the rules would be that it would be permissible." Mr. Mullaney cited, among other things, the FCC definition of nighttime (Sec. 3.72 of rules) as "that period of time between local sunset and 12 midnight . . ." and the broadcast day (Sec. 3.9) as "the period of time between local sunrise and 12 midnight . . ." as the basis for his interpretation of the rules. He also cited Sec. 3.10, which states:

"The term 'experimental period' means that time between 12 midnight and local sunrise. This period may be used for experimental purposes in testing and maintaining apparatus . . ."

"It is evident to me as an engineer interpreting your technical rules that they do not specifically prohibit operation of a station with its daytime power between the hours of midnight and 4 a.m.," Mr. Mullaney told the FCC. "In view of the commission's citation to KDWB, it would appear that my personal interpretation of the commission's rules . . . is incorrect. Consequently, I respectfully ask the commission to define to me exactly what the meaning of their rule is so that, if the occasion arises where I am advising clients concerning such an operation, I will not inadvertently pass on erroneous information or intrepretations."

KDWB is 630 kc with 5 kw day and 500 w night, directional antenna under both powers.

Ribicoff considering revised etv fund bill

Health, Education & Welfare's opposition to the Senate aid-to-educational-television bill (BROADCASTING, March 27) should be considered HEWs final word. Secretary Abraham A. Ribicoff is said to feel a suitable measure can still be worked out in the House, where the Commerce subcommittee is considering half a dozen etv bills.

HEW is known to be critical of the basis of financing proposed in the Senate bill—$1 million to each state, regardless of size. The department also felt government should have some assurance states could support etv stations. For this reason, HEW is interested in replies being received from 50 state governors, who have been queried as to how they would use etv funds.

The show must go on—as scheduled

FCC hearing examiners are allowing no delays in getting license renewal and revocation hearings underway. WDKD Kingstree, S. C., which faces hearing on license renewal for alleged off-color remarks in its programming, last week asked for a continuance of the May 9 hearing date until the FCC acted on its requests for information (BROADCASTING, April 17). Hearing Examiner Thomas H. Donahue refused the request.

Hearing Examiner Forest L. McClenning, who in January had refused to set a hearing date for license revocation proceedings against KWK St. Louis until the commission had acted on its request for a bill of particulars, last week set a hearing date of June 7 in St. Louis despite objections by KWK's attorney. Alleged fraudulent contests triggered the KWK proceeding (BROADCASTING, Nov. 28, 1960 *et seq.*).

Hearing Examiner Charles J. Frederick, in the same vein last week, set a hearing on the revocation of construction permit for WMPP Chicago Heights, Ill., for July 6, saying it "will absolutely be held on that date in Chicago, and parties should accordingly come to prehearing conference prepared to discuss their cases with that fact in mind." Mr. Frederick will then go on to hear the KBOM Bismarck, N. D., revocation proceeding July 17.

To feature film buyers who would rather invest than speculate.

FLICKER TAPE RUNS TWO HOURS LATE IN HEAVY FEATURE FILM BUYING

Off to bearish start, sudden recognition of true value by smart money in TV management spurs brisk buying to bull market proportions

Investment for profit in feature films for TV broke with tradition when Seven Arts offering of top quality, top priced post-50 Warner's found bold buyers among station executives with a keen eye for audience-pulling power regardless of price. Investment quality of the Warner films apparently fits the growth pattern of stations committed to a policy of providing TV advertisers with the best film programming money can buy.

SUPPLY OF FEATURE FILMS OUTNUMBERS STOCKS ON NEW YORK EXCHANGE

Availability of some 11,000 motion pictures makes selective buying a prerequisite to TV station profits

A resounding tribute to the perspicacity of station executives, especially in smaller one-channel markets, is found in their selection of Seven Arts' "Films of the 50's". Outstanding performance wherever telecast bears out their good judgment as analysts of feature film quality.

Reasons for choosing the Warner package are variously stated by station executives. Says A. J. Bauer, General Manager, WINK-TV, Fort Myers, Florida:

"Every year we scour the market for better and better feature films for our sponsored Thursday night 'Variety Theatre'. With literally hundreds of films to choose from, we decided the Seven Arts package is *in a class by itself.*

"The sponsor is convinced his show is now giving the Fort Myers audience the best feature film entertainment that money can buy."

Says Jean Hendrix, Assistant to the General Manager, WSB-TV, Atlanta, Georgia:

"WSB-TV has always been strong in feature film programming. We acquired the Warner pictures *to make it still stronger.*

"The first thing we will do is use the 26 color films in a Friday night slot we'll call "Warner Bros. Premiere'. Also, the high caliber of this Seven Arts release gives us pictures we'll run as specials in 'A' time. Actually all of these films have the high quality we require for our spot carriers. All in all I'd say these 'Films of the 50's' will strengthen our leadership in feature film audience here in Atlanta."

Says Robert J. Heiss, Manager of Radio & Television, WTMJ-TV, Milwaukee:

"Unlike some of the assortments we've bought in the past, we can say of these Warner features, *all quality, no rubbish.*"

This second issue of feature films not offered to public, but is offered exclusively to TV station executives with profits in mind

NEW ISSUE

41 feature films for TV

SEVEN ARTS ASSOCIATED CORP.

offers

Warner's "Films of the 50's" VOLUME 2

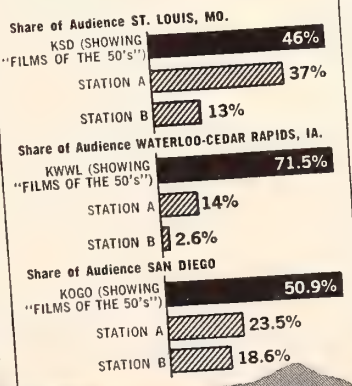
a most *uncommon* stock

Direct placement of these feature films will be negotiated at Suite C240, Sheraton Park Hotel, Washington, D. C. May 7-8-9-10 by

Robert Rich	**Jack Heim**	**George Mitchell**
Donald Klauber	**Robert Hoffman**	**Lester Tobias**
Lloyd Krause	**Ben Elrod**	**Kirk Torney**
	David Hunt	

CHARTISTS SEE FEATURE FILM MARKET HIGHLY SELECTIVE

The record-keeping analyst draws conclusions from profitable performance that accrues to stations willing to invest in top quality product. Typical chart (below) shows correlations of film quality to audience appeal as reflected in ratings, a primary base for outstanding station profits.



QUALITY FILM CONCEPT FINDS SEVEN ARTS SALES UNSCATHED BY RECESSION

"We believe the fact that our sales have run counter to the economic climate," declares Eliot Hyman, Seven Arts President, "stems from our great emphasis on quality product."

In its first six months on the market with the "Vol. I" package of Warner's "Films of the 50's" Seven Arts has sold 74 TV markets at prices that set all-time highs in the industry.

Asheville, N. C.—WLOS-TV
Atlanta, Ga.—WSB-TV
Baton Rouge, La.—WBRZ-TV
Bay City-Saginaw, Mich.—WNEM-TV
Beaumont, Texas—KBMT-TV
Billings, Mont.—KGHL-TV
Bristol, Virginia—WCYB-TV
Buffalo—WBEN-TV
Charlotte, N. C.—WSOC-TV
Chicago—WGN-TV
Colorado Springs, Colo.—KRDO-TV
Columbus, Ohio—WBNS-TV
Davenport—WOC-TV
Decatur-Springfield-Champaign, Ill.—WTVP
Detroit—WJBK-TV
Dothan, Ala.—WTVY
El Paso, Tex.—KELP-TV
Eugene, Ore.—KVAL-TV
Fort Myers, Fla.—WINK-TV
Fort Wayne, Ind.—WKJG-TV
Fresno—KMJ-TV
Green Bay, Wisc.—WBAY-TV
Greensboro, N. C.—WFMY-TV
Honolulu, Hawaii—KGMB-TV
Houston, Tex.—KPRC-TV
Indianapolis, Ind.—WISH-TV
Jackson, Mich.—WILX-TV
Jacksonville, Fla.—WJXT
Johnstown, Pa.—WJAC-TV
Kalamazoo, Mich.—WKZO-TV
Kansas City, Mo.—WDAF-TV
Lafayette, La.—KLFY-TV
Little Rock, Ark.—KARK-TV
Los Angeles—KHJ-TV
Las Vegas, Nev.—KLRJ-TV
Madison, Wis.—WISC-TV
Miami—WTVJ
Milwaukee—WTMJ-TV
Minneapolis—WTCN-TV
Monroe, La.—KNOE-TV
New Orleans, La.—WWL-TV
New York—WOR-TV
Norfolk, Va.—WAVY-TV
Oklahoma City, Okla.—KOCO-TV
Peoria—WTVH
Philadelphia—WCAU-TV
Phoenix, Ariz.—KVAR
Portland, Ore.—KGW-TV
Portland-Poland Spring, Me.—WMTW-TV
Providence, R. I.—WJAR-TV
Raleigh, N. C.—WRAL-TV
Reno, Nev.—KOLO-TV
Roanoke, Va.—WSLS-TV
Rochester, Minn.—KROC-TV
Rochester, N. Y.—WROC-TV
Rockford, Ill.—WTVO
Salt Lake City—KSL-TV
San Antonio—KONO-TV
San Diego, Calif.—KOGO-TV
San Francisco—KTVU
Scranton, Pa.—WDAU-TV
Shreveport, La.—KSLA-TV
South Bend, Ind.—WSBT-TV
Spokane, Wash.—KREM-TV
Springfield, Mass.-Hartford-New Haven—WWLP
St. Louis—KSD-TV
Syracuse, N. Y.—WHEN-TV
Tallahassee, Fla.—WCTV
Tampa-St. Petersburg—WTVT
Tucson, Ariz.—KOLD-TV
Washington, D. C.—WTOP-TV
Waterloo-Cedar Rapids, Iowa—KWWL-TV
Watertown, N. Y.—WCNY-TV
Wichita Falls, Texas—KSYD-TV

AFM LASHES AT WWL-TV

FCC action asked on alleged failure of station to fulfill promises on use of live music

In what it terms "the first step in an all-out effort" to make tv stations match performance against promise in the field of live local programming, the American Federation of Musicians asked the FCC to deny renewal of license or set for hearing WWL-TV New Orleans.

Herman Kenin, president, said WWL emphasized its past employment of staff musicians in radio as positive proof it would be so in television. He said the tv outlet's use of live musicians has steadily declined.

The union cited programming material proposed in the application of WWL-AM-TV in which it said it would use local live musical talent on at least 13 shows. AFM supported WWL in the comparative hearing for its channel on these grounds and the hearing examiner made reference to local live music in recommending the applicant. In granting a construction permit, the FCC said: "WWL has also, as contended, utilized very extensively local musical talent in station programming."

Now, according to the head of the New Orleans AFM local, WWL-AM-TV employs no staff musicians. WWL-TV never employed a staff orchestra, combo unit or string group, he charged.

Robert Marmet, attorney for WWL-TV, said the station had presented more live music than any other station in the area but had found very little public acceptance of it.

BBC-TV visitor

Kenneth Adam, director-designate of BBC-TV, was a visitor at FCC headquarters Friday (April 21). Mr. Adam and Dennis Scuse, U. S. representative for BBC, met informally with the commissioners during a social luncheon. Mr. Adam currently is controller of programs for BBC-TV and takes over as director (president) in June.

The British official has definite ideas about programming. Tv, he insists, is a medium which must cater to the majority of the people, while the interests of minorities must not be overlooked. Mr. Adam said that most westerns on BBC-TV are suitable for children. "Of course there is violence in them, but I don't believe that this sort of violence corrupts or harms the normal child," he said.

The FCC last week...

▪ Granted construction permits to Alfred E. Anscombe for new tv stations on ch. 66 in Erie, Pa., with 195 kw and on ch. 56 in Binghamton, N.Y., with 214 kw. Mr. Anscombe also owns 5% of WKBW-TV Buffalo. In earlier actions the FCC granted a construction permit to Harrison M. Fuerst for ch. 3 in Alamosa, Colo., with 141 kw power. Mr. Fuerst has minority interests in KVOR Colorado Springs, Colo.; KPAS Banning and KTUR Turlock, both California.

▪ Was asked by Leo Joseph Theriot, licensee of KLFT Golden Meadow, La., not to enlarge issues to include a question of his making misrepresentations to the commission (as the FCC Broadcast Bureau had asked) (BROADCASTING, April 17). The bureau contended Mr. Theriot had lied in saying he hired a fulltime engineer and had attempted to deceive the FCC. Mr. Theriot said the bureau plea should not be accepted since it was not filed within 15 days of the time his license-revocation proceeding was announced. He further claimed that since he "is not a lawyer," he had understood his arrangement with an engineer to post his license at the station would cover the pertaining FCC requirements.

▪ Warned KBLT Big Lake, Tex., which has been off the air since Feb. 9, that unless someone takes responsibility for the station or requests a hearing within 30 days, it will cancel its license, delete its call letters and open the frequency to new applicants. The FCC on Jan. 11 had approved the sale of KBLT from Don Renault to Morris Brown. Mr. Brown died Feb. 9 and there is apparently a dispute between his heirs and the former owner as to whether the sale had been consummated. Neither party would accept responsibility for the station, which for the time being has been abandoned.

Co-op ad tax exemption may get expansion

The excise-tax exemption Congress granted manufacturers of radio and television sets and other items last year would be expanded under legislation now before the House Ways & Means Committee.

Present law permits these manufacturers, in determining their excise-tax payments, to exclude from their sales price the expenses they incur in reimbursing distributors for advertising on radio, television or in the press. The exclusion is limited to 5% of the sales price.

The new legislation, introduced by Rep. A. Sidney Herlong Jr. (D-Fla.), would extend the exemption to reimbursments for advertising via "other recognized media." It is understood that the bill is intended primarily to cover outdoor and direct-mail advertising. Representatives of those media are pressing hard for the bill's enactment.

Quiz-payola prosecutor falls ill during trial

Joseph Stone, who helped investigate and prosecute broadcast fraud in New York and who figured prominently in the tv quiz scandals and alleged payola-misleading advertising incidents in the fall of 1959, became ill in court last week while prosecuting a payola case.

Mr. Stone, assistant district attorney (New York County), was hospitalized and given electro-cardiogram tests. The trial of former WMGM New York disc jockey Peter Tripp, on charges of accepting payola from various record companies, was to resume with two of Mr. Stone's associates handling the prosecution.

Earlier in the trial Mr. Stone moved to drop 4 of 39 counts of commercial bribery lodged against Mr. Tripp on the basis of insufficient evidence. Mr. Tripp is accused of accepting $36,000 from eight record manufacturers or distributors in 1958 and 1959. Mr. Tripp's defense holds he accepted money as an "independent contractor, a freelance announcer and the star of a show."

SEC charges am licensee with 'gross misconduct'

Townsend Corp. of America, licensee of three am stations, was hard hit by the Securities & Exchange Commission last week, which charged "gross misconduct and gross abuse of trust" on the part of the investments company's officers. The SEC asked U. S. District Court, Newark, N. J., to enjoin the Townsend companies from further violations of regulations.

The charges specifically name Morris M. Townsend, president; Clinton Davidson, board chairman of the related Townsend Management Corp., and Raymond E. Hartz, president of the

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latter company, as having run the corporations "for their personal benefit and in derogation" of stockholders' interests. Townsend owns KITE Terrell Hills-San Antonio, KNOK Fort Worth and WKDA Nashville. Among the complaints that the companies had been extending the SEC debt limitations was their negotiations for a station in Tacoma, Wash., for about $1.5 million. The three officers cited have interests in the radio stations.

The SEC, in a strong indictment, charged the investment funds with "illegal transactions" that attempted to evade commission registration requirements. It also stated that Townsend stockholder reports were "materially" false and misleading. The SEC order asked the court to appoint receivers to prevent further violations of its rules and to protect stockholders' investments.

Bill introduced allowing duty-free foreign music

A bill reportedly aimed at enabling a non-profit organization in Wisconsin to feed classical music recordings to a Fond du Lac radio station could open up a can of worms as far as American musicians are concerned.

The bill (HR 5856) would permit the duty-free importation of magnetic tape and other sound recordings of music. Rep. William K. Van Pelt (R-Wis.) introduced it at the request of a constituent who had formed an organization to promote classical music for radio.

The constituent, he said, has arranged to obtain the recordings, at no charge, from groups abroad, and then to feed them to KFIZ Fond du Lac as a public service. However, the constituent feels he shouldn't have to pay duty on the incoming foreign tapes and records.

The view that the bill represented a threat to American musicians was expressed by a competent observer who said it might touch off an exodus by record makers. If they didn't have to worry about tariff costs, he said, the records makers would be tempted to cut records abroad, where talent costs less, and flood the American market with them.

Senate minimum wage bill extends exemptions

The minimum wage bill which swept through the Senate April 20 contained some sweetening for station owners in sparsely settled areas.

As originally proposed the bill exempted from the overtime-coverage provision announcers, news editors and chief engineers employed by stations in non-metropolitan areas of less than 50,000 population.

The sweetener, in the form of an amendment accepted without debate Wednesday, extended the exemption to stations in metropolitan areas provided the communities involved have populations of less than 25,000 and are 40 miles from their area's principal city.

The amendment was offered by Sen. Eugene McCarthy (D-Minn.), who was primarily concerned with four small Minnesota towns—Ely, Hibbing, Virginia, and Eveleth. All are in what is technically a metropolitan area but none has a population of more than 18,000 and all are at least 66 miles from the area's principal city, Duluth.

A group of broadcasters from the towns, headed by Carl Bloomquist, owner of WEVE Eveleth, asked Sen. McCarthy to sponsor the amendment.

The House minimum-wage bill, passed last month, only exempts stations in non-metropolitan area communities of fewer than 50,000 population.

Watch that plug, film producers told

FCC ACTS TO IMPLEMENT ANTI-PLUGOLA LAW

The FCC moved last week to amend its rules on hidden plugs and payola. The proposed rulemaking would implement the revised Sec. 317 and the new Sec. 508 of the Communications Act by plugging any possible loopholes in the present rules.

Under the proposed rule, producers of tv film and those who hope their product may be shown on tv would have to spell out any payment they receive from manufacturers whose products they show and identify the sponsor.

A conference of the FCC, the Motion Picture Assn. of America and the Alliance of Television Film Producers was held last September to work out this issue (BROADCASTING, Sept. 26, 1960).

A "grandfather" clause covers film produced before Sept. 13, 1960, the effective date of the new section covering plugola. But the FCC warns that films made after that date are covered by the law and that a producer would do well to consider his product may some day be shown on tv and that a station should guard against paid mentions creeping into the film unannounced.

Language of the new rule specifies also that tv licensees shall "exercise reasonable diligence" to determine whether its employees or "other persons with whom it deals" in programming material have been paid for supplying product mention. If consideration has been received, the station must make "an appropriate announcement."

Congress listed 27 examples of violations or borderline cases regarding Sec. 317. In an attachment to the rulemaking, the FCC lists an additional nine examples from its recent experience.

Comments are due June 12.

Though out of FCC King continues crusade

In his first public appearance since leaving the FCC, former Commissioner Charles H. King spoke before a seminar of the Annenberg School of Communications, U. of Pennsylvania, April 20. Under the title, "Broadcasting and the FCC," Mr. King again set forth his views that the commission is getting involved in programming, a field it should eschew (BROADCASTING, March 6).

Mr. King also discussed the clear channel case, tv allocations, the current commission interest in character qualifications, criteria in comparative cases and economic impact of new stations in small markets.

The Detroit Law College dean said that "sooner or later the commission is going to have to start considering economic impact. If the present policy is continued, many stations no longer will be able to perform in the public service." This policy, which requires a station protesting a new station coming into its area to put its license on the line against the new applicant with the FCC choosing which is best, is unfair and will result in nothing but harm to the public, he stated.

Mr. King said that most criteria used in comparative cases are meaningless and inconsistent. He pointed out that many of the best stations are operated by absentee owners, newspaper owners or multiple owners, yet each classification can result in a comparative demerit.

The former commissioner, who left the FCC March 2 when Newton N. Minow was sworn in, is on leave as dean of the Detroit College of Law. He will return to that post July 1.

Government briefs...

New translator forms ▪ New application forms have been made available by the FCC for use in applying for vhf translator licenses. The revised applications, Form 347, should be used in all future filings and the commission asked that old forms be destroyed. Applicants for uhf translator licenses will continue to use Form 344.

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*As quoted by the court in Jerusalem after its observation of the Capital Cities equipment in operation.

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Milton A. Fruchtman PRODUCER
Leo Hurwitz DIRECTOR

A COMPLETED FORWARD PASS

National Football League and CBS-TV sign $9.3 million two-year package contract

The National Football League and CBS-TV combined their talents to produce pro football's greatest scoring play —a $9.3 million two-year "package" contract for the television rights of the league's 98-game regular season schedule. It follows the precedent established last year by the rival American Football League and ABC-TV, calling for more than $11 million over a five year period.

Financially, the NFL package means $4,650,000 per season or slightly more than $332,000 to each of the 14 teams. Last year's figures, negotiated by the individual teams, ranged from a mere $75,000 received by the Western Div. champion Green Bay Packers to the $225,000 deal of the Pittsburgh Steelers. Last year's AFL-ABC pact awarded $185,000 to each of that league's eight clubs. Joe Foss, AFL commissioner, reports that under an escalator plan each team will receive about $205,000 in 1961 and more each succeeding season until the contract expires at the end of the 1964 season.

Last week's deal, announced jointly by William C. MacPhail, vice president, CBS-TV Sports, and Pete Rozelle, NFL commissioner, had been in the wind for some time, but fear that such a plan would be challenged by the Justice Dept. for possible antitrust violations prevented it from becoming reality any sooner.

Paradoxically, the NFL deal likely will reap rewards for the American League, too. According to Commissioner Foss, "An NFL package might enhance our bargaining position by freeing another network (NBC-TV which televised some NFL games) into the

Etv shows made available to commercial tv

National Educational Television & Radio Center, New York, which currently is allied with a civic group that has bid for the purchase of WNTA-TV New York, is no stranger to commercial television station program requirements.

John F. White, president, emphasized that although the center is not in the business of running stations, it does assist educational tv stations initially and commercial stations secondarily with educational programming material. In the communities in which there is no educational tv outlet, the center makes its programs available for presentation over commercial tv stations, generally after the series have ended their cycles on etv outlets.

These commercial stations may order any of 144 program series produced for NET and its 50 affiliated stations over the past five years. In its latest annual report ended last June 30, twenty-six communities ordered 1,353 programs from 130 different series during that year.

Center programming is produced by the various NET stations or outside production sources. A spokesman for NET said "the most popular" programs requested by commercial stations within the last few months have been the following: *Language and Linguistics, Language In Action, Opera For Today, Astronomy For You,* and *The Written Word.* A series that has won critical acclaim on etv stations and has been carried on a few commercial outlets is *The Ragtime Era,* which traces the development of this type of music from the 1890's to 1918. It is expected to be released generally to commercial stations shortly.

The center endeavors to receive a commitment from a commercial station that the etv program will be scheduled in a satisfactory (rather than "fringe") time period. For example, WOR-TV New York has been carrying *The Ragtime Era* on Saturdays, 8:30-9 p.m.

Center officials point out that up to 15 stations are carrying their programs at a given time. The availability of prints is one factor in limiting the number, and the popularity of a given program is another. Programs usually are of half-hour length.

Full details of the service to commercial tv stations are available from Donald Sandberg, director of distribution, Extended Services Plan, National Educational Television & Radio Center, Ann Arbor, Mich.



Ragtime pianist Max Morath takes his derby from Carol O'Kane during a scene from "The Ragtime Era," a 12-program series of the National Educational Television & Radio Center, which is set for general release shortly to commercial tv stations. The Center has 144 series available for tv outlets in communities with no NET station.

bidding market for our product."

Regional Schedules ▪ Voicing the NFL viewpoint, Commissioner Rozelle said, "From a business standpoint, we found our previous television policy of individual club negotiations to be unworkable. A majority of our teams faced the imminent prospect that television coverage of their road games would be discontinued." CBS-TV will televise seven games each weekend on a regional basis. In addition, there will be national telecasts on Thanksgiving Day and the second and third Saturdays in December after the close of the college football season. All televised games will come to cities where the home team is on the road.

The commissioner added that a game-of-the-day plan, "which would generate substantially more television income for the league," was considered—and turned down because it was not in the public interest.

Championship game and runner-up game rights were not a part of the NFL-CBS deal. That plum, earlier this year, went to NBC-TV for $1.23 million, also a two year pact. The AFL package includes its championship game.

2,122 AP subscribers in 1960 set record

A record high of 2,122 domestic radio and tv stations subscribed to the Associated Press news service last year, 80 over the total of 2,042 in 1959, AP members were told at their annual meeting held in New York last week. The national radio networks of ten countries also became AP subscribers.

Other claims:

▪ AP world service is serving more broadcasters, newspapers, broadcasters and other outlets than any single organization ever did.

▪ Foreign photo distribution increased faster than ever.

▪ A magnetic tape recorder to receive, store and retransmit photographs without loss of photographic qualities is being tested.

▪ A number of devices are in development which promise improved transmission and member reception of news reports.

It was noted AP 1960 revenues were approximately $15 million greater than in 1950, over 60% growth.

Other financial items mentioned: 1960 operations resulted in a small excess of revenue over expenses, and purchases of capital assets during the year totaled $306,223.19, all paid from AP cash funds.

Members re-elected Benjamin M. McKelway of the *Washington Star* (WMAL - AM - FM - TV Washington, D. C., and WSVA-AM-FM-TV Harrisonburg, Va.) president; Bernard H. Ridder Jr. of the *St. Paul Dispatch and Pioneer Press* (Midwest Radio Television Inc.) was elected first vice president; and Harold A. Fitzgerald of the *Pontiac* (Mich.) *Press* second vice president; Harry T. Montgomery, secretary (succeeding Lloyd Stratton, retiring), and Robert R. Booth re-elected treasurer.

Four AP members were elected to the board and two re-elected. Elected were Harry F. Byrd Jr., *Winchester* (Va.) *Evening Star;* Wright Bryan, *Cleveland Plain Dealer;* William Dwight, *Holyoke* (Mass.) *Transcript-Telegram* (WHYN-AM-FM-TV Springfield-Holyoke, Mass.); and Eugene C. Pulliam, *Phoenix* (Ariz.) *Gazette* (KOOL-AM-FM-TV Phoenix). Re-elected were Mr. McKelway and Henry D. Bradley, *St. Joseph* (Mo.) *Gazette and Sunday News-Press.*

UPI executives hear about year's gains

The 2,016 radio stations and 232 tv stations subscribing to the United Press International broadcast news service were benefited by six major steps taken in the past year, UPI executives were told at their annual meeting in New York last week.

These were: inauguration of spot news audio reports direct from the scene of fast-breaking major news events; more newsfeatures, prepared well in advance to allow subscribers to tape and plan programming; advance notice of special or seasonal material giving subscribers ample time to program, promote and sell these newsfeatures; increased emphasis on in-depth and special coverage; the addition of three new program features, *Log Book, The Month Ahead* and *Top Action Albums* in answer to subscriber station requests, and utilization of new wire transmission techniques to save wire time and space.

It was also disclosed that UPI now uses almost 300 hours daily of "radio transmitter time" from 13 cities and that there is nowhere in the world that radio signals carrying UPI news cannot be heard.

The wire service's United Press Movietone division reported that during 1960 it initiated a general program of documentary material which was used by various tv stations throughout the world. It was estimated that the division's production on the UN General Assembly was seen in 25 countries. Another production, *The Kennedy Story,* was sold in 40 U.S. tv markets and also overseas.

Other UPI development of the last year included: continued growth of UPI to a point where it now serves directly a record total of 6,409 subscribers around the world, a net gain of 201 over last year; and an increase in the number of bureaus to 248, of which 144 are in this country; establishment of a commercial film division in conjunction with the 20th Century-Fox Corp., and introduction of UPI services to almost every new independent country created during the year, which expanded the wire service's news and pictorial reports to a record 103 countries and territories.

SAG warns against hiring non-members

The Screen Actors Guild last week notified producers of tv commercials and the advertising agencies they are headed for trouble if they fail to abide by a provision of their contract which requires every performer used in commercials to be an SAG member in good standing or, if he is not already a member, to join the guild within 30 days of his first employment.

In a letter sent Tuesday to the full list of signatories of the SAG's 1960 commercials contract and the advertising agencies who signed letters of adherence, SAG warned that "certain agencies" have "consistently failed" to check the SAG standing of performers they are considering employing and said that the contract calls for monetary damages for breach of contract. After May 1, SAG said, it "will file claims for damages against the employer in all cases of employment by any player in violation" of the contract. "Custom and practice of the industry over many years," the guild wrote, "has established the amount of such damages to be the guild initiation fee and six months' dues."

SAG said it keeps a file of all players who have worked as non-members and who may not be employed again unless they become SAG members and of the current standing of all members. The majority of producers and agencies check on the status of prospective employees with the SAG before employing them and so avoid breach of contract claims, SAG said, but "certain agencies, through neglect or lack of knowledege, have consistently failed to do so."

More Warner Bros. post-'50s

Seven Arts Associated Corp. announced last week that 41 additional Warner Bros.' features produced during or after 1950 will be released shortly to tv. Details on this second Seven Arts' package, called "Films of the 50's Volume II," will be disclosed during the NAB convention in Washington next week. A group of 40 post-'50 Warner features have been in release since last October and have been sold in 74 markets.

NTA, Desilu settle their differences

NTA BUYS SERIES AND PILOTS VALUED AT $8 MILLION

The joint tv production agreement of Desilu Productions and National Telefilm Assoc. has been terminated and NTA has purchased the Desilu rights to six-half hour series and nine pilot films valued at $8 million. The price paid Desilu by NTA was not disclosed. It was also announced that all disputes between the companies have been resolved. Desilu had filed suites against NTA for each of the six series, charging that NTA had failed to make residual payments agreed to, seeking money damages and an injunction to stop NTA from selling the series to additional stations (BROADCASTING, March 6).

The six half-hour series to which NTA now assumes full ownership are: *U. S. Marshall* (78 episodes); *Sheriff of Cochise* (78); *Grand Jury*, (39); *This is Alice* (39); *Walter Winchell File* (39 and *Official Detective* (39).

The pilot films are: *You're Only Young Twice, The Last Marshall, The Wildcatters, Tonight in Havana, Rikki of the Island, The Silver Frame, Country Doctor, Just Off Broadway* and *Dallas*. With the series acquired from Desilu, NTA's film library now includes more than 40 program series. NTA also distributes feature films to tv from a library of over 700 motion pictures produced by 20th Century-Fox, Stanley Kramer, Sir Alexander Korda and J. Arthur Rank, plus other features and short subjects.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

May 1-5, 8-10 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

May 1-5, 8-10 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

May 1-5, 8-10 (10:30-11 a.m.) **Play Your Hunch**, part.

May 1-5, 8-10 (11-11:30 a.m.) **The Price Is Right**, part.

May 1-5, 8-10 (12:30-12:55 p.m.) **It Could Be You**, part.

May 1-5, 8-10 (2-2:30 p.m.) **The Jan Murray Show**, part.

May 1-4, 8-10 (11:15 p.m.-1 a.m.) **The Jack Paar Show**, part.

May 1, 8 (9:30-10 p.m.) **Concentration**, P. Lorillard through Lennen & Newell.

May 3, 10 (8:30-9 p.m.) **The Price Is Right**, Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.

May 3, 10 (9-10 p.m.) **Perry Como's Kraft Music Hall**, Kraft through J. Walter Thompson.

May 4, 11 (9:30-10 p.m.) **The Ford Show**, Ford through J. Walter Thompson.

May 5 (8:30-10 p.m.) **The Hallmark Hall of Fame**, Hallmark through Foote, Cone & Belding.

May 6 (10-10:30 a.m.) **The Shari Lewis Show**, Nabisco through Kenyon & Eckhardt.

May 6 (10:30-11 a.m.) **King Leonardo and His Short Subjects**, General Mills through Dancer-Fitzgerald-Sample.

May 6 (7:30-8:30 p.m.) **Bonanza**, RCA through J. Walter Thompson.

May 7 (6-6:30 p.m.) **Meet the Press**, co-op.

May 7 (7-8 p.m.) **The Shirley Temple Show**, Nabisco through Kenyon & Eckhardt.

May 7 (9-10 p.m.) **The Chevy Show**, Chevrolet through Campbell-Ewald.

Public affairs rewards are many, says WIP-FM

WIP-FM Philadelphia believes public affairs programming can be done satisfactorily on a wide scale—and has the goods to prove it.

To date, WIP-FM has broadcast every session of the U.N. General Assembly and Security Council since September 1960, a total of 1,100 hours. The fm station estimates it currently devotes 50 hours a week to on-the-spot coverage of important national and international news events.

WIP-FM also carries all President Kennedy's news conferences and recently arranged for daily coverage of the Eichmann trial.

General Manager Harvey Glascock says that coverage of these events is costly, but chalks off some of the price to WIP-AM which also uses the on-the-spot news. Moreover, the friends WIP-FM is winning, the good will it's creating and opportunities it offers people to hear history in the making more than offsets the cost, the station says. And it plans more programming along this line.

Program production firm for 'top 40' stations

A new program service for "top 40" radio stations, Formatic Radio, has been announced by Peter Frank, president, Peter Frank Organization. Formatic is being produced by Stars International and distributed by Richard H. Ullman Inc.

Formatic program and production aids include 192 arrangements of a special theme; station ID and program jingles; punctuators, bridges, separators, stings, pows and cues; musical beds for newscasts, weathercasts and sportscasts; news bulletin introductions, comedy wild tracks and new hi-fi sound effects. Many of these features will be customized for each station subscriber, Mr. Frank said. The service also includes a merchandising plan, "Operation Maximum Gain," which enables stations to get merchandise for prizes and premiums at wholesale prices. Will Scott, executive vice president of Stars International, is executive producer of Formatic Radio; Royce Johnson is producer.

Film sales...

Big Time Wrestling (Barnett-Doyle): Sold to WBAY-TV Green Bay, Wis., and WJBF-TV Augusta, Ga.

Mantovani (NTA): Sold to WMTW-TV Poland Spring, Me.; WLBZ-TV Bangor, Me.; KOLD-TV Tucson; KTHV (TV) Little Rock; KCOP (TV) Los Angeles; KOA-TV Denver; WFLA-TV Tampa; KTVH (TV) Wichita; WDSU-TV New Orleans; KROC-TV Rochester, Minn.; WLBT (TV) Jackson, Miss.; WTOK-TV Meridian, Miss.; WDAF-TV Kansas City; KGHL-TV Billings; WNTA-TV New York; WHIO-TV Dayton, Ohio; KVOO-TV Tulsa; KOIN-TV Portland, Ore.; KTSM-TV El Paso, and KCTV (TV) San Angelo, Tex. Now in 21 markets.

King of Diamonds (Ziv-UA): Sold to Kroger Co. for WDAF-TV Kansas City, WHIO-TV Dayton, Ohio, and WCPO-TV Cincinnati; and to Max Factor Inc. for KONA (TV) Honolulu. Also sold to these stations: WHDH-TV Boston; KABC-TV Los Angeles; WJBK-TV Detroit; KTVK (TV) Phoenix; KBOI-TV Boise, Idaho; KOA-TV Denver; KERO-TV Bakersfield, Calif.; KLAS-TV Las Vegas; KVAL-TV Eugene, Ore.; WGR-TV Buffalo; WFGA-TV Jacksonville; WTVH (TV) Peoria; WTVP (TV) Decatur; WALB-TV Albany, Ga.; WJHP-TV Panama City, Fla.; WAVY-TV Norfolk, and WCSH-TV Portland, Me.; WFLA-TV Tampa; WGN-TV Chicago; KCPX-TV Salt Lake City; WBTV (TV) Charlotte, N. C.; WBRE-TV Scranton-Wilkes Barre, Pa.; WTVY (TV) Dothan, Ala.; WFMJ-TV Youngstown, Ohio; WCCO-TV Minneapolis-St. Paul; WLAC-TV Nashville; KCRA-TV Sacramento; KRDO-TV Colorado Springs, Colo.; WTVM (TV) Columbus, Ga.; KHQ-TV Spokane, and KOGO-TV San Diego. Now in 83 markets.

Films of the '50's (Seven Arts): Sold to WRAL-TV Raleigh, N. C.; KOLD-TV Tucson; KRDO-TV Colorado Springs, Colo., and WWL-TV New Orleans. Now in 74 markets.

Consult Dr. Brothers (ABC Films): Sold to WBKB (TV) Chicago; WWJ-TV Detroit; KSD-TV St. Louis; WEWS (TV) Cleveland; KPRC-TV Houston; WTVJ (TV) Miami; WISN-TV Milwaukee; WDSU-TV New Orleans;



THIS IS POWER

Power met power when WBEN-TV - - the most powerful selling medium in sight and sound on the Niagara Frontier - - focused its cameras on the Niagara Power project dedication, the most powerful hydroelectric complex in the Western World.

Since 1948 more than two million Western New Yorkers have depended on WBEN-TV for continuing public-service coverage. This up-to-the-minute, on-the-spot reporting has built tremendous loyalty and confidence.

There's power in this trust - - power that moves merchandise, sells services and products. It compares with the power that this $720,000,000 project - - equal to the output of all the TVA hydro-electric dams - - will generate for area industry.

Niagara Power is bringing new growth, expansion, jobs - - new families, new thousands into the market place. WBEN-TV power brings your message to them with vigor and impact - - another powerful reason why your TV dollars count for more - - on Channel Four.

National Representatives: Harrington, Righter and Parsons

WBEN-TV

The Buffalo Evening News Station

CH. 4

CBS in Buffalo

WBAP-TV Dallas-Fort Worth; WGR-TV Buffalo; KOMO-TV Seattle; KSTP-TV Minneapolis; KGNC-TV Amarillo, Tex.; WTAR-TV Norfolk; WAFB-TV Baton Rouge, and KRNT-TV Des Moines.

Tape, film firms join creative, sales work

Videotape Productions of New York Inc., and Robert Lawrence Productions Inc., New York, will try a "mixed marriage" of their respective tape and film services. In a joint announcement last week, the companies said they will cooperate to complement each's activities in tape and film.

Creative and sales executives of the two companies already are meeting at each other's production centers for indoctrination in the two methods of production. Clients of both companies now are offered a tape and film service based on "one-stop shopping." Instead of making separate negotiations for a taped commercial that requires a filmed insert, the client can arrange for both services through a single creative group and sales force.

John B. Lanigan, vice president and general manager of Videotape Productions of New York, explained the cooperative venture is not a merger, but an agreement in "good faith." Mr. Lanigan called the move a "business-getting device" which will provide an economical way for a client to receive broader service. The association of the two creative staffs is expected to help develop new production techniques for tv commercials. Mr. Lanigan said executives of the companies were "highly enthusiastic" at their first joint meeting, where many new production ideas were proposed. The arrangement will function at the executive level only with no interchange of union personnel.

Program notes...

Lasker awards ▪ CBS-TV and KCRA-TV Sacramento are recipients of the 1961 Albert Lasker Medical Journalism Awards for tv. Presentation will be made at a May 4 luncheon in New York. CBS-TV was cited for "Biography of a Cancer" on *CBS Reports* KCRA-TV, an NBC-TV affiliate, won for its *Face of Despair* program on care of the mentally ill, broadcast last October.

MWA awards ▪ Mystery Writers of America Inc., N. Y., presented "Edgar" awards for outstanding mystery writing for television at the group's 16th annual Edgar Allan Poe awards dinner in New York April 21. Tv winners were: (best hour television) "The Case of the Burning Court," by Kelley Roos, on NBC-TV's *Dow Hour of Great Mysteries,* and (best half-hour television) "The Day of the Bullet," by Bill Ballinger, on CBS-TV's *Alfred Hitchcock Presents.*

Doc deus ex machina

A tip to program producers on one way to substitute new actors in a tv series: the initial episode of a new half-hour NBC-TV series, *Some Like It Hot,* will present Jack Lemmon and Tony Curtis in the roles they portrayed in the motion picture of the same name. But since they are replaced after the first program, they visit a plastic surgeon, who alters their identity, and *voila!* in subsequent episodes, Jack Lemmon gives way to Vic Damone and Tony Curtis to actor-comedian Dick Patterson. The date and time for the series will be announced later by NBC-TV. The series will be produced by Mirisch Video in association with Ziv-United Artists.

MCA earnings up ▪ MCA Inc. reported that unaudited net income after taxes for the first quarter of 1961 amounted to $3,455,000, as compared with $2,-019,553 for the corresponding period last year. Net income was 50 cents per share for the 1961 quarter and 41 cents a share for the 1960 period.

Foreign press show ▪ Viewers are familiar with how the U. S. press covers the news, but what about the foreign press? To fill this communication gap, WBKB (TV) Chicago begins a new public affairs series May 7 in the Sunday 4-4:30 p.m. period titled *Press Internationale.* Bob Lewandowski and Richard Applegate will present foreign journalists in panel discussions.

Old films, new films ▪ Rights to all United Artists film footage for use on the new *Play It For Laughs* panel program have been acquired by the producer, Scherson Productions. Four to six three-minute sequences of old, new and unreleased United Artists film will be screened silently during each half-hour program with panel members being called upon to "caption" each film segment. The panel will consist of such personalities as Orson Bean, Milt Kamen, John Zacherly, Sandy Becker, Howard Morris and Carol Burnett. It is a probable summer entry on CBS-TV, according to the producer.

Exchange ▪ KOGO San Diego and JORF, Radio Kanto, Yokohama, Japan, have devised an international news exchange. Each week JORF will send KOGO's news department a five-minute tape (in English) concerning the most significant news from Yokohama, Japan and the Far East. KOGO will reciprocate with a similar roundup. The unusual exchange plan actually had its origin back in 1957 when San Diego and Yokohama became "sister cities" under President Eisenhower's "People to People" program. It became reality early this year when Kotaro Wakamiya, managing director of Radio Kanto, visited the U. S. on a State Dept. cultural exchange and worked out the agreement with William E. Goetze, KOGO's general manager.

New NEA series ▪ The National Education Assn. has prepared a series of 15 half-hour films, *Parents Ask About School,* for distribution among local tv stations. The programs consist of seven question-and-answer shows and eight dealing with current school problems such as discipline and the talented child.

Alcoa and Astaire ▪ Alcoa Co., Pittsburgh, has announced it has signed Fred Astaire as host and sometimes star of its new *Alcoa Premiere* series which debuts on ABC-TV Tue., Oct. 10, 10 p.m. (NYT). The series, being produced by Revue Studios, Hollywood, will have no set format and will be composed of an equal number of half-hour and hour long programs.

A series grows in Brooklyn ▪ A new half-hour adventure series spotlighting the history of the borough of Brooklyn is being prepared by Industrials Illustrated Inc., New York, a producer of industrial motion pictures and tv film commercials and documentaries. Bern Robertson, director and producer for Industrials Illustrated, is using the files of the late *Brooklyn Eagle* to document stories for the film series, including episodes on the building of the Brooklyn Bridge, the exploits of Murder Inc. and the departure of the Dodgers. An initial 13-episode series is planned. Background footage for the series currently is being shot.

Disney shows profit again

A net profit of $669,982 after taxes for the six months ended April 1, 1961, was earned by Walt Disney Productions, according to Roy O. Disney, president. For the same period of 1960, the company showed a loss of $90,485. Per share earnings for the first half of fiscal 1961 are $0.41, compared to a loss of $0.06 per share for the first half of 1960. Gross income was up from $20,909,602 for 26 weeks ended April 2, 1960 to $23,065,753 for the half-year ended April 1, 1961, due chiefly to a $2.4 million increase in income from film rentals. Tv income was off slightly (from $2,894,843 to $2,810,133).

KETV soars to New Heights in Rich Omaha Market!

BREAKS RECORD
for Nighttime Homes Delivered!

ARB reports KETV wins the largest average number of homes ever reached by an Omaha station in prime evening time.

STATION	NEBRASKA-IOWA HOMES 6:00 P.M. TO MIDNIGHT
KETV	**50,100**
Station Y	**39,700**
Station Z	**45,400**

No other Omaha station ever attained such a big lead over a runner-up: more than 10% ahead of Station Z... more than 26% in front of Station Y!

Omaha's Best Movie Station!

For 18 consecutive surveys, dating from the beginning of four-week surveys by ARB, KETV has been preferred overwhelmingly by Omaha's nighttime movie audience. ARB credits the 10:15 p.m. "Movie Masterpiece" series with a weekly average of 30,411 homes. Nielsen's latest, shows even more homes— 31,797!

Omaha's Adult Station

Now advertisers can reach the biggest share of Omaha's women viewers in the 4:00 to 5:45 p.m. weekday time period at economical daytime prices on KETV's "Early Show," featuring movies selected from Omaha's largest and finest collection! These great films deliver 3½ times as many women as Station Y in the same time segment and over 2 and one-third as many as Station Z, says ARB.

Largest Share of Audience Both DAY and NIGHT

9:00 a.m. to Midnight

KETV 34.8
Station Y 32.3
Station Z 33.5

Source: ARB and Nielsen, March, 1961

See **H-R** now!

Put your minutes and 20s on the station Omahans prefer!

Ben H. Cowdery, President
Eugene S. Thomas, V. P. and Gen. Mgr.

KETV omaha channel 7

OMAHA WORLD-HERALD STATION

ABC TELEVISION NETWORK

Study shows 41% of fm stations plan stereo

ANOTHER 45% HAVEN'T MADE UP THEIR MINDS YET

Two out of every five fm stations (41.8%) plan to program multiplex stereo while 45.7% haven't decided, according to a survey conducted by National Assn. of Fm Broadcasters, headed by Fred Rabell, KITT (FM) San Diego.

The first results of a five-page questionnaire covering many phases of fm broadcasting are being tabulated by John B. Knight Co., which conducted the study for NAFMB. Final results, based on returns from 212 fm stations, will be published in booklet form for distribution at NAFMB's May 6-7 convention in conjunction with the NAB Washington convention.

The NAFMB study shows that only one out of eight (12.5%) of fm broadcasters was not planning multiplex stereo service at the time of the survey, conducted just prior to the FCC's approval of a General Electric-Zenith fm stereo multiplex system.

On profits, 27.3% of the stations reported they earned a profit on air time sales alone. Of those operating background music or storecasting services, 73.5% reported this type of multiplex fm broadcasting is producing a profit. Of the 212 reporting stations, 32.6% report they are engaging in multiplex subchannel activities.

Seven out of ten (69.7%) of responding fm stations said they needed less than two years to get into the black and 40.9% of those in the black lost less than $20,000 before getting out of red ink.

Results showed that 43% of responding fm outlets have a national sales representative; 45.9% report they received less than 10% of their business through advertising agencies; 67.7% said over 90% of their business comes from local advertisers; 91.7% limit spots to four to eight per hour.

Briefing in color tv

A new dimension will be used for briefing sessions at U. S. Air Force headquarters at the Pentagon in Washington. A closed circuit color tv system is being installed by Foto-Video Electronics Inc., Cedar Grove, N.J. The $286,400 contract is for a four-channel system, including videotape recording, motion picture, slide presentation and intercommunication facilities between viewing and briefing sets and between viewing sets. It covers five monitors in five locations. The system will be made safe from security leaks by an interlocking audio and video direct current circuit which prevents unauthorized monitor operation.

Electronics groups plan over-all advisory unit

An effort to find areas of agreement and cooperation among all the segments of the electronics manufacturing, distributing and servicing fields will be made at a meeting in Chicago May 18.

The hope is for formation of an over-all advisory group to consult on common problems such as intra-industry relations and legislation. The proposed advisory group would function apart from Electronic Industries Assn., Washington, but would include representation from EIA members.

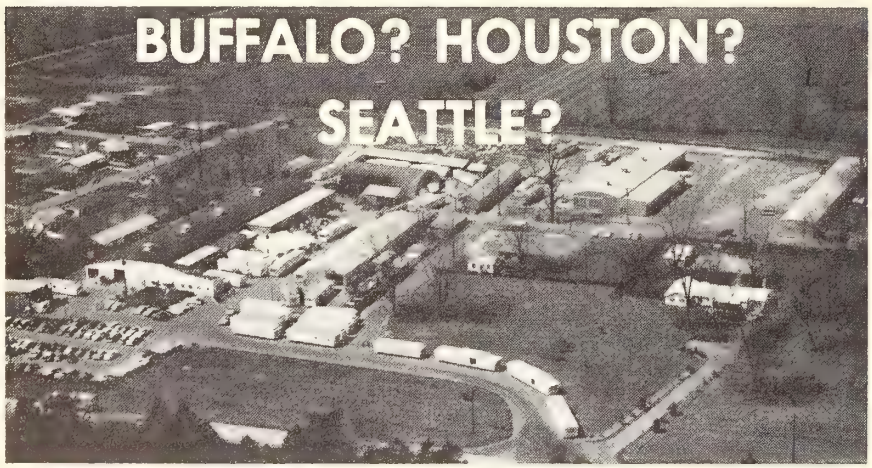
The Chicago meeting was called by Mauro E. Schifino, president of the National Electronic Distributors Assn., and Frank J. Moch, executive director of the National Alliance of Television-Electronics Service Assns. The temporary chairman for the conference is S. I. Neiman, executive director of the Electronics Information Bureau, Chicago.

Invitations have been sent to some two dozen persons prominent in their fields of electronics. The categories include servicing, parts distribution, set manufacture, factory service, representation, set distribution, retailing, parts supply, technical publishing, sales management and specialized fields. Messrs. Schifino and Moch said the meeting will be the first among all segments of the industry from manufacturer to the consumer.

Technical topics...

Pocket check list ▪ Tower Construction Co., Sioux City, Iowa, is offering free a pocket-size check list for tower inspection and maintenance. The booklet explains what to look for and steps necessary to correct defects from weathering, storms and normal aging. Write Tower at 2700 Hawkeye Drive.

Sarnoff grants ▪ RCA has awarded David Sarnoff Fellowships to 10 company employes. The grants include full tuition and fees plus a bock allowance, a stipend of $2,500 to $4,000 depending upon marital status, and $1,000 as an unrestricted gift to the university attended by the Fellow. Appointments are for one academic year.



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 71% SHARE OF AUDIENCE

According to November 1960 ARB we average 71% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV
Channel 8
Monroe, Louisiana
The only commercial TV station licensed to Monroe.

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: The Magnolia Trailer Manufacturing Company, Vicksburg, Mississippi.



now editing's easier than ever... on SCOTCH® BRAND Live-Action Video Tape

Fast-moving technological advances, and the growth of creative talent trained to "think tape" is fast making video tape editing a matter of routine!

These recent editing developments have made "SCOTCH" BRAND Video Tape a really versatile medium for your commercials: The use of multiple cameras for instantaneous, on-the-spot editing . . . New improved, time-saving direct-cutting and splicing methods . . . Gen-lock mixing of film and tape, live and tape, etc. . . . and scene-by-scene, out-of-sequence shooting and editing such as the film producer has long wished for.

Other editing techniques permit one camera to shoot the whole commercial, scene by scene, in any order. Perfection of each scene is achieved, including the product "beauty shots" that require critical lighting and camera work. The best takes of all scenes are electronically edited onto "A" and "B" rolls. Rolls are then played back for mixing onto a final composite tape, with titles, wipes, and optical transitions interposed. This brings a new measure of control to the making of the commercial. Difficult product shots can be stored for later use. Scenes can be lifted to make different versions. Scenes can be shortened or lengthened, transposed or eliminated.

Today's advances in editing make even more attractive the other advantages of video tape. Playback is immediate, mistakes are remedied at once by retake. The picture is "live" in quality. Special effects are created electronically—no lab work or waiting. Next TV storyboard comes along, send it to your local tape house for an analysis and bid that will surprise you. Send for the new FREE brochure, "Techniques of Editing Video Tape." Minnesota Mining and Manufacturing Company, Box 3500, St. Paul 6, Minnesota.

"SCOTCH" is a registered trademark of 3M Company. © 1961, 3M Co.

MINNESOTA MINING AND MANUFACTURING COMPANY
. . . WHERE RESEARCH IS THE KEY TO TOMORROW
3M COMPANY

Inter-American group meets May 1-4

140 DELEGATES ALSO WILL ATTEND NAB CONVENTION

Broadcasters from both continents of the Western Hemisphere will meet in Washington May 5-7 at the convention of the Inter-American Assn. of Broadcasters. About 140 delegates are expected at IAAB meetings and the NAB convention May 7-10.

The IAAB directive council meets May 1-4 with the Ambassador Hotel as headquarters.

General assembly events open with a May 4 evening reception at the Pan-American Union with the Organization of American States as host. Dr. Josea Moral, OAS secretary-general, presides.

Assembly programming opens May 5 with an address by Dr. Raul Fontaina, Uruguay, IAAB president. Commissioner Rosel Hyde of the FCC will discuss hemispheric broadcast problems. All assembly sessions will be at the National Housing Center. General discussions are planned the afternoon of May 5, with a reception following at the State Dept.

Speakers May 6 include Donald W. Coyle, president of ABC International Television Inc., and Jinx Falkenberg (Mrs. Tex McCrary). Delegates join American broadcasters at a luncheon of the Assn. for Professional Broadcasting Education. The speaker will be Goar Mestre, whose CMQ radio-tv properties in Havana were seized by the Castro government.

The May 7 agenda includes discussion groups, winding up with a Cosmos Club banquet to be addressed by Robert W. Sarnoff, NBC board chairman.

Herbert E. Evans, president of Peoples Broadcasting Co., is NAB representative on IAAB and a member of the directive council.

Famous Players' profits drop

The annual report of Famous Players Canadian Corporation, Toronto, subsidiary of Paramount Pictures Inc., did not report on the earnings of its Trans-Canada Telemeter operation at Etobicoke, in suburban Toronto. The annual report showed that a decline in earnings was attributed to absorbing preliminary expenses and operating losses of the Telemeter system, which began operation in February 1960. It showed that operating results of CKCO-TV Kitchener, Ont., and CFCM-TV and CKMI-TV Quebec City, Que., were the best since the stations went on the air. Famous Players Canadian Corp. owns 50% in these three tv stations. The corporation also operates 298 theatres and 42 drive-in theatres in Canada out of 1,447 motion-picture theatres and 232 drive-in theatres in Canada. Net profit dropped about 17.7% to $1,857,-251, equal to $1.07 per share.

VOA's role in Cuban crisis

Some hours after anti-Castro rebels landed on the beaches of Cuba, on April 17, cots were moved into the Spanish-language Latin American section of the Voice of America, in Washington. With their broadcast day increased from two hours (one hour of original material, one hour repeat) to 19, the section's 16 employes would have to catch their sleep between duties.

For five days the section broadcast news, commentary, features and music, and extensive coverage of the Cuban debate in the United Nations. It was VOA's most exhaustive effort in recent years to get the United States' message across to Latin America.

When the UN session ended Saturday, April 22, the special programming was cut back to 11 hours a day. This schedule was being maintained at week's end.

The news and commentaries stress official pronouncements. "Speculation," such as reports concerning the Central Intelligence Agency's role in the abortive invasion, is avoided, according to a VOA official.

The expansion of VOA Spanish-language broadcasts to Latin America has long been sought by some in Washington. Sen. Alexander Wiley (R-Wis.), ranking minority member of the Senate Foreign Relations Committee, has observed that the Soviet bloc broadcasts a total of 174 hours weekly to Latin America in both Spanish and Portugese. The Voice still isn't broadcasting in Portugese, Brazil's native tongue.

But in addition to its shortwave Spanish-language programs, the Voice normally broadcasts 8 hours and 45 minutes daily in English directly to Latin America. It also prepares Spanish-language program tapes for distribution to 1,500 radio stations in Latin America. These activities are continuing.

There was no indication at week's end how long the VOA will maintain its present schedule of Spanish-language broadcasts to Latin America. A spokesman indicated that the expanded schedule is temporary and that the number of hours "will be dropping down" as developments permit.

Britain to tax tv advertising

The British government last week announced it was assessing a 10% tax on television advertising, a move that has led to widespread protest among British admen.

Effective today (Monday), the new tax reportedly will produce revenue of $19.6 million this year and $23 million in the full calendar year. The new duty will be applied before agency commissions are deducted.

According to R. A. Bevan, president of the Institute of Practitioners in Advertising, it is not known whether the tax will be passed onto advertisers or absorbed by the program companies which produce tv programs and sell time to advertisers.

Mr. Bevan said, "We believe that this tax should properly be borne by the program companies themselves and not be passed on to industry." The program companies take the view that the tax should be passed on to the advertisers.

Chancellor Selwyn Lloyd, who made the original announcement in his budget message last week, said in a television interview that he assumed the tax would be passed on to consumers.

Bids for Wales tv area to be last in Britain

Applications for the commercial tv contract for west and northwest Wales have been invited by Sir Robert Fraser, director-general of the Independent Television Authority, the official transmitter-owning body which answers only to the Postmaster-General.

This will be the 13th and last contract under the present ITV system in Britain and is for an area with less than a half-million population.

Closing date for applications is May 19 and transmissions are expected to begin early in 1962.

TWW, commercial tv contractors for South Wales is almost certain to be among the applicants. Last August, soon after the creation of the last area was announced, TWW's chairman, Lord Derby, said his company would sponsor an application when the contract was advertised.

*"... *To Serve with Vigor*
the Needs and Welfare of South Florida
and our Country ..."

—from management creed announced when
WCKT took the air Sunday,
July 29, 1956

"Be it known that the George Foster Peabody Broadcasting Award has been presented to WCKT, Miami, Florida *for superior locally produced programming* with this citation."
April 18, 1961:

"For Responsible Leadership and Public Service..."

Chairman
of
Peabody Board

Dean of Henry W. Grady
School of Journalism,
University of Georgia



Gratefully Acknowledged by

BISCAYNE TELEVISION CORPORATION

WCKT **WCKR-AM-FM**

"I'm a twenty-year man, myself..."



"I've been using the Payroll Savings Plan since we first put it in."

"Twenty years ago I had the best intentions and the worst performance on thrift you ever saw. I was always starting regular savings, *next payday*. Then I signed up for our company plan for buying U. S. Savings Bonds on systematic deductions and things really began to happen. For a man like me the savings allocation has to be taken out first, and our Plan does just that. Like so many of our people around here, I've stayed right with the Plan since the day we set it up."

If your company now has the Payroll Savings Plan in operation, you will find you can increase the percentage of employee participation by reminding every member of your staff that this well-proved method of automatic saving is available. If you do not now have the Plan, contact your State Savings Bonds Director and get his experienced cooperation in getting a Payroll Savings invitation to each employee.

NOW! U. S. SAVINGS BONDS EARN 3¾%



20th ANNIVERSARY 1941 1961

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

ADVERTISING COUNCIL · PUBLIC SERVICE ·

THE U. S. GOVERNMENT DOES NOT PAY FOR THIS ADVERTISEMENT. THE TREASURY DEPARTMENT THANKS, FOR THEIR PATRIOTISM, THE ADVERTISING COUNCIL AND THE DONOR ABOVE.



NEXT WEEK IN WASHINGTON

Advance report on people, places, events at NAB convention

NAB's 39th annual convention will be held May 7-10 in Washington, the control point for the new legislative and regulatory moves that are re-shaping American industry, particularly the broadcasting industry.

A series of important addresses by a group of speakers featuring President John F. Kennedy, FCC Chairman Newton N. Minow and the new NAB president, LeRoy Collins, will discuss what's wrong with broadcasting and what to do about it, with due attention to what's good in the industry.

The meetings will be divided around the Sheraton-Park and Shoreham Hotels. Exhibits are to be located in the lower level of the Shoreham, including garage space and a ballroom.

Satellite meetings and social events will get under way Friday, May 5 (see detailed schedule page 80). Two groups have scheduled Saturday meetings—National Assn. of Fm Broadcasters, a fast-growing association devoted to promotion of the fm medium, and Assn. for Professional Broadcasting Education.

NAFMB, headed by Fred Rabell, KITT (FM) San Diego, Calif., will conclude its program Sunday morning and join in the afternoon with NAB to stage an NAB Fm Day Program. Last year's FM Day program filled a large auditorium to the overflow point.

The NAB agenda includes a special feature—"What Young & Rubicam Has Discovered About Fm," presented by Raymond E. Jones Jr., and Dr. Frank Mayans Jr., of the agency. This will include a report on the biggest fm account in history, a Chrysler Corp. campaign.

Exhibits ▪ Equipment exhibits will open Sunday, May 7, at noon. The show will be the largest in NAB history. Tuesday afternoon has been left free for inspection of exhibits.

The separate Engineering Conference (see page 82) will open May 8, moving later in the morning into a general session with management-ownership delegates. This session is to be addressed by President John F. Kennedy.

Two major awards will be presented at the convention. The NAB Distinguished Service Award will be given Judge Justin Miller, who headed the association in the 1945-51 period. Raymond F. Guy, NBC, will receive the annual NAB Engineering Award.

Co-chairmen of the NAB convention are Merrill Lindsay, WSOY-AM-FM Decatur, Ill., and Dwight W. Martin, WAFB-TV Baton Rouge, La. Other members of the convention committee are Campbell Arnoux, WTAR-TV Norfolk, Va.; Thomas C. Bostic, KIMA Yakima, Wash.; Henry B. Clay, KTHV (TV) Little Rock, Ark.; Robert T. Mason, WMRN Marion, Ohio; C. Wrede Petersmeyer, Corinthian Broadcasting Corp.; Odin S. Ramsland, KDAL Duluth, Minn.; W. D. Rogers, KDUB-TV Lubbock, Tex., and Jack S. Younts, WEEB Southern Pines, N.C.

Official, sidebar events page 78
'Where to find it' directory page 80
Technical papers, agenda page 82
Major displays at exhibits page 90
Registration: who'll attend page 110



ON TAP IN WASHINGTON

Official agenda and unofficial sessions. Engineering Conference agenda appears on page 82.

Registration ▪ Shoreham Hotel, Saturday, May 6, 9 a.m.-5 p.m.; Sunday, Monday, 7 a.m.-7 p.m.; Tuesday, 9 a.m.-5 p.m.

Exhibits ▪ Exhibit Hall, Shoreham Hotel, Sunday, May 7, 12 noon-7 p.m.; Monday, 9 a.m.-9 p.m.; Tuesday, 9 a.m.-7 p.m.; Wednesday, 9 a.m.-6 p.m.

SUNDAY, May 7

NAB Fm Day Program ▪ *Presiding:* Everett L. Dillard, WASH (FM) Washington, D. C.

2:30-5 p.m. West Ballroom, Shoreham Hotel

The Changing Scene—(Time Waits For No Man!): John F. Meagher, vice president for radio, NAB; Mr. Dillard

Together We Stand: The Philadelphia Story—Raymond S. Green, WFLN-FM; The Kansas City Story—Chris Stolfa, KCMO-FM; The Houston Story—Dave Morris, KQUE-FM.

A Timely Decision—Why We Did What We Did When We Did It: Shirl K. Evans, Jr.—WFBM-FM Indianapolis.

The Multiplexities of Multiplexing: Mr. Dillard; Max Paglin, general counsel, FCC; Harold L. Kassens, chief, aural existing facilities branch, FCC; Ted Kenney, chief engineer, KDKA Pittsburgh; Douglas Anello, chief counsel, NAB; A. Prose Walker, manager of engineering, NAB; W. H. Beavbien, radio receiver dept., GE.

What Young & Rubicam Has Discovered About Fm: Raymond E. Jones Jr., coordinator, spot broadcast media; Dr. Frank Mayans Jr., vice president & associate director of research.

MONDAY, May 8

General Assembly ▪ *Presiding:* Dwight W. Martin, WAFB-TV Baton Rouge, La. 1961 convention co-chairman.

10:30-11:45 a.m. Sheraton Hall, Sheraton-Park Hotel

Call to Order: LeRoy Collins, president, NAB.

Invocation: The Most Reverend Philip M. Hannan, Auxiliary Bishop of Washington. *Presentation of the Colors:* Joint Service Color Guard. *National Anthem:* U. S. Marine Band.

Welcome: Walter N. Tobriner, president, Board of Commissioners, District of Columbia.

Presentation of NAB Distinguished Service Award: To Justin Miller by Odin S. Ramsland, KDAL Duluth, Minn.; Chairman, 1961 Distinguished Service Award Committee.

The President of the United States

Management Conference Luncheon ▪ *Presiding*: Merrill Lindsay, WSOY Decatur, Ill., convention co-chairman.

12:30-2 p.m. Sheraton Hall, Sheraton-Park Hotel.

Invocation: The Reverend Edward L. R. Elson, D.D., National Presbyterian Church, Washington.

Introduction of the Speaker: Clair R. McCollough, Steinman Stations, Lancaster, Pa.; chairman, NAB board of directors.

Address: LeRoy Collins, president, NAB.

Radio-Television Assembly ▪ *Presiding*: Mr. Martin.

2:45-5 p.m. Sheraton Hall, Sheraton-Park Hotel.

The Changing Community: Introduction—Richard M. Pack, vice president-programming, Westinghouse Broadcasting Co. *The Responsibility of Change:* Donald H. McGannon, president, Westinghouse Broadcasting Co.; *The Great Debate, Part 1:* A dramatization based on an essay by Dr. Bernard Berelson, director of applied social research, Columbia U.

From Our Town to Megatown: An examination of our changing communities by Miss Anne X. Alpern, attorney general of Pennsylvania; Dr. William Graham Cole, president, Lake Forest College; Dr. Frank Baxter, professor of English, U. of Southern California; Professor James A. (Dolf) Norton, professor of area development, Case Institute of Technology; Russell Lynes, managing editor, *Harper's Magazine*. Chairman: Frank Tooke, vice president, Westinghouse Broadcasting Co.

TUESDAY, May 9

Radio Assembly ▪ *Presiding:* Mr. Meagher.

10 a.m.-12 noon Cotillion Room, Sheraton-Park Hotel.

Opening remarks: Thomas C. Bostic, KIMA Yakima, Wash.; chairman, NAB radio board of directors.

Speech: "Is There Too Much Good Humor on Radio?" David J. Mahoney, president, Good Humor Inc., New York City.

Presentation: Kevin B. Sweeney, president, Radio Advertising Bureau; Miles David, and Patrick Rheaume.

Television Assembly ▪ *Presiding:* Charles H. Tower, NAB television vice president.

9:30 a.m.-12 noon Terrace Banquet Room, Shoreham Hotel.

Continental Breakfast

Tv Code Presentation: "Inside the Television Code"—E. K. Hartenbower, chairman, Tv Code Review Board; Edward H. Bronson, director television code affairs; Stockton Helffrich, director television code office, New York; Frank Morris, assistant director television code affairs, Hollywood. Representative Film Clips.

The Tv Business Session: (Closed)

Television Board Elections: Presiding — LeRoy Collins.

Music Licensing: Hamilton Shea, WSVA-TV Harrisonburg, Va.; chairman, all-industry television station music license committee.

Management Conference Luncheon ▪ *Presiding:* Mr. Martin.

12:30-2 p.m. Sheraton Hall, Sheraton-Park Hotel.

Invocation: Rabbi Henry Segal, B'Nai Israel Congregation, Washington.

Address: Newton N. Minow, chairman, FCC.

2-5 p.m. No scheduled sessions.

5:30 p.m. Sheraton Hall, Sheraton-Park Hotel.

NAB Government Reception

WEDNESDAY, May 10

Labor Clinic ▪ (Closed session) *Presiding:* Ward L. Quaal, WGN Chicago; chairman, NAB Labor Advisory Committee. Participants: Frank O'Connell, Olin Mathieson Chemical Corp., New York; Richard Freund, ABC; Mr. Quaal; James H. Hulbert, NAB; David L. Doughty, NAB.

9-10:15 a.m. Cotillion Room, Sheraton-Park Hotel.

General Assembly ▪ (Management and Engineering conferences). *Presiding:* Mr. Martin.

10:30-11:45 a.m. Sheraton Hall, Sheraton-Park Hotel.

Panel Discussion, members of FCC: Newton N. Minow, chairman; Rosel H. Hyde, Robert T. Bartley, Robert E. Lee, T. A. M. Craven, Frederick W. Ford, John S. Cross. Moderator: Mr. McCollough.

Management Conference Luncheon ▪ *Presiding:* Mr. Lindsay. *Invocation:* Very Reverend Francis B. Sayre Jr., Dean, Washington Cathedral.

12:30-2 p.m. Sheraton Hall, Sheraton-Park Hotel.

Address: Abraham A. Ribicoff, Secretary, Health, Education and Welfare.

Annual NAB Business Session

Radio Assembly

2:30-5 p.m. Cotillion Room, Sheraton-Park Hotel.

A New Era in Radio Programming: Robert F. Hurleigh, president, MBS; Robert W. Whitney, executive vice president, Mars Broadcasting Inc., Stamford, Conn.

The Radio Code—Who Needs It?: Cliff Gill, KEZY Anaheim, Calif.; Allan Bachman, National Better Business Bureau, New York; Leonard Matthews, Leo Burnett Co., Chicago; Adam Young, Adam Young Inc., New York; Robert M. Booth Jr., president, Federal Communications Bar Assn.; Charles M. Stone, NAB; Members of NAB Radio Code Board.

Television Assembly ▪ *Presiding:* Mr. Tower.

2:30-5 p.m. Terrace Banquet Room, Shoreham Hotel.

Satellites and International Television: Jean Felker, AT&T.

First International Assembly, ATAS: Ed Sullivan.

Television Information Office Presentation: "The Public Interest, Convenience and Necessity"—Introduction: Willard E. Walbridge, KTRK-TV Houston, member, Television Information Committee; Louis Hausman, director, TIO; Roy Danish, assistant director, TIO.

Television Bureau of Advertising Presentation: "New Ways of Selling Television"—Norman E. Cash, president; William MacRae, director of station relations.

Annual Convention Banquet

7:30 p.m. Sheraton Hall, Sheraton-Park Hotel.

Other related meetings

Inter-American Assn. of Broadcasters. May 2-4, meeting of board of directors, District Room, Mayflower Hotel. May 5-8, assembly and convention, National Housing Center (1625 L St., N.W.). Starting with the official opening of the NAB convention on Monday, May 8, the delegates to the meetings of IAAB will attend NAB sessions.

FRIDAY, May 5

4-11 p.m. **Assn. for Professional Broadcasting Education,** board of directors meeting. North Room, Shoreham. 6-7:30 p.m. board of directors dinner. Tamerlane Room, Shoreham.

SATURDAY, May 6

9 a.m.-9:30 p.m. **Assn. for Professional Broadcasting Education,** membership meeting. North Room, Shoreham. 12 noon. Luncheon. 5:7 p.m. Reception.

9:30 a.m.-5 p.m. **National Assn. of Fm Broadcasters,** membership meeting. West Ballroom, Shoreham. 1 p.m. board of directors luncheon. Green Room, Shoreham.

SUNDAY, May 7

9:30 a.m.-12:30 p.m. **Assn. of Maximum Service Telecasters,** membership meeting. Palladian Room, Shoreham.

9:30 a.m.-1 p.m. **National Assn. of Fm Broadcasters,** membership meeting. West Ballroom, Shoreham.

10 a.m.-1 p.m. **ABC Radio Affiliates,** meeting. Burgundy Room, Sheraton-Park.

12 noon-2 p.m. **NBC-TV Affiliates,** meeting. Cotillon Room, Sheraton-Park.

2-5 p.m. **ABC-TV Affiliates,** presentation. Sheraton Hall, Sheraton-Park.

12:30 p.m. **NAB Television Code Review Board,** luncheon. South Room, Shoreham.

2:30 p.m. **Broadcast Pioneers,** membership meeting. West Burgundy Room, Sheraton-Park.

4-6 p.m. **Clear Channel Broadcasting Service,** membership meeting. Hamilton Room, Sheraton-Park.

4-6 p.m. **Community Broadcasters Assn.,** meeting. Tamerlane Room, Shoreham.

5-9 p.m. **Indiana Broadcasters Assn.,** dinner. Continental Room, Sheraton-Park.

5:30-7:30 p.m. **ABC Reception.** Sheraton Hall, Sheraton-Park.

MONDAY, May 8

8 a.m. **NBC Radio Affiliates Executive Committee,** breakfast. Assembly Room, Sheraton-Park.

8:15 a.m. **Tv Stations Inc.,** membership breakfast. Continental Room, Sheraton-Park.

8:30 a.m. **Assn. of Maximum Service Telecasters,** board of directors breakfast. Club Room, Shoreham.

8:30 a.m. **Daytime Broadcasters Assn.,** membership breakfast. Tamerlane Room, Shoreham.

TUESDAY, May 9

8 a.m. **Quality Radio Group,** breakfast. Hamilton Room, Sheraton-Park.

8 a.m. **Wisconsin Broadcasters Assn.,** breakfast. Club Room, Shoreham.

7:30 p.m. **Broadcast Pioneers,** banquet. Cotillion Room, Sheraton-Park.

WEDNESDAY, May 10

8 a.m. **Society of Television Pioneers,** breakfast. West Burgundy Room, Sheraton-Park.

WHERE TO FIND IT

Exhibits of equipment manufacturers will be located in the lower lobby Exhibition Hall at the Shoreham Hotel during the NAB Washington convention. Exhibit space and/or the hospitality suites assigned as of April 27 in the Shoreham, Sheraton-Park and other Washington hotels are shown.

Large directory boards in the Shoreham (SH) and Sheraton-Park (SP) lobbies will show associate members' suites.

NAB CONVENTION OFFICES

Convention Manager ....(SH) F-1010
Everett E. Revercomb, secretary-treasurer
Convention Program ....(SH) F-1012
Howard H. Bell, vice president for industry affairs
Engineering Conference ....(SH) F-1009
A. Prose Walker, manager
Convention Exhibits ....(SH) Exhibit Hall
George E. Gayou, exhibit manager
Edward L. Gayou, asst. exhibit manager
Registration Desk ....(SH) Lobby
William L. Walker, asst. treasurer
Convention News ....(SH) F-1014-1016
John M. Couric, manager of public relations

NAB STAFF OFFICES

Radio ....(SH) F-1020
John F. Meagher, vice president
Radio Code ....(SH) F-1020
Charles M. Stone, director
Television ....(SH) F-1019
Charles H. Tower, vice president
Television Code Affairs ....(SH) F-1019
Edward H. Bronson, director
Government Relations ....(SH) F-1018
Vincent T. Wasilewski, vice president
Broadcast Personnel and Economics (SH) F-1011
James H. Hulbert, manager
Legal ....(SH) F-1018
Douglas A. Anello, chief counsel
Research ....(SH) F-1011
Richard M. Allerton, manager
Station Relations ....(SH) Lobby
William Carlisle, manager
Inter-American Association of Broadcasters .... (SH) F-1021
Herbert Evans, Representative to IAAB
Newsroom ....(SH) F-1013-1015
John M. Couric, manager of public relations; Milton E. Magruder, assistant manager; Arthur D. Stamler, audio-visual assistant.

EQUIPMENT MANUFACTURERS

Adler Electronics ....(SH) Space 26
Albion Optical Co. ....Unassigned
Alford Mfg. Co. ....(SH) Space 17
Alto Fonic Tape Service ....(SH) Space 41
Ampex Professional Products Co. (SH) Space 28
Audiomation Laboratories ....(SH) Space 37
Automatic Tape Control ....(SH) Space 6
Bauer Electronics ....(SH) Space 7-A
Bell & Howell ....Unassigned
Bogen-Presto Div., Siegler Corp. ....Unassigned
Broadcast Electronics ....Unassigned
Caterpillar Tractor Co. ....Unassigned
Cellomatic Equipment Corp. ....(SH) A-701
Century Lighting ....(SH) Space 6-A
Chrono-Log Corp. ....(SH) Space 10-A
Collins Radio Co. ....(SH) E-300
Conrac Div. Giannini Controls ....(SH) Space 28-A
Continental Electronic Mfg. Co. (SH) Space 16
Continental Mfg. Inc. ....(SH) G-200
Dage Div., Thompson Ramo Woolridge Unassigned
Dresser-Ideco Co. ....(SH) B-700
Dynair Electronics ....(SH) Space 37-C
Eastman Kodak Co. ....Unassigned
Ecco-Fonic Inc. ....(SH) C-204
EMI/US Ltd. ....(SH) F-107
Electronic Applications ....(SH) Space 43
Fairchild Camera & Instrument (SH) Spaces 46-7
Fisher Radio Corp. ....(SH) Space 34
Foto-Video Electronics ....(SH) Space 2
Gates Radio Co. ....(SH) E-100
General Electric Co. ....(SH) G-600
General Electronic Labs. ....(SH) D-404-6
Gotham Audio Corp. ....(SP) B-223-5
GPL Division—General Precision ....Unassigned
Graham Sales Co. ....(SH) Space 25-A
Hughey & Phillips ....(SH) E-209
Independent Television Corp. ....Unassigned
International Business Machines (SH) Space 37-A
ITA Electronics Corp. ....(SH) G-309
Kahn Research Labs. ....Space 44
Kliegl Bros. Universal Electric Stage Lighting Co. ....(SH) Space 19
Kline Iron & Steel Co. ....(SH) G-409
MacKenzie Electronics Inc. ....(SH) Space 25
Lumitron Div., Metropolitan Electric Mfg. Co. ....(SH) Space 25
M & H Engineering Co. ....Unassigned
Magne-Tronics ....(SH) E-709
Minneapolis-Honeywell Regulator..(SH) Space 45
Minnesota Mining & Mfg. Co. ....(SH) Space 22
Miratel Electronics ....(SH) Space 33
Mitchell Vinten Inc. ....Unassigned
Moseley Assoc. ....Unassigned
Orr Industries ....Unassigned
Radio Corp. of America ....(SH) G-100
Raytheon Co. ....(SH) D-500
Schafer Custom Engineering ....(SH) C-404
Shaler Aitken Communications ....Unassigned
Sony Corp. of America ....(SH) Space 36
Stainless Inc. ....(SP) M-490-2
Standard Electronics Div., Reeves Instrument Corp. ....(SH) E-800
Sarkes Tarzian Inc. ....(SH) D-802
Tektronix Inc. ....(SH) Space 28-B
Telechrome Mfg. Corp. ....(SH) Space 35
Telecontrol Corp. ....(SH) Space 3
TelePrompTer Corp. ....Mayflower
Telescript-CSP Inc. ....(SH) Space 32
Television Speciality Co. ....(SH) Space 39
Television Zoomar Corp. ....(SH) Space ....
Tower Construction Co. ....(SH) Space 42
Trans-Lux Television Corp. ....(SH) C-304
Utility Tower Co. ....Statler-Hilton
Visual Electronics Corp. ....(SH) G-609
Vitro Electronics ....(SP) B-523-5
Westrex Corp. ....(SH) Space 35-C, D

NETWORKS

ABC Radio ....(SP) B-220
ABC-TV ....(SP) B-720
CBS Radio ....(SH) C-500
CBS-TV ....(SH) C-600
Keystone Broadcasting System ....(SP) D-700-02
Mutual ....(SP) E-420
NBC Radio & NBC-TV ....(SP) B-320

PROGRAM SERVICES

ABC Films ....(SP) B-620
M & A Alexander Productions ....(SH) D-702
Jim Ameche Productions ....(SH) Space 40
AT&T ....Unassigned
Bonded TV Film Service ....Unassigned
California National Productions ....(SP)
CBS Films ....(SH) B 600
Community Club Services ....Mayflower
Futursonic Productions ....Statler Hilton
Harry S. Goodman Productions ....(SP) A-211-15
Jayark Films Corp. ....(SH)
King Features Syndicate Tv ....Unassigned
Lang-Worth Feature Programs ....(SH) G-509
Magna-Tronics Inc. ....(SH) E-709
Mars Broadcasting ....Unassigned
MCA-TV Ltd. ....(SP) E-220-22
MGM-TV ....(SP) C-540
Modern Broadcasting ....Unassigned
Modern Talking Picture Service ....Statler Hilton
Official Films ....(SP)
Pams Productions ....(SP) B-623-5
Profit Programming ....(SP) A-406-8
Programatic Broadcasting Service (SP) B-423-5
RCA Recorded Program Services ....(SH) D-204-6
Record Source ....(SP) M-589-91
Screen Gems ....(SP) C-440
SESAC Inc. ....(SP) B-520-22
Seven Arts Assoc. Corp. ....(SP) C-240
Sterling Television ....Sheraton Carlton
Telescript-CSP ....Unassigned
Television Personalities ....(SH) C-504
Richard H. Ullman, Inc. ....(SH) C-103
United Press Movietone ....(SP) A-200
Videotape Productions of N. Y. ....Unassigned
World Broadcasting System ....(SP) M-689-91
Ziv-United Artists ....(SP) C-340

RESEARCH ORGANIZATIONS

American Research Bureau ....(SH) A-702
The Pulse Inc. ....(SP) F-140-41
A. C. Nielsen Co. ....(SP) A-100

STATION REPRESENTATIVES

Am Radio Sales ....Jefferson
Avery-Knodel ....(SP) E-426-8
Elisabeth M. Beckjorden ....(SH)
Charles Bernard; The Country Music Network ....Mayflower
John Blair & Co.
Blair-Tv
Blair Television Assoc. Hotel Washington 205-6-7
Bolling Co. ....(SP) A 500
Branham Co. ....Mayflower
Broadcast Time Sales ....Willard
CBS Radio Spot Sales ....Unassigned
CBS Television Spot Sales ....Statler
Henry I. Christal ....(SP) M-458-60
Robert E. Eastman ....DuPont Plaza
Everett-McKinney ....(SH)
Forjoe & Co., Forjoe-Tv ....Unassigned
Gill-Perna ....(SP) E-320-22
Harrington, Righter & Parsons ....(SH) E-700
George P. Hollingbery ....(SP) F-340-41
Hal Holman ....(SH) A-601
H-R Representatives ....Sheraton Carlton
The Katz Agency ....(SP) E-520-22
Robert Kerr Organization ....(SP) A-111-15
Jack Masla & Co. ....Statler-Hilton
Meeker Co. ....(SP) E-620-22
Art Moore & Assoc. ....Unassigned
John E. Pearson Co., John E. Pearson Television ....Hay Adams
Peters, Griffin, Woodward ....Mayflower
Edward Petry & Co. ....(SH) C-100
Radio TV Representatives ....(SP) D-600-2
Paul H. Raymer Co. ....Sheraton Carlton
Spot Time Sales ....DuPont Plaza
Television Adv. Reps. ....Unassigned
Tv Stations Inc. ....(SH) A-502
Venard, Rintoul & McConnell ....(SP) M-489-91
Grant Webb & Co. ....Unassigned
Weed & Co. ....Mayflower
Adam Young Inc. ....(SP) C-140
Young Television Corp. ....(SP) C-140

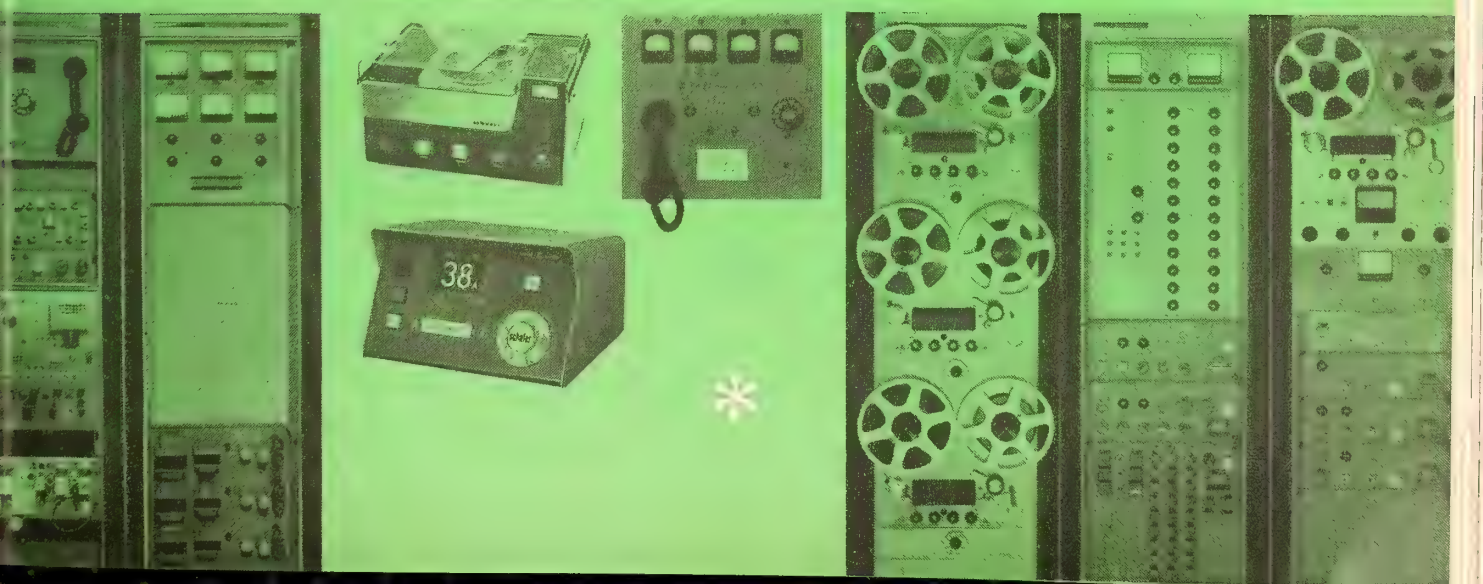
MISCELLANEOUS

Advertising Age ....(SP) D-200
Advertising News of New York ....Unassigned
Associated Press ....(SP) Franklin Room
Billboard ....Unassigned
Broadcast Advertisers Reports ....(SP) M-658-60
Broadcast Engineering ....Unassigned
Broadcasters Promotion Assn. ....(SP) E-330-2
BROADCASTING Magazine ....(SP) Madison Room
International Electronics ....Unassigned
Media/Scope ....Unassigned
Printers' Ink ....Unassigned
Radio Advertising Bureau ....Unassigned
Radio-Television Daily ....(SH) D-400
Sponsor and U. S. Radio ....(SH) G-803
Standard Rate & Data Service ....(SP) E-120-22
Telefilm Magazine ....Unassigned
Television Age ....(SP) E-526-8
Television Bureau of Advertising ....Unassigned
Television Information Office ....(SP) A-511-15
Television Magazine ....(SP) Madison Room
TV Guide-TV Digest ....(SP) D-706-8
U. S. Army ....(SH) Lobby
Variety ....(SH) B-300

AUTOMATED 5 + 1

PLAYING CONTINUOUSLY AT THE NAB CONVENTION, MAY 7-10 The sweetest sounds from Debussy to Dixieland, including the tinkle of profits in the till, come from stations using Schafer's "Automated 5 + 1." You can: 1. press the button that starts fast paced precision programming for a full 24 hour day at the Schafer display, SCHAFER MODEL 1200, BROADCAST AUTOMATION SYSTEM; or 2. dial a spot on the new SCHAFER SPOTTER S-200A; or 3. try the "Grand Prix" quality of the newly designed, precision machined SCHAFER CARTRIDGE RECORDER 3000; or 4. test tried and true SCHAFER REMOTE CONTROL SYSTEM 400-R; or 5. consider the exciting possibilities of Schafer's 950-MC MULTI-CHANNEL MICROWAVE SYSTEM, with complete remote control system built-in; or "PLUS 1" see debut of the new MODEL 600, MINIMUM COST BROADCAST AUTOMATION SYSTEM, made possible by Schafer's long experience in the station automation field. Broadcast automation has come of age to bring a new era of profitable station operation and the Schafer "Automated 5, plus 1" is the hot combination, the one full line of equipment, to answer your special requirements. If you cannot see us at the convention, write today to Schafer Custom Engineering Division of Textron Electronics Inc., 235 South 3rd Street, Burbank, California. Dir. Dial: 213-TH-53561 FAX: RLJ

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TECHNICAL PAPERS

Engineering delegates to the NAB Washington convention May 7-10 will be given an insight into technical developments of the future as well as more immediate progress in the field. Several hundred technical executives will take part in the 15th annual NAB Broadcasting Engineering Conference.

Conference sessions will be held in the Shoreham Hotel. The technical delegates will join with ownership-management delegates at Monday and Wednesday morning general sessions. They will hear NAB's new president, LeRoy Collins, at their own opening meeting Monday, listen to a review of equipment exhibits and then take part in the formal opening of the main convention. Wednesday morning they will join in the annual FCC roundtable.

Virgil Duncan, WRAL-AM-FM-TV Raleigh, N. C., is chairman of the NAB Engineering Conference Committee in charge of technical sessions. Working with him are A. Prose Walker, who retires as NAB engineering manager after the convention to join Collins Radio Co., and Merrill Lindsay, WSOY-AM-FM Decatur, Ill., NAB board liaison.

Other members of the committee are J. D. Bloom, WWL-AM-TV New Orleans; Warren L. Braun, WSVA-AM-FM-TV Harrisonburg, Va., who will give the Monday equipment review; William S. Duttera, NBC; Leslie S. Learned, MBS; Frank Marx, ABC; James D. Parker, CBS; Jack Petrik, KETV (TV) Omaha, Neb., and Benjamin E. Windle, WCLT-AM-FM Newark, Ohio.

VOA ▪ Henry Loomis, director of the Voice of America, will speak at the Monday engineering luncheon. The afternoon program includes a technical discussion of the VOA operation plus papers on semi-conductor, high-voltage power supplies for transmitters, interoffice communications, and transistorized studio equipment. A feature will be a discussion of FCC renewal inspections by George S. Turner, chief, field engineering-monitoring bureau, FCC. He will detail the method followed by FCC inspectors in checking up on technical operations.

Separate radio and tv sessions will be held Tuesday morning. Fm problems will be given close attention on the radio program, reflecting the growing importance of this medium. The tv agenda goes into new color techniques and progress in automation, as well as the development of an 8mm magnetic sound camera and projector for television.

The Tuesday luncheon speaker will be Maj. Gen. J. B. Medaris (ret.), president of Lionel Corp. There will be no afternoon program, the period being left open for inspection of exhibits.

The Wednesday luncheon features presentation of the annual NAB Engineering Award to Raymond F. Guy, NBC. Speaker will be Dr. Edward Teller, Lawrence Radiation Lab., U. of California.

The final afternoon includes papers on program switching, fire-prevention tips, vhf translators, global satellite communications and experience in remote control operation of am plants.

Monday, May 8

9 a.m.—West Ballroom, Shoreham Hotel

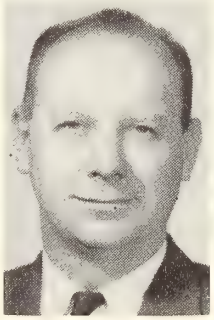
Presiding: A. Prose Walker, manager of engineering, NAB.

Session coordinator: Warren L. Braun, assistant general manager & director of engineering, WSVA-AM-FM-TV Harrisonburg, Va.

Opening of Engineering Conference—LeRoy Collins, president, NAB.

9:15-10 a.m.

"Review of Equipment Exhibits," *by* Virgil Duncan, *chief engineer, WRAL-AM-FM-TV Raleigh, N. C.*


Mr. Duncan

The exhibit halls are the focal points for the showing of all the various types of technical equipment available to the broadcast industry. This paper will provide a capsule summary of the products on display, and was prepared as an aid in touring the exhibits.

2:30 p.m.—West Ballroom, Shoreham Hotel.

Presiding: George W. Bartlett, assistant manager of engineering, NAB.

Session Coordinator: Benjamin E. Windle, chief engineer, WCLT-AM-FM Newark, Ohio.

2:30-2:55 p.m.

"The Technical System of the Voice of America," *by* George Jacobs, *chief, frequency division, broadcasting service,* and Edgar T. Martin, *engineering manager, Voice of America* (to be presented by Mr. Jacobs).

The Voice of America, the international broadcasting service of the U. S. Information Agency, speaks for America in more than 36 languages to a worldwide audience. This paper discusses development of this technical system and problems encountered since its wartime inception.

3-3:25 p.m.

"Semi-Conductor High Voltage Power Supplies for Transmitters," *by* Robert Morris, *engineering department, ABC.*


Mr. Morris

Semi-conductor rectifiers used in the plate supplies of transmitters have demonstrated increased rectifier efficiency and reliability. Problems encountered in the design of semi-conductor plate supplies are discussed. These include rectifier selection, adequate surge protection, inverse voltage distribution and corona suppression.

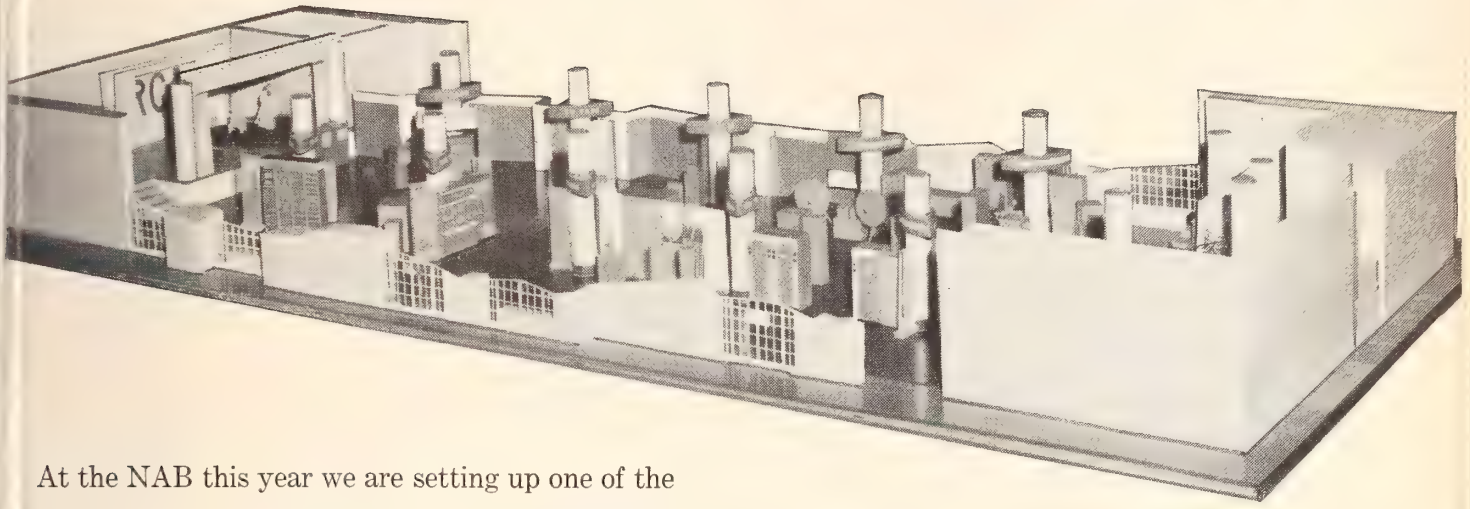
3:30-3:55 p.m.

"Communication of Engineering Information Between Operating Technicians, Maintenance Technicians and Supervisors," *by* George Hixenbaugh, *chief engineer, WMT Stations, Cedar Rapids, Iowa.*


Mr. Hixenbaugh

Days off, shift rotations and vacations make it difficult for supervisory employees to communicate routine maintenance; new equipment modifications, and impor-

We've taken over the Ballroom at the NAB!



Scale Model of 1961 RCA Ballroom Exhibit

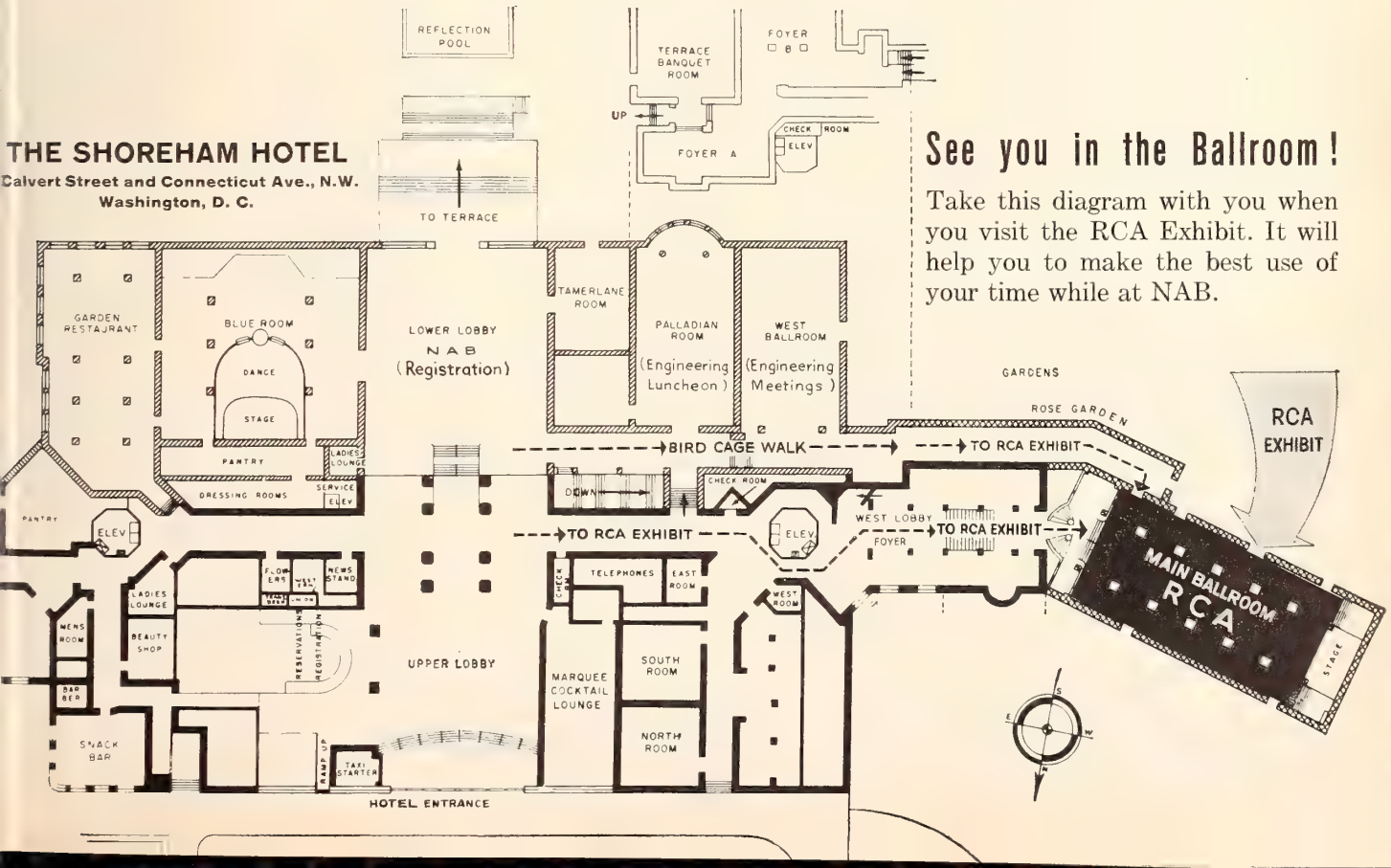
At the NAB this year we are setting up one of the most unusual displays RCA has ever assembled. And because we have so much to show you and want you to see it all in the greatest comfort, we have taken over the entire Main Ballroom of the Shoreham Hotel. Here you can inspect our line-up of new Broadcast and Television equipment and see first hand our latest business-slanted developments. We're hoping you'll have a ball—and what better place than the Ballroom to have it!

RCA®

The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA

THE SHOREHAM HOTEL
Calvert Street and Connecticut Ave., N.W.
Washington, D. C.



See you in the Ballroom!

Take this diagram with you when you visit the RCA Exhibit. It will help you to make the best use of your time while at NAB.

and now there are tw

EMI/US

Introduces Video Recording Tape at NAB Booth 35

Now you've got freedom of selection in television recording tape — with the introduction of consistent, flawless Emitape. Developed by EMI Ltd., Great Britain — manufacturer of the world's first public TV system (in regular service by BBC in 1936). Proven in tens of thousands of hours of actual telecasting, Emitape is now available in the U.S. exclusively through EMI/US, with immediate availability through 28 strategic locations from coast to coast.

Emitape

If you don't get to the NAB show, let us send our part of the show to you . . . complete detailed literature on EMITAPE and other EMI/US broadcast equipment.

EMI/US Department A
1750 North Vine Street, Los Angeles 28, California

Please send complete literature on Emitape and other products of the EMI/US Broadcast Division.

Name_____
Title_____
Company_____
Address_____
City_____ Zone____ State_____

tant technical information to all technicians quickly and effectively. This paper describes how one station solved the problem in a simple manner by having the technicians perform the communication task.

4-4:25 p.m.

"FCC Broadcast Station Renewal Inspections" *by* GEORGE S. TURNER, *chief, Field Engineering & Monitoring Bureau, FCC.*


Mr. Turner

The inspection of broadcast stations since its inception has been a principal means of regulating and insuring the proficiency of operation. This paper describes in considerable detail the commission's renewal-type inspection program by the Field Engineering & Monitoring Bureau. Examples are included of technical deficiencies being uncovered and areas where improvement is indicated.

4:30-5 p.m.

"The Effect of Transistorization on Broadcast Studio Equipment Design," *by* JOHN WENTWORTH, *manager, educational electronics, broadcast and television division, RCA.*


Mr. Wentworth

This paper offers a systematic review of some of the major design trends in transistorized broadcast studio equipment. Modularized, plug-in construction is described as a logical means of exploiting the small size and reduced heat dissipation of transistors. Examples of both etched-wiring and terminal-board mounting techniques are discussed.

Tuesday, May 9

Technical Session—Radio

9:30 a.m.—West Ballroom, Shoreham Hotel.

Presiding: LESLIE S. LEARNED, director of engineering, MBS.

Session Coordinator: CLURE OWEN, administrative assistant to vice president for engineering, ABC.

9:30-9:55 a.m.

"The Effect of SWR on Cross Modulation of Fm Multiplex Signals" *by* A. H. BOTT, *broadcast engineering section, RCA.*



Mr. Bott

This paper describes some recent work to determine the effect of the standing-wave ratio on cross-talk between fm multiplexed channels. Included in the discussion will be a number of curves and numerical data which will corroborate the conclusions reached by the author.

10-10:25 a.m.

"Power Dividers For Directional Antenna Systems" *by* R. S. BUSH, *Engineering Department, Gates Radio Co.*

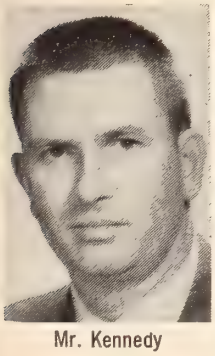


Mr. Bush

One of the integral functions of the antenna phasing unit is the power dividing circuit. This paper will discuss such matters as pertinent requirements, range of input impedance and its effect on power division and standing waves. Adjustability, efficiency, bandwidth and economy also will be discussed. The matching network is considered in detail.

10:30-10:55 a.m.

"Problems Encountered in Mounting Fm Antennas on Various Types of Supporting Structures" *by* WILLIAM A. KENNEDY, *antenna department, Collins Radio Co.* and JOHN B. CARAWAY, *president, Electronics Research Inc.* (*To be presented by Mr. Kennedy*).



Mr. Kennedy

This paper discusses the patterns and effects resulting from positioning various types of fm antennas on supporting structures which vary in size and structural design. The paper covers only the effects of the supporting structure on the pattern of the antenna as measured.



the EMI/US cameras at NAB and you'll see...

the 201 Vidicon for broadcast use operate without a cameraman! **the 203 4½" Image Orthicon** (with exclusive 5 position turret) produce noise-free pictures under lowest-key lighting conditions! **the 204 Color Vidicon** produce life-like color pictures under normal studio-lighting conditions!

TV cameras by EMI, Ltd., Great Britain — developers of the world's first public TV system, in regular service by the BBC in 1936! Now marketed in the U.S. exclusively by EMI/US, with immediate sales and technical service from coast to coast. A complete line of superb broadcast equipment including Emitape for video recording.

See EMI/US at NAB Booth 35A... or write for complete details.

EMI/US Department B
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☐ 201 Vidicon Camera
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☐ 204 Color Vidicon Camera
☐ Emitape for Video Recording

Name _____
Title _____
Company _____
Address _____
City _____ Zone ____ State _____

TECHNICAL PAPERS CONTINUED

11-11:25 a.m.

"Interesting Aspects of Acoustical Design & Practical Improvements in Studio Characteristics" *by* WARREN L. BRAUN, *assistant general manager & director of engineering, WSVA-AM-FM-TV Harrisonburg, Va.*


Mr. Braun

The increased emphasis on high-fidelity transmission has brought about a renewed interest in the design and construction of studio facilities. This paper will review the current knowledge and practice relating to acoustical treatment of studios, including practical examples of how to accomplish superior acoustical control.

11:30 a.m.-12 noon

"Practical Fm Broadcast Engineering" *by* BERNARD WISE, *president, ITA Electronics Corp.*


Mr. Wise

Many broadcasters are unfamiliar with the unique technical characteristics associated with fm. This paper will discuss effective radiated powers, antenna gain, antenna patterns, fm antenna installation, fm multiplex, transmission line problems, and finally, the evaluation of system performance on the regular program and subsidiary service channels.

Technical Session—Television
9 a.m.—Park Room.

Presiding: J. D. BLOOM, chief engineer, WWL-AM-TV New Orleans.

Session Coordinator: JACK PETRIK, chief engineer, KETV (TV) Omaha, Neb.

9-9:25 a.m.

"The Use of Color Field Redundancy for the Simplification of Color Television Transmission Systems," *by* PROF. WILLIAM L. HUGHES, *Iowa State U.*


Prof. Hughes

A new compatible color television pickup system is discussed. The system would reduce the cost of live and film color cameras by allowing the standard black and white studio and film facilities to be simply and inexpensively adapted for color pickup. The proposed method would permit the use of present switching equipment with slight changes.

9:30-9:55 a.m.

"A Progress Report on Automation at NBC" *by* RICHARD H. EDMONDSON, *administrator, automation program coordination, RCA.*

Automation of the program assembly function is one of the most promising approaches to cost reduction in the operation of a tv station. Developments along this line have reached a practical stage and have been installed in existing stations. This paper will review the progress of the automation program at NBC.

10-10:25 a.m.

"The 20 Millimicrosecond D.C. Pulser —the Transistorized Video Distribution Amplifier," (2 short papers) *by* BEN WOLFE, *chief engineer, WJZ-TV, Baltimore.*


Mr. Wolfe

The method of pulsing a transmission line is well-known. The 20 millimicrosecond pulser described in this paper is accurate to within a few feet, very inexpensive and simple to operate. The second portion of this two-part paper deals with the construction of a space-saving transistorized video distribution amplifier.

10:30-10:55 a.m.

"Design and Installation of a Large Station Audio System," *by* A. C. ANGUS, *studio & industrial tv engineering, General Electric Co., and* D. E. EASTERWOOD, *audio facilities engineer, WFAA Dallas. (To be presented by Mr. Angus).*


Mr. Angus

This paper covers the objectives and results obtained in the design and installation of the complete audio facilities for a new station. It includes studio equipment for three radio studios, two tv studios, and a combination tv and recording studio, in addition to the radio and tv master control systems.

11-11:25 a.m.

"The Application of 8mm Magnetic Sound Equipment in Television," *by* KENNETH LIDONNICI, *engineering manager, industrial products division, Fairchild Camera & Instrument Corp.*


Mr. Lidonnici

The introduction of 8mm sound cameras and projectors in 1960 stimulated considerable interest throughout the photographic and television industry. The flexibility and economy offered by this new equipment militated for a quick solution of the problems associated with its use in television. This paper will describe the camera's adaptability to television.

11:30 a.m.-12 noon

"Time Base Stability in Video Magnetic Recording," *by* L. W. WEILAND, *manager, engineering division, Ampex Corp.*


Mr. Weiland

Extensive engineering effort has gone into developing methods for minimizing time base instability. This paper analyses the modes of instability, their characteristics and effects on various recorded signals. It explains the provision for compensation and corrections which broaden significantly the application and usefulness of the video magnetic recorder.

Wednesday, May 10

2:30 p.m.—West Ballroom, Shoreham Hotel.

Presiding: WILLIAM S. DUTTERA, manager, allocations engineering, NBC.

Session Coordinator: GEORGE W. BARTLETT, assistant manager of engineering, NAB.

2:30-2:55 p.m.

"A Computer Control System for Program Switching," *by* ADRIAN B. ETTLINGER, *project engineer, CBS Television Network, and* BERTRAM R. NEWMAN, *TRW Computers Co., division of Thompson Ramo Wooldridge Inc. (To be presented by Mr. Ettlinger).*


Mr. Ettlinger

A special-purpose digital computer is used to control the sequential switching among the various program components at KNXT

An Invitation!

YOU ARE CORDIALLY INVITED TO SEE
THE WORLD'S MOST SENSITIVE
FM TUNERS
INCLUDING FOR THE FIRST TIME
The Fabulous New

FISHER
FM-1000

■ The FM-1000 has been designed from the start to reflect the highest known state of tuner art, and to meet the need for a broadcast monitor and direct off-the-air network link of absolute quality and reliability. Complete specifications will be available at our space at the NAB Show, or on request to us.

FISHER FM-200

Stereo FM Tuner

T. MITCHELL HASTINGS, Jr., *President, Concert Network,* writes us: "We found the Fisher FM-200 superior in selectivity, sensitivity and fidelity. Truly phenomenal suppression of noise and freedom from interference of all types. We are therefore equipping every station on our network with the Fisher FM-200 for direct off-the-air relay operation." ■ *0.5* Microvolt Sensitivity ■ *SIX* I.F. Stages ■ *FIVE* Limiters ■ Golden Cascode Front-End ■ Sensational MicroTune.



$229.50

EXHIBIT SPACE 34
NATIONAL ASSOCIATION OF BROADCASTERS SHOW
MAY 7th—10th

FISHER RADIO CORPORATION · 21-50 44th DRIVE · LONG ISLAND CITY 1, N. Y.

EXPORT: Telesco International Corp., 171 Madison Ave., N. Y. 16, N. Y. • In Canada: Canadian Marconi

Collins creative engineer-design team is about to unveil three new Collins creations: an AM transmitter; FM transmitters; and a 3-channel remote amplifier. But the fact that these three broadcast units have so many outstanding features is the real news. It's also the reason the Collins creative team looks so proud in this picture.

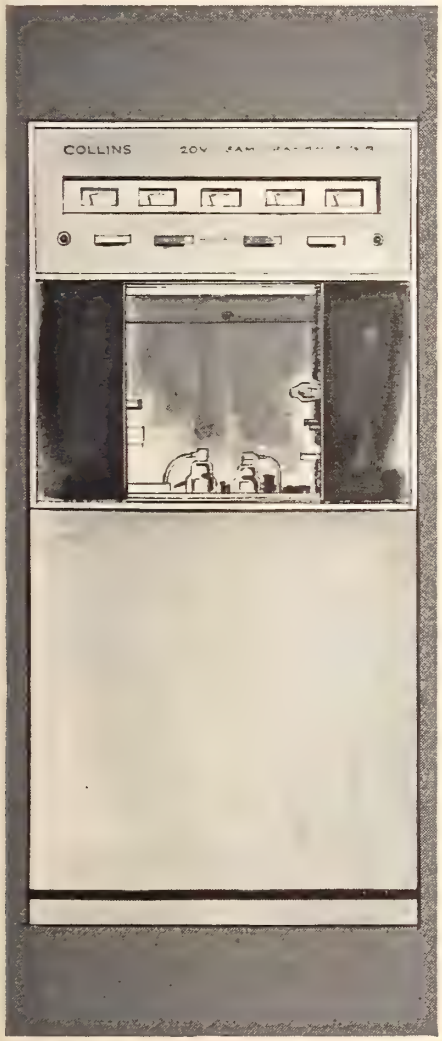
COLLINS RADIO COMPANY

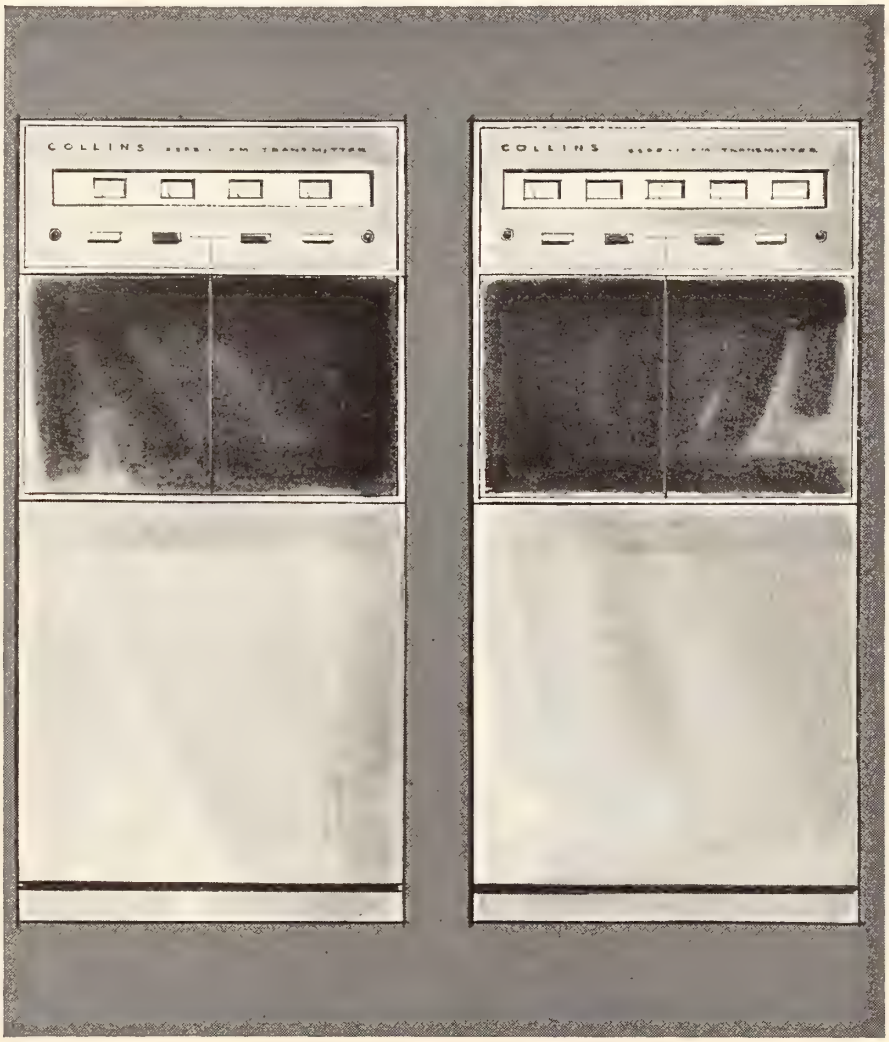


The three new pieces of equipment were not only designed at Collins, but will also be Collins manufactured. This is to assure the quality controls that are responsible for Collins reputation. Obviously, these units haven't been unveiled yet — they're still in the crates, but here are the drawings and some initial information.

COLLINS

CEDAR RAPIDS • DALLAS • BURBANK



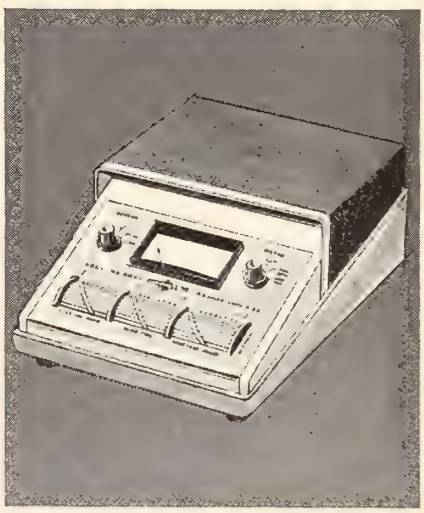


Collins **AM TRANSMITTER**: completely and conveniently accessible throughout because the RF and audio chassis swing out and the power supply tilts up so that all components are exposed. The new AM transmitter's highly stable crystal – a concept pioneered by Collins – eliminates the necessity for the old-fashioned crystal oven. The transmitter also features direct forced air cooling, not just ventilating fans, as in many other AM transmitters. These are just some of the features of the new Collins 20V-3 1,000 watt AM Transmitter. Of course, one of its biggest advantages is that it's quality manufactured and custom tested at Collins, where each component is a personal thing with Collins engineers.

Collins **FM TRANSMITTER**: based on the outstanding, time-proven Collins 730 series, the new Collins 250 watt 830B-1 FM Transmitter is shown here with an accompanying amplifier which boosts its power to 5000 watts (830E-1). This FM transmitter has been "humanized" to make operation exceedingly simple (its vertical panel construction is one of the reasons)–all components are quickly accessible and all adjustments can be made without taking the transmitter off the air. Each part has been carefully assembled, tested and integrated into the transmitter, at Collins. You'll also be surprised at the Collins FM transmitter's exceptional efficiency.

Collins **REMOTE AMPLIFIER**: a compact (about the size of two stacked mail order catalogs), 3-channel amplifier that is transistorized throughout. The 212H-1 has a built-in phono equalizer on two of its three channels to provide immediate cuts between phono and mikes. Eliminates equalizer and equalizer pre-amp. This new amplifier also includes a multiple tone generator: 100, 1000 and 5000 cps for immediate frequency response checks. Best of all, this remarkable new Collins remote amplifier is competitively priced.

This, and other new Collins broadcast equipment will be shown for the first time at the NAB Show, May 7-10. For descriptive literature and complete specifications write Collins Radio Company, Broadcast Sales, Cedar Rapids, Iowa.



(TV) Los Angeles. Automation of the switching functions during the "panic periods" allows the operator to devote full attention to quality. In addition to describing the installation, operational experience gained in this pioneer effort is reviewed.

3-3:25 p.m.

"'Fireproof' Buildings Do Burn: Tips on Guarding Against Fire Losses in Broadcast Operations," *by* GENE ELLERMAN, *vice president & general manager, WWTV (TV) Cadillac-Traverse City, Mich.*

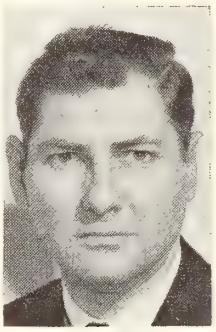

Mr. Ellerman

Fireproof buildings *can* burn to the ground under extreme conditions. This paper tells how a fireproof station was destroyed, and gives tips on various steps station management can take in its insurance and record-keeping procedures to assure maximum monetary recovery from insurance following a fire.

3:30-3:55 p.m.

"Vhf Translators—A New Coverage Tool for Tv Broadcasters," *by* BERNARD NADLER, *Project Engineer, Adler Electronics Inc.*

Approval of vhf translator service by the FCC has given tv broadcasters an additional means of extending station coverage within and beyond present service areas. This paper covers the technical and economic considerations involved in the design, installation, operation and maintenance of vhf translators, as they affect the professional broadcaster.


Mr. Nadler


Mr. Felker

4-4:25 p.m.

"Global Satellite Communications," *by* JEAN FELKER, *assistant chief engineer, AT&T.*

This paper discusses in layman's language a number of the electrical components which were in the "Buck Rogers" realm only a few years ago, but which make a satellite system possible today. Possibilities of using satellite repeaters for television broadcasting and for international service are also discussed.

4:30-5 p.m.

"Experience in Remote Control Operation of Am Plants," *by* OGDEN L. PRESTHOLDT, *CBS Television Network.*


Mr. Prestholdt

A discussion is presented of the background philosophy used as a guide in the design of remotely controlled transmitting plants. Consideration is given to the depth of protection, operational procedure, and safety requirements. Idealized design of such a plant is discussed and a description of a plant designed to meet these specifications is provided.



CONVENTION EXHIBITS

The nation's electronic equipment manufacturers and services will show their newest products in Exhibition Hall on the lower level of the Shoreham Hotel, during the NAB Washington, convention, May 7-10. All equipment exhibits are located in the hall except RCA's, which is in the ballroom, and the U. S. Army's lobby display. Program and film service groups will be located in the Shoreham and Sheraton Park hotels.

Following are summaries of the individual exhibits to be shown:

Equipment manufacturers

ADLER ELECTRONICS, INC.

Space 26

A 20 w uhf translator and a heterodyne repeater will be among the products on display. The uhf translator is already being used to rebroadcast the programs of over 100 stations to more than 3 million people. Features of the repeater include 10 w output, no demodulation and crystal-controlled frequency stability.

Other products to be displayed include a 1 w vhf translator, 100 w uhf amplifier and compact, unitized uhf antenna for tv translators and originating stations.

Personnel: Ben Adler, Alfred Strogoff, Stanley Lapin, Emanuel Strunin, Edward Galuska, William Rappolt, Bernard Nadler, Joseph Baker, Kenneth Blum, Jack Wilks, John Hillegas, Mel Berstler, John Klindworth, Robert Sinks, Herbert Samuels, James P. Quinn, Ira Mercer, Joseph DeBragga.

ALFORD MFG. CO.

Space 17

Television broadcast antennas, diplexers, vestigial sideband filters and coaxial switches for high and low power transmitting installations will be shown.

Personnel: Andrew Alford, Harold H. Leach, Gerald Cohen.

THE ADVERTISING COUNCIL

Space 9

The exhibit will feature a public affairs clearing service operated cooperatively by advertisers, agencies and media.

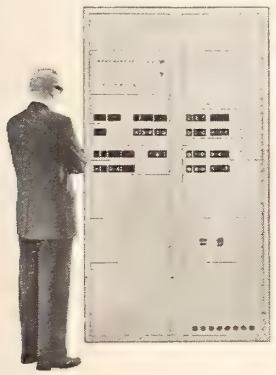
AITKEN COMMUNICATIONS INC.

Space 25-A

Aitken will display the Auto Jockey, a complete audio automation system for am radio stations. The unit has a Seeburg recorder, two Ampex tape decks, two MacKenzie endless-loop players and an Alto Fonic continuous tape machine. Also featured will be a prototype unit of the new time machine

TASCON ENSURES STATION INCOME

Television Automatic Sequence CONtrol provides TV stations with an error-proof program switching system... ensures station income...saves sponsors...



BECAUSE TV PROGRAMMING IS GROWING MORE COMPLICATED

SWITCHING ERRORS ARE OCCURRING MORE FREQUENTLY—

ERRORS THAT REDUCE STATION INCOME AND PRESTIGE...

...BUT SWITCHING ERRORS ARE ELIMINATED

AND OPERATING EFFICIENCY IS INCREASED

WHEN SWITCHING IS CONTROLLED AUTOMATICALLY BY

T A S CON

TASCON prevents loss of advertising income and improves operating efficiency by accurately and tirelessly switching complex program sequences on the air. TASCON is superior to ordinary automatic sequencing equipment because TASCON is a digital computer. Switching instructions stored in the computer's memory are faithfully carried out with split-second precision. Yet changes in switching instructions can be made easily and accurately. Continuous error-proof program switching is assured by the reliability of the TASCON equipment: TASCON employs circuits and components of the RW-300—a digital computer that has proved its reliability in the continuous control of petroleum refineries and chemical plants.

Because of its precision, flexibility and high reliability, TASCON has been installed by a major television station. It is daily proving its value in on-the-air, automatic, program switching.

To find out more about TASCON, get in touch with any of the offices of TRW Computers Company:

220 North Canon Drive • Beverly Hills, California
1510 Esperson Building • Houston 2, Texas
200 South Michigan Avenue • Chicago 4, Illinois
200 East 42nd Street • New York 17, New York

TRW Computers Company

a division of *Thompson Ramo Wooldridge Inc.*

8433 FALLBROOK AVENUE • CANOGA PARK, CALIFORNIA

which has two tape decks.

The Auto Jockey features silence as the triggering signal. In most previous systems, a blank space would appear on the air as a result of this silence. In the Auto Jockey, an advance head on the tape machine senses the silence prior to its appearance on the air and as a result, no silence gets into the program. The automation device permits various combinations of equipment tailored to fit the individual broadcaster.

Personnel: Kenneth Aitken, Wayne Graham.

ALTO FONIC TAPE SERVICE INC.

Space 41

Alto Fonic will present its automatic programming equipment and give details on its programmed music service.

Personnel: D. Alan Clark, president; Don W. Clark, Cyril Collins.

JIM AMECHE PRODUCTIONS INC.

Space 40

Producer of four *Jim Ameche Shows* featuring middle-of-the-road, top tunes, pops and long-hair programs for radio, all introduced by Jim Ameche.

AMPEX PROFESSIONAL PRODUCTS CO.

Space 28

The company's latest Videotape television recorders and accessories, along with its Ampex-Marconi Mark IV 4½-inch image orthicon camera and Marconi color camera will be demonstrated.

To be introduced to the industry is the Ampex VR-1002, which Ampex engineers say offers advanced mechanical and electronic refinements, providing simplified operation and maintenance, improved picture quality and unexcelled performance.

The display will also feature:

AMTEC (Ampex time element compensator), which automatically corrects picture distortions resulting from operational discontinuities.

Intersync tv signal synchronizer and Colortec, a direct color accessory which eliminates the extra rack of electronics for tape recording color tv broadcasts.

A selective editing device, which provides the Videotape recorder with a means for completely spliceless rerecording and editing. "Selective editing" is said to permit the insertion of new material in a recorded tape without disrupting the material's continuity or requiring mechanical splicing.

The "340" Ferrite video head assembly, fully interchangeable with present Ampex video heads, which features greatly extended life capabilities and substantially improved response.

The AFC modulator, which permits the recorder's carrier frequency and deviation to be set up for two standards in less than a minute, without use of external test equipment, and which reduces the amount of resetting and checking required to as little as once a week.

A feature of the Ampex booth will be the screening of "The Videotape Station of the Year" contest tapes, with prizes presented to the stations selected as making "outstanding" use of the Videotape recorder. The Ampex hospitality suite will be in Room B100 at the Shoreham.

Personnel: Jack Miller, Phillip L. Gundy, Robert Sackman, Leonard E. Good, Charles Ginsburg, Charles A. Black, Fred Ramback, Nairne Ward, Robert Miner, Tom Merson, Bob Day, Tony Severdia, Frank Gonzalez, Jack Flynn, Ken Herring, Hank Davis, Stan Busby, Dick Sirinsky, Jack Harvey, Don Creswell, Len Hase, Russ Williams, Gene Sudduth, Frank Benson, Charles Riley, Eldon Brown, Frank Thompson, Cyril Teed, Al Sturm, Larry Weiland, Charles Anderson, Steve Devich, Peter Jensen, Charles Coleman, Don Kleffman, A. R. Gale, Ralph Endersby, C. E. Norton, Kurt Machein, Dave Thompson, Phil Wood, Rein Narma, Don Truax, Harold Sonnebend, Dick O'Brine, Roy O'Sullivan, Bill Miltenburg, Warren Anderson, Bob Paulson, Jim Detlor, Thomas Pressley, and John Louis Major. Marconi personnel: Tom Mayer and John Winn.

AUDIOMATION LABS

Space 37

AUTOMATIC TAPE CONTROL INC.

Space 6

New products to be exhibited include two series of two-tone recording amplifiers and playback units, the PB-2 and AB-2. A 32,000-cycle auxiliary control tone can be applied while the tape is being recorded or played back, while a 1,000-cycle stop tone performs the function of stopping the tape. With the two tones read out through a single selective cueing amplifier, the equipment can be used in automated systems or provide for complete automation with immediate cueing through the auxiliary control tone. This avoids silent periods between programs.

ATC will also display its ATC 55, a multiple tape reproducing device designed to load and unload a series of tape cartridges automatically. Its heart is an Automatic Tape Control playback unit in position behind one of 55 tape cartridges inserted in the face of the unit. Two or more ATC 55s connected provide complete, fully automatic program service. Combined with the two-tone cueing system, there is no dead air.

Personnel: Vernon A. Nolte, Timothy R. Ives, Robert S. Johnson, Ted Bailey, Jack Jenkins and George Stephenson.

BAUER ELECTRONICS CORP.

Space 7-A

Bauer will exhibit a line of am transmitters and remote control equipment, including 1000/250 w, 10,000/5,000 w and 5,000/1,000 w am transmitters. It will also display and demonstrate the "Spot-O-Matic" cartridge tape system.

Personnel: Fritz Bauer, Paul Gregg, Duncan Peckham, William Overhauser, James Gabbett, Walter Rees, Chester Faison, Jess Swicegood, Herbert Samuels, Tom Ellis.

CELLOMATIC CORP.

Space 38

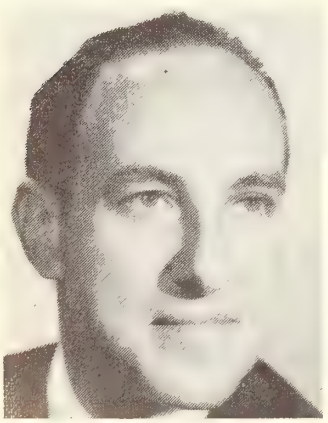
Introducing its new VideoPlex animation projector, Cellomatic will also display traveler and studio models of other animation projectors. Visitors to this exhibit will be informed of Cellomatic's animation service and its motion picture production service.

Personnel: Thomas B. Howell, Milt Rogin, Ernest G. Vetter, Owen Zapel, George Headon, William B. Walsh.

CENTURY LIGHTING INC.

Space 6-A

Mobilrail, a completely flexible sys-



MEET YOUR ULLMAN-MAN

Marv Kempner, exec. v.p. of Richard H. Ullman, Inc., Radio's House of Soundsmanship. Soundsmanship? Creating that can't-be-copied sound image to create more sales for you. Come-on-a-Marv's House of Soundsmanship. See him

NEXT WEEK AT THE NAB CONVENTION
Suite 103 C The Shoreham

RICHARD H. ULLMAN, INC., New York

a Division of
THE PETER FRANK ORGANIZATION, INC.
Hollywood / New York

GENERAL ELECTRIC 50 KW AM TRANSMITTER FROM CANADA TO MEXICO...

Here is a partial listing of stations from Canada to Mexico that are using or installing the General Electric Type BT-50-A 50 KW AM Transmitter:

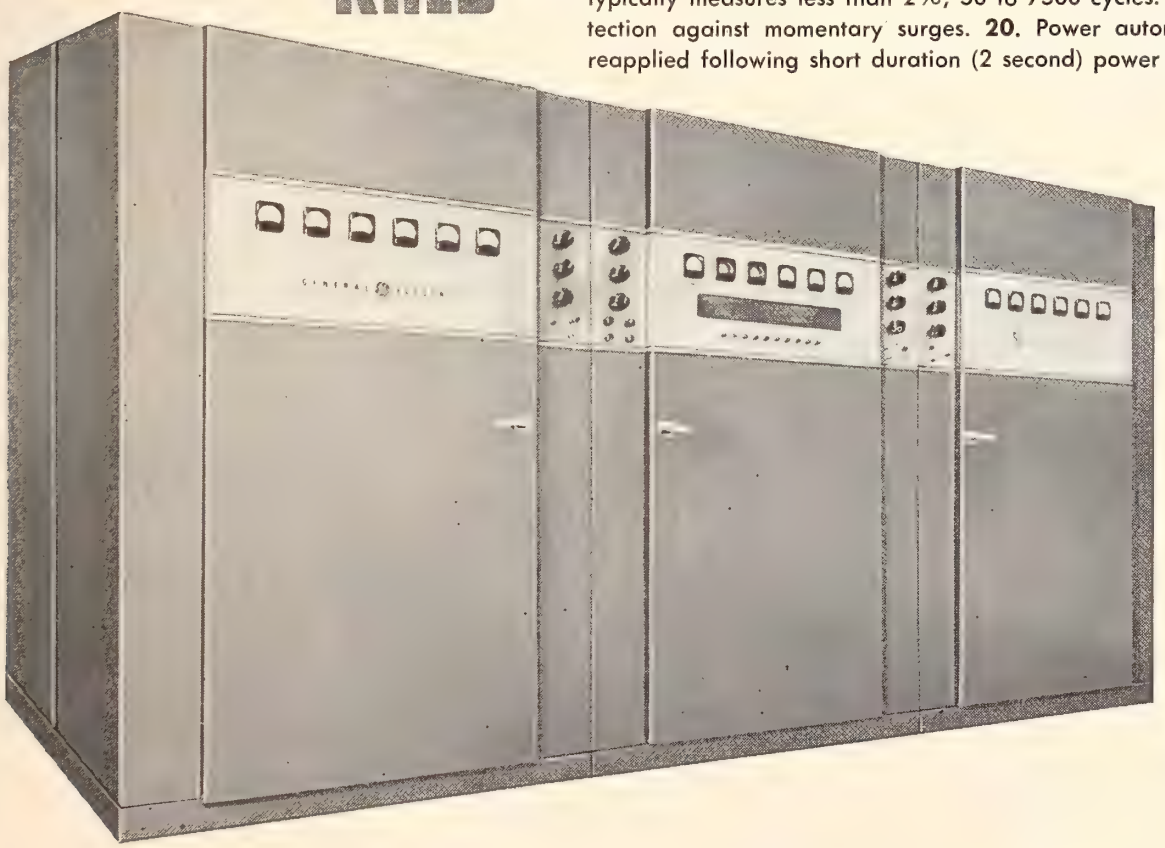
WCBS New York
KRAK Sacramento
KRLD Dallas

WABC New York
KNX Los Angeles
WLS Chicago
KOA Denver
WSM Nashville
KXL Portland

LOW INSTALLATION COST—**1.** Small size—13½ ft. x 4½ ft. **2.** Lightweight tubes. **3.** No under floor ducts. **4.** External blower. **5.** Ambient temperature is 0° to 120°F. **6.** Accommodates RF load impedances from 50 to 230 ohms.

LOW OPERATING COST — **7.** Efficient tube complement uses only 16 tubes of 6 types. **8.** Low-cost, long-life tubes. **9.** Low power consumption.

DEPENDABLE OPERATION, LOW MAINTENANCE — **10.** Germanium rectifiers for long life. **11.** No destructive voltage surges caused by arc starvation in mercury vapor tubes. **12.** Extreme simplicity in RF circuits. **13.** Class B audio modulation with Class C RF stage. **14.** Only four Class C amplifier stages produce 53 kw output at terminals. **15.** Easily tuned. Front-mounted meters easily read. No special equipment required. **16.** Final RF and audio tubes only 20 lbs. each. **17.** Full length doors front and back for easy access. **18.** Low distortion — typically measures less than 2%, 50 to 7500 cycles. **19.** Protection against momentary surges. **20.** Power automatically reapplied following short duration (2 second) power outages.



KPOL Los Angeles
CKAC Montreal
CKY Winnipeg
CFRN Edmonton
XEAK Tijuana

For complete technical information, write to Broadcast Equipment, Section 4861, General Electric Company, Lynchburg, Virginia. In Canada: Canadian General Electric, 830 Lansdowne Ave., Toronto, Ont. Export: International General Electric, 150 E. 42nd St., N. Y. 17, N. Y.

GENERAL ELECTRIC

tem for overhead suspension of lighting equipment will be a feature of the Century exhibit. Also displayed will be C-Core, silicon controlled rectifier dimming equipment, and Theatron, a two-scene pre-set remote control console.

Personnel: Nathan J. Sonnenfeld, James J. Fedigan, Edward F. Kook, Louis Erhardt, George Gill, Dale Rhodes, Dick Murdoch, Stanley McCandless, Fred M. Wolff, Bill Merrill, Paul Kyack, Gordon Stofer, Wib Newman.

CHRONO-LOG CORP.

Space 10-A

Chrono-Log will display the STEP system, designed to help tv stations handle complex station and commercial breaks by automatically pulsing equipment on in accordance with a predetermined but readily variable sequence. A complete 16-step sequence is set up by inserting pins in a 3x15-inch pinboard. It takes only a few seconds to change pinboards and start a new sequence. As STEP runs through its sequence, it displays in words what the next step will be and how much time remains before the next event. The shortest time increment is one second.

STEP, which sells for $5,900, consists of a control panel (10½x19-inch) and a circuitry panel (19x25-inch) which can be operated by remote.

Personnel: Arthur Freilich, Saul Meyer, Charles Vaughn, John Heffernan, Burt Dempster, John Wild and Jim Fahnestock.

COLLINS RADIO CO.

Space 31

All types of am and fm broadcast equipment, from microphones to antennas, will be displayed by Collins. Spotlighted will be the manufacturer's automatic tape programming equipment, redesigned am and fm transmitters, and a new three-channel remote panel.

Collins' new 5 kw fm transmitter is modernistic in style and is completely self-contained. Adjustments can be made without taking the transmitter off the air. Its new 1 kw 20V-3 am transmitter features complete accessibility throughout. The RF and audio chassis swing out and the power supply swings up so all parts are easily accessible.

Two M-20 microphones will be given away on Monday, Tuesday and Wednesday of the convention, six such awards in all.

Personnel: E. S. Gagnon, H. O. Olson, B. V. Hite, R. E. Richards, Blair Dobbins, Jim Speck, Gene Randolph, Jack Chenoweth, Duane Hoisington, Jerrell Henry, Lin Leggett, Howard Hepler, John Stanbery, Charles Walters, Phil Wharton, George Wetmore, Lloyd Winter, E. J. Maloney, F. H. Damm, J. M. Haerle, R. M. Winston, John Dalby, W. J. McKnight, C. P. Glade and Roger Dahms.

CONRAC DIVISION GIANNINI CONTROLS CORP.

Space 28A

Conrac will present its new fully-regulated pulse cross monitor. The model was produced in response to industry demand for a professional quality unit which permits the accurate display of synchronizing signals as well as normal picture presentation. A three-position front-panel switch gives the operator immediate selection between normal picture, pulse cross and pulse cross expanded.

Another model to be displayed will be the new AV12E receiver which features plug-in front-end units, crystal-controlled for any single vhf channel. The Conrac display will include a new 23-inch stylized monitor especially designed for ceiling or wall mounting, in addition to a complete line of broadcast video monitors and "off-air" receivers for rebroadcast use.

Personnel: W. J. Moreland, J. Grayson Jones, Russell Alston, Parker Wickham, Kenneth Williams and Al Slater.

CONTINENTAL ELECTRONICS MFG. CO.

Space 16

Products include am broadcaster transmitters and transmitter remote control.

Personnel: James O. Weldon, Mark W. Bullock, Thomas B. Moseley, W. D. Mitchell, Vernon Collins, Richard P. Buckner, James E. Biggs.

CONTINENTAL MFG. INC.

Space 23

Products are fm multiplex receivers (tubed and/or transistorized), broadcast monitor-relay receivers, broadcast modulation and frequency monitors, fixed frequency receivers, customs designed receivers and monitors, transistorized audio amplifiers, am-fm tuners, stereo amplifiers and radio intercom systems.

Personnel: Ray B. McMartin, Leonard Hedlund, Ray M. Unrath, Duane Haverty, Tom Ellis, Bill Keene, Bud Hilker.

DYNAIR ELECTRONICS INC.

Space 37-C

A video line-driving amplifier sending an 8 mc tv picture signal through 5,000 feet of RG 11/U coaxial cable will be featured at the Dynair exhibit. Monitors will pick up the picture to show "no loss in resolution, streaks, smears or any other types of picture degradation." The San Diego firm also will show a Waveform Monitor Model WF-1A, which occupies only 3½ inches of vertical rack space. The monitor has such features as horizontal, vertical and vertical expand displays and six push-button-selected inputs.

Personnel: E. G. Gramman, Virginia R. Gramman, George W. Bates and Curtiss Krueger.

ELECTRONIC APPLICATIONS INC.

Space 43

Electronic Applications will show a wide range of AKG (Vienna) microphones (both dynamic and condenser types), for monaural and stereo recording and some new products from EMI of West Germany. The highlight of its exhibit will be the new AKG C-60 microphone and accessories for high-quality recording in the field, to be used with the new Pilot-Tone model of the NAGRA portable tape recorder from Switzerland.

The C-60 is said to be compact and rugged with screw-in capsules for omnidirectional and variable cardioid patterns, low distortion from 10 to 30,000 cps and a wide dynamic range. The B-60 power supply is light and compact and can be mounted on a mike stand.

Personnel: Vincent J. Skee, Jack Anthony, Bob Bodholdt, Luke Roddey and Harvey Sampson Jr.

EMI/US LTD.

Space 35

Exhibit will include complete tv broadcast and closed circuit equipment, television tape and audio tape recorders. Firm has branch offices in 28 cities.

Personnel: Jack Nietlich, F. J. Cudlipp, Peter Macfarlane, Alan Lane, A. Bruce Rozet, Dan Bonbright, K. E. Owens, G. E. Hayden-Pigg, P. Upton, D. Nicklen, R. J. Mundy, Peter Dye, S. G. Griffith.

FAIRCHILD CAMERA & INSTRUMENT CO.

Spaces 46-47

A feature of Fairchild's exhibit will be a Fairchild-DuMont closed-circuit tv system which will screen film processed on the spot of "traffic" in front of the company's display. Other products to be shown include an 8mm cinephonic camera, 8mm tv projector, 16mm cinephonic camera and the Fairchild 316A film processor.

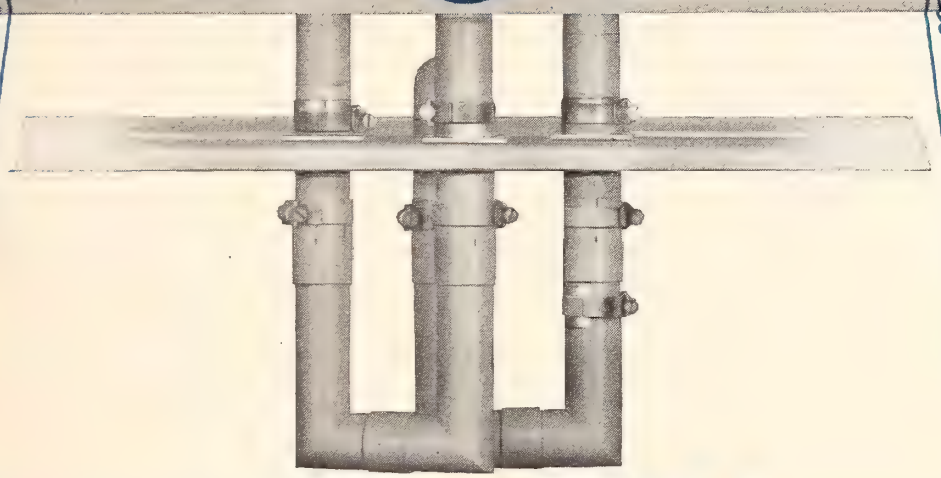
Personnel: Kenneth Li Donneci, Herbert O'Shan, Jerry Morio, Charles Sass, Howard Lync and Floyd Morgan.

FISHER RADIO CORP.

Space 34

Fisher will show two new products in its studio standard series of broadcast equipment: the FM-1000 fm tuner and the X-1000, designed as a broad-

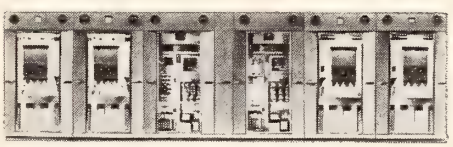
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INSURANCE

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S-E offers a complete line of both TV and FM transmitters and amplifiers to cover all power requirements. With S-E, you can start small, grow big with minimum obsolesence of equipment, maximum performance all the way, minimum operational expense, and the exclusive insurance of S-E patchover design...



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standard electronics

DIVISION OF
REEVES INSTRUMENT CORP.—FARMINGDALE
SUBSIDIARY OF
DYNAMICS CORPORATION OF AMERICA
Farmingdale, New Jersey

cast control and amplifier in a single unit.

Personnel: Jim Parks, George Meyer, Avery Fisher, Charles Lieanu, Richard Bockover and Albert Furman.

FOTO-VIDEO ELECTRONICS INC.

Space 2

Foto-Video will exhibit a flexible yet automatic program switching system which permits unattended operation for hours with a sequence of commercials, films, IDs, slides and numerous spots. Last-minute changes can be easily incorporated. All-transistorized sync generators, distribution amplifiers, power supplies and other video equipment will be featured. Among the cameras to be displayed by Foto-Video are the V-515 VF transistorized live studio camera with viewfinder and the V-600 image orthicon unit (priced at less than $9,000 including viewfinder). The latter camera, with Zoomar lens and control unit, is said to be an instrument of the highest quality and sensitivity. The V-515 employs a Vidicon tube and has a motor-operated 3-lens turret and an 8-inch electronic viewfinder.

Personnel: Albert J. Baracket, president; Arthur B. deLaski Jr., George F. Houlroyd, Robert D. Hamilton, Hans Nord, George M. Franklin, James Farnsworth, Laurence Nagy, Karl Kinast, John Lyndon, Rudy Tietz, William Gerbert, Tom Kennedy, Angelo J. Dumont, Don Foyer, Jess E. Dines, Charles Barrow, George Ubhaus, Paul Zucchino, Lester Toth.

GATES RADIO CO.

Space 30

Gates will introduce a new line of fm transmitters, designed for powers of 20, 15, 10, 7.5 and 5 kw. Major developments include built-in remote control, longer tube life, lower tube cost and quieter operation. Also featured will be an automatic spot tape recorder, featuring a digital selector control that permits remote call-up of any one of the 100 tape tracks on the spot tape recorder by means of selection of a digital number from 0 through 99.

Transistorized plug-in system components will also be exhibited. This special display will include new preamplifiers, program amplifiers, monitor amplifiers and power supply. Primary features of the transistorized line are their compact size, low noise, reliability and heat reduction. A complete cartridge tape production center in one compact portable unit—the M-6086 Cartritape Make-Up Console—will be introduced in addition to several other broadcast-electronic innovations.

Personnel: P. S. Gates, president; L. J. Cervone, N. L. Jochem, John Price, Kenneth Boothe, Gene Edwards, Frank Parrish, Wallace Warren, Walton Ayer, Abe Jacobowitz, Robert Hallenbeck, John Andre, William Moats, Dick Spruill, Reck Morgan, Joe Cole, George Yazell, London England.

GENERAL ELECTRIC CO.

Space 29

GE will unveil a new approach to optical multiplexing of tv film projectors in its exhibit, which also will serve for the introduction of one of the company's largest lines of new broadcast items in recent years. Other equipment to be featured includes three new cameras, a continuous motion tv film projector, a black-and-white calibration monitor, helical antennas, transistorized audio equipment, and a new 35 kw vhf high-channel tv amplifier.

The optical multiplexer—designed for GE by Eastman Kodak Co.—uses front-surface mirrors, a new method that projects the best possible image from film and slide projectors. The multiplexer, Type PF-11-A, is designed to work with all standard projectors.

The continuous motion system first was introduced at the 1960 convention. The 1961 version, using an Eastman projector, when used with the new multiplexer permits stations to install the projector while retaining existing optical multiplexing equipment.

GE will introduce a new image orthicon black-and-white camera channel as well as a new vidicon film camera channel. Another new item will be a remotely-controlled vidicon camera system for "off-hours" telecasting of live studio presentations.

Personnel: Dr. George L. Haller, Harrison VanAken, R. L. Casselberry, Harold B. Towlson, J. Wall, C. J. Simon, C. H. Jensen, A. F. Carl, M. R. Duncan, Francis L. Robinson, J. H. Douglas, W. G. Broughton, R. W. Cochran, H. H. Condo, L. F. Page, E. H. Platt, J. M. Comer Jr., T. F. Bost Jr., V. H. Russell, R. E. Lauterbach, H. W. Cranberry and J. F. Watter.

GENERAL ELECTRONIC LABS

Space 12

Fm transmitters of 15 kw and 1 kw power will be featured by General Electronic. The transmitters incorporate multiplex exciters, including main channel exciter, subchannel generator and power supply mounted in cabinet as a complete, integrated system.

Personnel: Victor W. Storey, B. T. Newman, John Beck and Sal Fulchino.

GENERAL PRECISION INC.

Space 14

GPL Div. will present its PA-550 High Resolution Vidicon Film Chain publicly for the first time. It is based on the high resolution system specifically designed by GPL for the military. The company claims that the film chain provides better definition, signal-to-noise ratio and geometry than ever before attainable. The PA-550 delivers 800 lines resolution center, 600 lines corner. An unusual automatic exposure with extremely fast response time makes the chain essentially automatic. Other items include vidicon camera chains, video recorders, sync generators, video switches, video and pulse distribution amplifiers and tv projection systems.

Personnel: N. M. Marshall, A. G. Balletta, L. L. Pourciau, A. F. Brundage, A. J. Smith.

GOTHAM AUDIO CORP.

Space 34-A-B

Gotham will exhibit the new line of Neuman condenser microphones, Neuman disk cutting lathes, Beyer Dynamic ribbon microphones and headphones, Danner linear attenuators, microphone booms and stands and Gotham-Grampian disk cutting system.

Personnel: Hal Michael and Stephen F. Temmer.

GRAHAM SALES CO.

Space 25-A

HUGHEY & PHILLIPS INC.

Space 4

A display of new tower lighting isolation transformers highlights the H&P exhibit. Included will be a demonstration of its Remote Lamp Failure Indicator System providing a continuous and positive means of monitoring tower lamp conditions, tower light control and alarm units for unattended microwave relay stations. Other items shown will include combination photoelectric control and beacon flasher units, beacons, obstruction lights and various control units.

Personnel: J. H. Ganzenhuber, vice president and general manager; H. J. Geist, R. L. Lang and F. J. Little Jr.

INTERNATIONAL BUSINESS MACHINES

Space 37-A

IBM's products on display will be data processing equipment, automatic program logging and billing, availabilities and analysis.

Personnel: T. D. Robertson, S. J. Fitzpatrick, R. Kenagy, R. Auchinloss, S. Wilson.

ITA ELECTRONICS CORP.

Space 24

ITA's line includes fm transmitters, fm multiplex equipment, am transmitters, consoles, remote control equipment and accessories.

Personnel: Bernard Wise, R. Paul

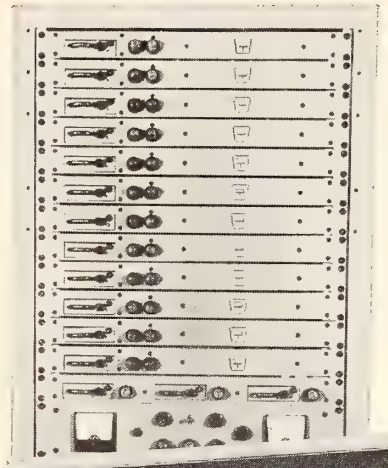
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Exhibited to the Industry for the first time at the NAB Convention—

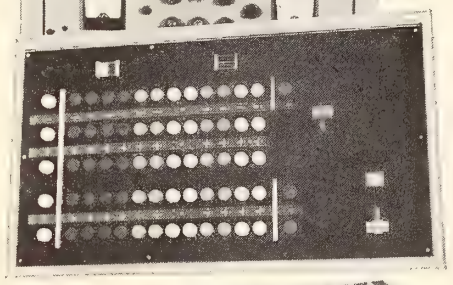
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Designed for the Broadcaster . . . it is clean and simple in construction . . . Modular mechanical construction provides means of making up custom system at no premium in cost to YOU . . . Also provides way of economically expanding the system as future growth demands. Unit has exceptionally fine electrical specs.

Investigate the full advantages of this equipment. Call or write for complete information:



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Typical Control Panel



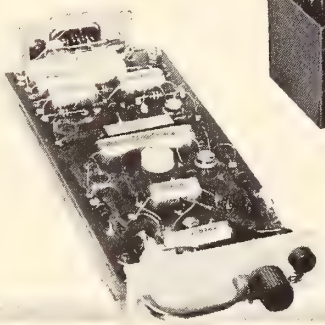
Switching frame showing Plug In Video Switch Points, Trigger Modules and Output Distribution Amplifier



Trigger Module



Diode Matrix Video Switch Module



Solid State Video Distribution Amplifier

SARKES TARZIAN INC
Broadcast Equipment Division
Bloomington, Indiana

Here are some of the major performance

SPECIFICATIONS

1	DIFFERENTIAL PHASE	.5° max @ 3.58 mc
2	DIFFERENTIAL GAIN	.2% max
3	PHASE DELAY	.02 microseconds @ 3.58 (Ref. to 200 kc)
4	SWITCHING TIME	Less than .8 microseconds
5	ISOLATION (between any 2 channels)	60 db @ 3.58 mc

Comstock Jr., Joseph Roberts, Joseph Novik, Eliot S. Baker, Juan Chiabrando, James Baker, Ted Overbey, Tom Magowan, Chet Siegrist, Al Timms, Bob Weeks, Bob Ware, Clyde Heck.

KAHN RESEARCH LABS.

Space 44

Kahn products include an all-am stereophonic transmitter adapter, compatible single sideband adapters for am transmitters, symmetra-peak networks to increase the coverage range of am, fm and tv voice transmissions.

KLIEGL BROS.

Space 19

Kliegl manufactures a complete line of tv lighting equipment. This includes fixtures, accessories, wiring devices and lighting selection and control equipment for monochrome and color telecasting. Featured will be a new SCR semi-conductor dimmer using a silicon controlled rectifier.

Personnel: Herbert A. Kliegl, Herbert R. More, David Safford, William Morris, Lawrence Schaefer, Alwin Lassiter.

LUMITRON DIV., METROPOLITAN ELECTRIC MFG. CO.

Space 25

Metropolitan will show light control systems, dimmer controls, studio lights, switch gear, panel boards, bus ducts, main service supplies, Lo Ohm switches and Pressure Tite switches.

Personnel: Jim Connolly, Rennie Rozalski, Al Fox, Jim Shelley and Charles Shevlin.

MACKENZIE ELECTRONICS INC.

Space 15

Visitors to the MacKenzie exhibit will operate automated, multi-channel program repeaters, single-channel program repeaters and recorder-playback units. MacKenzie features instant audio to suit the most exacting sound requirements of every radio and tv station. All the firm's equipment is completely transistorized with continuous loop magazines practically eliminating head wear and assuring continuous trouble-free operation.

MacKenzie will display a complete single channel recorder-playback, 1CPR, which will automatically erase and record with magazines hand-loaded or factory-loaded.

MAGNE-TRONICS INC.

Space 37

A complete automatic radio music program service will be shown. Also a background music service for fm multiplex on magnetic tape with radiomation equipment.

Personnel: Thomas L. Clark Jr., Joseph F. Hards and Alfred Kendrick.

MINNEAPOLIS-HONEYWELL REGULATOR CO.

Space 45

Automatic data logging equipment for transmitting station, remote or local, and remote controlled tv camera mount and lens.

Personnel: Gustave Ehrenberg, P. B. Guralnick and W. G. Schmick.

MINNESOTA MINING & MFG. CO.

Space 22

Magnetic Products Div. will show "Scotch" brand video tape, audible range tapes and related items.

Personnel: D. E. Denham, W. H. Madden, W. F. Enright, J. G. Bondus, E. S. Seaman, R. J. Waters, C. L. Alden, R. J. Federer and F. J. Watson.

MIRATEL ELECTRONICS INC.

Space 33

Miratel will have on display the following products: television video monitors, camera viewfinders, large screen waveform monitors; Conelrad equipment, audio operated relays, program failure alarm, citizens band transceivers.

Personnel: William S. Sadler, B. J. Klindworth, N. C. Ritter, Robert Willett, Wayne Mayer, Dan Schulte, Leroy Wallace.

MITCHELL-VINTEN INC.

Space 10

For the professional tv industry, following details for tv cameras will be shown: Pedestals, dollies, cranes (crabbing, hydraulically operated and driven), tripods and heads.

Personnel: Alastair MacMath.

MOSELEY ASSOC.

Space 35-B

Moseley Assoc. will have on display its model RRC-10 radio remote control system for fm broadcast transmitters and its model SCG-2 subcarrier generator for fm multiplexing. The RRC-10 studio control, transmitter control and metering units together with Model PCL-2A STL enable fm transmitters to operate on unattended mountain top sites. The SCG-2 subcarrier generator incorporates automatic muting and calibrated subcarrier deviation meter.

Personnel: John A. Moseley.

PROFIT PROGRAMMING INC.

Space 35-C, D

Automation equipment and programming material will be exhibited.

Personnel: Rogan Jones, John D. Tuttle, Hamilton Brosious, Fred Von Hofen, William Evans and D. Coulthurst.

PROGRAMATIC BROADCASTING SERVICE

Space 5

On display will be Programatic's complete fully-automated radio programming service. The company also will demonstrate how commercials and complete re-recorded local programs (and network tie-ins) may be automatically integrated into most broadcast schedules.

Personnel: John Esau, Gus Webber, David Bain, Joseph W. Roberts.

RAYTHEON CO. (Equipment Division)

Space 27

Products on display will be the KTR microwave television relay systems for intercity relay remote pickup or studio-transmitter link applications, 7000 and 13000 mc, portable and rack-mounted for NTSC color and simultaneous audio. The TMA program audio channel units are used for application to existing systems. Microwave waveguide accessories include antennas, waveglide, diplexers and other items.

Personnel: P. Cass, V. E. Love, G. Hinckley, H. Bannon, H. Geist, D. Smith.



MEET YOUR ULLMAN-MAN

Herb Berman, Northeast Regional Sales Manager, was in the movie business. Along came Soundsmanship. One take and he knew it was for him. For you, too. Jingles, The Big Sound, Formatic Radio —the Ullman way to more sales. Avoid re-takes. See Herb

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TA, world leader in design and manufacturer of FM Broadt Equipment, is stereo-ready now with

M STEREO GENERATOR

nediate plug-in compatibility to all existing FM transmitters capable of multiing, maintaining full monaural mainchannel audio for conventional FM reers during stereo broadcast. Full frequency response—50 to 15,000 CPS on channels. Meets or exceeds FCC specs, utilizing drift-free crystal control, ble side-band suppressed carrier with common source phase-lock insertion.

ITA Model SG-1A

TEREO CONSOLE

ee completely independent full response program channels, individually ered and AGC controlled. Handles full stereo, plus a monaural channel, with pendent controls. Facilities for 35 inputs at all levels. Incorporates plug-in lifiers throughout and many other features.

ITA Model AC 3-1

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FM STEREO is HERE and ITA HAS IT!

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"A Complete Broadcasting Service"

RCA

Shoreham Ballroom, Space 21

RCA will display its full line of equipment and in addition will lift the curtain on its new devices for automated programming and station control of the future. All other company divisions will participate.

Included in the exhibit will be an actual television studio where the company will demonstrate its new color and monochrome cameras. The first public showing of RCA's three new prototype television tape recorders and the currently-in-use TRT 1-B also will be shown.

Highlighting the RCA display will be the showing of various station automation systems and how complete control can be obtained under an integrated electronic system. On this line, RCA also plans to demonstrate equipment on the building-block principle, permitting the broadcaster to introduce automation on a small scale, adding to it gradually until complete automation is achieved.

In addition, the station automation display will include equipment for handling the station break "panic period" and a full technical operations system. A film slide projector, cued and operated by a recorded tone signal from RCA's new RT-7A cartridge tape recorder, will be demonstrated. One of the two operating radio station displays will be controlled by automation equipment.

Closed circuit television cameras, transmitters, power supplies and antennas will round out the exhibit.

Personnel: T. A. Smith, C. H. Colledge, A. F. Inglis, E. N. Luddy, J. P. Taylor, E. C. Tracy, M. A. Trainor, V. E. Trouant, J. W. Wentworth, P. Bergquist, P. A. Greenmeyer, J. L. Grever, E. T. Griffith, J. E. Hill, R. J. Newman, D. Pratt, W. B. Varnum, W. D. Wenger.

SCHAFER CUSTOM ENGINEERING

Space 21

Schafer will show automatic programming systems, plus automatic spotter, cartridge recorder and remote control equipment.

Personnel: Paul C. Schafer, Ernest Wodiske, James Hartford, Hal Bates, Dallas Barnard, George Failey, Edward Edwards, Robert Tabors, Harold Linke and Jaye Smith.

SONY CORP. OF AMERICA

Space 36

The Sony line includes an all-transistorized professional three-channel tape recorder, unidirectional condenser microphone, power supply, all-transistor shoulder-type tape recorder, dynamic microphone and all-transistor hi-fi tape recorder.

Personnel: Masahiko Morizono, Hiroshi Tada, Thomas Y. Arai, Fred Tushinsky.

STANDARD ELECTRONICS

Space 18

Standard will exhibit various aspects of its tv and fm equipment but will accent a complete 20 kw fm transmitter and a 25 kw tv amplifier.

Among specialities are all new space-saving equipment, 250 w fm transmitter for stereo or multiplex, 5 kw fm transmitter for stereo or multiplex, 10 kw fm transmitter and amplifier, fm modulators and equipment for modernization of older fm transmitters. In addition there will be Add-A-Unit, Patch-over, space-saving and other Standard features on exhibition. Among new items are semi-conductor rectifiers in fm transmitters (no rectifier tubes).

Personnel: R. M. Daugherty, J. M. Noll, A. R. Taylor, J. Ewansky, M. Zullo, J. Klindworth, H. D. Peckham, J. Nevin, M. Sajor, W. Bell, P. Cohalto, L. Wenzel, C. Faison, M. Zimmerman, R. Bellew, B. Myers.

SARKES TARZIAN INC.

Space 1

Sarkes Tarzian will show a highly advanced all-solid-state video switching system that is so well designed that each system can be tailored to the service requirements and future facility expansion can be accommodated. Another feature of the exhibit will be the company's 2 kmc heterodyne microwave repeater system. A multihop system will be shown to illustrate the system transparency. In addition the 880 Vidicon studio camera will be exhibited. Suitable for any monochrome studio, the 880 system illustrates the maturity of Vidicon cameras for live studio, field or tape productions, Sarkes Tarzian reports.

Personnel: Biagio Presti, manager; Wendell Fuller, Russ Ide, Neff Cox Jr., Richard Swan, Morrell Beavers, Nubar Donoyan, Jack Roden, John Guthrie, Dale Buzan, Bill Tarr, Roy Hackemeyer, Charles Moore, Jesse Durbin, Dave Link, Joe Phillipi, Robert McCoy.

TEKTRONIX INC.

Space 28-B

Tektronix will display and demonstrate the following equipment: Type 526 Vectorscope; Type 527 and Type RM 527 Waveform Monitor; Type 201 Tilt-Lock Scope-Mobile; Type V Plug-In Unit; Scope-Mobile Cart.

The type 200 series Scope-Mobile Carts provide a convenient mobile support for the firm's oscilloscopes and auxiliary equipment. It is Tektronix's latest product. The cart features an easily adjusted tray which may be tilt-locked in nine positions. Dimensions: 35" high, 17½" wide, and 27" deep.

Personnel: Charles Rhodes, Bill Ewin, Eb von Clemm, Dale Brous, Rick Le Forge, Fred Lenczynski, Art Andersen, Nick Sloan, Duane Bowans.

TELECHROME MFG. CO.

Space 35

Among the new products to be on display are the Time Domain Corrector, which corrects waveform defects; the Chroma Keyer, which permits the use of color signals for producing reliable video insert keying in connection with special effects equipment; a self-contained, rack-mounting sync lock unit which permits a local sync generator to be locked in frequency and phase to a remote composite video signal; the special effects generator with fader, which increases the capacity for lap dissolves and fades to black or color monochrome, or mixed signals.

Also to be shown are the video transmission test set generator, the video transmission test signal receiver, the portable test signal generator, the EIA sync generator with vertical interval keyer, the vertical interval signal keyer, the color tv utility monitor, and the sine-squared window generator.

Personnel: J. R. Popkin, H. Charles Riker, B. Yagerman, Dave Chapman, Don Dudley, S. S. Krinsky, Ray Wulfe.

TELECONTRAL CORP.

Space 3

Video-Audio distribution systems, studio video switching systems, master control switching systems, and automation controlled switching systems will be exhibited.

Personnel: John Doering, Leroy Jorgenson, Duane Heft, Clyde Funk.

TelePrompTer CORP.

Space 8

TelePrompTer will exhibit a series of Random Access slide and tape selection devices designed to add a new dimension of unlimited flexibility to the selection of a presentation sequence.

Four major pieces of equipment in the Random Access series, including a 60-slide 3¼ x 4 inch drum magazine selector adapted to a TelePro 6000 projector, 100 and 500 slide 2 x 2 inch drum magazine selectors, and a 100 track magnetic tape machine selector will be shown.

A joint presentation will demonstrate the preparation of slide transparencies for tv production with the United Press International Unifax Telephoto service, Polaroid Corp., Copymaker, and the TelePro 6000 rear-screen projector.

Personnel: Irving B. Kahn, William V. Sargent, H. J. Schlafly, E. J. Spiro,

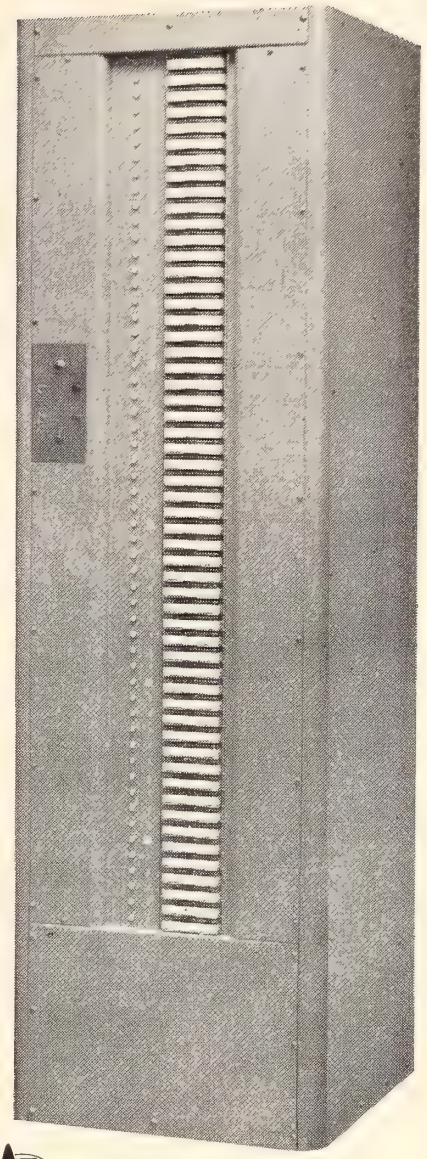
NEW ATC 55

a simple, low cost, versatile answer to full or part-time AUTOMATED BROADCASTING

- **Allows automatic playback of 55 magazine-loaded tapes up to 10 minutes in length each. Models also available with up to 31-minute magazines.**
- **Outstanding flexibility and simplicity of operation.**
- **Far lower initial investment than other automated systems.**
- **Tape rewinds and recues automatically.**
- **Highest quality broadcast reproduction.**

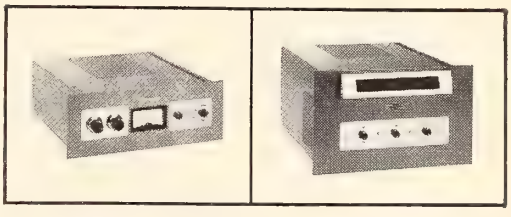
Automated broadcasting has proven to be desirable, but up to now, it has been an involved and costly proposition. The remarkable new ATC 55—from the originators and largest manufacturers of automatic tape control equipment—puts full or part-time automation within the reach of any size station. The ATC 55 plays up to 55 taped spots, themes, music and production aids in sequence without resetting or reloading. Tapes are contained in Standard Automatic Tape Control plastic magazines. The unit selects and positions the proper magazine for airing, broadcasts the material and then the tape rewinds itself ready for reuse or storage. The ATC 55 then disengages the magazine, moves to the next position and engages it for broadcast . . . *all automatically!* The playback element of the ATC 55 is the same popular, thoroughly-proven Standard Unit, except that a modification allows automatic starting of other functions through an auxiliary control tone. Frequency response at 7.5 inches per second is ±2 db from 70 to 12,000 cps and ±4 db from 50 to 15,000 cps. The signal-to-noise ratio is 55 db, and wow and flutter are under 0.2% RMS. Write, wire or phone for complete details.

See us at the N. A. B. Show, Booth 6



ATC STANDARD UNITS NOW IN USE IN OVER 600 RADIO AND TV STATIONS

Thoroughly proven in many station operations, ATC Standard Recording-Playback units eliminate threading, recueing and rewinding—make it simple to use as much taped material as you wish. Write, wire or phone for complete details.



Recording Amplifier — Playback Unit

made by broadcasters for broadcasters

AUTOMATIC ATC TAPE CONTROL

209 E. Washington Street, Room 300
Bloomington, Illinois

Herbert Nettleton, Hubert Wilke, John Barrington, Joe Munisteri, Stan Winston, George Andros.

TELESCRIPT-CSP INC.

Space 32

Tv studio prompting equipment, rear screen projectors, a tape editor, polarization effects kit and audio equipment will be exhibited.

Personnel: Peter Jackson, Harrison Reader, Robert Swanson, Robert Lamont, James Fitzsimmons, Charles Krumm.

TELEVISION SPECIALTY CO.

Space 39

Products to be displayed include kinescope recorders, rear screen projectors, transistorized 16mm S-O-F newsreel cameras with portable power pack, 16mm film inspection equipment, and 35mm Cameraflex movie cameras.

Personnel: K. A. Jenkins, Lawrence Scheu, William Hanrahan, Dean Peck.

TELEVISION ZOOMAR CO.

Space, unassigned

New Super Studio and Super Universal Zoomar lenses will be on display at the Zoomar booth. With improved optics and new coatings, they are of special significance for color telecasting, and are already in use at many tv stations in the U. S. and abroad.

TOWER CONSTRUCTION CO.

Space 42

Tower's booth will exhibit displays depicting its many types of towers and erection service. Highlighting the show will be a display of the newly designed Automatic Guy Tensioning Device.

Personnel: Gerald Lasensky, Earl H. Moore, Harry Fair.

UTILITY TOWER CO.

Space 7

Products include am and fm towers, base insulators, lighting kits, ground systems, installation and maintenance service, transmitter buildings, all for radio; tv and microwave towers as well as installation and maintenance service for television.

VISUAL ELECTRONICS CORP.

Space 11

Program automation for video and audio systems will be featured by Visual.

Tv equipment: visual automation systems, GPL high resolution vidicon film system, Tarc switchers, English electric valve 3" & 4" Image orthicon tubes, Mackenzie program repeater unit, Favag master studio clock system, Conrac picture monitor line, Eastman 16mm tv projectors, Smith-Florence faultfinder, Prodelin transmission line, Decca weather radar, Superior self-normalling video jack, Dynair video and rf distribution equipment, Power Sources all transistorized power supply systems.

Am-fm exhibits include: Continental transmitters and remote control systems, Broadcast Electronics Spotmaster, Altec audio console, microphones, Nems-Clarke monitors, field strength meter, GEL transmitters and multiplex exciters, Audiomation tape players for background music, and Perfectone tape recorders.

Personnel: James B. Tharpe, Morris A. Mayers, Cecil Grace, Felix Bonvouloir, Dick Witkowsky, A. W. Greeson Jr., Leo Darrigo, Bob Bollen, Pat Gallagher, Bert Kupperman, Lou Whitson, Wayne Marcy, A. R. Hopkins, Al Kallman, Jess Rafsky, Charles E. Spicer.

VITRO ELECTRONICS

Space 20

WESTREX CORP.

Space 35C, D

Station Representatives

AM RADIO SALES CO.

Jefferson

Personnel: Wilmot H. Losee, Jerry Glynn.

ELISABETH M. BECKJORDEN

Shoreham

Personnel: Elisabeth M. Beckjorden.

CHARLES BERNARD; THE COUNTRY MUSIC NETWORK

Mayflower

Personnel: Charles Bernard.

AVERY-KNODEL

Sheraton-Park—Suite E426-8

Personnel: Lewis H. Avery, J. W. Knodel, Charles C. Coleman, Philip S. Schloeder, John J. Tormey, Thomas J. White.

JOHN BLAIR & CO.
BLAIR-TV
BLAIR TELEVISION ASSOC.

Washington, Suite 205-06-07

Personnel: John Blair, Wells Barnett, Louis Faust, Jack Fritz, Richard L. Foote, Frank Martin, Arthur H. McCoy, Edward P. Shurick, Edward Whitley.

THE BOLLING CO.

Sheraton-Park—Suite 500 A

Personnel: George Bolling, Bill Bolling, Robert A. Schmid, Richard Swift.

BRANHAM CO.

Mayflower

Personnel: L. H. Greenberg, Tom Campbell, Jim Mc Manus, Taylor Eldon, Jack Thompson, George Harding, John Murphy, Don Richards.

BROADCAST TIME SALES

Willard

Personnel: Carl Schuele, Mort Bassett, Peter Theg.

CBS RADIO SPOT SALES

Unassigned

Personnel: Maurie Webster.

CBS TELEVISION SPOT SALES

Statler

Personnel: Frank Shakespeare Jr., John Schneider, Craig Lawrence, Clark George, Gene Wilkey, Robert Wood, Merle Jones, Harvey Struthers, Bruce R. Bryant, Hal Hough.

HENRY I. CHRISTAL

Sheraton Park, Suite M458-60

Personnel: Henry I. Christal, Irvin Gross, Philbin Flanagan.

ROBERT E. EASTMAN & CO.

DuPont Plaza

Personnel: Robert E. Eastman.

EVERETT-McKINNEY

Shoreham

Personnel: Max M. Everett, Powell Ensign, Thomas Buchanan.

FORJOE & CO. and FORJOE-TV INC.

Unassigned

Personnel: Joseph Bloom.

GILL-PERNA

Shoreham, Suite E-700

Personnel: Helen Gill, John J. Perna Jr., Val Bruce, Don Dalton, Walt Beadell, Dan Bowen.

HARRINGTON, RIGHTER & PARSONS

Shoreham, Suite E-700

Personnel: John E. Harrington Jr., James O. Parsons Jr., Volney Righter, Maurice Rashbaum, John Dickinson, Arthur C. Elliot, Carroll Layman.

HAL HOLMAN CO.

Shoreham, Suite A-601

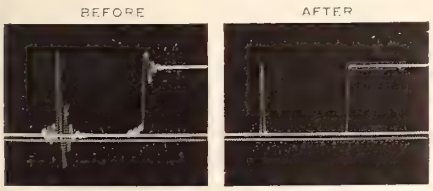
Personnel: Hal Holman.



...but only the "Twenty/Twenty" cleans up video transmission distortion



Photos, taken a few seconds apart, show how the Model 20/20 cleans up smears, overshoots, ringing and other waveform defects.



Waveform correction is illustrated by before-and-after photos of an expanded portion of Sine²-test signal. The Model 20/20 can be used with any desired test signal for pre-broadcast, or on-the-air correction.

SEE THE MODEL 20/20 AT THE NAB SHOW BOOTH NO. 35

The Model 20/20 Time Domain Corrector is Telechrome's ingenious application of the proven "paired echo" principle to the problems of video transmission and video tape recording. Result: for the first time a practical, commercially-priced instrument that eliminates overshoots, ringing, smears and other waveform defects from monochrome, color, composite and non-composite signals.

Portable or rack-mounted, the Model 20/20 can be used anywhere in a television system. At the terminal end it eliminates difficulties regardless of where they originate. It is equally effective for pre-broadcast or on-the-air correction. And Telechrome's engineers have made it simple enough for easy use by anyone after only a brief demonstration. See for yourself how the Model 20/20 dramatically cleans up transmission quality, assures continuous broadcast fidelity for maximum viewer and advertiser appeal.

For a demonstration, contact H. C. Riker, Vice-President, Marketing.

TELECHROME

AT THE FRONTIERS OF ELECTRONICS

ELECTRONICS DIVISION

TELECHROME MANUFACTURING CORP., AMITYVILLE, L.I., NEW YORK

Division Offices: Lombard, Illinois • Van Nuys, California • Dallas, Texas • Washington, D.C.

REPRESENTATIVES CONTINUED

GEORGE P. HOLLINGBERY CO.
Park-Sheraton

Personnel: George P. Hollingbery, Edward Spencer Jr., Fred Hague, Harry Wise, Philip Corper, Roy Edwards, Robert Pierce and Warren Nelson.

H-R REPRESENTATIVES
Sheraton Carlton, Suite 400

Personnel: Frank Headley, Frank Pellegrin, Jack White, Max Friedman, James Alspaugh, Avery Gibson.

THE KATZ AGENCY
Sheraton-Park, Suite E-520-22

Personnel: Eugene Katz, Edward Codel, M. S. Kellner, Scott Donahue, Walter Nilson, William Joyce, Roy Miller, Alan Axtell, James Muse, Halsey V. Barrett, Ken Klein.

JACK MASLA & CO.
Statler-Hilton

Personnel: Jack Masla, Allan Klamer, Donald Wolff, Carl Meyers.

THE MEEKER CO.
Sheraton-Park, Suite E-620-22

Personnel: Robert Meeker, Charles Standard, Robert Dudley, Carl Jewett.

JOHN E. PEARSON CO., JOHN E. PEARSON TELEVISION
Hay Adams Hotel

Personnel: John E. Pearson, Raymond Henze Jr., Allen Hundley, Bill Wilson, Russ Walker.

PETERS, GRIFFIN, WOODWARD
Mayflower

Personnel: H. Preston Peters, Lloyd Griffin, Robert Teter, Charles Kinney, Lee Vanden Handel, Vincent Piano, Lon King, William Waters, Arthur Muth, Jack Haskell, John Sias, William Bryan.

EDWARD PETRY & CO.
Shoreham, Suite C-100

Personnel: Edward Petry, Edward Voynow, Martin Nierman, Lou Smith, Roger LaReau, Ben Holmes, Martin Percival, Richard Hughes, Bill Larimer, Bill Pipher, Ted Page, Bill Rohn, Bob Hutton, Bill Steese.

PAUL H. RAYMER CO.
Sheraton-Carlton

Personnel: Paul H. Raymer, Fred C. Brokaw, Stuart M. Kelly, John Mulholland.

SPOT TIME SALES
DuPont Plaza

Personnel: Bill Heaton, Carl Loucks, John Erickson.

TELEVISION ADVERTISING REPRESENTATIVES INC.
Unassigned

Personnel: Larry Israel, Bob McGredy, Bob Hoffman, and Lamont (Tommy) Thompson.

VENARD, RINTOUL & McCONNELL
Sheraton-Park, Suites 489-91

Personnel: Lloyd George Venard, James V. Mc Connell, Stephen R. Rintoul, Howard B. Meyers, James Brown, Bob Allen.

WEED & CO.
Mayflower

Personnel: J. J. Weed, E. C. Metcalfe, E. J. Fitzsimmons, C. C. Weed, Clarke Brown, Dick Walker.

ADAM YOUNG COMPANIES
Sheraton-Park, Suite C-140

Personnel: Adam Young, James F. O'Grady Jr. and Stephen A. Machcinski Jr.

Taped music by
MAGNE-TRONICS
SINCE 1954
"BETTER MUSIC and BETTER PROGRAMMING"

Radio Music
Expertly programmed for ...
AUTOMATED AM/FM MAIN CHANNEL BROADCASTING
Musical Productions from both sides of the Atlantic

Background Music
Perfected to serve...
FM MULTIPLEXING
CATV OPERATIONS
WIRED LINE SYSTEMS
ON PREMISES SERVICES

SEE US AT THE NAB CONVENTION
SUITE E 709
MAGNE-TRONICS, INC.
49 West 45th Street, New York 36
EXHIBIT SPACE #37

Networks

ABC-TV, ABC RADIO
Sheraton-Park, Suite B-720

ABC-TV affiliates presentation will be held at 2 p.m. Sunday (May 7) in the Sheraton Hall of the hotel. In the same room at 5:30 p.m., a cocktail party will be held for affiliates and network executives with the radio affiliates meeting at 10 a.m. Sunday (May 7) in the Burgundy Room of the Sheraton-Park.

Personnel: Leonard Goldenson, president, AB-PT; Oliver Treyz, president, ABC-TV; Simon B. Siegel, financial vice president, AB-PT, and vice president, treasurer, ABC-TV; Herbert Hahn, vice president, AB-PT; James C. Hagerty, vice president in charge of news-special events and public affairs, ABC; Frank Marx, ABC vice president in charge of engineering; Alfred Schneider, vice president in charge of administration; Thomas Moore, vice president in charge of programming; Julius Barnathan, vice president for affiliated stations; Joseph Cox, tv station relations; Mortimer Weinbach, vice president and general counsel; Ed Bleier, vice president in charge of tv daytime sales; Giraud Chester, vice

SONY®

Research makes the Difference

NEW! ALL-TRANSISTORIZED PROFESSIONAL 3 CHANNEL TAPE RECORDER



The SONY all-transistorized professional 3-channel Tape Recorder, model ES-13, which uses ½" width tape is designed for broadcasting, phono-recording and other requirements for professional quality recording and reproduction.
Its performance is superior to that of a vacuum tube tape recorder. The set consists of a tape transport, three independent amplifiers, amplifier control section, VU-meter cabinet and three monitor-speaker enclosures.

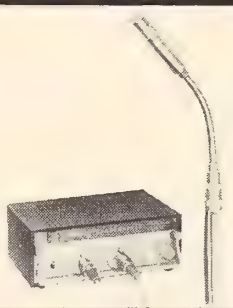
N.A.B. Convention Booth No. 36

The brief specifications are:
Reel size: NARTB, 10½"
Tape speed: 7½" and 15 ips
Frequency response:
± 2dB from 40 — 10,000 cycles at 7½ ips.
± 4dB from 30 — 15,000 cycles at 7½ ips.
± 2dB from 30 — 15,000 cycles at 15 ips.
Signal-to-noise ratio: 55dB
Recording and playback curve: NARTB

EM-1 COMPLETELY TRANSISTORIZED PROFESSIONAL PORTABLE TAPE RECORDER — WEIGHT ONLY 11 POUNDS



The SONY all-transistorized portable shoulder type tape recorder, model EM-1, is ideal for all types of on the spot interviews, outdoors or indoors.
It measures only 6½" x 4½" x 13⅛", and weighs only 11 lbs. The tape transport is driven by a spring motor. The amplifier operates on six penlight batteries. Monitoring while recording and reproduction is due through earphone. The EM-1 is furnished with the SONY dynamic microphone, model FP-1.



C-17A — UNIDIRECTIONAL CONDENSER MICROPHONE FOR BROADCASTING USE. The SONY model C-17A is a newly developed unidirectional condenser microphone for broadcasting use, particularly for TV studios. Its excellent features of outstanding frequency response, reliable performance and streamlined appearance fulfill every requirement in the filed. The sensitivity is —50dB/lu bar at the output impedance of 250 ohms. **Only** 11/16" in diameter and 3¾" in length. **MODEL CP-3** is the power supply used with the condenser microphone, C-17A.

SONY CORPORATION OF AMERICA / **514 BROADWAY, NEW YORK 12, N. Y.** *T.M.
Western Regional Office:
627 SOUTH TOWNE AVENUE, LOS ANGELES, CALIF.

PROGRAMMING PROBLEMS?
EQUIPMENT PROBLEMS?



for a sparkling image



*MacKenzie
Multi-channel Automation

STOP FUMBLING
with cartridges – levers – tapes – discs – obsolete temperamental gear

SAVE
those precious seconds – minutes – dollars

MACKENZIE INSTANT Audio
The standard of reliability

*A Significant Breakthrough!

Norman J Ostby, General Manager
MACKENZIE ELECTRONICS, INC.
1025 NORTH Mc CADDEN PLACE, HOLLYWOOD 38, CALIF / Hollywood 3-5186

NAB Convention Exhibit 15

president for owned and operated stations; Robert Coe, vice president in charge of tv station relations; Michael Foster, vice president in charge of press information; Ralph Hatcher, manager of tv station relations; Donald Shaw, director of station clearance, tv network; Joseph Giaquinto, manager of tv station clearance; Dean Linger, director of advertising, tv networks; Joseph Merkle, regional manager of tv station relations; Robert Curran and Carmine Patti, regional managers; Bert Briller, vice president in charge of sales development, tv network.

ABC Radio: Robert Pauley, vice president in charge; Jack Mann, national director of sales development, advertising and promotion; James Duffy, national director of sales; Theodore Douglas, eastern sales manager; William Rafael, national program director; George Sax, national director of program operations; Earl Mullin, national director of station relations; Don Schlosser, presentation writer; Frank Atkinson, assistant director, station relations; Harry Woodworth, western sales manager; Bill Cochrane, western manager for radio stations.

CBS INC., CBS TELEVISION NETWORK, CBS TELEVISION STATIONS DIVISION

Shoreham, Suite 600C

CBS Inc. personnel: Frank Stanton, president; Kidder Meade, vice president, information services.

CBS-TV network: James T. Aubrey Jr., president; William B. Lodge, vice president, affiliate relations and engineering; Carl S. Ward, vice president and director, affiliate relations; Jack Cowden, vice president, information services; Charles Steinberg, vice president, public information; Oscar Katz, vice president in charge of network programs; William H. Hylan, vice president of sales administration; Joseph Ream, vice president, program practices; Gordon F. Hayes, national manager, affiliate relations; Harris Feeney, manager of trade and business news; Edward Saxe, vice president, operations; James J. Kane, manager, affiliate press relations; Leonard DeNooyer and Art Fox, affiliate relations; George Zurich, sales service manager; George A. Koplin, sales manager, extended market plan, network sales; Robert F. Jamieson, assistant business manager and director, station clearances, network sales; Donald E. Clancy, administrative manager, affiliate relations; David R. Williams, eastern manager, affiliate relations; Edward E. Scovill, midwestern manager, affiliate relations; Bert Lown, western manager, affiliate relations, and Robert Wood, manager, contract and records, affiliate relations.

CBS tv stations division: Merle S. Jones, president; Craig Lawrence, vice president; Harvey Struthers, vice president, station services; Hal Hough, director, program services; Howard Kany, director, international business relations; Frank J. Shakespeare Jr., vice president and general manager, WCBS-TV New York; Bruce Bryant, vice president and general manager, CBS Television Spot Sales; John A. Schneider, vice president and general manager, WCAU-TV Philadelphia; Jim Conley, general sales manager, WCAU-TV Philadelphia; Clark George, vice president and general manager, WBBM-TV Chicago; Al Pierce, director of engineering, WBBM-TV Chicago; Bob Wood, vice president and general manager, KNXT (TV) Los Angeles; Gene Wilkey, vice president and general manager, KMOX-TV St. Louis. For CBS Radio, see page 123.

KEYSTONE BROADCASTING SYSTEM

Sheraton-Park, Suite D700-702

Personnel: Noel Rhys, Edwin R. Peterson, Richard Peterson, Charles Hammarstrom, James Gessner, Charlotte Tucker.

MBS

Suite E-420

Personnel: Robert F. Hurleigh, president; Charles Godwin, stations vice president; Charles King, station relations director; Frank W. Erwin, assistant to the president; Hal Wagner, manager of program development; Irv Lichtenstein, director of advertising and sales promotion; Stephen J. McCormick, news and operations vice president (Washington); Hal Gold, public relations director.

NBC

Sheraton-Park, Suite 320B

Personnel: Robert W. Sarnoff, chairman of the board; Robert E. Kintner, president; David Adams, senior executive vice president; P. A. Sugg, executive vice president, owned stations and spot sales; William McDaniel, executive vice president, radio network; Robert Stone, vice president and general manager, television network; Thomas Ervin, vice president and general attorney; Thomas Knode, vice president, station relations; William Trevarthen, vice president, operations and engineering; George Graham, vice president and general manager, radio network; Alfred Stern, vice president, enterprises division; Hugh M. Beville, vice president, research and planning; Albert Capstaff, vice president, radio network programming; Richard Close, vice president, spot sales; Donald Mercer, director, station relations; Sheldon Hickox, director,

station relations, West Coast; Steven Flynn, director, station clearance and traffic; Arthur Johnson, manager, co-op and network station sales and planning; Ludwig Simmel, manager, radio sales service and traffic; William Duttera, manager, allocations engineering; Paul Hancock, Paul Rittenhouse, Raymond O'Connell, William Kelley, Malcolm Laing, Anthony Cervini and Joseph Berhalter, station relations regional managers; Cornelius Sullivan, manager, administration and services.

Syndicators

ABC FILMS

Sheraton-Park, Suite 620B

Personnel: Henry G. Plitt, Harold J. Klein, Howard B. Anderson, Al Hartigan, Mike Gould, John Tobin, James Delaney, Bill Hannah, Don Joannes, Dick Buch and Olga Gomez.

CALIFORNIA NATIONAL PRODUCTIONS

Sheraton-Park

Personnel: Herbert S. Schlosser, Carl Lindemann Jr., Daniel M. Curtis, Clifford Ogden, Bill Breen, Edward A. Montanus.

CBS FILMS INC.

Shoreham, Suite B-600

Persinnel: Sam Cook Diggs, Robert F. Lewine, Fred Mahlstedt, James Victory, James McCormick, Walter Scanlon, Murray Benson, Henry T. Gillespie, William Perkinson, Edward Hewitt, Barr Sheets, Carter Ringlep, George Diederich, Fred Gilson.

COMMUNITY CLUB SERVICES

Mayflower

Personnel: John C. Gilmore, William M. Carpenter, Bess Gilmore, Phil Peterson, Len Hornsby, Sam Brownstein, Richard N. Robbins, Martin While, Jack Gainey, Mark Fabre, Gregg Reeser, John Mark, Ray Baker, Dave Campbell. Guests: Robert M. Stelzer, president, Student Marketing Institute and Mr. & Mrs. John Ready, principal of Greens Farms School, Westport, Conn.

HARRY S. GOODMAN PRODUCTIONS

Sheraton-Park, Suite A211-215

Personnel: Everett F. Goodman, Harry S. Goodman.

JAYARK FILMS CORP.

Shoreham

Personnel: Reuben R. Kaufman, Harvey Victor, Ed O'Brien and Fred Yardley.

LANG-WORTH FEATURE PROGRAMS

Shoreham, Suite 6509

Personnel: John D. Langlois, C. O. Langlois Jr., Hugh S. Allen, Ed Gar-

"Tighter cueing and better sound . . . we are very pleased."
Leroy A. Bellwood, KOGO

". . . no more noisy playbacks or jumping grooves. We have not bought a single acetate blank disc since installing your machines in July, 1960."
William R. Hoos, WFBR

"In my opinion, no station should be without a SPOTMASTER."
Dan Diener, WUST

"We at WRTA feel that SPOTMASTER is the most versatile instrument introduced to broadcasting since the advent of tape."
Louis Murray, WRTA

Our DJ's say, "take anything but don't take our SPOTMASTER!"
M. H. Blum, WANN

"We are still finding new uses for our Spotmasters. It has been a time saver, money saver and a life-saver for WICO."
Bob Doyle, WICO

"With a small staff, we are able to utilize SPOTMASTER . . . in such a way that it sounds as if we had 30 or 40 guys milling around fighting to get on the air. In other words, we get a much bigger, better sound."
Curt White, WDMV

"Take them away from us and you may as well have taken our microphones. No more scratchy E.T.'s, only the highest quality sound for every client."
Tom Kita, WLEE

". . . even the sales department have nothing but praise for the efficiency and dependability of the SPOTMASTER."
Sidney Magelof, WEZL

"We have improved our production immensely."
Art Shultz, KING

". . . frankly, I don't know how we ever got along without this equipment."
J. T. Showden, Jr.
WGTC

"Extremely delighted, works beautifully and the service is excellent. I highly recommend the SPOTMASTER."
Pierre Eaton, WINX

. . . the whole industry is broadcasting the praises of

Spotmaster

PUSHBUTTON BROADCASTING

Spotmaster is America's number one tape cartridge equipment. Spotmaster is the most field-tested, most field-proven equipment available. And, Spotmaster is more than a promise; you get guaranteed delivery dates.

BROADCAST ELECTRONICS, INC.
8800 BROOKVILLE ROAD, SILVER SPRING, MD.
TELEPHONE JU. 8-4983

WIN!
Spotmaster "500" Complete Recorder and Playback Unit in One Compact Package. Simply See Spotmaster at the NAB Convention. Free entry blanks at the VISUAL ELECTRONICS booth, the VISUAL ELECTRONICS suite (G609, Shoreham Hotel) or RICHARD H. ULLMAN suite (103C, Shoreham Hotel).

diner, Robert O. Boehmer, Mort Silverman.

MAGNA-TRONICS INC.

Shoreham, Suite E709

Personnel: Thomas L. Clarke Jr., Joseph F. Hards, Alfred J. Kendrick.

MCA-TV LTD.

Sheraton-Park, Suites E220-22

Personnel: David V. Sutton, Lou Friedland, De Arv Barton, Bob Greenberg, Frank Brill, Jim Stirton, Ernie Montgomery, Hal Golden, Ed Aaronoff.

MGM-TV

Sheraton Park, Suite C540

Release of selected post '48 MGM feature films for tv will be announced. In addition, release of 700 pre-'48 features and various short subjects, including 135 MGM cartoons, 52 *Our Gang* Comedies, 69 *Passing Parades*, 48 *Crime Does Not Pay* and 101 *Pete Smith* specialties will also be disclosed.

Personnel: Richard A. Harper, Paul B. Mowrey, Richard G. Yates, Charles Alsup, Lou Israel, Keith Culverhouse.

MODERN TALKING PICTURE SERVICE

Statler-Hilton

Personnel: Phil Di Meo, Ralph Del Coro.

OFFICIAL FILMS

Sheraton-Park

Personnel: Russ Raycroft, Bob Behrens.

RCA RECORDED PROGRAM SERVICES

Shoreham

Personnel: Alfred B. Sambrook.

SCREEN GEMS

Sheraton Park, Suite C440

Personnel: Robert Seidelman, Stanley Dudelson, Daniel Goodman, William Hart.

SESAC INC.

Sheraton Park, Suite B520-22

Personnel: Mr. & Mrs. E. S. Prager, W. S. Myers, Sidney Guber, Charles Scully, Mr. & Mrs. Harold Fitzgerald, Mr. & Mrs. Frank Atkins, Mr. & Mrs. Glenn Ramsey, Mr. & Mrs. Ed Cooney, Linda Loddengaard.

SEVEN ARTS ASSOCIATED CORP.

Sheraton Park, Suite C240

Personnel: Robert Rich, Don Klauber, Boyd Krause, Jack Heim, Bob Hoffman, Bill Humphreys, George Mitchell, Lester Tobias, Dave Hunt, Ben Elrod, Kirk Torney, Herb Richek, Harvey Chertok.

STERLING TELEVISION CO.

Sheraton-Carlton

Sterling will announce two new syndicated offerings: *Adventure Theatre*, a one-half hour series, and *Big Moment*, a five-minute sports show.

Personnel: Elliott Abrams.

TRANS-LUX TV CORP.

Shoreham Suite C304

Personnel: Richard Brandt, Richard Carlton, Art Mannheimer, Murray Oken, Bud Ormond, Roz Karan and Robert Weisberg.

RICHARD H. ULLMAN INC.

Shoreham, Suite 103C

Division of Peter Frank Organization, Hollywood, distributing radio and tv program and production services, jingles, "The Big Sound;" "Formatic Radio;" target and IMN jingles; Ev Wren Productions; Spotmaster tape cartridge equipment.

Personnel: Peter Frank, Marvin A. Kempner, Herb Berman, Gene Daniels, Bernie Edelman, Charles Grood, Harry Sanger, Barry Winton, Fred Winton, Herb Eiseman.

VIDEOTAPE PRODUCTIONS OF NEW YORK INC.

Unassigned

Personnel: Howard S. Meighan, Don Collins and Herbert W. Hobler.

WORLD BROADCASTING SYSTEM

Sheraton Park, Suite M689-91

Personnel: Paul Harron, Frank Knight, John Murphy, Dick Crane, Russ Starner.

ZIV-UNITED ARTISTS

Sheraton-Park, Suite C340

Personnel: M. J. Rifkin, Len Firestone, Ed Broman, Al Goustin, Pierre Weis, Ken Joseph, Dick Lawrence, Jim Weathers, Leon Bernard.

Miscellaneous

AMERICAN RESEARCH BUREAU INC.

Shoreham, Suite 702

ARB reports for all television markets and other material will be available as well as the ARB 1960 coverage study. A color slide presentation of ARB material and its use will be shown every two hours.

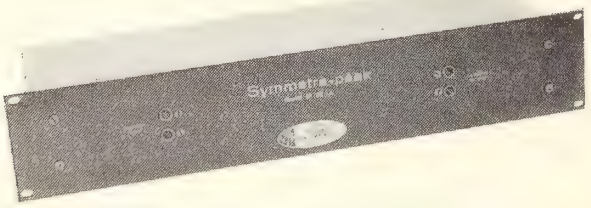
Personnel: James Seiler, Mrs. Betty Seiler, Ralph Crutchfield, Bill Shafer, J. Rupp, Roger Cooper, Ace Kellner, Clay Braun, Albert Petgen, George Corey, Donald Kniff.

OVER
500
Symmetra-peak
USERS

Over 500 AM, FM and TV stations throughout the world have—

- Increased normal effective voice power up to 2½ times.
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BAR distributes the Tv Agency Guide, a pocket reference to individual brands using television and the agencies buying time for each. The BAR station handbook and the BARdex classified index to spot television in the four major regions of the U. S. will be distributed.

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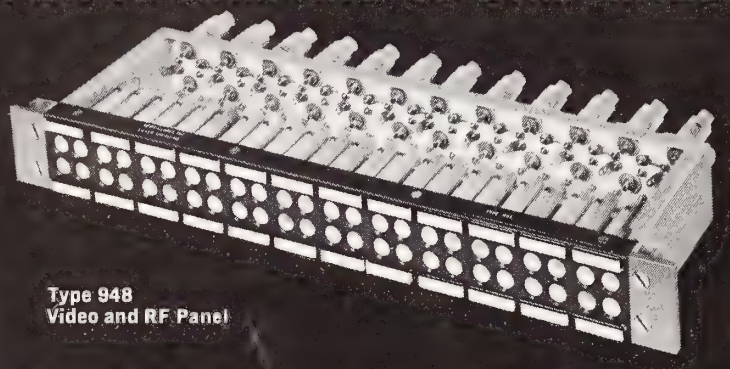
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A

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Abel, Charles, Marietta Broadcasting Inc., San Diego, Calif.
Abrams, Earl, BROADCASTING magazine
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Adams, Ernest L., Miami Valley Broadcasting Corp., Dayton, Ohio
Adams, Irwin S., KGON Portland, Ore.
Adams, Richard E., WKOX Framingham, Mass.
Adams, Robert, WTOP-TV Washington
Adanti, Paul, WHEN & WHEN-TV Syracuse, N.Y.
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Adler, S. L., KTLA (TV) Hollywood
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Albrecht, Harry, Crosley Broadcasting Corp., Chicago
Aldridge, Mahlon, KFRU Columbia, Mo.
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Alexander, John, WFLA Tampa, Fla.
Alford, Andrew, Alford Manufacturing Co., Boston
Alford, Mrs. Andrew, Alford Manufacturing Co., Boston
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Allen, G. M., Statesville Broadcasting Co. Inc., Statesville, N. C.
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Arnoux, Campbell, WTAR Norfolk, Va.
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Attaway, Douglas F., KSLA-TV Shreveport, La.
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Augustine, Caley, WIIC Pittsburgh
Averett, Elliott, The Bank of New York, New York
Avery, Lewis H., Avery-Knodel Inc., New York
Axton, Bailey, KTOP Topeka, Kan.
Axton, Mrs. Bailey, KTOP Topeka, Kan.

B

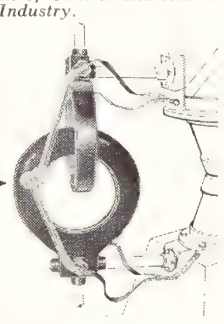
Bacus, Roy, WBAP-AM-FM-TV Fort Worth
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Bagwell, Norman P., WKY Oklahoma City
Bahakel, Cy N., WRIS Roanoke, Va.
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Beck, John, KTAR Phoenix
Becker, A. Harry, A. Harry Becker, Washington
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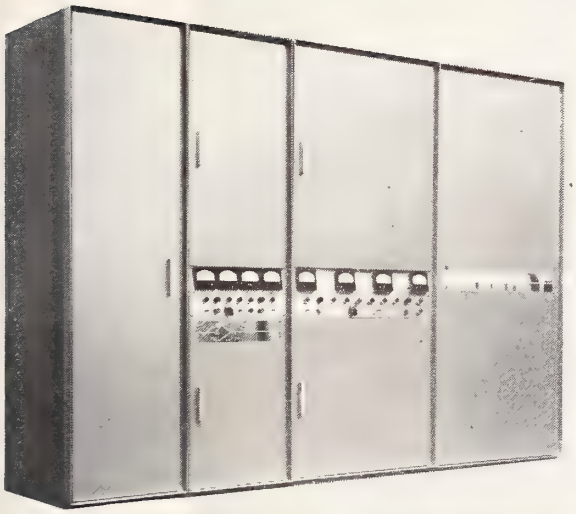
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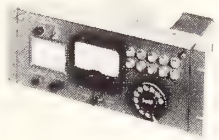
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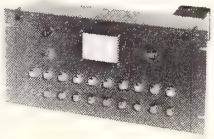
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Boyd, Ray, KNOE-TV Monroe, La.
Boyer, Edward, WBOB Galax, Va.
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Brizzard, Alvin E., Security First Natl. Bank, Los Angeles
Broman, Edward, Ziv-United Artists, Chicago
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Butterfield, Richard, KMSP-TV Minneapolis

C

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Caldwell, E. F., RCA, Camden, N.J.
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Carlton, Richard, Trans-Lux Television Corp, New York
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Carpenter, M. M. Jr., WDTM Detroit
Carpenter, William, Cellomatic Corp., New York
Carrera, Dillard, KVIL Dallas
Case, Ross E., KWAT Watertown, S.D.
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Chizzini, Frank, TELEVISION magazine
Christal, Henry I., Henry I. Christal Co., N.Y.
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Churchill, Dr. Clinton H., WKBW Buffalo
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Codel, Edward, The Katz Agency, New York
Coe, Dee O., WWCA Gary, Ind.
Coe, Robert L., ABC, New York
Cohan, John C., Salinas Valley Broadcasting, Salinas, Calif.
Cohan, Mrs. John, KSBW-TV Salinas, Calif.
Cohen, Ansley D. Jr., WUSN-TV Charleston, S.C.
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Collins, J. M., ASCAP, New York
Collins, Keith B., McClatchy Broadcasting Co., Sacramento, Calif.
Colvin, T. L., KTOC Jonesboro, La.
Comte, George R., WTMJ-TV Milwaukee
Conger, Fred L., KWBW Hutchinson, Kan.
Connor, Ralph, CKSO Sudbury, Ont.
Conway, Francis, WDAU-TV Scranton, Pa.
Conwell, Frank, WLIQ Mobile, Ala.
Conwell, John O., KOMU-TV Columbia, Mo.
Cook, Charles R., WJPF, Herrin, Ill.
Cook, Hal B., Record Source Inc., New York
Cook, Kenneth H., KTVH (TV) Wichita, Kan.
Cooke, W., CBC, Toronto, Ont.
Cooke, Kenneth R., WDAU-TV Scranton, Pa.
Cooney, Edward, SESAC Inc., New York
Cooper, Donald, WTOP-TV, Washington
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Cooper, Jack D., Employers Reinsurance Corp., Kansas City, Mo.
Cooper, Jim W., WFAA Dallas
Cooper, Lawrence, KTVI (TV) St. Louis
Cooper, Roger, American Research Bureau, Beltsville, Md.
Coopersmith, John C., KIRL Wichita, Kan.
Cordon, Alfred C. Jr., Dow Lohnes & Albertson, Washington
Corwell, Marion E., Henry Ford Museum, Dearborn, Mich.
Corwin, Sherrill C., Corwin Radio & Tele. Ent., Los Angeles, Calif.
Cosgrove, John, BROADCASTING magazine
Coulter, Frank Jr., Young & Rubicam, New York
Cowan, Ken, TELEVISION magazine
Covell, Arthur E., WKZO-TV, Kalamazoo, Mich.
Covington, Oscar P., WCOV Montgomery, Ala.
Cox, James L., Ecco-Fonic Inc., Hollywood, Calif.
Cox, Joseph R., ABC-TV, New York
Cox, Lester L., KYTV Springfield, Mo.
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Coyle, John J., KVIL Dallas
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Cran, W.C.T., CFRB Toronto, Ont.
Crater, Rufus, BROADCASTING magazine
Crawford, A. Arthur, KCBH Los Angeles
Crawford, Arthur Kane, KCBH Los Angeles
Creutz, John, Creutz, Steel & Snowberger, Washington
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Crowl, H. K. (Bud), WAVI, Dayton, Ohio
Crutchfield, Charles H., Jefferson Standard Broadcasting Co., Charlotte, N. C.
Culver, John P., WGKA Atlanta, Ga.
Culver, Ronald H., Lohnes and Culver, Washington
Cuneen, Mike, WDLA Walton, N. Y.
Cunningham, Marion L., KTWO Casper, Wyo.
Curran, Don B., ABC, New York
Curran, Robert (Bud), ABC-TV, New York
Curry, R. C., Vitro Electronics, Silver Spring, Md.
Cusick, Jack, Standard Rate & Data, New York
Czarra, Edgar F., AMST, Washington

D

Daggett, Parker, KBOX Dallas
Dahl, Howard, WKBH-WKBT (TV) La Crosse, Wis.
Dahlberg, Mrs. Elizabeth T., Lohnes and Culver, Washington
Dail, F. Ambert, WGH Newport News, Va.
Dailey, Don C., KGBX, Springfield, Mo.
Dalton, Don, Gill-Perna, New York
Damm, Fred, Collins Radio Co., Cedar Rapids, Iowa
Danely, Glenn, KOCO-TV Oklahoma City, Okla.
Daniel, W. Dodd, WLOF-TV Orlando, Fla.
Dannenbaum, W. A., WBC, New York
Darch, Will R., WSBT South Bend, Ind.
Daugherty, Roger M., Standard Electronics, Farmingdale, N. J.
Davidson, Bryan, WFIW Fairfield, Ill.
Davidson, Mrs. Georgia M., KTVB (TV) Boise, Idaho
Davidson, Sid, KOA Denver
Davies, O. R., Rahall Radio Group, Allentown, Pa.
Davies, W. L. C. (Bill), NWS-9, Adelaide, Australia
Davis, Donald D., KMBC Kansas City, Mo.
Davis, Edward, KDFC San Francisco
Davis, George C., George C. Davis, Washington
Davis, Hugh, KNDO-TV Yakima, Wash.
Dawson, W. Thomas, CBS, New York
Dean, James E., Printers' Ink, New York
Dean, William A., WWL New Orleans
Deck, Stanley, KDIX Dickinson, N. D.
DeCouteau, Tony, KMSO-TV Missoula, Mont.
DeDomincis, Aldo, WHAY New Britain, Conn.
DeGroot, Don, WWJ Detroit
Dehave, Robert E., KYSM Mankato, Minn.
Delehanty, James, Television Digest, Radnor, Pa.
DeLier, Jacques, KWTV (TV) Oklahoma City
Dennis, Ed., KMBC-TV Kansas City, Mo.
Dennis, Harry, WERE Cleveland
Dennis, Lloyd W., WTOP Washington
Denny, Charles E., Broker & Radio & TV Consultant, Boca Raton, Fla.
Derham, D. E., Minnesota Mining & Mfg. Co., St. Paul
DeRose, Charles N., WHYN-TV Springfield, Mass.
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Dettman, R. A. KDAL-TV Duluth, Minn.
Detzer, A. J., WGHF Brookfield, Conn.
Devine, John, KVOO-TV Tulsa
DeVries, Van Beuren W., WGR-TV Buffalo
Dewitt, John H. Jr., WSM Nashville
Dickey, Perry, KONO-TV San Antonio, Tex.
Dillard, Everett L., WDON-WASH (FM) Washington
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Dillon, Bob, KRNT-TV Des Moines, Iowa
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Dixon, Mason, KFTM Fort Morgan, Colo.
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Dodson, William S., WCNH Quincy, Fla.
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Dudley, Richard D., WSAU-AM-TV, WLIN Wausau, Wis.
Dudley, Robert, The Meeker Co., New York
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Dundes, Jules, KCBS San Francisco
Dunlea, R. A., Jr., WMFD Wilmington, N. C.
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Dunville, R. E., Crosley Broadcasting Corp., Cincinnati
Dutch, Harold, WLAM, Lewiston, Me.
Duvall, Charles F., Fisher, Wayland, Duvall & Southmayd, Washington

E

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Early, William N., McKenna & Wilkinson, Washington
Eastman, Newell, KOGA Ogallala, Neb.
Eastwood, Clive, CFRB Toronto, Ont.
Eaton, Richard, United Broadcasting Co., Washington
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Edison, Edward, Hammett & Edison, San Francisco
Edmonson, R. H., RCA, Camden, N. J.
Edwards, Neal J., WMAL-TV Washington
Edwards, Robert, WCVS Springfield, Ill.
Edwards, Stanley H., WTRY Troy, N. Y.
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Egan, Sherman, WGLI Babylon, N. Y.
Ehrenberg, Gustave, Minneapolis-Honeywell, Philadelphia
Eicholzer, A. J., WSYR-AM-FM-TV Syracuse, N. Y.
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Eiland, Theodore A., WLOS Asheville, N. C.
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Ellerman, Gene, Fetzer Television Inc., Cadillac, Mich.
Elliott, Jean, WICE-AM-FM Providence, R. I.
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Elliot, Tim, WICE-AM-FM Providence, R. I.
Elliott, Wendell, KGNO Dodge City, Kan.
Engelbrecht, John A., South Central Broadcasting Corp., Evansville, Ind.
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Enoch, Robert D., WXLW Indianapolis, Indiana
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Eppel, R. V., KORN Mitchell, S. D.
Epperson, Joseph B., WEWS Cleveland
Erdman, Ellis E., Northeast Radio Network, Ithaca, N. Y.
Ervin, Thomas E., NBC, New York
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Esau, John, Programatic Broadcasting, New York
Essex, Harold, WSJS-AM-FM-TV, Winston-Salem, N. C.
Evans, Bill, KVOS Bellingham, Wash.
Evans, Ed., A. C. Nielsen Co., New York
Evans, Gerald, WVET-TV Rochester, N. Y.
Evans, Herbert E., Peoples Broadcasting Corp., Columbus, Ohio
Evans, Shirl K. Jr., The WFBM Stations, Indianapolis

F

Fagans, Al, Standard Rate & Data, New York
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Ferguson, Robert W., WTRF-TV Wheeling, W. Va.
Ferri, John V., WPRO-TV Providence, R. I.
Ferrise, A. Garen, WMMN Fairmont, W. Va.
Fetzer, John E., Fetzer Broadcasting Co., Kalamazoo, Mich.
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Fielder, Ted M., CFRS Simcoe, Ont.
Fielding, James, Midwest Television Inc., Champaign, Ill.
Fine, Jesse, KFEQ St. Joseph, Mo.
Finney, E. Dean, WTWN St. Johnsbury, Vt.
Firestone, Len, Ziv-UA, New York
Fisher, Ben C., Fisher, Wayland, Duvall & Southmayd, Washington
Fisher, C. H., Oregon Triangle Television, Eugene, Ore.
Fisher, Earl, WVJS Owensboro, Ky.
Fitch, Jerry, KGLN Glenwood Springs, Colo.
Fitch, Marcie, KGLN Glenwood Springs, Colo.
Fitzgerald, Edward R., J. Walter Thompson, Chicago
Fitzgerald, Fred, BROADCASTING magazine
Fitzgerald, Harold, SESAC Inc., New York
Fitzpatrick, Horace S., WSLS-TV Roanoke, Va.
Fitzsimonds, F. E., KBOM Bismarck, N. D.
Flaherty, Eugene, KTIV-TV Sioux City, Iowa
Flambo, G. LaVerne, WQUA Moline, Ill.
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Flanders, Robert W., WFBM Indianapolis
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Fletcher, Frank U., Spearman & Roberson, Washington
Fletcher, Fred, WRAL Raleigh, N. C.
Fletcher, Henry H., KSEI Pocatello, Idaho
Fletcher, Ruthe A., KSEI Pocatello, Idaho
Flint, Glenn W., KCMT (TV) Alexandria, Minn.
Floyd, Joseph L., KELO Sioux Falls, S. D.
Flynn, Glenn, WOW-AM-TV Omaha
Flynn, Stephen A., NBC, New York
Fogarty, Frank P., WOW-AM-TV Omaha
Fogg, William B., KXJK Forest City, Ark.
Foster, Joe B., KTBS-TV Shreveport, La.
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Fox, Carl, KYTV (TV) Springfield, Mo.
Fox, Jack, WHNB-TV West Hartford, Conn.
Fox, Sylvan, KSYL Alexandria, La.
Franck, Edward A., The National Foundation, New York
Frank, Peter, Richard H. Ullman Inc., New York
Franz, Henry, The WFBM Stations, Indianapolis
Frase, E. C. Jr., WMC Broadcasting Company Memphis
Frazier, Howard S., WRSC State College, Pa.
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Frechette, George T., WFHR-AM-FM Wisconsi Rapids, Wis.
Freed, Eleanor I., WCLG Morgantown, W. Va.
Freed, William S., WCLG Morgantown, W. Va.
Freilich, Arthur, Chrono-Log Corp., Philadelphia
Freund, Ruth, TV Stations Inc., New York
Friedheim, Robert W., Ziv-UA, New York
Friedland, Milton D., WICS Springfield, Ill.
Fritts, Roby L., WMFR High Point, N. C.
Froelich, Harold, WTVO (TV) Rockford, Ill.
Fry, Paul R., R. C. Crisler & Co., Omaha
Fullen, Roy E. III, WTVD (TV) Durham, N. C.

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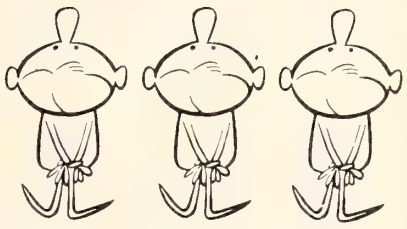
Gafford, Jack C., Advertising Age, New York

Gagnon, E. S., Collins Radio Co., Cedar Rapids, Iowa
Gaguine, Benito, Fly, Shuebruk, Blume & Gaguine, Washington
Gaither, Frank, WSB Atlanta
Gale, A. R., Ampex Corp., Redwood City, Calif.
Gallimore, J. A. Blue Ridge Broadcasting Co., Seneca, S. C.
Gallimore, Mrs. J. A., Blue Ridge Broadcasting Co., Seneca, S. C.
Galusha, Merl L., WGY, WRGB (TV), WGFM (FM) Schenectady, N. Y.
Gamble, Joseph A., WRBL-AM-TV Columbus, Ga.
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Gaston, Otis, WKZO Kalamazoo, Mich.
Gatchell, C. E., WGAN Portland, Me.
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Gautney, George E., Gautney & Jones, Washington
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Gerity, James Jr., WNEM-TV Saginaw, Mich.
German, Daniel, WKTV (TV) Utica, N. Y.
Giamo, Martin, WPON Pontiac, Mich.
Giaquinto, Joseph E., ABC-TV New York
Gibbens, Tom E., WAFB-TV Baton Rouge, La.
Giddens, Kenneth R., WKRG-TV Mobile, Ala.
Gilbert, Frederick S., TLF Broadcasters, New York
Gilbert, Jack, KHOL-TV, KHPL-TV Kearney, Neb.
Gilbert, John O., WXYZ Detroit
Gilchrist, Betty, WESH-TV Daytona Beach, Fla.
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Ginsburg, Charles P., Ampex Corp., Redwood City, Calif.
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Gordon, Lawrence, WBUF Buffalo
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Grams, Harold, KSD-AM-TV St. Louis
Grandy, John, KDAL-TV Duluth, Minn.
Grant, William, KOA Denver
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Gray, Gordon, WKTV (TV) Utica, N. Y.
Green, Harold L., WMAL Washington
Green, Howard L., WOND Pleasantville, N. J.
Green, Richard W. (Dick), KOTI-TV Klamath Falls, Ore.
Greenmeyer, P. A., RCA, Camden, N. J.
Greep, Malcolm, WVJS Owensboro, Ky.
Gregg, Paul, Bauer Electronics Corp., San Carlos, Calif.
Greiner, Mori, KMBC Kansas City, Mo.
Grenier, Theodore B., KABC-TV Hollywood
Gresham, Stokes Jr., WISH Indianapolis
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Griscom, J. Thomas Jr., WSM-TV Nashville
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Griswold, Glenn G., KOMU-TV Columbia, Mo.
Gross, Irvin, Henry I. Christal Co., New York
Grossman, Sherman, KQAQ Austin, Minn.
Grossman, Sherwin, South Florida Amuse. Co., Miami
Grove, William C., KFBC-TV Cheyenne, Wyo.
Groven, Bernard, WTMT Louisville, Ky.
Guber, Sidney, SESAC Inc., New York
Gudridge, Ernest A., WIZE Springfield, Ohio
Gulick, J. Robert, WGAL Lancaster, Pa.
Gunderson, Allen, KCPX-AM-FM-TV Salt Lake City
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Gunn, Hartford N. Jr., WGBH Educational Found., Cambridge, Mass.
Gunts, Brent O., WBAL-TV Baltimore
Gunzendorfer, Wilton, Wilt Gunzendorfer & Associates, Los Angeles
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Guy, Robert II., WWL-TV New Orleans
Guzewicz, Harry J., Stainless Inc., North Wales, Pa.
Guzewicz, Walter L., Stainless Inc., North Wales, Pa.
Gwyn, Charles W., Blue Ridge Broadcasting Inc., Seneca, S. C.

H

Haacke, Lauren, KDIX Dickinson. N. D.
Haberlan, John H., WTVT (TV) Tampa, Fla.
Haeg, Larry, WCCO Minneapolis.
Haehnle, Clyde C., WLWT (TV) Cincinnati
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Hagerty, George E., WBC, New York
Hagerty, James C., ABC-TV New York
Hague, Fred, George P. Hollingbery Co., New York
Haigh, Joseph B., WJBK-TV & WJW-TV Detroit
Haines, Homer, WNAE Warren, Pa.
Haldi, John A., WBNS-TV Columbus, Ohio
Hale, William E., WBEJ Elizabethton, Tenn.
Hall, Gladys, BROADCASTING magazine
Hall, Payson, Meredith Broadcasting Co., Des Moines
Hall, William J., WCHN Norwich, N. Y.
Halle, Charles F., WBBX Portsmouth, N. H.
Haller, G. L., General Electric Co., Syracuse, N. Y.
Halyard, O. C., WCMI Ashland, Ky.
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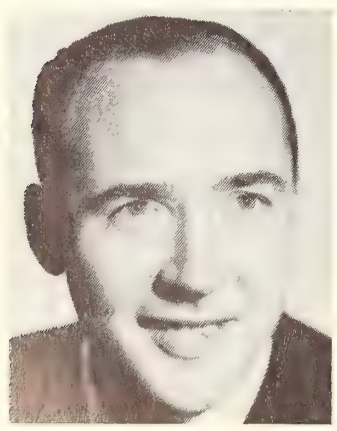
Hamilton, W. T., WNDU South Bend, Ind.
Hammett, Robert L., Hammett & Edison, San Francisco
Hance, K. M., KSTP St. Paul, Minn.
Hancock, Paul M., NBC, New York
Hanna, Boyce J., WADA Shelby, N. C.
Hanna, Mrs. Boyce J., WADA Shelby, N. C.
Hanni, Kenneth J., KCPX-AM-FM-TV Salt Lake City
Hannon, William A., Employers Reinsurance Corp., Kansas City, Mo.
Hansen, John, KPTV Portland, Ore.
Hanshaw, Jay, WAYZ Waynesboro, Pa.
Hanson, O. B., RCA, New York
Harden, W. Frank, WIS Columbia, S. C.
Hardesty, John F., Hamilton-Landis, San Francisco
Hards, Joseph F., Magne-Tronics Inc., New York
Hardwick, Carter C., WSFA-TV Montgomery, Ala.
Hardy, Robert E., WHHH Warren, Ohio
Harkrader, John, WDBJ-TV Roanoke, Va.
Harmon, Ralph N., WBC, New York
Harper, Richard A., MGM-TV New York
Harrington, Howard L., KOGA Ogallala, Neb.
Harrington, John E. Jr., Harrington, Righter & Parsons, New York
Harris, Dick, KOA Denver
Harris, Jack, KPRC-TV Houston
Harrison, Archibald C. Jr., WFVA Fredericksburg, Va.
Harrison, Gerald, WMAS Springfield, Mass.
Hart, Donald J., Smith, Kline & French Labs., Philadelphia
Hart, Ken, Bluegrass Broadcasting Co., Lexington, Ky.
Hart, John P., WBIR Knoxville, Tenn.
Hart, William, Screen Gems, New York
Hart, William, Tv Corp. of Michigan Inc., Jackson, Mich.
Hartenbower, E. K., KCMO-AM-TV Kansas City, Mo.
Hartford, George F., WTOP-TV Washington
Hartman, W. Herbert, KCRA Sacramento, Calif.
Hartman, Ward W., WRRR Rockford, Ill.
Harvey, George W., WFLA Tampa, Fla.
Harvey, Jack V., Blackburn & Co., Washington
Hassan, Samuel A., WROY Carmi, Ill.
Hastie, J. Drayton, Reeves Broadcasting, Charleston, S. C.
Hastie, Kenneth L., WMT Cedar Rapids, Iowa
Hatch, George C., KUTV (TV), KALL Salt Lake City
Hatch, Wilda Gene, KUTV (TV), KALL Salt Lake City
Hatcher, Ralph, ABC, New York
Hauser, Carroll R., KVEN Ventura, Calif.
Hauser, W. H., WBZ Boston
Havens, Wilbur M., WTVR (TV), WMBG, WCOD Richmond, Va.
Haverlin, Carl, BMI, New York
Hawkins, Robert, WKAN Kanakee, Ill.
Hawkins, W. L., KURV Edinburg, Tex.
Hayashi, Dr. Tatsou, Kansai Telecasting Corp., Osaka, Japan
Haydon, J. Roger, Dresser-Ideco Co., Columbus, Ohio
Hayes, Arthur Hull, CBS, New York
Hayes, Gordon, CBS, New York
Hayes, John S., The Washington Post, Washington
Hayford, Beecher, WESH-TV Daytona Beach, Fla.
Hayward, Bob, WKY Oklahoma City, Okla.
Heald, Robert L., Spearman & Roberson, Washington
Hearon, James G., WJPS Evansville, Ind.
Heetland, John, KIXZ Amarillo, Tex.
Heffron, J. N., KOIA-AM-TV Rapid City, S. D.
Heinecke, Alice J., SESAC Inc., New York
Heisel, Leo, WNEM-TV Saginaw, Mich.
Heiss, Robert J., WTMJ Milwaukee
Heller, C. B., WIMA Lima, Ohio
Heminger, Harold H., Findlay Publishing Co., Findlay, Ohio
Hendrix, Cliff, KCSJ Pueblo, Colo.
Henkin, Morton H., KSOO-TV Sioux Falls, S. D.
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Hennessey, Philip J. Jr., Smith, Hennessey & McDonald, Washington
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Hepburn, Stuart J., TCA Broadcasting Corp., Fort Worth
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Higgins, George J., KMBC Kansas City, Mo.
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Hinners, Robert, WFLM Ft. Lauderdale, Fla.
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Hite, B. Vern, Collins Radio Co., Cedar Rapids, Iowa
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Hlavaty, Lad, KCRG Cedar Rapids, Iowa
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Holiday, Jon A., Roanoke Broadcasters Inc., Roanoke, Va.
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Hoole, Harry, Advertising Age, New York
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Hopkins, Harold, BROADCASTING magazine
Hopkins, John, KTVT Fort Worth
Hoskins, Cecil B., WWNC Asheville, N. C.
Hoth, Harry W. Jr., WRDO Colorado Springs, Colo.
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Hough, Harold, WBAP-AM-FM-TV Fort Worth
House, Herbert J., WMBO Auburn, N. Y.
Houwink, Fred S., WMAL, Washington
Howard, Leo, Central Broadcasting Co., Eau Claire, Wis.
Howard, Thomas E., WBT-WBTV-WBTW Charlotte, N. C.
Howe, A. H., Bank of America, Los Angeles
Howe, James L., WIRA Fort Pierce, Fla.
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Hudalla, Donald F., M & H Engineering, Chicago
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Hurleigh, Robert F., MBS, New York
Hussman, Walter, KTAL-TV Texarkana, Tex.
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I

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Jenkins, Jack, WJBC Bloomington, Ill.
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Koteen, Bernard, Koteen & Burt, Washington
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Kruger, Joseph, WARE Ware, Mass.
Kudlata, Len, Standard Rate & Data, Skokie, Ill.
Kuyk, Don, BROADCASTING magazine

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LaDow, Burton B., KTVK Phoenix, Ariz.
Laeser, Phillip, WTMJ-TV Milwaukee
Laine, Hugh Carter, KNOE-TV Monroe, La.
Laing, Malcolm, NBC, New York
Laird, Ben A., WDUZ Green Bay, Wis.
Lamb, M. J., WIMA-TV Lima, Ohio
Lambe, Robert M., WTAR Norfolk, Va.
Lambert, Edward C., KOMU-TV Columbia, Mo.
Lambeth, Frank S., WMFR High Point, N. C.
Lambeth Ralph M., WGBG Greensboro, N. C.
Lancaster, W. Hanes Jr., WJHL-TV Johnson City, Tenn.
Land, Allan, WHIZ Zanesville, Ohio
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Landis, Dewitt, Hamilton-Landis, Dallas.
Lane, Frank S., KRMG Tulsa
Lane, C. Howard, KOIN Portland, Ore.
Lanford, T. B., KRMD Shreveport, La.
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Lawrence, Dick, Economee Television Programs, New York
Layton, DeForest T. Jr., WKTV (TV) Utica, N. Y.
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LeGrand, Roger W., WITI-TV Milwaukee
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Lee, Terry, Storer Broadcasting Co., Miami Beach, Fla.
Leeper, Ted, WIDU Fayetteville, N. C.
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Lenfest, George, WRCV Philadelphia
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Lewis, Gorden D., Advertising Age, Chicago
Lewis, John P., WINC Winchester, Va.
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Lindell, Richard L., WTAR Norfolk, Va.
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Lindow, Lester W., AMST, Washington
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Lindsay, Merrill, Illinois Broadcasting Co., Decatur. Ill.
Link, Harry R., WDVA Danville, Va.
Livesay, J. R., WLBH Mattoon, Ill.
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Livingston, Sam, WPSD-TV Paducah, Ky.
Lockwood, Edward C., WGBS Miami
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Loffler, Gene P., WTAP Parkersburg, W. Va.
Lohnes, George M., Lohnes & Culver, Washington
Long, Maury, BROADCASTING magazine
Loucks, Philip, Loucks & Jansky, Washington
Louther, Paul C., WVET Rochester, N. Y.
Louvau, Norman, KCPX-AM-FM-TV Salt Lake City
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Lovvorn, Dixon, WIS-TV Columbia, S. C.
Lucy, C. T., WRVA-TV Richmond, Va.
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Lyke, Ervin F., WVET-TV Rochester, N. Y.
Lynch F. F. (Mike), KBYE Oklahoma City, Okla.
Lynch, Frank J., KBYE Oklahoma City, Okla.
Lyon, John, KSEN Shelby, Mont.

M

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MacDonald, Keith A., Television Broadcasters Ltd., Adelaide, Australia
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Macfarlane, Peter, EMI/US Ltd., Los Angeles
Machcinski, Stephen A. Jr., Adam Young Inc., New York
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MacKenzie, Thomas E., Alford Manf. Co., Boston
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Martin, Daniel E., WNDU South Bend Ind.
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Menchel, Don, Tv Stations Inc., New York
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Moore, Art, Art Moore & Assoc., Seattle
Moore, Dale G., KGVO Missoula, Mont.
Moore, David C., Trancontinent Television, New York
Moore, F. S., WJR Detroit
Moore, James H., WSLS Roanoke, Va.
Moore, Thomas W., ABC-TV, New York
Morgan, W. S. Jr., McLendon Corp, Dallas
More, Herbert R., Kliegl Bros., New York
Moreland, W. J., Conrac, Glendora, Calif.
Morgan, John Carl, WFVA-AM-FM Fredericksburg, Va.
Morgan, Russell H., WTTR Westminster, Md.
Moroney, J. M. Jr., WFAA Dallas
Moroney, J. M. Sr., WFAA Dallas
Morris, D. H., KNUZ Houston
Morris, L. A. Mrs., WCRW Chicago
Morris, Lawrence A., WCRW Chicago
Morris, Robert M., ABC, New York
Morris, Robert W., Broadcast Advertisers Reports, New York
Morrison, Richard L., KVIL Dallas
Morry, Ole G., TLF Broadcasters Inc., New York
Mortensen, Robert A., WIIC (TV) Pittsburgh
Motley, Lyle C., WMNA Gretna, Va.
Motley, Ray, WMOH Hamilton, Ohio
Mosby, A. J., KMSO-TV Missoula, Mont.
Moudy, Dale, WING Dayton, Ohio
Mouse, Stanley G., WHIO-TV Dayton, Ohio
Mowrey, Paul B., MGM-TV, New York
Moyer, William J., KARD-TV Wichita, Kan.
Mullen, Joseph, Roanoke Broadcasters Inc., Roanoke, Va.
Mullim, Earl, ABC, New York
Mullin, Eugene F. Jr., Mullin & Connor, Washington
Munford, L. M., AT&T, Washington
Murchison, Hugh R., KPOL Los Angeles
Murdoch, D. Lennox, KSL-TV Salt Lake City
Murphy, Dennis. WDSM-AM, Duluth, Minn.
Murphy, John T., Crosley Broadcasting Corp., Cincinnati
Murphy, Ronald A., Washington State Assn. of Broadcasters, Seattle
Murphy, Shaun F., KTVI (TV) St. Louis
Murtha, Andrew J., TLF Broadcasters, New York
Murray, Henry J., WPEP, Taunton. Mass.
Myers, Maurice, WPFB & WPAY Middletown, Ohio
Myers, W. F., SESAC Inc., New York

N

Nadler, Bernard, Adler Electronics Inc., New Rochelle, N. Y.
Nail, Dawson, BROADCASTING magazine
Naftalin, Alan Y., Koteen & Burt, Washington
Neal, Harold L. Jr., WABC New York
Neal, Wm. B., KSYN Joplin, Mo.
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Needs, William, WPST-TV Miami
Neipp, Morton, WTOL, Toledo, Ohio
Nelson, Ivar, Meyer Broadcasting Co., Bismarck, N. D.
Nelson, Karl R., WTAR Norfolk, Va.
Neuhoff, Roger, Eastern Broadcasting Corp., Washington
Newby, Harold, KAKE Wichita, Kan.
Newman, R. J., RCA, Camden, N. J.
Nielsen, Sam S., WTRY Troy, N. Y.
Nierman, Martin L., Edward Petry, New York
Nimmons, Ralph W., WFGA-TV Jacksonville, Fla.
Nixon, Calvin, Young & Rubicam, Detroit
Nixon, J. D., CBC, Toronto, Ont.
Nolte, Vernon A., WJBC Bloomington, Ill.
Nopper, Carlton G., WMAR-TV Baltimore
Nord, Evans, KELO Sioux Falls, S. D.
Norman, Hugh R., Norman & Norman Inc., Davenport, Iowa
North, John E., WDXI Jackson, Tenn.
North, Paul, WDDS-FM Syracuse, N. Y.
Northrop, Johnston F., Corinthian Broadcasting Corp., New York
Norton, C. E., Ampex International, Redwood City, Calif.
Norton, George W. IV, WAVE Louisville, Ky.
Norton, John H. Jr., WKBW-TV Buffalo
Novak, Lee, Robert Kerr Organizations New York
Novik, Harry, WLIB New York
Novik, M. S., M. S. Novik, New York
Newman, Cy, WAVY-TV Norfolk, Va.
Nybo, Ken, KBMY Billings, Mont.

O

Oakley, Ron., KFAC Los Angeles
Ockershausen, Andy M., WMAL Washington
O'Connell, Raymond T., NBC, New York
O'Connor, Jerome William, WCVS Springfield, Ill.
O'Connor, Ralph, WISC-TV Madison, Wis.
Odson, Bob, WMOH Hamilton, Ohio
O'Friel, Paul G., WBZ Boston
O'Grady, James F. Jr., Adam Young Inc., New York
O'Hara, Tom, Standard Rate & Data, New York
Ohleyer, Robert F., WISH Indianapolis
Ohrt, Herbert R., The Forward Group, Mason City, Iowa
Olson, Harold, Collins Radio Co., Cedar Rapids, Iowa
Olson, R. W., KWOA Worthington, Minn.
O'Neil, Arthur R., WSBT South Bend, Ind.
Onken, Carl W., WJIM-TV Lansing, Mich.
Onnigian, Peter K., KHIQ Sacramento, Cal.
Ono, Akira, Chubu Nippon Broadcasting Co., Nagoya, Japan
Oppegard, Ted H., WVSC Somerset, Pa.
Oppenheimer, Richard, WHAP Hopewell, Va.
Ostby, Norman J., Mackenzie Electronics, Inc., Holiywood
Oswald, Joe A., Hamilton-Landis, New Orleans, La.
Owen, Clure H., ABC, New York
Owen, Henry B., King Broadcasting Company, Seattle
Owen, Reeve, WTVC Chattanooga, Tenn.

P

Paasch, Robert, WCKT Miami
Pabst, William D., KTVU (TV) Oakland, Calif.
Page, Allan, KGWA Enid, Okla.
Paretti, Joseph A., New Orleans Television Corp., New Orleans
Parham, Carter M., WDEF Chattanooga, Tenn.
Paris, Herman, WWDC Washington
Paro, Tom, WRC-TV Washington
Parsons, James O. Jr., Harrington, Righter & Parsons, New York
Patricelli, Leonard J., WTIC-TV Hartford, Conn.
Patt, John F., WJR Detroit
Patterson, Walter, Knorr Broadcasting Corp., Dearborn, Mich.
Patti, Carmine, ABC-TV, New York
Patton, Billy L., WJAR-TV Providence, R. I.
Patton, Donald B., WKRG-TV Mobile, Ala.
Paule, Verne, WJPS, Evansville, Ind.
Pauley, Robert R., ABC, New York
Paxton, E. J. Jr., WPSD-TV Paducah, Ky.
Payne, Ancil H., King Broadcasting Co., Seattle
Pegler, Bill, Television Zoomar Co., New York
Pegler, Jack A., Television Zoomar Co., New York
Pell, Ernest E., Armed Forces Radio Service, New York
Pellegrin, Frank E., Radio-Active Broadcasting Inc., Oak Ridge, Tenn.
Peltason, Paul E., KTVI (TV) St. Louis
Pengra, Marshall H., KLTV-TV Tyler, Tex.
Perkins, C. A., Capitol Broadcasting Co., Jackson, Miss.
Perkins, George, CBS, New York
Perino, Joseph O., Central Minn. Broadcasting Co., Alexandria, Minn.
Perna, John J. Jr., Gill-Perna, New York
Perry, John H. Jr., WEST-TV Daytona Beach, Fla.
Persons, C. P. Jr., WKRG-TV Mobile, Ala.
Peters, Francis J., WMRN Marion, Ohio
Petersmeyer, C. Wrede, Corinthian Broadcasting Corp., New York
Peterson, E. Richard Jr., Keystone Broadcasting, Detroit
Peterson, Edwin R., Keystone Broadcasting, Chicago
Petersen, Ruth I., KGNO, KTVC-TV Dodge City, Kan.
Petrik, Jack, KETV-TV Omaha, Neb.
Petry, Edward, Edward Petry, New York
Pfeiffer, Edwin W., WGR-TV Buffalo
Pierce, Bill, Standard Rate & Data, Atlanta, Ga.
Pierce, Theodore W., WEST Easton, Pa.
Pival, John F., WXYZ Detroit
Plank, Raymond, WKLA Ludington, Mich.
Plaunt, W. B., CKSO Sudbury, Ont.
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Pointer, Royce L., ABC, New York
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Potter, Hugh O., WOMI Owensboro, Ky.
Potter, Roland B., WKBC N. Wilkesboro, N. C.
Powell, John W., KHAS Hastings, Neb.
Powers, Donald K., WSCH-TV Portland, Me.
Powley, Allan T., WMAL Washington
Prager, Evarard S., SESAC Inc., New York
Prather, W. C., WMAQ Chicago
Pratt, Dana, RCA, Camden, N. J.
Pratt, Robert L., KGGF Coffeyville, Kan.
Preston, John G., ABC, New York
Preston, William R., WRVA-TV Richmond, Va.
Priaulx, William J., WRAC Racine, Wis.
Price, Ralph L., WPPA Pottsville, Pa.
Pricer, Robert, WCLT Newark, Ohio
Prince, Jack B., WTAR Norfolk, Va.
Prior, Thomas C. J., WJAR Providence, R. I.
Prusha, James E., KUSD Vermillion, S. D.
Pryor, Emerson, J., WDVA Danville, Va.
Pullen, W. D. Jr., Time Inc., New York
Putbrese, Keith E., Dow, Lohnes & Albertson, Washington

Q

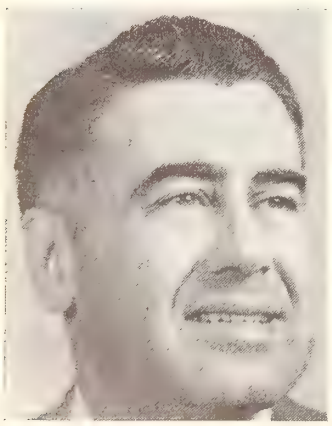
Quaal, Ward L., WGN Chicago
Quarton, William B., WMT-TV Cedar Rapids, Iowa
Queen, Bob, Radio-TV Daily, New York
Quello, James H., WJR Detroit
Quentin, Chas. F., KRNT-TV Des Moines, Iowa
Quill, Joseph G., WPEP Taunton, Mass.
Quinn, J. William, WBTW (TV) Florence, S. C.

R

Rabell, Dorothy, KITT (FM) San Diego, Calif.
Rabell, Fred, KITT (FM) San Diego, Calif.
Radetsky, Ralph, KOA, Denver
Rafael, William, ABC, New York
Rafter, John A., Dow, Lohnes & Albertson, Washington
Ragsdale, Frank D., WTVM Columbus, Ga.
Rahall, N. Joe, Rahall Radio Group, Beckley, W. Va.
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Ralph, George, A. C. Nielsen, Canada Ltd., Toronto, Montreal
Ramsey, Glenn, SESAC Inc., New York
Ramsland, Odin S., KDAL Duluth, Minn.
Raney, Wilson, WREC Memphis
Rau, Lester C., KWWL-TV Waterloo, Iowa
Rauer, Guy C., WEJL Scranton, Pa.
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Read, John P. Jr., WLVA Lynchburg, Va.
Read, Roger B., Taft Broadcasting Co., Cincinnati
Ream, Joseph, CBS, New York
Reams, Frazier, Community Broadcasting Co., Toledo, Ohio
Reams, Frazier Jr., Community Broadcasting Co., Toledo, Ohio
Reid, Robert F., WGY-WRGB (TV)-WGFM (FM) Schenectady, N. Y.
Reilly, Earl, KING Seattle
Reinsch, J. Leonard, WSB Atlanta
Rembert, Clyde W., KRLD Dallas
Reynolds, Paul E., WDBJ-TV Roanoke, Va.
Rhea, H. E., WFIL-TV Philadelphia
Rhodes, Charles, Tektronix Inc., Annandale, Va.
Rhodes, Rex, The Bank of New York, New York
Rhys, Noel, Keystone Broadcasting, New York
Rice, Roger D., WIIC (TV) Pittsburgh, Penn.
Rich, Robert J., WDSM-AM-TV Duluth, Minn.
Rich, W. Robert, Seven Arts Associated Corp., New York
Richards, Donald A., KDMI, Des Moines
Richards, R. E., Collins Radio Co., Cedar Rapids, Iowa
Richardson, Laurence E., The Washington Post, Washington
Rikard, Paul B., WDET Detroit
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Riddle, Lindsey, WDSU-TV New Orleans
Riddleberger, Stephen C., ABC, New York
Ridgeway, Frank B., WEBR Buffalo
Righter, Volney, Harrington, Righter & Parsons, New York
Rifkin, Maurice, Ziv-United Artists, New York
Riple, William A., WAST Albany, N. Y.
Rine, William E., Storer Broadcasting Company, Miami Beach, Fla.
Risk, J. E., KSD St. Louis
Rittenhouse, Paul, NBC, New York
Rivera, Art, WQXT Palm Beach, Fla.
Rivers, John M., WCSC Charleston, S. C.
Robert, Alan W., WJBW New Orleans
Robert, Wallace, CKSO Sudbury, Ont.
Roberts, Joseph W., Programatic Broadcasting, New York
Roberts, William A., WWIL Fort Lauderdale, Fla.
Robertson, T. D., IBM, Chicago
Robinson, Con L., J. M. Camp & Co., Wheaton, Ill.
Robinson, R. V., WCYB, Bristol, Va.
Robinson, William W., WKYR Keyser, W. Va.
Robison, Charles F., WOOD Grand Rapids, Mich.
Roche, Dwyer, Standard Rate & Data, Skokie, Ill.
Rockwell, R. J., Crosley Broadcasting Corp., Cincinnati
Rodoff, Sol, WMII Milwaukee
Rogers, Charles (Buddy), KIRL Wichita, Kan.
Rogers, John G., WRC Washington, D. C.
Rogers, Lawrence H. II, Taft Broadcasting Co., Cincinnati
Rogers, Thomas A., WCLT Newark, Ohio
Rogers, W. D. (Dub), KDUB-TV Lubbock, Tex.
Rohrbaugh, Philip A., WHVR Hanover, Pa.
Rohrer, Joseph H., WLCX LaCrosse, Wis.
Rohrer, Mrs. Evelyn, WLCX LaCrosse, Wis.
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Rosen, E. David, WAST Albany, N. Y.
Rosenberg, Ted, King Features Syndicate, New York
Rosenblatt, Marvin B., WAVZ New Haven, Conn.
Rosenthal, Jack, KBBS, Wyo.
Rosenthal, Mort, WDAU-TV Scranton, Pa.
Roslow, Laurence, Pulse Inc., New York
Ross, Harold G., Mars Broadcasting Inc., Stamford, Conn.
Roth, Bob A., KONO-TV San Antonio, Tex.
Roth, Jack, KONO San Antonio, Tex.
Rothrum, William V., WSYR-AM-FM-TV Syracuse, N. Y.
Rowe, Josiah P. III, WFLS Fredericksburg, Va.
Rowell, Russell, Spearman & Roberson, Washington
Rozet, A. Bruce, EMI/US, Hollywood
Rudloff, Everett, WILK Asbury Park, N. J.
Ruegg, Fred, CBS Radio, New York
Rule, Elton H., KABC-TV Los Angeles
Runnerstrom, Robert O., WBOY Clarksburg, W. Va.
Runyon, Charles A., Lohnes & Culver, Washington
Russel, C. Brooks, WESR Tasley, Va.
Russell, James D., KKTV, KFMH, KGHF Colorado Springs, Colo.
Russel, Mrs. Ruth H., WESR Tasley, Va.
Rutledge, John T., WHOO Orlando, Fla.
Ruwitch, Lee, WTVJ (TV) Miami
Ryan, Bill, A. C. Nielsen Co., New York
Ryan, William B., Blackburn & Co., Chicago
Ryan, William J., WNOC Naples, Fla.

S

Sacks, David M., ABC, San Francisco
Saddler, Owen L., May Broadcasting Co., Omaha, Neb.
Sadler, W. H. Jr., Religious Film Production, Tulsa
Sadlier, Michael, CBC, Toronto, Ont.
Salk, Robert H., Corinthian Broadcasting Corp., New York
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Sammons, Elizabeth, KSCJ-KTIV Sioux City, Iowa
Samuels, Hartley L., Samuels Stations, New York
Sanders, Ben B., KICD Spencer, Iowa
Sanders, Charles R., WSPA-AM-FM-TV, Spartanburg, S. C.
Sanderson, Allen G., WWJ Detroit
Sanderson, James V., WAPI Birmingham, Ala.
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Sandstrom, Milda, WIBW-AM-TV Topeka, Kan.
Sanjek, Russell, BMI, New York
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Santucci, Anthony V., WCGO Chicago Heights, Ill.
Sauber, Robert H., WFRA, WTVI Franklin, Pa., Titusville, Pa.
Savin, Lee, Tv Stations Inc., New York
Savitt, Judge Max M., WCCC Hartford, Conn.
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Saxe, Edward, CBS, New York
Scala, Edward M., WINR Binghamton, N. Y.
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Schudt, William A., CBS, New York
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Schwieder, A. W., Idaho Radio Corp., Idaho Falls, Idaho
Scofield, Charles L., KEYS Williston, N. D.
Scott, Claude, KTBS-TV, Shreveport, La.
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Sears, Zenas, WAOK Atlanta, Ga.
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Sherman, Barry, WQXI Atlanta
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Sherman, John, WCCO Minneapolis
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Simon, L. S., KPIX San Francisco
Sinclair, Dody, WJAR Providence, R. I.
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Singleton, Bruce E., WALB-TV, WJHG-TV, Albany, Ga.
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Skaran, Raymond, WKBT La Crosse, Wis.
Sklom, George M., Walter F. Kean & Assoc., Riverside, Ill.
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Small, Burrell L., WKAN Kankakee, Ill.
Small, Franklin H., WAVI Dayton, Ohio
Small, Len H., WQUA Moline, Ill.
Smiley, Howard J., KCRA Inc., Sacramento, Calif.
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Smith, Jerry E., Gulf Coast Broadcasting Co., Corpus Christi, Tex.
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Smithgall, Charles, WGGA, WRGA & WAAX Gainesville, Ga.
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Smullin, Wm. B., KIEM-TV Eureka, Calif.
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Sneller, J. W., KRNT-TV Des Moines, Iowa
Snider, Bob, KTUL-TV Tulsa, Okla.
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Soell, John B., KTVE (TV) El Dorado. Ark.
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Spann, Melvin P., KWAK Stuttgart, Ark.
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Spragg, Leonard, Storer Broadcasting Co., Miami Beach, Fla.
Sprague, Charles A., WMAX Grand Rapids, Mich.
Sprenger, Conrad, KPOL Los Angeles
Spring, J. L., WIMA-TV Lima, Ohio
Stakes, Richard S., WMAL Washington
Standard, Charles, The Meeker Co., New York
Stanfield, Ray M., WIST Charlotte, N. C.
Stanley, Al G., WTSB Lumberton, N. C.
Stanley, Earl R., Dow, Lohnes & Albertson, Washington
Stapp, Jack S., WKDA Nashville
Stark, Howard E., New York
Stark, Joan G., Grey Adv., New York
Starnes, Jack, WBAG Burlington-Graham, N. C.
Starnes, Rudy, KDUB-TV Lubbock. Tex.
Stecher, Bentley A., WEBB Baltimore
Steel, David L., Sr., Creutz, Steel & Snowberger, Washington
Stebbins, John D., Hamilton-Landis, Washington
Stephenson, George, WJBC Bloomington, Ill.
Stern, Edgar B. Jr., WDSU New Orleans, La.
Stern, Larry, M & A Alexander Productions, Hollywood
Sternberg, George, Pulse Inc., New York
Stevens, David S., McKenna & Wilkinson, Washington
Stevens, George A., KOTV (TV) Tulsa
Stewart, David V., WKBN Youngstown, Ohio
Stiles, William D., KFSA Fort Smith, Ark.
Stoll, Bruce A., Media Investments Co., Los Angeles
Stoll, Jack L., Jack L. Stoll & Assoc., Los Angeles
Stone, David G., Australian Broadcasting Comm., Australia
Stone, Harold, WLOF-TV Orlando, Fla.
Stone, Peggy, Radio-Tv Reps. Inc., New York
Stone, Robert L., NBC, New York
Storer, George B. Sr., Storer Broadcasting Co., Miami Beach, Fla.
Storer, George B. Jr., Storer Broadcasting Co., Miami Beach, Fla.
Stoner, Marion, WJBK-TV Detroit, Mich.
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Strachota, Bernie, WRIT Milwaukee
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Streibert, Theodore, WTCN Minneapolis, Minn.
Strouse, Ben, WWDC Washington, D. C.
Struthers, Harvey, CBS, New York
Stubblefield, Wm. T., WAGE Leesburg, Va.
Sudbrink, Robert W., WRMS Beardstown, Il.
Sugg, P. A., NBC, New York
Sullivan, Cornelius K., NBC, New York
Sullivan, Donald, KVTV (TV) Sioux City, Iowa
Sullivan, Claude, Bluegrass Broadcasting Co., Lexington, Ky.
Sullivan, Henry, Carolina Broadcasting Co., Charlotte, N. C.
Sullivan, Thomas S., Dow, Lohnes & Albertson, Washington
Summerfield, Jack D., WRVR New York
Sundlun, Bruce G., WJAR Providence, R. I.
Sutton, David V., MCA TV, New York
Sutton, Robert P., KNX Los Angeles
Swafford, Tom, WCAU Philadelphia
Swanson, Bill, KTUL-TV Tulsa
Swartley, W. C., WBZ Boston
Swartz, Donald, KMSP-TV Minneapolis
Swift, Arthur M., WTCN Minneapolis
Swift, G. Richard, Bolling Co., New York
Swisher, Arden E., May Broadcasting Company, Omaha, Neb.

T

Tabner, Doug, WTOL-TV Toledo, Ohio
Taishoff, Sol, BROADCASTING & TELEVISION magazines
Taishoff, Lawrence B., BROADCASTING magazine
Talley, Hayward L., WSMI Litchfield, Ill.
Talley, Mrs. Hayward, WSMI Litchfield, Ill.
Tanger, Alexander M., WHDH Boston
Tanner, Harold I., WLDM Detroit
Tansey, John B., WRVA Richmond, Va.
Tarlow, Sherwood J., WHIL Boston
Tarter, George L., KCBD-TV Lubbock, Tex.
Taylor, F. Chase Jr., WVET-TV Rochester, N. Y.
Taylor, J. Glen, WAVY Norfolk, Va.
Taylor, J. P., RCA, Camden, N. J.
Taylor, Jean F., Young & Rubicam, New York
Taylor, Robert A., Standard Electronics, Farmingdale, N. J.
Temple, Al, WKCT Bowling Green, Ky.
Tenebaum, Harry, KTVI St. Louis
Terry, Hugh B., KLZ Denver
Tharpe, James B., Visual Elecrtonics, New York
Theriault, Paul F., Young & Rubicam, New York
Thomas, C. L. (Chet), KXOK Radio, St. Louis
Thomas, Edward G., WKJG Ft. Wayne, Ind.
Thomas, Eugene S., KETV (TV) Omaha, Neb.
Thomas, Robert D., WBNS-TV Columbus, Ohio
Thomas, Robert R Jr., WOAY-AM-FM-TC Oak Hill, W. Va.
Thompson, C. Robert, WBEN Buffalo
Thompson, Doyle D., WFMY-TV Greensboro, N. C.
Thompson, David C., Ampex International, Redwood City, Calif.

Thompson, John W. Jr., WMAL Washington
Thorpe, George W., WVCG-AM-FM Coral Gables, Fla.
Thuman, Thomas, WIST Charlotte, N. C.
Thurston, Donald A., WMNB North Adams, Mass.
Thwaites, Dorothy G. (Mrs. E. N.), KFUN Las Vegas, N. M.
Thwaites, Ernest N., KFUN Las Vegas, N. M.
Timberlake, Floyd A., WKBW-TV Buffalo
Timmons, Jack, KWKH Shreveport, La.
Tindal, Alan C., WSPR Springfield, Mass.
Tink, Edward M., KWWL Waterloo, Iowa
Tipton, Jack, KLZ-TV Denver
Tirico, Frank, KXEL Waterloo, Iowa
Tomberlin, Bill, KMLA Los Angeles
Tooke, F. A., WBC, New York
Tooke, Rolland V., WBC, New York
Tornberg, Edwin, Edwin Tornberg & Co., N. Y.
Torrey, William H., KGNC Amarillo, Tex.
Tracy, E. C., RCA, Camden, N. J.
Trainer, M. A., RCA, Camden, N. J.
Traylor, Dave, A. C. Nielsen Co., New York
Treyz, Oliver, ABC-TV, New York
Troeglen, Karl, KCMO-AM-TV Kansas City, Mo.
Trompeter, Richard J., KTVI (TV) St. Louis
Trotter, Hugh E., WSEV Sevierville, Tenn.
Trotter, James R., Kline Iron & Steel, Columbia, S. C.
Trouant, V. E., RCA, Camden, N. J.
Trowbridge, Peter, Tucson Radio Inc., Tucson, Ariz.
Truscott, Robert, WITI-TV Milwaukee
Tucker, Charlotte, Keystone Broadcasting, Chicago
Tunnell, G. W., RCA, Camden, N. J.
Turrentine, Raymond C., WBEJ Elizabethron, Tenn.
Twining, W. R., W. R. Twining & Co., Palo Alto, Calif.
Tyrol, Robert S., WTIC Hartford, Conn.

U-Z

Ulmer, James G., Fort Worth
Umansky, Martin, KAKE Wichita, Kan.
Unger, Alvin E., Television Personalities Inc., New York
Utley, George, WFAA Dallas
VadeBoreover, E. R., WSYR-AM-FM-TV, Syracuse
VanCantfert, A. R., WAVY-TV Portsmouth, Va.
Vance, Fred L., KVOZ-TV Tucson, Ariz.
Van Duzer, Roger O., KIVA-TV Yuma, Ariz.
Van Nostrand, Lew, WMT Cedar Rapids, Iowa
Varnum, W. B., RCA, Camden, N. J.
Veihmeyer, Fred D., Lohnes & Culver, Washington
Venard, Lloyd George, Venard, Rintoul & McConnell, New York
Vidacovich, I. J. Jr., WWL New Orleans, La.
Vigue, Harold L., WTVL Waterville, Me.
Vihon, Lester, WFMQ, Chicago
Vincent, Emil P., ABC, New York
Vordermark, Earnest, WJXT (TV) Jacksonville, Fla.
Voss, George P., National Foundation, New York
Vondell, John H. Jr., WQDY Calais, Me.
Voynow, Edward E., Edward Petry, Chicago
Waddell, Harold W., WKBZ Muskegon, Mich.
Wagner, George A., KFI Los Angeles
Wagner, Harold M., MBS, New York
Wagner, Jay, WLEC Sandusky, Ohio
Wagner, Louis P. Jr., WTAE (TV) Pittsburgh
Wagner, Paul E., R. C. Crisler & Co., Cincinnati
Wagstaff, Walter E., KGW-TV Portland, Ore.
Wahlmann, Ted, KANY St. Louis
Wailes, Lee B., Storer Broadcasting Co., Miami Beach, Fla.
Walbridge, Willard E., KTRK-TV Houston
Walk, Leonard, WAMO & WAZZ Pittsburgh
Walker, H. G., CBC, Ottawa, Ont.
Walker, Larry, WSOC-TV Charlotte, N. C.
Walkmeyer, Jack, KWHT-TV Goodland, Kan.
Wall, John, General Electric, Syracuse, N. Y.
Wall, Thomas H., Dow, Lohnes & Albertson, Washington
Wallace, Robert M., WOHS Shelby, N. C.
Waller, Thomas N., WLVA Lynchburg, Va.
Wannmeker, Allen, WBIG Greensboro, N. C.
Ward, Narine, Ampex Corp., Redwood City, Calif.
Ward, Carl, CBS, New York
Ward, Winston O., KIMP Mt. Pleasant, Tex.
Warren, Albert, Television Digest, Washington
Warren, Cameron A., KRCW Santa Barbara, Calif.
Warren, W. W., KOMO Seattle, Wash.
Waterman, Bernard, WAAB Worcester, Mass.
Watkins, Frank, SESAC Inc., New York
Watson, Bob, KGNC Amarillo, Tex.
Watts, Duane L., KHAS-TV Hastings, Neb.
Waugh, Irving C., WSM-TV Nashville
Wayland, Charles V., Fisher, Wayland, Duvall & Southmayd, Washington
Wayne, Elmer O., ABC, San Francisco
Wear, Donald D., WTPA Harrisburg, Pa.
Weathersby, J. Patrick, WBRZ-TV Baton Rouge, La.
Weaver,Joseph, WTOL-TV Toledo, Ohio
Weaver, Shelton, WIIC (TV) Pittsburgh
Weber, Fred, WSTV Steubenville, Ohio
Weber, Gus, Programatic Broadcasting, New York
Weber, Louis E., ASCAP, New York
Webster, Maurie, CBS Radio, New York
Wehrman, Harvey, KLZ Denver
Weiland, Larry, Ampex Corp., Redwood City, Calif.
Wein, Oscar, WDLC Port Jervis, N. Y.
Weinberg, Edward H., KBBS-KASL Buffalo, Wyo.
Weis, Pierre, Economee Television Programs, New York
Weisberg, Robert, Trans-Lux Television Corp., New York
Welch, Neal B., WSBT South Bend, Ind.
Welcome, Paul E., WIS Columbia, S. C.
Wells, Keith G., KYTV (TV) Springfield, Mo.
Welpott, Raymond D., WRCV Philadelphia
Wenger, W. D., RCA, Camden, N. J.
Wertheim, E. Taylor, Wertheim Adv. Agency Inc., New York
Weseloh, Bill, A. C. Nielsen Co., Menlo Park, Calif.
West, Ben K., KOCO-TV Oklahoma City, Okla.
West, Don, TELEVISION magazine
Wetter, Edward, Edwin Tornberg & Co., N. Y.
Wheeler, Edwin K., WWJ Detroit
White, Josephine, WCRW Chicago
White, Pat J., KTBS-TV Shreveport, La.
Whitlock, E. S., WRNL Inc., Richmond. Va.
Whitney, George, Marietta Broadcasting Inc., San Diego, Calif.
Whitney, George M., WGRY Gary, Ind.
Whitney, Philip B., WING Winchester, Va.
Wickemeyer, James F., WKBV Richmond, Ind.
Wickham, Ben, Storer Broadcasting Co., Cleveland
Wiig, Gunnar, WROC-TV Rochester, N. Y.
Wilkerson, Arthur, WLIL Lenoir City, Tenn.
Wilkinson, Vernon L., McKenna & Wilkinson, Washington
Wilkey, Gene, KMOX-TV St. Louis
Wilkins, J. P., KFBB Great Falls, Mont.
Williams, Jack, Standard Rate & Data, New York
Williams, John Pattison, WING Dayton, Ohio
Williams, Ralph C., RCA Custom Records, N. Y.
Williams, Richard N., WGLM Richmond, Ind.
Williams, Wayne (Red), WLOL Minneapolis, Minn.
Williamson, W. P. Jr., WKBN-AM-FM-TV Youngstown, Ohio
Williamson, W. P. III, WKBN-AM-FM-TV Youngstown, Ohio
Wilner, John T., WBAL-TV Baltimore
Wilson, Ben, A. C. Nielsen Co., Chicago
Wilson, Edward E., Tv Corp. of Michigan, Jackson, Mich.
Wilson, Jim C., WJCW Johnson City, Tenn.
Wilson, Robert S., KXTV (TV) Sacramento, Calif.
Wilson, Thomas W., Dow, Lohnes & Albertson, Washington
Wilson, Walton W., KDEN Denver
Wimmer, Paul L., Jules Cohen Consulting Electronic Engineer, Washington
Winders, Paul A., WIBW-AM-TV Topeka, Kan.
Windsor, Walter M., KTAL-TV Texarkana, Tex.
Windle, Ben E., WCLT Newark, Ohio
Windsor, Joe, WTVC Chattanooga, Tenn.
Wirth, Don C., WNAM Neenah, Wis.
Wise, Bernard, ITA Electronics, Lansdowne, Pa.
Wise, Harry, George P. Hollingbery Co., N. Y.
Witt, William U. Jr., WTVT (TV) Tampa, Fla.
Wittenberg, Lionel, WISN Milwaukee, Wis.
Wodlinger, Mark L., WMBD-TV Peoria, Ill.
Wolfe, Howard H., WKNX-TV-AM Saginaw, Mich.
Wolfe, Richard M., WBNS-TV Columbus, Ohio.
Wolfe, Robert F., WFRO Fremont, Ohio
Wolfenden, Robert C., WMEV Marion, Va.
Wolfenden, Stella D., WMEV Marion, Va.
Wolff, William J., Azrael Productions, Baltimore
Wolfson, Louis, Wometco Enterprises Inc., Miami
Wommack, David A., KALT Atlanta, Tex.
Wood, Robert D., KNXT Los Angeles
Woodard, C. C., WBC New York
Woodland, Cecil, WEJL Scranton, Pa.
Woodland, Paul I., WGAL Lancaster, Pa.
Woodruff, J. W. Jr., WRBL-AM-TV Columbus, Ga.
Woods, William A., WMHE Toledo, Ohio
Wooten, Hollis, WREC Memphis
Wooten, Hoyt B., WREC Memphis
Wormington, Bob J., WDAF-TV Kansas City, Mo.
Worster, Merle C., ABC, New York
Worster, Ralph G., Bluegrass Broadcasting Co., Lexington, Ky.
Wray, Charles KTBS-TV Shreveport, La.
Wray, E. Newton, KTBS-TV Shreveport, La.
Wright, Donald L., Tv Corp. of Michigan, Jackson
Wright, Jay W., King Broadcasting Co., Seattle
Wright, Robert, WBRB, Mt. Clemens, Mich.
Wright, Warren, WFBM Indianapolis
Wyatt, Bill, A. C. Nielsen Co., Chicago
Wyatt, W. Judd, KMMO Marshall, Mo.
Yates, Richard G., MGM-TV New York
Yeldell, Guy E., KSD-TV St. Louis
Yoder, Lloyd E., NBC, Chicago
Yonkovig, Michael R., WWNY, WCNY-TV Watertown, N. Y.
Young, Adam, Adam Young Inc., New York
Young, George R., CBC, Ottawa, Ont.
Young, J. E., RCA, Camden, N. J.
Young, J. Norman, WEGO Concord, N. C.
Young, T. L., KAUS, KMMT-TV Austin, Minn.
Younts, Jack, WEEB Southern Pines, N. C.
Zelkowitz, Charles M., WMVO Mount Vernon, Ohio
Zelkowitz, Mrs. Charles M., WMVO Mount Vernon, Ohio
Zelkowitz, Stephen W., WMVO Mount Vernon, Ohio
Zellner, Fred, ABC, Chicago



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NBC RADIO REPORTS BILLING UPSURGE

Business already is 80% of last year's, McDaniel reports

With eight months to go in 1961, NBC Radio already has written four-fifths as much business as its total for 1960 and is assured of being "even more in the black" this year than last.

William K. McDaniel, vice president in charge of the network, is slated to give this encouraging report to the NBC Radio Affiliates Executive Committee in Washington next Monday (May 8), during the NAB convention.

Mr. McDaniel and his associates also are slated to submit to the affiliates group an "improved" plan of station compensation, described as an up-dated version of the plan now in effect, designed to enable affiliates to reach maximum payments more realistically than is currently possible. The current plan was devised when NBC Radio was feeding some 70 hours of programs to its affiliates each week; the new plan reflects the cutback, put into effect 15 months ago, to an average of about 32 hours a week.

Mr. McDaniel said last week that continuing improvement in sales, a steadily high average of station clearances (about 95 percent), and top-level audience ratings were evidence that its decision to cut out entertainment programs and emphasize news, information and "Monitor" is paying off for network, stations, advertisers and audiences.

CBS Radio personnel to attend convention

CBS Radio will headquarter during the NAB Washington convention at the Shoreham Hotel, Suite C-500 (see story of other network convention plans starting page 104). Here is the list of CBS Radio personnel assigned to the convention: Arthur Hull Hayes, president; James Seward, executive vice president; George Perkins, vice president in charge of network programs; W. Thomas Dawson, vice president in charge of advertising and promotion; Fred Ruegg, vice president in charge of station administration; William A. Schudt Jr., vice president, affiliate relations; Robert DiMattina, clearance coordinator of network sales service; William H. Breenan Jr., western division manager of affiliate relations; Arthur L. Hecht, manager of program promotion and merchandising; Sid Garfield, director of press information; Edward E. Hall, administrative manager of affiliate relations; Eric H. Saline, national manager of affiliate relations.

These vice presidents of CBS Radio will represent the CBS owned radio stations: Sam Slate, general manager of WCBS New York; Thomas Y. Gorman, general manager of WEEI Boston; Robert F. Hyland, general manager of KMOX St. Louis; Robert P. Sutton, general manager of KNX Los Angeles; E. H. Shomo, general manager of WBBM Chicago; Tom Swafford, general manager of WCAU Philadelphia; Jules Dundes, general manager of KCBS San Francisco; Maurie Webster, vice president of CBS Radio Spot Sales.

Fm stereo to be topic at NAFMB gathering

The future of fm stereo broadcasting under the newly approved Zenith-General Electric system will be a main feature at the May 6-7 meeting of National Assn. of Fm Broadcasters, according to

The list of lenders for stations purchases is growing

Need money to buy a radio station? Want to form a syndicate to take over a tv station group?

There's no need to be frustrated because you don't have collateral to interest your banker; there are funds available from financial experts familiar with broadcasting operations.

The field of financing for broadcasting is a new specialty for those who deal in money. Over the years there have been a few banks and insurance companies which participate in such business. In the last few years more and more established financial institutions have entered the broadcast financing field. In the last several weeks there have been several new outlets in this area:

▪ In New York, Communications Capital Inc. has been established to deal exclusively in broadcast financing. The principal of CCI is Lazar Emanuel, New York attorney and a substantial stockholder in Communications Industries Corp. the principal owner of WKST-AM-TV New Castle, Pa.-Youngstown, Ohio, WEOK Poughkeepsie, N. Y., and WACE Chicopee, Mass. Associated with Mr. Emanuel is Edwin Tornberg, station broker, and George Weiss, veteran broadcaster. CCI Offices are in the Time-Life Bldg., New York.

▪ In Chicago, Jay J. G. Schatz, president and owner of KIXZ Amarillo, Tex., and Chicago attorney, last week announced his entry into the broadcast financing field. Mr. Schatz represents a midwest financial institution. His office is in the Continental Illinois Bank Building.

▪ In New York, Television-Recreation Corp., with a capitalization of $305,000, was recently licensed by the Small Business Administration to specialize in television and motion picture financing. George J. Schaefer, vice president of Television-Recreation, is a former RKO executive.

Bankers ▪ The roster of banking institutions specializing in broadcasting is small but has grown in recent years. The following among others have active departments for handling broadcast financing: Bank of New York, Bankers Trust Co., Chase Manhattan Bank, Chemical Bank N.Y. Trust Co., all New York; Bank of America, San Francisco; Security First National Bank, Los Angeles; Society for Savings, Cleveland; Republic National Bank, Dallas.

Investment bankers active in this field are Carl M. Loeb, Rhoades & Co. and Lehman Bros., both New York. Insurance companies which have engaged in broadcast loans: Prudential Insurance Co., Newark, N. J., and Jefferson Standard Life Insurance Co., Charlotte, N. C. Jefferson Standard is the owner of radio and tv stations in Charlotte and Greensboro, N. C., and in Florence, S. C. At one time Kidder, Peabody & Co., Chicago, was active in radio-tv financing but more recently its efforts have been minimal.

Among the smaller investment companies, Allied Small Business Investment Co., Washington, D. C., has been handling broadcast financing.

All the major station brokers help bring the services of such firms to the attention of purchasers who need funds. Some have even arranged to handle clients' "paper" for short periods to help complete a sale.

an announcement by Fred Rabell, KITT (FM) San Diego.

Two top figures in fm multiplexing were added to the NAFMB schedule April 26. They are Harold Kassens, of the FCC broadcast facilities division who has headed the Commission's multiplex division, and Leonard D. Truesdale, president of Zenith Sales Co. They will review the effect of the FCC decision on fm broadcasting as well as stereo and multiplexing.

NAFMB will hold a closed business meeting Saturday morning, May 6. The afternoon meeting will be open to those interested in fm broadcasting (BROADCASTING, April 10). Officers will be elected at the business session. The afternoon agenda includes a sales seminar and a panel on automation, programming and production aids, moderated by Bill Tomberlin, KMLA (FM) Los Angeles.

Sunday morning's NAFMB meeting, also open, will give a nationwide picture of fm's development, with association board members participating. In the afternoon NAFMB delegates will join NAB in the joint Fm Day program. This will cover fm progress, several metropolitan cooperative promotions, multiplexing and a Young & Rubicam presentation showing nationwide fm saturation at near 33%.

Collins to address women broadcasters

The American Women in Radio and Television (AWRT), holding its 10th Anniversary convention in Washington May 4-7, will feature LeRoy Collins, NAB president, as its keynote speaker. About 1,000 delegates are expected to attend. Headquarters hotel is the Statler-Hilton.

Coming just prior to the NAB convention (May 7-10), the AWRT convention also will feature C. Wrede Petersmeyer, president of Corinthian Broadcasting Corp.; FCC Commissioner Rosel H. Hyde; Sen. Ralph Yarborough (D-Tex.), chairman of the Senate Commerce Committee's watchdog subcommittee; and Theodore S. Koop (moderator), director of operations, CBS Washington, in a broadcasting industry panel discussion, "Looking Ahead."

Also on the agenda will be a Capitol Hill news conference (master taped for broadcasters to use on their own programs), including Secretary of Labor Arthur J. Goldberg; Sen. Maurine Neuberger (D-Ore.), Rep Francis Bolton (R-Ohio), and Bill Moyers, associate director for public affairs, the Peace Corps.

Election of officers will conclude the convention on May 7. Esther Van Wagoner Tufty, Tufty News Service and NBC Washington, retiring AWRT president, will be succeeded by Montez Tjaden, KWTV (TV) Oklahoma City. Martha Crane, director of women's programs, WLS Chicago, will be the new president-elect.

10% of Nafi income from radio, tv in '60

Broadcast operations contributed $6,840,717 to the 1960 revenues of Nafi Corp., the company reported in its annual statement to stockholders. The total revenue was $58,409,153, and the net $1,728,580, or $1.42 per share. This compares with a 1959 gross of $23,354,720 and a net of $1,048,619, or $1.06 per share.

The broadcast revenue figure includes income from KCOP (TV) Los Angeles for 10 months, KXYZ Houston eight months, WTVT-TV Fort Worth four months, and KPTV (TV) Portland, Ore., for the full year.

KCOP was acquired March 10, 1960, for 44,000 shares of Nafi stock and is carried on the books as a intangible asset of $2,686,436.

Profit Seen ▪ KCOP, which in addition to its broadcast operations, also leases studio facilities and equipment to independent producers of tv programs and commercials, operated at a loss in 1960, the report notes, but it adds, "Internal adjustments and termination of its production and distribution of tv films are expected to place operations on a profitable basis for 1961."

The proxy statement also reveals that Kenyon Brown was paid $36,111.14 by Nafi during 1960 for services as president of KCOP. Mr. Brown was head of the Nafi broadcasting division until his resignation in December, when Alvin G. Flanagan, vice president of the broadcast operations, was elected as his successor. Mr. Brown died two weeks ago (BROADCASTING, April 24). Bing Crosby, part owner of KCOP before its sale to Nafi, continues as "chairman of the board of each subsidiary of the broadcasting division," the proxy statement reports.

Nafi's long-term debt includes an item of $1,999,569, of which $350,000 was current as of Dec. 31, 1960, in 4% notes payable to Copley Press, owner of KCOP before its purchase by the Kenyon Brown group. Nafi has also guaranteed a KCOP bank loan of $570,000, the annual report states.

Other Buys ▪ Nafi acquired KXYZ on May 6, 1960, for $750,000 cash and certain assets of the radio station, which Nafi is now operating. On Sept. 1, 1960, Nafi Television, wholly-owned subsidiary, commenced operation of KTVT-TV (formerly KFJZ-TV), whose facili-

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ties are being leased for 15 years for a total rental of $2.1 million. In addition, Nafi paid $900,000 in cash and notes "in consideration of certain film contracts, licenses and agreements relating to the station," according to the annual report. All Nafi Telecasting capital stock has been pledged as collateral for $400,000 in notes payable of this subsidiary. Nafi has also guaranteed payment of $200,000 of Nafi Telecasting obligations and $538,333 of rental payments. Ben Hogan, noted golfer and Fort Worth businessman, is a director and vice president of Nafi Telecasting.

Concurrently with the annual meeting, Nafi called a special meeting to authorize an increase in the company's capital stock from 1.5 million shares of $1 par value to 3 million shares, also at $1 par value.

In addition to its original business of producing and distributing interior furnishings for automobiles and its broadcast operations, Nafi also owns a number of gas and oil properties and last year acquired all outstanding stock of Chris-Craft Corp. for $40 million, of which $18 million remains outstanding.

Shea calls D.C. meet on ASCAP tv talks

Television's all-industry committee for negotiating music licenses with ASCAP plans to hold a brass-tacks meeting May 11 at the Shoreham Hotel in Washington immediately following the NAB convention.

The meeting, scheduled by Hamilton Shea, WSVA-TV Harrisonburg, Va., chairman of the committee, will also choose a six-man executive committee. This will be the group actually negotiating with ASCAP. The present ASCAP contracts with individual tv stations run out the end of this year.

On May 1, Mr. Shea sent out letters to all tv stations asking for financial support for the committee. Each station was asked to pay four times its quarter-hour, one-time rate to help underwrite the negotiations.

The May 11 meeting will be the third held by the 15-man committee, established early in January. It held an organization meeting that same month, and a second meeting in March. The committee has hired Ralstone R. Irvine, New York attorney, as chief counsel, and Joseph A. McDonald, Washington attorney, as associate counsel. Members of the committee represent both NAB and non-NAB members, large and small stations.

There have been three ASCAP agreements covering tv. The first, in 1949, was a 10% addition to the radio agreements; in 1953 and again in 1957 tv stations agreed to pay ASCAP 2.05% of their gross income, minus certain deductions.

NATIONAL GOALS MEET

Novik asks for conference to evaluate radio and tv

A call for a "national goals conference" this year by the FCC and broadcasters to evaluate radio and tv was made to the 31st Institute for Education by Radio-Tv at Ohio State U., Columbus, Ohio, last week. M. S. Novik, radio consultant, suggested such a conference might review the original intent of the Communications Act, define "public interest, convenience and necessity," examine present public affairs techniques and consider measuring public affairs in terms of time and money spent.

Louis Hausman, director of the Television Information Office, said there is no essential conflict between the objectives of those who seek to improve broadcasting and the goals of thoughtful broadcasters themselves. The surest way to get quality on the air is to improve the taste of the audience, not only in broadcasting but through other media, churches, schools and homes, he said.

Awards by the Institute went to:

RADIO AWARDS

Special Interest Groups: Group I (National), first award: *Master Control*, Radio & Television Commission of the Southern Baptist Convention; honorable mention: *Summerfallow*, CBC. Group II (Regional), first award: *Sunday School of the Air*, Prairie Region, CBC; honorable mention: *Focus on Careers*, Eastman Kodak Co. and WTIC Hartford, Conn.

Cultural Programs: Group I (National), first award: *Poet and the City*, CBC; honorable mention: *Summer Stage*, CBC. Group II (Regional), first award: *Masters of the Keyboard*, CBU Vancouver, CBC; honorable mention: *Songs for Presidents*, Westinghouse Broadcasting Co. Group III (local), first award: *Study of a Masterwork*, KPFK (FM) Los Angeles; honorable mention: *Report on Music*, KPFA (FM) Berkeley, Calif.

Personal and Social Problems: Group I (national), first award: *Soundings*, CBC; honorable mention: *Drama in Sound*, CBC. Group II (regional), first award: *One Deadly Drink*, WCAU Philadelphia; honorable mention: *Perspective*, Radio-Television Dept., New Jersey Council of Churches. Group III (local), first award: *Voice of New York*, WMCA New York City; honorable mention: *Profile Pittsburgh*, WJAS Pittsburgh.

Public Affairs Programs: Group I (national), first award: *Emphasis*, NBC; honorable mention: *America Elects a President*, CBS owned radio stations. Group II (regional), first award: *News Close-up*, WNEW New York City; honorable mention: *Opinion on the Air*, WCBS New York. Group III (local), first award: *Vice—Dade County*, WCKR Miami; honorable mention: *UN Report*, WGBH-FM Cambridge, Mass.

Special One-time Broadcasts: Group I (national), first award: *Voices of April*, CBC; honorable mention: *The Case of Ezra Pound*, CBC. Group II (regional), first award: *Our Retarded Children: An Appeal for Understanding*, WBZ Boston; honorable mention: *Beat Wasteland*, WCBS New York. Group III (local), first award: *From Crisis—Hope*, KPFK (FM) Los Angeles; honorable mention: *The Lincoln-Douglas Debate*, Radio/

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The only fulltimer in a two station, semi-major market on Gulf Coast. Rich market, station well in the black, good terms to responsible buyer.

MIDWEST—$100,000
Midwest manufacturing and resort community within hour's drive of major market. This daytime facility is available for $100,000 with $29,000 down and a ten year payout on balance. Perfect set-up for owner-operator.

WEST—$135,000
Fulltime northwest radio station with good frequency and power. Heavy fixed assets including land and building go with sale. 1960 cash flow in excess of $30,000. Total price $135,000 with 29% down and long terms of balance.

WASHINGTON, D. C.
1737 DE SALES STREET, N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

DALLAS
1511 BRYAN STREET
RIVERSIDE 8-1175
DEWITT 'JUDGE' LANDIS
JOE A. OSWALD

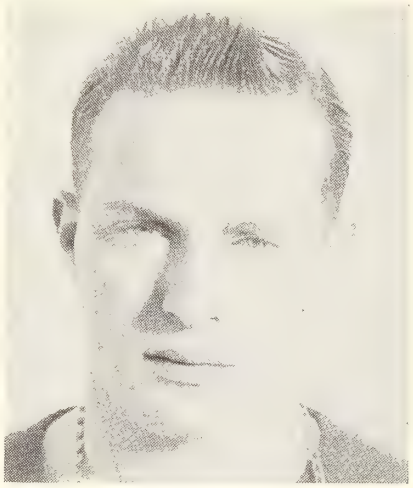
CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

SAN FRANCISCO
111 SUTTER STREET
EXBROOK 2-5671
JOHN F. HARDESTY
DON SEARLE—Los Angeles

INC.
NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING

FBI issues lookout for military deserter

The FBI has alerted broadcasters to be on the lookout for George H. Contonio, who is wanted for desertion from the military service and who may seek employment as an engineer, announcer or disc jockey at a radio station. He is believed to be holding FCC life time restricted radio operators permit 14C 6943 and is carrying an FCC identification card licensed as a first radio telephone operator. The name appearing on the identification card is not known.



Local warrants have been issued for Contonio's arrest in Spokane and Okanogan, both Washington; Kalispell and Glendive, both Montana; Anoka, Minn.; Framingham, Mass. His *modus operandi:* after working several days, he flees with stamped or printed check blanks from the station where he has been working, subsequently forging the manager's name and cashing the checks.

He is 23, about 5-feet-10 and weighs 215 pounds. He is believed to be armed and dangerous. Persons with information on his whereabouts should contact the FBI.

Television, U. of Texas and KUT-FM Austin.

Programs for use in primary grades: Group II (regional), first award: *Music for Juniors,* Manitoba Dept. of Education and CBC; honorable mention: *Through the Magic Door,* School Broadcasts Branch, Alberta Dept. of Education. Group III (local), first award: *Let's Find Out,* St. Louis Public Schools, KSLH St. Louis.

Programs for intermediate grades: Group I (national), honorable mention: *I Was There,* School Broadcasts Dept., CBC. Group II (regional), first award: *Listening Is Fun,* British Columbia Dept. of Education and CBC; honorable mention: *World Tour,* St. Louis Public Schools, KSLH St. Louis. Group III (local), first award: *Tales That Live,* Newark (N. J.) Board of Education, WBGO-FM Newark.

Programs For Junior and Senior High School: Group I (national), first award: *Outlook,* CBC. Group II (regional), first award: *English Literature and Composition,* Atlantic School Broadcasts Committee and CBC; honorable mention: *Classics,* School Broadcasts Dept., CBC. Group III (local), first award: *Hats in the Ring,* Newark (N. J.) Board of Education, WBGO-FM Newark; honorable mention: *Young Book Reviewers,* WMCA New York City.

TELEVISION AWARDS

Special Class (Programs illustrating television's unique communication function in developing informed citizens in a U. S. election year): Group I (national), first award: *Presidential Countdown,* CBS News, CBS; honorable mention: *The Campaign and the Candidates,* NBC; special mention: *The Great Debates,* all networks. Group II (regional), first award: *WAGA-TV Editorials,* WAGA-TV Atlanta, Ga. Group III (local), no awards.

Special Interest Programs: Group I (national), first award: *Open House,* CBC; honorable mention: *Comparisons,* National Film Board of Canada and CBC. Group II (regional), first award: *The Lady Looks at Football,* Radio & Television Service, Indiana; honorable mention: *Christ in the Concrete City,* CFPL-TV London, Ont. Group III (local), first award: *The Golden Years,* WMVS-TV Milwaukee; honorable mention: *K-Dee Has a Baby,* KDKA-TV and Magee Hospital, Pittsburgh.

Cultural Programs: Group I (national), first award: *The Play of the Week,* WNTA-TV Newark, N. J.; honorable mention: *Leonard Bernstein and the New York Philharmonic,* Robert Saudek Assoc. and CBS. Group II (regional), first award: *Montage,* KMOX-TV St. Louis; honorable mention: *Expedition Colorado,* KBTV (TV) Denver. Group III (local), first award: *Portfolio,* WTOP-TV Washington; honorable mention: *Boston Symphony Orchestra,* WGBH-TV Boston.

Personal and Social Problems: Group I (national), first award: *CBS Reports,* CBS News; honorable mention: *The Disordered Mind,* CBC. Group II (regional), first award: *Community Workshop,* KING-TV Seattle; honorable mention: *Steel Strike,* WTAE (TV) Pittsburgh. Group III (local), first award: *Medical Special Events,* Howard Whitman Productions and WNEW-TV New York; honorable mention: *Whose Decision,* Tufts Civic Education Center and WGBH-TV Boston.

Public Affairs Programs: Group I (national), first award: *Bell and Howell Close-Up,* ABC; honorable mention: *NBC White Paper,* NBC. Group II (regional), first award: *Georgia's School Integration Problem,* WSB-TV Atlanta; honorable mention: *Assignment: Africa,* WBZ-TV Boston. Group III (local), first award: *Main Street (Boston),* WGBH-TV Boston; honorable mention: *Expedition! St. Louis,* KTVI (TV) St. Louis.

One-time Broadcasts: Group I (national), first award: *The Influential Americans,* CBS News, CBS; honorable mention: *Destiny's Tot,* NBC and American Jewish Committee; special mention: *Point of Departure,* CBC. Group II (regional), first award: *Bitter Harvest,* The Crown Stations, Seattle, Spokane and Portland; honorable mention: *Demons in the Streets,* WCAU-TV Philadelphia. Group III (local), first award: *Fresno Through the Years,* KMJ-TV Fresno, Calif.; honorable mention: *Birth by Appointment,* Central Hospital Service and WBNS-TV Columbus, Ohio.

Children and Youth (out-of-school viewing): Group I (national), first award: *New York Philharmonic Young People's Concerts,* CBS; honorable mention: *Watch Mr. Wizard,* Prism Productions and NBC. Group II (regional), first award: *Adventures in Rocketry,* Aerojet General Corp. and KVIE (TV) Sacramento; honorable mention. *The Gene London Shows,* WCAU-TV Philadelphia. Group III (local), first award: *Expedition Northwest,* KOMO-TV Seattle; honorable mention, none.

Systematic Instruction (elementary school levels, open or closed circuit): Group I (national), no awards. Group II (regional), first award: *Man's Need for Numbers,* CBC; honorable mention: *Parlons Francais II,* the 21" Classroom and WGBH-TV Boston. Group III (local), first award: none; honorable mention: *Almanac,* Board of Education, New York City and Regents Educational Television Projects.

Systematic Instruction (secondary school levels, open or closed circuit): Group I (national), first award: *Where History Was Made,* National Advisory Council on School Broadcasting and CBC. Group II (regional), first award: *Accent on Music,* 21" Classroom and WGBH-TV Boston; honorable mention: *Viva El Espanol,* KQED (TV) San Francisco. Group III (local), first award: *General Science,* Albuquerque Public Schools and KNME (TV) Albuquerque; honorable mention: *Geography,* School Programs Dept., KETC (TV) St. Louis.

Systematic instruction (college and adult levels, open or closed circuit): Group I (national), first award: *Photography—The Incisive Art,* National Educational Television & Radio Center; honorable mention: *Continental Classroom—Comtemporary Mathematics,* Learning Resources Institute & Conference Board of Mathematical Sciences and NBC. Group II (regional), first award: *Anatomy of Revolution,* WGBH-TV Boston and National Educational Television & Radio Center; honorable mention: *Odyssey—Nature of Human Nature,* KNXT (TV) Los Angeles and U. of Southern California. Group III (local), first award: *Principles of Geology,* Radio/Television Dept., U. of Texas; honorable mention: *Survey of Communications,* School of Journalism & Communications, U. of Florida and WUFT-TV, Gainesville.

400 affiliate officials to meet with CBS-TV

Some 400 television station executives are expected to gather in New York this week for the annual conference of CBS-TV executives and affiliates. The meetings, traditionally scheduled immediately before the NAB convention, will be held Thursday and Friday on the network's sales and program plans and progress, competitive position, program practices and on pending legislation.

William S. Paley, CBS Inc. chairman, and Henry M. Schachte, executive vice president of Lever Bros., will be the chief luncheon speakers, Mr. Paley on Thursday and Mr. Schachte on Friday. Dr. Frank Stanton, CBS president, will be heard in one of the business sessions.

Richard A. Borel, WBNS-TV Columbus, Ohio, chairman of the CBS-TV Affiliates Assn., will call the annual conference to order at 9:30 a.m. Thursday at the Trans-Lux Theatre, 52nd St. and Lexington Ave. All other sessions, starting with the Thursday luncheon, will be held at the Waldorf-Astoria Hotel.

AB-PT earnings hit new high

American Broadcasting-Paramount Theatres Inc. reported that estimated net operating earnings for the first quarter of 1961 were the highest in its history. They were $3,425,000 or 81 cents a share compared with $3,336,000 or 78 cents a share in 1960. Consolidated earnings increased to $7,339,000 or $1.73 a share from $3,380,000 or 79 cents a share in 1960.

In broadcasting, the quarterly report revealed that advertising interest in the firm's plans for the 1961-62 tv network season has been strong, and that the company currently has extended its interests in foreign tv stations to 10 countries.

New station brokerage firm

Robert J. Flynn and Myles H. Johns, in station ownership-management collectively for over 33 years, have announced the opening of a new brokerage firm, Associated Media Brokers, Suite 328 Bayview Building, Ft. Lauderdale, Fla.

A CHANNEL 5 QUIZ

TEST YOUR MARKETING SKILL ON THIS FIVE-FINGERED TELEVISION QUIZ



Q. The slogan, "Michigan Marching Forward", can keep Michigan among the leading states in the nation. Can you tell us who leads in television news in the productive multi-city market of Flint-Saginaw-Bay City and all of Eastern Michigan?

Q. Can you give three consecutive days of the week without naming Sunday, Tuesday or Friday?

Q. For what purpose is Michigan Week being promoted? And what TV station in Michigan's rich and diversified 2nd market is making outstanding strides toward keeping — "Michigan Marching Forward"?

Q. A woman declares that her grandfather is only five years older than her father. Can this be true?

Q. In Eastern Michigan, how can I best sell my products to the most people at the lowest cost-per-thousand?

NBC CHANNEL 5 Fetzer

WNEM-TV

serving FLINT • SAGINAW • BAY CITY

EASTERN MICHIGAN'S FIRST VHF STATION — ALL WAYS!

FATES & FORTUNES

BROADCAST ADVERTISING

Howard Black elected senior vp of Ted Bates & Co., N. Y. Mr. Black, who will serve as group supervisor on Brown & Williamson Tobacco Corp. account, joined agency in 1949 as account executive. He was elected vp in 1956. Prior to his association with Bates, he was vp at W. Earl Bothwell Inc., N. Y.

Janet L. Wolff, formerly of J. Walter Thompson, N. Y., joins William Esty, that city, as copy department vp.

Jimmy Fritz, formerly of Jimmy Fritz & Assoc., joins Roche-Eckhoff & Assoc., Los Angeles, as vp. **Marion Vaughn** also moves over as media director.

A. Hilton Ritter, executive vp of Zimmer, Keller & Calvert, Detroit advertising agency, resigns. Mr. Ritter's future plans will be announced shortly.

Adrian L. Brown promoted from copy group head to creative director in Los Angeles office of McCann-Erickson. Mr. Brown's appointment follows transfer of **Don Jordan** to creative department in New York office. **Alex Nazemetz** transfers from San Francisco to Los Angeles as account executive, and **Emmett E. Doherty Jr.,** marketing executive, that city, promoted to account executive. **Ted Troy** joins McCann-Erickson's Los Angeles staff as account executive. Mr. Troy was brand manager with Procter & Gamble in its overseas division, in England and Italy.

Alice Westbrook, vp and creative director of North Adv., Chicago, named 1961 winner of *Woman of the Year Award* of Women's Advertising Club of Chicago at annual dinner April 25.

THE MEDIA

John F. Burgreen, promoted from sales manager to executive vp of WAVA-AM-FM Arlington, Va., replacing **George A. Crump,** who resigned in order to manage own station (WCMS Norfolk, Va.), which he recently purchased, pending FCC approval.

Norman L. Cloutier appointed to newly created position of station manager of WHAI-AM-FM Greenfield, Mass. He previously was music director and program director of station.

Edward E. Benham, for past 10 years chief engineer of KTTV (TV) Los Angeles, named manager of engineering for Crowell-Collier Broadcasting Corp. (KFWB Los Angeles; KEWB San Francisco; KDWB Minneapolis).

Robert D. J. Leahy resigns as business affairs manager of WSUN-AM-TV St. Petersburg, Fla., to return to own business, The Swanson-Leahy Co., consultants to industry.

A CHANNEL 5 WHIZ

OUR CHANNEL 5 GUEST WHIZ IS "MR. ROBIN" — OFFICIAL SYMBOL OF MICHIGAN WEEK — MAY 21-27



A. A robin's-eye view of the latest Neilsen proves that CHANNEL 5 perches high above its 2 nearest competitors. The "Five Star Final", nightly news feature, commands a soaring 199% more TV homes than the area's 2 other 11:00 p.m. newscasts. Huntley-Brinkley at 6:45 p.m., holds a dominant 170% more TV homes than the other 2 programs combined!

A. Yesterday, today, tomorrow.

A. The purpose of Michigan Week is to promote the common good of Michigan's people. CHANNEL 5, serving more than 400,000 TV families in Michigan's Golden Valley, encourages a thorough understanding of education, religion and science, thus cooperating to put real meaning into Michigan Week.

A. Her grandfather is her mother's father.

A. WNEM-TV, CHANNEL 5, is your solid buy-way to Michigan's $2 billion dollar Second Market, the rich and thriving multi-city viewing area of Flint-Saginaw-Bay City and all of Eastern Michigan.

NBC CHANNEL 5 Fetzer

WNEM-TV

serving FLINT • SAGINAW • BAY CITY

EASTERN MICHIGAN'S FIRST VHF STATION — ALL WAYS!


Mr. Thompson

Jack Thompson, vp of radio sales with Peters, Griffin, Woodward, appointed head of radio-tv sales development department of The Branham Co., New York. He had previously been associated with Edward Petry Co. and McCann-Erickson.

Lloyd R. George, sales manager for KBOX Dallas, named sales manager and sales promotion director of KJEM-AM-FM Oklahoma City.

Art Abell named sales coordinator-merchandising manager for KFRC San Francisco. He was previously merchandising manager of KGO, that city. **Fred Thomas,** formerly account executive of KGO, joins sales staff.

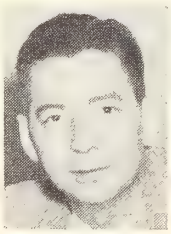
Norman Wain, WDOK Cleveland program manager, leaves station.

Robert B. Hardenbergh, assistant manager of WCOG Greensboro, N. C., to WEAM Arlington, Va., as national sales manager.

Herman Maxwell, formerly director of sales, WNBC New York, and **Victor E. Forker,** general manager, WDRC Hartford, Conn., join WINS New York, as account executives.

Sid Stewart, WTIC-AM-TV Hartford, Conn., elected president of United Press International Broadcasters Assn. of Connecticut, succeeding **Ed Leonard** of WICH Norwich. **Vin Lawford** of WNAB Bridgeport, elected vp, and **Curt Gibson** of WNLK Norwalk, re-elected secretary-treasurer.

Ed Wallis, general manager of Westinghouse Broadcasting Co.'s WOWO Fort Wayne, Ind., named general manager of WBC's WIND Chicago effective May 15, succeeding **Gordon Davis** who becomes west coast manager of WBC Productions Inc. with headquarters in San Francisco. **Carl Vandagrift,** currently at WBC headquarters in New York, returns to WOWO as general manager, post he formerly held for number of years (WEEK'S HEADLINERS, April 24).


Mr. Jones

Charles E. Jones, administrative vp for sales and client service, Potts-Woodbury, Kansas City advertising agency, appointed general sales manager of WHB, that city. While at agency, he also was member of board of directors and, previously, served agency as account executive for eight years.

TAKE YOUR AUDIENCE EACH DAY TO THE FINANCIAL CAPITAL OF THE WORLD

"THIS IS WALL ST."

With stock market activity at an all time high, brokers are sponsoring this authoritative 2½ minute report of the day's business and financial news, with pick-up from the floor of the New York Stock Exchange.

1. The 2½ minute show opens with what the market did TODAY.
2. Switches direct to the floor of the NYSE for a summary of the day's market activity.
3. Travels to a top investment expert who analyzes the market trend.
4. Closes by spotlighting the major business or economic news story of the day.

Exclusive per market. Write or call NOW:

PUBLIC AFFAIRS RADIO, INC.
150 BROADWAY/NEW YORK 38/NEW YORK/BArclay 7-6563

PROGRAMMING

Winston O'Keefe, former producer of *Alcoa-Goodyear Theatre,* named to produce *Dennis The Menace* series next season, replacing **James Fonda,** who will produce new *Hazel* series, starring **Shirley Booth. Harry Ackerman** will function as executive producer for both series, and **William D. Russell** will be principal director of *Hazel* series. **Charles Barton,** who shared directing chores on *Dennis The Menace* during current season with Mr. Russell, has been engaged to direct first 26 episodes of series for next season. **Phil Leslie, Keith Fowler,** and **Louella MacFarlane,** continue as writers for *Dennis.*

Louis Gray named director of production, MGM-TV New York. He formerly was producer at Republic Studios and production executive and producer on Gene Autry's tv filming for Flying A Productions.

Marion Hargrove joins 20th Century-Fox Television as producer. Mr. Hargrove has been for past few years devoting most of his time to feature films.

Leo Salkin signed as associate producer to work with producer **Herbert Klynn** on *The Alvin Show,* series based on famous Ross Bagdasarian Chipmunk characters.

DEATHS

Harold A. Renholm, 61, central region vp for RCA, Chicago, died in Wesley Memorial Hospital April 23. Mr. Renholm first joined RCA in 1927 after association with Chicago Talking Machine Co. In 1944 he was named sales manager of RCA Distributing Corp. and promoted to vp and secretary of that firm in 1946. He was elected RCA staff vp last year.

James Melton, 57, opera, concert, radio and tv singer, died of pneumonia in Roosevelt Hospital, April 21. Funeral services were to be held in Riverside Church in New York and burial in Ocala, Fla. Mr. Melton starred on such shows as *The Texaco Theater, The Telephone Hour* and *The Harvest of Stars.*

Marcel Houle, 40, writer of CKVL Verdun, Que., died of heart attack April 8.

Bill Bowden, 35, communications engineer with Page Communications Engineering, Washington, died April 23, when trapped by fire which razed his home.

Frank Wilcox, 33, WTVJ (TV) Miami air personality, died April 21.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: April 20 through April 26. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—Special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

ACTIONS BY FCC

Alamosa, Colo.—Alamosa Telecasting Co. Granted vhf ch. 3 (60-66 mc); ERP 1.41 kw vis., 0.851 kw aur.; ant. height 160 ft. Estimated construction cost $31,000, first year operating cost $55,000, revenue $64,000. P.O. address 931 Society for Savings Bldg., Cleveland, Ohio. Trans.-studio location Main & San Juan Sts., Alamosa. Geographic coordinates 37° 28′ 0″ N. Lat. 105° 52′ 0″ W. Long. Trans. Electron, ant. RCA. Sole owner is Harrison M. Fuerst who has interests in KVOR Colorado Springs, Colo., KPAS Banning and KTUR Turlock, both California. Action April 25.

Binghamton, N. Y.—Alfred E. Anscombe. Granted uhf ch. 56 (722-728 mc); ERP 214 kw vis., 107 kw aur. Ant. height minus 130 ft. Estimated construction cost $191,195, first year operating cost $192,280, revenue $288,000. P.O. address 246 Wallace Ave., Buffalo. Studio and Trans. location Arlington Hotel, Chenango and Lewis Sts. Geographic coordinates 42° 06′ 10″ N. Lat. 75° 54′ 32″ W. Long. Trans. RCA TTU-12A, ant. TFU-27DH. Legal counsel James E. Greeley, Washington. Consulting engineer Silliman, Moffet & Rohrer Washington. Mr. Anscombe has interest in WKBW-TV Buffalo, N. Y. Action April 25.

APPLICATIONS

Dallas, Tex. Automated Electronics Inc.—Uhf ch. 29 (560-566 mc); ERP 8.73 kw visual, 5.22 kw aural; antenna height above average terrain 522 ft., above ground 600 ft. Estimated construction cost $62,500, first year operating cost $50,000, revenue $75,000. P.O. address Southland Center, Dallas. Studio location 2229 Bryan St., Dallas. Transmitter location 229 Bryan St., Dallas. Geographic coordinates 32° 47′ 18″ N. Lat., 96° 47′ 25″ W. Long. Transmitter Electron TT24A, antenna Alford 1024. Legal counsel Dow, Lohnes & Albertson, Washington, D. C. Principals include **Roland S. Bond Jr.** (13.81%), **Sam Y. Dorfman** (19.34%), **Randolph B. Caldwell** (13.81%), **James H. Bond** (13.81%), and **Fort Worth Capital Corp.** (16.58%). Mr. Dorfman is partner in production company. Mr. James Bond is in securities business. Fort Worth Capital is ⅔ owned by **Stewart Devore.** Ann. April 25.

Cleveland, Ohio. Civic Bcstrs. Inc.—uhf ch. 19 (500-506 mc); ERP 431.5 kw visual, 215.8 kw aural; antenna height above average terrain 363 ft., above ground 489.8 ft. Estimated construction cost $346,870, first year operating cost $100,000, revenue $50,000. P.O. address 1515 Euclid Ave., Cleveland 15. Studio location 1935 Rockside Rd., Seven Hills, Ohio. Transmitter location same as studio. Geographic coordinates 41° 24′ 26″ N. Lat., 81° 40′ 27″ W. Long. Transmitter RCA TTU-258, antenna RCA TFU-21C. Consulting engineer Ralph Quay. Principal is **Frederick C. Wolf** (59.0%). Company owns WDOK-AM-FM Cleveland. Ann. April 14.

Existing tv stations

ACTIONS BY FCC

WLYH-TV Lebanon, Pa.—Granted waiver of sect. 3.652(a) of rules to permit identification as Lebanon-Lancaster station. Comr. Bartley dissented. Action April 26.

■ By order, commission granted joint petition by protestant and applicant and (1) permitted WRLP (TV) Greenfield, Mass., to withdraw its protest, and dismissed it as moot; and (2) lifted Oct. 6, 1960 order which stayed effectiveness of April 29, 1960 grant of applications of New England Microwave Corp. to provide common carrier tv relay service to Mohawk Valley Television Inc., a catv system, at Athol, Mass. Action April 26.

New am stations

ACTIONS BY FCC

Cartersville, Ga.—Bartow County Bcstg. Co. Granted 1270 kc 500 w D. P.O. address Box 91, Marietta, Ga. Estimated construction cost $9,075, first year operating cost $30,000, revenue $36,000. Principals are **James M. Wilder,** 51%; **Don H. Kordecki,** 24½%, and **Ralph D. Ruff,** 24½%. Messrs. Wilder and Kordecki have interests in WBIE Marietta, Ga. Mr. Ruff is agent for Georgia Bureau of Investigation. Action April 26.

Lordsburg, N. M.—Alan A. Koff. Granted 950 kc, 1 kw, D. remote control permitted, engineering condition. P.O. address Box EE. Estimated construction cost $16,165, first year operating cost $36,000, revenue $40,000. Mr. Koff is in construction business. Action April 26.

Laurinburg, N. C.—George W. Phillips. Granted 1300 kc, 500 w D. engineering condition. P.O. address 717 Biggs St., Laurinburg, N. C. Estimated construction cost $11,843,

"Let's Talk Shop" AT SUITE M-559 SHERATON PARK

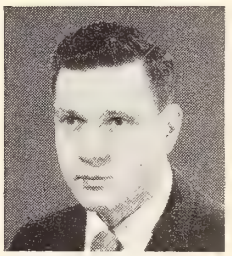
. . . we'd be delighted to have you drop in during the NAB convention

EDWIN TORNBERG & CO. Inc.

New York • West Coast • Washington, D.C.



ED TORNBERG



ED WETTER



DOUG KAHLE

Negotiators for the purchase and sale of radio and television stations
Appraisers • Financial Advisors

first year operating cost $18,500, revenue $26,000. Applicant is in tv service business. Action April 25.

Superior, Wis.—Radio Superior Inc. Granted 970 kc, 500 w-D. remote control permitted, engineering condition. P.O. address c/o William Haig, 9326 W. Sheridan St., Milwaukee, Wis. Estimated construction cost $21,918, first year operating cost $60,000, revenue $75,000. Principal applicants are **James** and **William Haig,** 45% each. James Haig is in advertising. William Haig is employe of WRIT Milwaukee. Action April 26.

■ By memorandum opinion and order, commission denied petition by College Radio to delete interference issue 3 in proceeding on its application for new am station in Amherst, Mass. Action April 26.

APPLICATIONS

Blue Earth, Minn. Faribault County Bcstg. Co.—1560 kc, 250 kw. P.O. address c/o Clifford Hedberg, KMRS Radio, Morris, Minn. Estimated construction cost $25,668, first year operating cost $38,000, revenue $40,000. Principal is Mr. Hedberg (100%). He also owns KMRS Morris, Minn. Ann. April 25.

Existing am stations

ACTIONS BY FCC

KBLA Burbank, Calif.—Waived sect. 1.354 of rules and granted mod. of cp to change from DA-1 to DA-2 at new trans. site (BMP-8954) on 1500 kc, 10 kw, unl.; engineering conditions. (Is licensed on 1490 kc, 250 w, unl.) KBLA stated that conditional land use permit covering new trans.-ant. site issued by City of Glendale will expire May 17 unless construction of 1500 kc facility is initiated by that date. Commission advised KBLA that it "has carefully considered your request and the reasons advanced in support thereof. The commission is also concerned with the equitable and orderly consideration of applications accuring from adherence to the procedures required by sect. 1.354 of the rules. However, in view of the dilemma with which you are faced, the efforts you have made to resolve your site problems, and the expanded service which would result from the increased power authorized approximately two years ago, the commission this date waived the provisions of sect. 1.354 of the rules and granted your application." Action April 20.

KVEN Ventura, Calif.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, with DA-D, continued nighttime operation with 250 w; engineering conditions. Chmn Minow not participating. Action April 26.

WGIL Galesburg, Ill.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Chmn Minow not participating. Action April 26.

KIUL Garden City, Kans.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Action April 20.

WJIM Lansing, Mich.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action April 20.

WGVA Geneva, N. Y.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Action April 20.

WNBZ Saranac Lake, N. Y.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Chmn. Minow not participating. Action April 26.

WSBA York Pa.—Granted increased daytime power on 910 kc, DA-2, from 1 kw to 5 kw, continued nighttime operation with 1 kw; engineering conditions. Action April 26.

KBLT Big Lake, Tex.—Commission ordered that, unless parties accept responsibility for station within 30 days, license will be cancelled, call letters deleted and frequency (1290 kc) opened to new applicant. Following death of Brown Morris, station (which operated 1 kw, D) went off air Feb. 9 without commission authority. Action April 26.

WDOR Sturgeon Bay, Wis.—Granted increased power on 910 kc, D, from 500 w to 1 kw; engineering conditions. Action April 20.

■ By memorandum opinion and order, commission denied joint petition by Tinker Area Bcstg. Co., Midwest City, Okla., and Creek County Bcstg. Co. and Sapulpa Bcstg. Corp., Sapulpa, Okla., for reconsideration of Jan. 4 memorandum opinion and order which denied previous joint petition by these applicants and M. W. Cooper, Midwest City, Okla., in consolidated proceeding for review of examiner's denial to Tinker and Cooper to amend their am applications regarding power and ant. patterns. Chmn. Minow not participating; Comr. Craven dissented. Action April 26.

■ By memorandum opinion and order, commission granted joint petition by applicants and granted following applications to increase daytime power from 250 w to 1 kw, continued operation on 1490 kc, 250 w-N, each conditioned to accepting such interference as may be imposed by other existing 250 w class IV stations in event they are subsequently authorized to increase power to 1 kw: WMRF Lewistown, Pa.; WARD Johnstown, Pa.; WGAL Lancaster, Pa.; WCVA Culpeper Va.; WARK Hagerstown, Md.; WAZL Hazleton, Pa.; WBCB Levittown-Fairless Hills, Pa., and WAYB Waynesboro, Va. Action April 26.

■ By memorandum opinion and order, commission granted joint petition by applicant for increased daytime power of class IV station WPAY Portsmouth, Ohio, from 250 w to 1 kw, and amended second ordering paragraph on page 4 of Nov. 14, 1960 designation order to make clear that, in event WPAY and WIEL proposals are granted, permittee shall accept such interference as may be imposed by other existing 250 w class IV stations in event they are subsequently authorized to increase power to 1 kw. Commission stated:

"Since March 29, 1961, because of problems posed by applicants for 100 w class IV facilities who under condition as previously worded might request authorization to increase power to 1 kw, it has been our practice to require permittee of class IV station authorized to increase power above 250 w to accept such interference as may be imposed 'by other existing 250 w class IV stations in event they are subsequently authorized to increase power to 1 kw.'" Hence, petitioner's issue has become moot. Action April 26.

APPLICATIONS

WBHP Huntsville, Ala.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. April 25.

KCVR Lodi, Calif.—Cp to increase power from 1 kw to 5 kw, install new trans. and install DA-D. (1570 kc). Ann. April 25.

KLMX Clayton, N. M.—Cp to increase daytime power from 250 w to 1 kw, install new trans. and make changes in ant. (increase height). (1450 kc). Ann. April 25.

WIFM Elkin, North Carolina—Cp to increase power from 250 w to 1 kw and install new trans. (1540 kc). Ann, April 25.

New fm stations

ACTIONS BY FCC

Miami Beach, Fla. — Arthur E. Zucker. Granted 94.9 mc, 81 kw. Ant. height above average terrain 214 ft. remote control permitted; conditioned that prior to authorization of program tests evidence be submitted showing that Zucker has severed connections with Rand Bcstg. Co. P.O. address 6380 Indian Creek Dr. Estimated construction cost $36,059, first year operating cost $18,050, revenue $21,350. Mr. Zucker, sole owner is employe of Rand Bcstg. Co. Action April 25.

Duluth, Minn.—U. of Minnesota. Granted *89.1 kc, 225 kw. antenna height 35 ft. P.O. address Duluth 12. Estimated construction cost $1,301, first year operating cost $1,000. Action April 26.

Columbus, Ohio—North American Bcstg. Co. Granted 99.7 mc, 93 kw. Ant. height above average terrain 193.5 ft. engineering conditions. P.O. address Southern Hotel. Estimated construction cost $34,091, first year operating cost $7,000, revenue $15,000. Principals include **William R. Mnich** 53.6%, **John** and **Daniel Galbreath,** 23.2% each (father and son). Messrs. Mnich and Galbreath own WMNI Columbus, Ohio. Mr. Mnich also has interest in WLMJ Jackson, Ohio. Action April 25.

Kent, Ohio — Kent-Ravenna Bcstg. Co. Granted 100.1 mc, 770 w. Ant. height above average terrain 305.1 ft. P.O. address 517 Edgewood Dr. Estimated construction cost $19,568. Kent-Ravenna is headed by Robert C. Dix, president. Action April 25.

Tyrone, Pa.—Tyrone Bcstg. Co. Granted 101.1 mc, 3.3 kw. Ant. height 980 ft. P.O. address c/o C. H. Simpson, WTRN, Tyrone, Pa. Estimated construction cost $2,540, first year operating cost $780.00, revenue $1,200. Applicant is owner of WTRN Tyrone. Applicant fm will duplicate some am programming. Action April 26.

Big Springs, Tex.—Anca Bcstg. Co. Granted 95.3 mc, 690 kw. Ant. height above average terrain 125 ft. P.O. address Box 907. Estimated construction cost $7,650, first year operating cost $12,000, revenue $16,000. Principals are **J. A. Caddell** (50%) and **D. T. Anderson** (50%). Mr. Caddell is in liquid asphalt transport and retail marine equipment business. Mr. Anderson is general manager and partner in retail music and sporting goods store. Action April 25.

Christiansted, St. Croix, V. I. — Radio American West Indies Inc. Granted 99.5 mc, 4.5 kw. Ant. height above average terrain 195.4 ft., engineering condition. P.O. address Box 931. Estimated construction cost $11,969, first year operating cost $14,700, revenue $30,000. Principals include **Raymond** and **Hazel Higdon,** 75%, and **Floyd** and **Nona Foster,** 25%. Radio American West Indies is owner of WEVE Christiansted. Action April 26.

■ By memorandum opinion and order, commission granted petition by WBBM-FM Chicago, Ill., and enlarged issues in proceeding on application of Edward Walter Piszczek and Jerome K. Westerfield for new fm station in Des Plaines, Ill., to determine whether authorization of proposed station would be in accordance with sect. 3.313(c) of rules. Comrs. Bartley and Ford concurred in part. Action April 26.

APPLICATIONS

Albany, N. Y. Capital Cities Bcstg. Corp.—95.5 mc, 20 kw. Ant. height above average terrain 279 ft. P.O. address Box 10, Albany 1. Estimated construction cost $20,609, first year operating cost $2,400, no revenue planned. Principals include **Lowell Thomas** (9.96%) and **Frank M. Smith** (10.86%). Company owns WROW Albany, WPRO-AM-FM-TV Providence, R. I., WTVD (TV) Durham, N. C., WCDC Adams, Mass., cp for WTEN (TV) Albany, cp for WCDA Albany. Ann. April 25.

Gallipolis, Ohio. Ohio Valley on the Air Inc.—101.5 mc, 16.4 kw. Ant. height above average terrain 152 ft. P.O. address Box 448, Gallipolis. Estimated construction cost $19,400, first year operating cost $8,000, revenue $10,000. Principal is **John E. Halliday** (98%). Company owns WJEH Gallipolis. Ann. April 25.

West Liberty, Ohio. Floyd Byler—95.3 mc, 250 w. Ant. height above average terrain 209 ft. P.O. address 411 East Newell Street, West Liberty. Estimated construction cost $8,000, first year operating cost $7,834, revenue $9,360. Principal is **Mr. Byler.** He has no other business interests. Ann. April 25.

Existing fm stations

ACTIONS BY FCC

WKLS (FM) Marietta, Ga.—Granted mod. of license to change designation of station location to Atlanta with no change of facilities. Chmn. Minow not participating. Action April 26.

APPLICATION

WKSU-FM Kent, Ohio—Cp to change frequency from 88.1 mc., ch. 201 to 91.9 mc., ch. 220, increase power from 10 w to 1 kw. install new ant. and change trans. and studio location. Ann. April 19.

Ownership changes

ACTIONS BY FCC

WABF Fairhope, Ala.—Granted transfer of control from George K. Noland and 7 others to J. Dige Bishop (interests in WCTA-AM-FM Andalusia, WJDB Thomasville, and WJAM Marion, all Ala., WTOT Marianna, Fla., and WBMK West Point, Ga.); consideration $9,400 for 82.2% interest. Comr. Bartley dissented. Action April 26.

WHEP Folay, Ala.—Granted assignment of license to James E. Stewart, tr/as Stewart Bcstg. Co. (Stewart is present 25% stockholder of assignor); consideration $47,080. Action April 20.

KHOG Fayetteville, Ark.—Granted transfers of control from Fayetteville Democrat Publishing Co. to Southwestern Trans-Video Inc. (Lee V. Williams Jr., president); transferee is owned by PenNy T.V. Inc., catv which owns and operates systems in Clearfield and Bradford, Pa., and Olean, N. Y., and indirectly owns several other catv companies; PenNy is controlled by Jack Tar Co., which is controlled by Reserve Life Insurance Co. (indirectly owns KWAT, Watertown, S. D., and owns 80% of stock of Bcstg. Associates Inc., which controls KTRN Wichita Falls, Texas); consideration $69,900. Action April 26.

WJJC Commerce, Ga.—Granted transfer of control from Albert S. and Estelle E. Hardy to O. Grady and Ellis E. Cooper; consideration $51,400. Action April 26.

KHAK Cedar Rapids, Iowa—Granted as-

signment of cp to Don-Lo Bcstg. Co. Inc. (John D. Harvey, president); consideration $14,477 for expenses. Action April 20.

WFDF Flint, Mich.—Granted assignment of license to WFDF Flint Corp. (Howard Mack and Daniel Cowin); consideration $430,219, subject to certain adjustments. Chmn. Minow not participating. Action April 26.

WJPD Ishpeming, Mich.—Granted transfer of control from Richard J. Barry, administrator of estate of Olive E. Deegan, deceased, to James P. Deegan (present 24% owner) and Helen Deegan Galloway; involves transfer of 57% interest in equal amounts to children of deceased in settlement of estate. Action April 26.

WAYL (FM) Minneapolis, Minn.—Granted assignment of cp from David D. Larsen to Contemporary Radio Inc. (Larsen and Jack I. Moore); consideration $5,000 by Moore for 50% interest. Action April 20.

KPTL Carson City Nev.—Granted assignment of license to John E. Vernor; consideration $135,000. Action April 20.

WBAZ Kingston, N. Y.—Granted transfer of control from Austin E. Harkins to J. Olin Tice Jr. and George Henry Breivogel (interests in WMVB Myrtle Beach, S. C.; WKTC Charlotte, N. C.; WKEN Dover, Del., and Tice also has interest in WCAY Cayce, S. C., and WBBQ Augusta, Ga.); consideration $64,500 and payment of $15,000 each to transferor and station manager over 5-year period not to compete. Chmn. Minow not participating. Action April 20.

KANN Ogden, Utah—Granted assignment of cp from John Lockwood Bradley to Keith M. Ashton; consideration $8,231 for expenses. Action April 20.

WGAT Gate City, Va.—Granted assignment of license from M. V. Ramsey to Rogers-McGuire Bcstg. Corp. (Charles J. and Mary Jane McGuire and John K. Rogers); consideration $65,000. Action April 20.

KWIQ Moses Lake, Wash.—Granted assignment of license to KWIQ Radio Inc. (W. E. Lawrence, 99.6% owner); consideration $23,286. Action April 26.

APPLICATIONS

KBCO (FM) San Francisco, Calif.—Seeks transfer of control from **Saul R. Levine** to **F. E. Wilson.** Consideration is $25,000 cash plus assumption or cancellation of other debts. Mr. Wilson owns electronic music equipment business and owns 20% of KBCA Los Angeles. Ann. April 25.

KICN Denver, Colo.—Seeks transfer of control from **Don W. Burden** and **Dorothy F. Storz** to **TV Denver Inc.** Consideration $200,000. Principals are **John C. Mullins** (50%) and **Webb and Knapp Inc.** TV Denver owns KBTV (TV) Denver. Ann. April 25.

WBRY Waterbury, Conn.—Seeks assignment of license from **WBRY Bcstg. Corp.** to **Crystal-Tone Bcstg. Co. Inc.** for $200,000. Principals are **Gustave Nathan** (52%) and **P. James Roosevelt** (37%). Mr. Roosevelt is partner in brokerage firm. Ann. April 25.

WLBN Lebanon, Ky., WIEL Elizabethtown, Ky.—Seeks assignment of licenses from **Stokley Bowling, C. A. Diecks, H. F. Skidmore, Horace E. Tabb,** and **J. W. Hodges** to **Stokley Bowling estate,** other principals unchanged. Partners are executors of estate. Ann. April 25.

WMIK Middlesboro, Ky.—Seeks transfer of control from **A. G. Barton, C. K. Brosheer, Virginia Cabell, Fannie C. Brummett,** and **U. G. Brumett** to **Beulah C. Kincaid, Maurice Henry** and **Helen K. Henry.** Consideration is $162,695. All have interests in local newspaper. Mrs. Kincaid is Mrs. Henry's mother. Ann. April 25.

WBET-AM-FM Brockton, Mass. — Seeks transfer of control from **Home Nat'l Bank of Brockton** to **Enterprise Publishing Co.,** owner of station. Bank is co-executor of C. L. Fuller Estate (14%) and Alice M. Dunbar Trust (21.2%). Charles A. Fuller and Albert W. Fuller recently acquired 13.5% each of outstanding stock from C. L. Fuller estate. Ann. April 25.

WRVM-AM-FM Rochester, N. Y.—Seeks assignment of am license and fm permit from **State Bcstg. Co. Inc.** to **Johnston-Taylor Bcstg. Inc.** for $178,000. Principals are **James M. Johnston** (51%) and **Francis G. Taylor** (49%). Mr. Taylor is in farm machinery sales. Ann. April 25.

KGCA Rugby, N. D.—Seeks assignment of permit from **Rugby Bcstrs.** to **Rugby Bcstrs. Inc.** No consideration is involved, only change in kind of organization. Principals are **Olaf Folkvord** (⅓), **Ray Friederich** (⅓), and **Oscar H. Halvorson** (⅓). Messrs. Folkvord and Halvorson are farmers; Mr. Friederich is attorney. Ann. April 25.

KVIN Vinita, Okla.—Seeks assignment of license from **John Q. Adams** and **John M. Mahoney** to **Messrs. Adams** and **Mahoney** plus **Gene Humphries,** Mr. Humphries to pay $15,000 for 50% interest. He has no other business interests. Ann. April 25.

KXAB-TV Aberdeen, S. D.—Seeks assignment of license from **North Dakota Bcstg. Co.** to **South Dakota Television Inc.** for $52,218 plus unspecified amount of stock. North Dakota Bcstg. owns almost 100% of South Dakota Television. North Dakota is controlled by **John W. Boler** through his Jamestown Bcstg. Co., which owns 56.3% of North Dakota's stock. North Dakota owns KXGO Fargo, KXJB-TV Valley City, KXGO-TV Fargo, KXMB-TV Bismarck, and has minority interest in KXMC-TV Minot, all N. D. Ann. April 25.

WHBT Harriman, Tex.—Seeks transfer of control from **Clarence Snow** to **Kenneth J. Crosthwait,** latter to pay $8,000 for 50% interest. Mr. Crosthwait will then own 100% of WHBT. He has no other business interests. Ann. April 12.

KWDC Houston, Tex.—Seeks assignment of permit from **Walter D. Caldwell** to **Houston Christian Bcstrs.** for $2,800. Principals are **Douglas W. Ford** (48.7%), **A. C. Underwood** (33.2%), and **R. C. Foltz** (18.1%). Mr. Underwood is consulting engineer; Mr. Foltz owns industrial filtration equipment sales company. Ann. April 25.

KXYZ-AM-FM Houston, Tex.—Seeks assignment of am license and fm permit from **KXYZ Inc.** to **Radio Station KXYZ Inc.** for $750,000. Principal is **Public Radio Corp.** (100%), owned by **Lester Kamin** (55%), **Max Kamin** (30%), and **Morris Kamin** (15%). Public Radio owns 100% of KIOA Des Moines, Iowa and of KAKC Tulsa, Okla., and 92% of KBKC Mission, Kansas. Ann. April 25.

KDYL Tooele, Utah—Seeks transfer of control from **Samuel L., Zelpha U.** and **O. Larry Gillette** to **Burnell G. Stanton** (⅓), **Jack A. Tranter** (⅓), and **T. Dee Tranter** (⅓). Consideration is $27,000. They have no other business interests. Ann. April 25.

Hearing cases

FINAL DECISIONS

■ By order, commission approved revised agreement concerning reimbursement of expenses of Lawrence W. Felt, Carlsbad, Calif., by International Good Music Inc. and made effective June 9, 1960 initial decision (except as it approves prior reimbursement agreement) and granted application of International for new class B fm station to operate on 103.7 mc in San Diego, Calif. Comr. Bartley dissented and issued statement in which Chmn. Minow joined. Action April 26.

■ Commission gives notice that Feb. 23 initial decision which looked toward denying application of James D. Childress and James E. Reed, d/b as Mountain Empire Radio Co., for new am station to operate on 1460 kc, 500 w, D, in Clinton, Tenn., became effective April 14 pursuant to Sec. 1.153 of rules. Action April 26.

■ By decision commission granted application of KDEF B/cg Co. to change operation of KDEF Albuquerque, N. M., on 1150 kc from 1 kw, D, to unl. with 1-kw-D, 500 w-N, DA-N, and to install new ant. system. Chmn. Minow and Comr. Craven not participating. July 29, 1960 initial decision looked toward this action. Action April 19.

■ By decision, commission denied application of WPGC Inc. for mod. of license to change main studio location of WPGC (1580 kc, 10 kw, DA, D) from Morningside, Md., to Washington, D. C. Chmn. Minow not participating. Oct. 12, 1960 initial decision looked toward granting application. Action April 19.

■ By memorandum opinion and order, commission (1) dismissed petition by Radio Cabrillo, claimed applicant for new am station in Atascadero, Calif., not party to proceeding, and (2) denied petition by KCOY and KSMA Santa Maria, Calif., intervenors, for reconsideration of Nov. 2, 1960 decision which granted application of Cal-Coast Bcstrs. for new am station to operate on 1480 kc, 1 kw, D, in Santa Maria, Calif. Chmn. Minow and Comr. Ford not participating. Action April 19.

■ By memorandum opinion and order, commission denied petition by Dover Bcstg. Co. for reconsideration and grant without hearing its application to increase power of WDOV Dover, Del., from 1 kw to 5 kw, continued operation on 1410 kc, D. Action April 19.

INITIAL DECISIONS

■ Hearing examiner Elizabeth C. Smith issued initial decision looking toward granting application of Cherokee County Radio Station for new am to operate on 990 kc, 250 w, D, in Centre, Ala. Action April 26.

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■ Hearing examiner Basil P. Cooper issued initial decision looking toward granting application of Circle L Inc. for new station to operate on ch. 4 in Reno, Nev. Action April 26.

■ Hearing examiner Herbert Sharfman issued initial decision looking toward granting petitions by Eastern States Bcstg. Corp. and New England Television Co. Inc. to dismiss without prejudice their applications for new tv stations to operate on ch. 6 in New Bedford, Mass., and granting remaining application of E. Anthony & Sons Inc. for similar facility, conditioned "Upon notice to permittee from U. S. Coast Guard, at any time during progress of construction of ant. tower, that adverse effects are indicated to time difference grid of U. S. Coast Guard LORAN-C station on Martha's Vineyard, Mass., permittee shall promptly suspend construction of such tower until it receives further notice from commission. In any event, antenna tower constructed shall not exceed 350 feet in height unless and until commission, pursuant to advice from Coast Guard, shall notify permittee that it may proceed to construct tower to height authorized in construction permit." (Applicants entered into merger agreement.) Action April 21.

■ Hearing examiners James D. Cunningham and Herbert Sharfman issued initial decision looking toward denying applications of Eleven Ten Bcstg. Corp. insofar as they contemplate renewal of license of KRLA Pasadena, Calif., for regular three-year term, but granting renewal for one year, also granting license to cover cp. Action April 21.

■ Hearing examiner Charles J. Frederick issued initial decision looking toward granting applications of Radio Danville Inc. to increase power of WDTI Danville, Va., from 500 w to 1 kw, continued operation on 970 kc, D, and Music Productions Inc. for new station to operate on 970 kc, 500 w, D, in Waynesboro, Va. Action April 21.

■ Hearing examiner David I. Kraushaar issued supplement modifying his March 17 initial decision and looking toward (1) granting conditional petition by Frederick County Bcstrs. for leave to amend its application for new am station in Winchester, Va., on 1480 kc, D, to reduce requested power from 1 kw to 500 w with DA, in light of commission's memorandum opinion and order released April 17, accepting amendment, removing application from hearing status and returning to processing line, and (2) granting application of Town Radio Inc. for new station to operate on 1480 kc, 500 w, D, in Shippensburg, Pa. Action April 20.

OTHER ACTIONS

Lindsay Bcstg. Co., Peace River Bcstg. Corp., Punta Gorda, Fla.; New Sounds Bcstg. Corp., William H. Martin Fort Meyers, Fla.—Designated for consolidated hearing applications for new daytime am stations of Lindsay on 1350 kc, 500 w, DA; Peace River on 1350 kc, 500 w; New Sounds on 1370 kc, 500 w; and Martin on 1350 kc, 1 kw; made WAXE Vero Beach, party to proceeding. Action April 26.

Lynne-Yvette Bcstg. Co., Albany, Ga., John T. Williams, Americus, Ga.—Designated for consolidated hearing applications for new daytime am stations to operate on 1250 kc—Lynne-Yvette with 1 kw, and Williams with 500 w. Action April 20.

WWNH Rochester, N. H.—Designated for hearing application to change operation on 930 kc, 5 kw, from D only to unl. time with DA-N; made Federal Aviation Agency party to proceeding with respect to air menace issue only. Action April 20.

WTIV Titusville, Pa.—Designated for hearing application for change of facilities from 1290 kc, 500 w, D, to 1230 kc, 250 w-N, 500 W-LS; made WBVP Beaver Falls, Pa., party to proceeding. Action April 26.

The Commission designated for consolidated hearing the following applications for new daytime am stations involving use of 1500, 1510 and 1520 kc: 1500 kc: WXEN (250 w) Xenia, Ohio; Greene County Radio (500 w) Xenia, Ohio; 1510 kc: Television Corp. of Michigan Inc. (5 kw, DA) Jackson, Mich.; Voice of Three Rivers (500 w) Three Rivers, Mich.; Speidel Bcstg. Corp. of Ohio (10 kw, DA) Kettering, Ohio; Radio Trumbull (500 w) Niles, Ohio; Monroeville Bcstg. Co. (250 w) Monroeville, Pa.; Western Bcstg. Corp. (1 kw with 500 w during critical hours) Green Tree, Pa.; Carnegie Bcstg. Corp. (50 kw, DA) Pittsburgh, Pa.; 1520 kc: Kent-Ravenna Bcstg. Co. (1 kw, DA) Kent, Ohio; Joseph P. Wardlaw, Jr. (1 kw, DA) Canton, Ohio; Portage County Bcstg. Corp. (5 kw, DA) Kent-Ravenna, Ohio; Community Service Bcstrs., Inc. (500 w with 250 w during critical hours) Ypsilanti, Mich.; and WMBA Ambridge, Pa., to change facilities from 1460 kc, 500 w, DA, D, to 1510 kc, 10 kw, DA, D, and change designation of station location to Ambridge-Aliquippa, Pa.; made WCKY Cincinnati, Ohio, WJBK Detroit, WABJ Adrian, both Mich., and WKBV Richmond, Ind., parties to proceeding. Action April 20.

■ By order, commission directed its general counsel to request U. S. Court of Appeals for District of Columbia to remand to commission *Times-Mirror Bcstg. Co.* v. *United States* now pending in that court on petition for review of commission's report and order of Sept. 14, 1960, which amended its rules with respect to option time in tv networking, and, further, ordered 1960 action vacated upon grant of requested remand.

Comr. Lee dissented and issued statement, in which Comr. Cross joined.

The 1960 action reduced from 3 to 2½ number of hours within each segment of broadcast day which tv station may option to networks. Action April 20.

Gordon A. Rogers, Vancouver, Wash.; KWAY Forest Grove, Ore.—Designated for consolidated hearing applications of Rogers for new am station to operate on 1550 kc, 1 kw, D, and KWAY to increase power on 1570 kc, D, from 1 kw to 5 kw, and change station location to Vancouver. In view of circumstances concerning changed transmitter site, commission reconsidered and reinstated original file number to Rogers' application. Action April 26.

■ By order, commission extended from May 1 to June 1 time for filing comments in proceeding to make vhf tv channels available for noncommercial educational use in New York City and Los Angeles. Action April 26.

■ By order, commission denied petition by WCTC New Brunswick, N. J., for reconsideration of Jan. 25 denial of its petition to consolidate its application to increase daytime power on 1450 kc from 250 w to 1 kw and other relief. With respect to petitioner's claim to have been deprived of its rights to fully participate in proceeding to which it was made party respondent, commission is of view that any grievance it may have in this regard should be directed to commission by filing exception to initial decision in proceeding. Chmn. Minow not participating. Action April 20.

■ Commission scheduled further oral argument on June 8 in Indianapolis ch. 13 proceeding. Comr. Craven not participating. Action April 26.

■ Commission scheduled following proceedings for oral argument on dates shown:

June 1

WSPA-TV Spartanburg, S. C.; Radio Millington Inc., Millington, Tenn. and KXRA Alexandria, Minn., etc.

June 2

Terre Haute Inc., tv ch. 10; WTHI-TV and Livesay Bcstg. Co. Inc. Action April 26.

ACTIONS ON MOTIONS

By Chairman Newton N. Minow

■ Granted motion by Caro Bcstg. Co. to correct oral argument transcript (vol. 9, March 30, 1961) in proceeding on its application and that of Tuscola Bcstg. Co., for new am stations in Caro, Mich. Action April 20.

By Commissioner Frederick W. Ford

■ Granted petition by Tropical Telecasting Corp. and extended to May 8 time to reply to opposition to petitions by KVDO-TV to enlarge issues in Corpus Christi, Tex., ch. 3 proceeding. Action April 20.

■ Granted petition by Creek County Bcstg. Co. and extended to April 27 time to file exceptions and supporting briefs in proceeding on its application for am facilities in Sapulpa, Okla. Action April 20.

■ Granted motion by Bar None Inc. and extended to April 28 time to respond to petition by Independent Bcstg. Corp. to enlarge issues in proceeding on their applications for am facilities in Dishman and Spokane, Wash. Action April 20.

■ Granted petition by Suncoast Cities Bcstg. Corp. and extended to April 26 time to file exceptions to initial decision in Largo, Fla., tv ch. 10 proceeding. Action April 20.

■ Granted petition by general counsel and extended to May 3 time to reply to request for permission to examine papers (Mack Diary) filed by WORZ Inc. in Orlando, Fla., tv ch. 9 proceeding. Action April 20.

■ Granted petition by Tinker Area Bcstg. Co., Midwest City, Okla., and extended to April 27 time to file responses to joint petition by Creek County Bcstg. Co. and Sapulpa Bcstg. Corp., Sapulpa, Okla., for review of order refusing to reopen record, and petition by M. W. Cooper, Midwest City, for review of hearing examiner's memorandum opinion and order in proceeding on their am applications. Action April 20.

■ Granted petition by Broadcast Bureau and extended to April 28 time to file exceptions to initial decision in proceeding on applications of WBUD Inc. and Concert Network Inc. for fm facilities in Trenton, N. J. Action April 24.

Continued on page 134

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Continued from page 132

By Chief Hearing Examiner James D. Cunningham

■ Scheduled hearing for July 6, in Chicago, Ill., matter of revocation of cp Seaway Bcstg. Co. Inc. for WMPP Chicago Heights, Ill. Action April 19.

■ Granted petition by Dennis Bcstg. and dismissed without prejudice his application for am facilities in Reno, Nev. Action April 19.

■ Scheduled prehearing conference for April 26 in Jacksonville, Fla., tv ch. 12 proceeding. Action April 19.

■ Granted joint petition by Ralph W. Hoffman and Abbeville Radio Inc. for approval of agreement whereby Abbeville would pay Hoffman $500 for partial reimbursement of expenses incurred in connection with latter's application for new am station to operate on 1480 kc, 1 kw, D, in Abbeville, Ala., in return for its withdrawal; dismissed Hoffman's application with prejudice; granted application of Abbeville Radio Inc. for same facilities. Action April 20.

■ Scheduled hearing for July 24 in proceeding on application of Melody Music Inc. for renewal of license of WGMA Hollywood, Fla. Action April 20.

■ Upon request of John P. Rohrs tr/as WWGE Bcstg. Co. for leave to withdraw his application for am facilities in Wheaton, Ill., dismissed application with prejudice. Action April 21.

■ Granted petition by Burlington County Bcstg. Co. and accepted its petition for leave to file further pleading; and response to reply by broadcast bureau to petition to enlarge issues in proceeding on its application for am facilities in Mount Holly, N. J. Action April 21.

■ After submission into record of full and complete information of expenditures made by Milton Grant and James R. Bonfils, d/b as Laurel Bcstg. Co., in connection with application for new am station in Laurel, Md., reconsidered and set aside, in part, chief hearing examiner's Jan. 24 ruling; granted joint petition by Laurel Bcstg. Co. and Interurban Bcstg. Corp., Laurel, Md., for approval of agreement whereby Laurel Bcstg. application would be dismissed and, in consideration therefor, Interurban would pay its partners up to $10,000 for expenses; reaffirmed Jan. 24 ruling to extent of dismissing with prejudice Laurel Bcstg. Co. application and retaining remaining applications in hearing status to be subjects of initial decision by presiding hearing examiner. Action April 24.

By Hearing Examiner Annie Neal Huntting

■ Pursuant to agreements reached at April 18 conference, reopened record and hearing session will be scheduled on date to be subsequently designated at convenience of parties in proceeding on applications of Berkshire Bcstg. Corp. and GROSSCO Inc. for am facilities in Hartford, and West Hartford, Conn. Action April 19.

By Hearing Examiner Charles J. Frederick

■ Upon request by Ocean County Bcstrs., Toms River, N. J., applicant in consolidated am proceeding and with consent of all other parties, continued April 20 hearing to April 25. Action April 19.

■ On own motion, scheduled further hearing for April 26 in proceeding on am applications of WBVP Inc., Beaver Falls, Pa. Action April 19.

■ Scheduled prehearing conference for May 17 in commission's offices in Washington, D. C., in matter of revocation of cp of Seaway Bcstg. Co. Inc. for WMPP Chicago Heights, Ill., and notified all parties that July 6 hearing will absolutely be held on that date in Chicago, Ill., and all parties should accordingly come to prehearing conference prepared to discuss their cases with that fact in mind. Action April 20.

By Hearing Examiner Basil P. Cooper

■ Scheduled prehearing conference for April 28 in proceeding on am application of WBRD Bradenton, Fla. Action April 18.

■ Granted motion by WAMD Aberdeen, Md., and continued from April 20 to April 28 date for exchange of exhibits, from April 27 to May 5 date for notification of witnesses desired for cross-examination and from May 4 to May 12 for evidentiary hearing in proceeding on application. Action April 21.

By Hearing Examiner Isadore A. Honig

■ Upon request of Blue Island Community Bcstg. Co. Inc., Blue Island, Ill., scheduled hearing conference for April 20 in proceeding on its fm application. Action April 19.

By Hearing Examiner Walther W. Guenther

■ On own motion, continued further prehearing conference from April 28 to May 4 in proceeding on applications of Walmac Co., for renewal of licenses of KMAC and KISS (FM) San Antonio, Tex. Action April 19.

■ For reasons which will appear in transcript of April 14 further hearing in Wilmington, Del., tv ch. 12 proceeding, granted petition by WHYY Inc. for leave to amend its application to reflect changes in membership of its board of directors and in office of assistant secretary. Action April 21.

■ Corrected in various respects transcript of record, and allowed 5 days for objections, in proceeding on am applications of KWHW Altus, Okla., et al. Action April 21.

By Hearing Examiner Jay A. Kyle

■ Scheduled prehearing conference for April 26 in proceeding on am application of WKHM Jackson, Mich., and continued April 26 conference to April 28. Action April 20.

■ Scheduled prehearing conference for April 27 in proceeding on am application of WISV Viroqua, Wis. Action April 20.

By Hearing Examiner Thomas H. Donahue

■ Issued orders following April 18 prehearing conference in proceeding on am applications of Marshall Rosene, Celina, and WCHI Chillicothe, Ohio; for reason set forth in record, denied petition for leave to amend by Rosene; vacated May 2 hearing, scheduled procedural dates, and hearing for May 22. Action April 18.

■ Granted motion for substitution of party by Jupiter Bcstg. Inc., assignee of WSAI Cincinnati, a party to proceeding. Action April 19.

By Hearing Examiner Forest L. McClenning

■ Granted petition by Earl Perrin Co. for modification of prehearing order in proceeding on applications of Gila Bcstg. Co., for renewal of license of KCKY Coolidge, Ariz., and extended from April 17 to May 1 date for exchange of exhibits and from April 24 to May 8 for filing of request for additional information. Action April 19.

■ Scheduled oral argument for April 21 and afforded each party 10 minutes for presentation of argument on motion by Beacon Bcstg. System Inc. for continuance of hearing date in proceeding on its application and that of Suburban Bcstg. Co. Inc. for am facilities in Grafton-Cedarburg and Jackson, Wis.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by James E. Walley and extended to May 1 time to file replies to proposed findings of fact and conclusions in proceeding on his application for am facilities in Oroville, Calif. Action April 21.

Broadcast actions

by Broadcast Bureau

Actions of April 25

WCSR Hillsdale, Mich.—Granted mod. of cp to change type trans. and retain licensed trans. N (2 main trans.)

Mutual Bcstg. System Inc., New York, N.Y.—Granted extension of authority to transmit programs to CKLW Windsor, Ont., stations owned and operated by Canadian Bcstg. Corp., and stations licensed by Canadian Minister of Transport.

Actions of April 24

Gray Butte Televiewers Inc., Terrebone Ore.—Granted cp for new vhf tv translator station on ch. 5 to translate programs of KPTV-TV (ch. 12) Portland; condition.

KROE Sheridan, Wyo.—Granted acquisition of positive control by Sam Rosenthal through purchase of stock from Eugene Cowan.

KHOE Truckee, Calif. — Granted assignment of cp to Robert Sherman.

WCOD (FM) Richmond, Va.—Granted cp to increase ERP to 50 kw; ant. height to 840 ft.; change ant.-trans. location and triplex WTVR antenna for WCOD transmissions.

Actions of April 21

WQTI (FM) Detroit, Mich.—Granted assignment of cp to Ross Mulholland.

WQTE, WQTI (FM) Monroe and Detroit, Mich.—Granted acquisition of positive control by Bill O., E. B. and Glen H. Brink (as a family group) through purchase of stock by Bill O. Brink from Ross Mulholland.

WPNX Phenix City, Ala., Columbus, Ga.—Granted license to use present auxiliary trans. as main trans. N and auxiliary trans. D.

WMVG Milledgeville, Ga.—Granted license to use old main trans. as auxiliary trans. (main trans. location).

KYTV (TV) Springfield, Mo.—Granted cp to change aural ERP to 60.3 kw; trans. location to 0.7 mile north of Fordland, Mo.; and make changes in ant. system and other equipment; ant. height 1,650 ft.

WPLM-AM-FM Plymouth, Mass.—Granted mod. of cps to change type trans. and make changes in ant. system and make changes in DA system (increase height, one additional tower and addition of fm ant).

WORD Spartanburg, S. C.—Granted mod. of cp to change type trans.

WNJH Hammonton, N. J.—Granted mod. of cp to change type trans. and operate trans. by remote control.

Actions of April 19

WJBW New Orleans, La.—Granted license covering installation of new trans.; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sect. 317 of Communications Act.

WSIX-TV Nashville, Tenn.—Waived sect. 3.613 of rules and granted mod. of license to change studio location (main trans. & ant. & aux. ant.).

KUAL-TV San Antonio, Tex.—Granted mod. of license to change name to Cortez Industries Inc.

WTAP Parkersburg, W. Va.—Granted cp

Continued on page 141



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RADIO

Help Wanted—Management

Your chance to move into management from salesmanager. Small market station in sunny south Florida needs manager who can sell and do a board shift. Base plus percentage of what you sell and percentage of gross revenues. Expect long hours, hard work in this job which can be your first station management position and your stepping stone to larger markets within the chain. Resume to Box 769D, BROADCASTING.

Qualified general manager. Florida. Give complete resume; biographical data; previous employment; references; pertinent sales billing history. Run station as your own. Absentee ownership. Salary and incentives. Box 938E, BROADCASTING.

Sales manager for group owned WBEE metropolitan Chicago negro programmed station. Excellent opportunity for advancement. Must have impressive personal sales record and ability to direct sales force. Send all information including recent photo in first letter to Box 970E, BROADCASTING.

Wanted: Manager with small to medium market experience for Indiana independent daytime station. Prefer past managerial experience but will consider anyone with high sales experience and ability to get along with people. Send all replies to Box 104F, BROADCASTING.

Are you now a sales manager or one h... of a salesman who wants to be a station manager? We have the station and the opportunity. Serve as assistant station manager for a period of 3 to 5 months, if your the man, the manager's job is yours. Young organization-multiple station operation. Start at $10,000—want more-prove it. Virginia station, 30 miles from Richmond. Box 141F, BROADCASTING.

Assistant manager for OK Group stations in mid-south and gulf coastal areas. Must have had radio sales experience. Opportunity for advancement to managership. Salary range from $7500 to $10,000 a year plus override on sales and fringe benefits. Write giving full details. Stanley W. Ray, Jr., 505 Barrone St., New Orleans, La.

Sales

South Florida metro market. $100.00 week plus 15%. Weekly collected sales of $500.00 **you get $150.00. On $1000.00 you get $250. You must have a proven record in radio time sales which will be thoroughly checked. A great opportunity for the hard working pro. Box 767D, BROADCASTING.**

New Jersey—excellent opportunity for good producer. Multiple chain, top Washington indie. Box 803E, BROADCASTING.

Sell the best station in this growing south central medium market—No high pressure but you must have the ability to gain respect of our top businessmen through your knowledge of radio advertising and your willingness to become a part of this lovely college town. $100 week guarantee. Box 897E, BROADCASTING.

Major market. Southern New England's top indie in million plus market needs proven producers now. Top dollar to right men. Send all details on your background please. Box 924E, BROADCASTING.

"Live-wire" independent in Maryland serving the eastern shore resort area needs salesman-announcer. Top station, top signal, top opportunity. Box 929E, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Texas kilowatt seeking experienced salesman, some announcing. Salary, commission. Box 964E, BROADCASTING.

Texas border city. Guarantee for three months then generous commission/bonus for producer. Experience in news, engineering helpful but not essential. Looking for management material. Box 113F, BROADCASTING.

Salesman: For single station small market. A good opportunity to settle down. Salary commensurate with experience. Contact assistant general manager, KAOL, Carrollton, Missouri. Phone 27.

Creative salesman for America's beauty spot. 145,000 market. Good draw against commission. This is no place for beginners. You'll sell a quality good popular music format plus the greatest coverage against four competitors. If you are experienced, capable; air mail photograph, personal resume and past sales information. J. D. Hill, Box 764, KSSS, Colorado Springs, Colorado.

Draw, 15% commission, plus expense account to strong, creative salesman, for 10,000 watt station. Write: Bob Howard, WPGC, Washington 19, D. C.

South Florida, sales-announcing. Salary plus unusually high commission. Prefer 1st phone man. Small market growing fast! WRIM, Pahokee, Florida.

Wired music salesman—Must have experience with Muzak or similar company. Car necessary. $100 a week. Harmony, Box 2148, West Palm Beach, Florida.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Announcers

South Florida 5 kw indie needs dj. Must be fast paced, tight production, experienced in modern radio format operation. $125 week to start. Box 553D, BROADCASTING.

Combo man. $125.00 week to start . . . $140 in 3 months at south Florida station. Heavy on announcing side. Experienced man only. Send full resume to Box 768D, BROADCASTING.

Announcer with first class ticket, maintenance is secondary. Box 928D, BROADCASTING.

Best salary for two outstanding, experienced men. Versatile newsman and a production-minded dj for fast-paced top 40 station. Resume and tape. Box 870E, BROADCASTING.

The big one!—Excellent opportunity for successful personality at modern radio station to move into top spot of major facility in one of America's leading markets, east of Mississippi. Applicants must be able to withstand thorough investigation of ability and character. Write Box 950E, BROADCASTING.

Pennsylvania radio station needs adult minded announcers. Men who can hold a good audience. No shouters. Rush tapes, and pictures to Box 974E, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Announcer-engineer for east Tennessee daytime radio station. Must be fair announcer and able to do normal maintenance on good equipment. This is a quality small market station. Salary, $85 to $100 weekly, depending on experience and ability. Free hospital insurance for man and his family; paid vacation; reasonable sick leave. Reply in confidence to Box 112F, BROADCASTING.

New Jersey. Announcer-newsman, experienced for soft sell adult music station. Excellent community. Box 136F, BROADCASTING.

Eastern Pennsylvania fm needs straight staff announcer. Mail non-returnable small tape of voice only, resume and minimum salary requirements. Box 156F, BROADCASTING.

Modern radio in Florida's fastest growing area, central Florida's east coast . . . has immediate opening for announcer engineer, emphasis on announcing. Box 169F, BROADCASTING.

Wanted—Best young dj in modern radio! We're not top 40—but we're a leading "live wire" operation in major Michigan market. Send details and tape to Box 170F, BROADCASTING.

Immediate opening, permanent position, announcer first class ticket preferred. Send tape, photo and resume KGHF, Pueblo Colorado.

Great opportunity for self-starting good experienced announcer with 1st class ticket. Your value increases if you can write copy also. Please do not phone but rush complete resume and audition to Si Willing, Radio KMAR, Winnsboro Louisiana.

Wanted: Announcer with first phone. No maintenance. Good opportunity with good station. Need soon. E. H. Whitehead, KTLU, Rusk, Texas.

Immediate opening in stable mid-western city for experienced announcer/production man. Good salary plus benefits. Rush tape, resume, photo to Program Director, WANE Radio, Ft. Wayne, Indiana.

Experienced staff announcer needed by leading independent music news operation. Forward full details, tape. WASA, Havre de Grace, Md.

Announcer with first class ticket. Sixty miles from New York City. WBNR, Beacon, New York.

Philadelphia area. Announcer experienced who can also write local news. All fringe benefits. WCOJ, Coatesville, Pennsylvania.

Morning man needed immediately. WHAW, Weston, West Virginia.

Dynamic newsman, we have one, now we want another . . . beepers, re-write, fast pace. Tape, resume to Bill Towre, WMEX, Boston 15, Mass.

WNLC New London, Connecticut. Staff position. Start $85 week. Commercial experience required. Send tape, resume. Leslie Morson, Program Director.

Announcer with first class ticket for 1 kw daytime station. Please send details first letter to WONG, Box 451, Oneida, New York.

Announcer, with first class ticket (no maintenance) for one kw daytime station soon to go on air in eastern Pennsylvania. Good future and salary for capable young man. Send tape and resume to WYNS, Lehighton, Pennsylvania.

Help Wanted—(Cont'd)

Announcers

Announcer, young, single, must be an excellent newscaster, able—if possible—to translate news from Spanish or from French. Preference given to Canadian-born announcer. Must be ready to live in St. Lucia, Windward Islands. Please send all details, tape, first letter to: Caribbean Broadcasting Company, Ltd., P.O. Box 121, St. Lucia, West Indies.

Attention: Texas and all points in the south. First phone and announcing school graduate. Some commercial experience with background in all phases of radio. Contact Larry Lessing, 5224 Parkland Avenue, Dallas 35, Texas.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Technical

Two men phone 1st—Great Lakes area one combination for radio—other tv excellent opportunity to gain experience. Box 994E, BROADCASTING.

Chief, good maintenance—experienced announcer. Job security and respected spot in well-managed, conservative, sound operation. Ideal small Colorado community life. Box 131F, BROADCASTING.

Chief engineer-announcer—1st phone, 1 kw directional. California top-rated radio station. References. $400.00 per month to start. KAFY, P.O. Box 6128, Bakersfield, California.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Production—Programming, Others

Combination engineer and announcer . . . 1st class license required. FM station, New York City. Send tape. Write Box 916E, BROADCASTING.

Newsman for dominant middlewestern independent with experience in writing and delivering local news. You'll work with six mobile units. Box 961E, BROADCASTING.

Newsman midwest radio-tv operation has opening for sharp morning newsman able to handle both reporting and on-air work. Box 130F, BROADCASTING.

We need . . . two news editors for our top-rated operation . . . journalism background and good voice necessary. Job calls for writing, editing, and airing news. We don't need . . . floaters, prima donnas, or personalities with bottle problems. Send tape . . . salary requirements and resume to Martin Petree, WCOL, Columbus, Ohio.

Immediate opening for serious minded news editor—announcer. Minimum two years broadcast experience required. Good pay, vacations, insurance and retirement plans. WHBY, Appleton Wisconsin, a college town of 48,000. Mutual affiliate, fulltime in business for 38 years. Send picture, tape, and particulars to Radio Station WHBY—600 South Lawe Street, Appleton, Wisconsin.

Progressive production minded station desires first ticket announcer. Salary open, new building, new Collins equipment. Home on premises available, if desired. WMVO, Mount Vernon, Ohio.

RADIO

Situations Wanted—Management

General manager. Eighteen years all phases. Over ten years manager very successful station. Excellent references. Box 867E, BROADCASTING.

Situations Wanted—(Cont'd)

Management

General manager—18 years all phases radio and television—hard working 38 year old family man—heavy radio sales. Last six years manager/commercial manager same company. College degree-excellent references-west preferred. Box 895E, BROADCASTING.

General manager available due to station sale. Fifteen years experience includes every department. Nine years full management small-medium competitive markets. Family man in mid 30's. Excellent references. Box 918E, BROADCASTING.

General manager. Northeast only. Know all phases of radio—if you're looking for a hard worker and producer, I'm your man. Box 942E, BROADCASTING.

California broadcasters. Top caliber manager-sales manager now operating successful midwest station desires challenging opportunity. Sincere, responsible family man with ability to offer you an efficient, profit-making progressive station. Investment opportunities considered. Box 991E, BROADCASTING.

Station manager and PD of college station desire summer employment. Both have previous commercial experience. Work well together, but will consider individual positions. Box 993E, BROADCASTING.

Station manager—Twelve years experience in all phases of radio. First class license, ten years station manager and chief engineer at present station, good administrator, accent on engineering traffic, sales. Excellent references, resume, new owner. Box 996E, BROADCASTING.

Manager. Small station, midwest. Experienced in small markets, all phases. Mature, dependable. Can acquire first phone if necessary. Box 121F, BROADCASTING.

Manager-salesman. Aggressive, imaginative dependable. Progressive record. Ten years all phases. Heavy on organization and sales. Securely employed but seeking advancement. Family, college, 35. Best references. Box 125F, BROADCASTING.

Versatile, young, family-man. 9 years experience, management, sales, program dir. play-by-play, morning show personality. Looking for responsible position with profitable future any phase radio-tv. Will reply to all inquiries, prefer Virginia. Carolinas, Florida. Box 126F, BROADCASTING.

General manager—Proven results in making losing operations pay. Former station owner with fourteen years experience in every phase of this wonderful business of broadcasting. Available due to sale of present station. Family man, young 40. Box 127F BROADCASTING.

In person: Desire to outline to you my twelve year constructive record, manager/sales manager. Favorably known and accepted industry reputation. Top references attending convention will substantiate. Contact Box 149F, BROADCASTING.

Personal contact: If you seek manager/sales manager I'll be attending Convention interested in detailing to you my successful experience background. Nine years radio management; two years major market television sales manager. I'll appreciate opportunity to discuss with you. Contact Box 150F, BROADCASTING.

General manager, creates sales, profits, gets results, convince yourself. Write Box 154F BROADCASTING.

Station sale imminent. 39 year old general-sales manager available shortly after June 1st. Top record, top references, 20 years experience. Desire personal interview. Box 162F, BROADCASTING.

Attention Florida: Manager, strong on sales, programming-announcer. Best references, wants change to small or medium Florida market. Box 165F, BROADCASTING.

General sales-manager. Experienced. 37, college, married. Gallagher, 662 Windsor Avenue, Windsor, Connecticut.

Situations Wanted—(Cont'd)

Sales

June graduate with B.S. degree seeking sales position in New England. Experienced in production, announcing, and some sales. Top references. Box 979E, BROADCASTING.

Sales-announcing . . . radio or tv . . . 9 years experience, 1st phone. Desire resuming first love after 3 years in father's business. 32, married, 2 children. Last position, salesman-announcer WIS-TV, Columbia, S. C. Last radio, WCRS, Greenwood, S. C. Won't brag on myself. The reputation and quality of stations mentioned speak for me. Charlie Aldridge, Winona, Mississippi.

Announcers

Personality, audience builder, production plus, including production spots that sell, well versed in popular music, current events and local affairs, family man, large market only! Box 704E, BROADCASTING.

Announcer, dj, news. College grad. 5 years experience. Family. Presently employed. Desire better pay and opportunities. Prefer good music. Tapes available. Free in June. Box 722E, BROADCASTING.

Announcer, four years AM experience. Seeking night position, midwest. Married. Box 823E, BROADCASTING.

Veteran, 27, single, wishes start in radio, college student, available summer, sincere willingness cooperate work and learn all phases radio work, will send tape, commercials, news, comedy; picture. Box 901E, BROADCASTING.

Combo man—recent broadcasting school graduate—some experience-salary open. Box 931E, BROADCASTING.

Announcer, 10 years experience, 1 year tv, versatile, friendly, sincere, presently employed, seeking bigger market. Would welcome personal interview. Box 936E, BROADCASTING.

Experienced announcer-dj. Bright sound with #1 ratings in highly competitive market. Box 951E, BROADCASTING.

Top radio personality for Connecticut, New Jersey, New York. Working now. Box 955E, BROADCASTING.

Stop! . . . personality . . . 5 years experience, program director 2 years . . . proven audience builder . . . proven saleability on the air . . . family man. Box 956E, BROADCASTING.

Colored announcer dj—fast board, news, broadcast school grad. Rock, pop or jazz. Family man. Box 967E, BROADCASTING.

Top rated, personality, dj. College, experience, first phone. Give complete details. Box 998E BROADCASTING.

Experience as program director, disc-jockey, newscaster (radio and television), and very anxious to obtain knowledge of sportscasting. Worked two years in large midwest competitive city. Prefer midwest location. Box 101F, BROADCASTING.

Dynamically different dj, beautiful resonant voice. Would like to swing into spring in metropolitan market. Minimum $150. Box 102F, BROADCASTING.

Middle-of-road deejay, 3 years, wants same type station—permanently. Box 105F, BROADCASTING.

What? A job—good money—solidarity. DJ news, 3½ years including Chicago. Box 106F, BROADCASTING.

NBC or CBS affiliate? Looking for position where mature announcing desired. Still believe radio is more than 40 records. 6 years in the industry. Box 107F, BROADCASTING.

Remember what radio personalities used to sound like? I still do! No screaming, just good mature delivery with impecable taste. Top rated with adult audiences for five years. Finest references. A lucky strike for a major market station. Outstanding—and he is mild. Box 108E, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Energetic young announcer wishes to relocate in metro market with swingin' station. Married . . . education . . . experienced in dj shows (all types music); news; sports play-by-play; personal appearances. Box 729E, BROADCASTING.

Presently in major market, fast paced swingin' jock. Box 109F, BROADCASTING.

2 hot jocks—A.M. & P.M. We'll make or keep you #1. Box 110F, BROADCASTING.

DJ, 24, draft-free, one year experience, amazing. Ad-lib, extra-ordinary potential, comic bonus, "top 40," anywhere. Box 111F, BROADCASTING.

Experienced announcer-engineer, available May 15th. Now chief of major market 10 kw. Maintenance, recording and production experience in format radio. Prefer northwest or midwest, others considered. Market size no criterion for growing, progressive organization. Family . . . $150 minimum. Box 118F, BROADCASTING.

Beginner with one year training experience. Veteran. 24. Baritone. Good production. Engaged. 1½ years college. Personable. High morals. Prefer Kansas or 100 miles within. Opportunity first. Money minor. Available now. Box 120F, BROADCASTING.

Sports director looking for sports minded station finest of references. Box 123F, BROADCASTING.

Experienced radio personality ready to move to major north-eastern market. Want adult operation dedicated to programming in the public interest. Box 124F, BROADCASTING.

Contagious. Unique. Top personality in six station market. Available. $750.00. Box 132F, BROADCASTING.

Husband; good, experienced first phone morning man. Wife; experienced copy and typist. Both available, or husband alone. Box 133F, BROADCASTING.

Automation — AM-FM experience. Young newsman-announcer. Present employed major market top 40. Desire good music on good station. Box 134F, BROADCASTING.

Desire to relocate as announcer, program director with option to sell on commission basis. Experienced, ambitious, serious minded and looking for organization with advancement opportunity. Write Box 137F, BROADCASTING.

Commercial situation wanted soft sell dj first class ticket. Wants to move up and settle now. Married. Box 138F, BROADCASTING.

Announcer, dj, experienced, tight board, smoothe ad lib, a floater—no, a future—yes. Box 142F, BROADCASTING.

First phone. Some experience five kilowatt. Copywriter. News. Sales. East. Box 146F, BROADCASTING.

College student with two years commercial radio experience on pops and top forty looking for summer position with your station. Available June third to September tenth. Tight board, strong on production. Write for tape. Box 148F, BROADCASTING.

Announcer-salesman-writer. Strong commercials, music, news. Good boardwork. College grad, communications major. Seeks permanent position. Box 151F, BROADCASTING.

Speech Major, BA including one year broadcasting theory; minor: Political Science. Seek announcing position; basic experience in news and promotion. Vet, 28, single. Box 153F, BROADCASTING.

Country dj, 26, 3 years experience. Box 157F, BROADCASTING.

Need an aggressive news announcer and disc jockey? 3½ years experience, radio and tv. College, married, 1st phone. Ask for a tape and decide! Box 160F, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

First phone (non-maint.). Seeking start as an announcer. No experience. Bright, good personality, will learn. Can do play-by-play sports. 21 years old—veteran. Box 164F, BROADCASTING.

Announcer-D.J. 8 years same station. B.A. Jim Dougherty, 103 Middle Road, Muscatine, Iowa.

Broadcast school graduate with college and sales background. Discover if I have the mature, clear, effective delivery you are looking for. 30, single. Write, wire for tape. Don Johnston, 5756 N. Fairfield, Chicago 45.

Announcer, first phone, combo man, experienced. Will locate anywhere. Paul E. Kidd, Jr., 1926 Palm Grove, Los Angeles, California.

Single, mature, veteran wants newscasting or announcing with station 200 miles NYC that has AP or UPI. Standard, classical. Have serviced accounts. Little selling and copywriting. Have 2½ years in small town. Will accept temporary job during vacation. Joe Martin, 33-15 88 Street, Jackson Heights 72, N. Y. Illinois 7-1680. No tape or resume. Will come for interview. Prefer small or medium market.

Versatile negro announcer looking for work —will travel. 101 West 143 Street, New York City, ADirondack 4-4180, Dick Wilson.

Technical

First phone engineer, 4 years experience AM transmitters, married, desire permanent position in radio or tv in N.E. or N.Y.S. Box 990E, BROADCASTING.

Do you want your engineering department backed by benefit of 25 years construction, maintenance, operation from one to fifty kilowatts? Florida chief engineer desires to join engineering department of progressive growing Florida station as head or staff. Box 117F, BROADCASTING.

Junior college graduate first phone, limited experience in am and fm operations want position where I can learn and grow with station. Prefer west or southwest. Age 22, single available immediately. Box 163F, BROADCASTING.

Experienced first phone desires change Florida preferable will consider all offers. R. R. Armentrout, Box 322, Cowen, W. Va. Phone 226-5667.

First class engineer with some announcing experience, good character, references experienced with 1 kw directional am-fm, licensed ham operator, prefers Tennessee or mid-south. Write Jerry Milligan, WKYB, Paducah, Kentucky or Box 351, Milan, Tennessee.

Production—Programming, Others

Program director-announcer-first phone-sales. California only. Use any or all talents. Available immediately. Box 871E, BROADCASTING.

Promotion merchandising man with years in sales and management desires change after several years in present position. Box 896E, BROADCASTING.

Promotion, merchandising, production specialist. Top market experience. Young, versatile with broad background. Strong on sales promotion and merchandising. Also handle public relations and publicity. Good references and resume. Box 909E, BROADCASTING.

Newsman. Experience includes gathering, writing, and announcing local news. College graduate. Box 997E, BROADCASTING.

Facts talk. Experienced. Best references. Programming/promotion specialty. Box 100F, BROADCASTING.

Announcing school and college grad seeks start in radio news-gathering, writing, broadcasting. Box 145F, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Audience, that's what I'll get your news, if your willing to pay the price. Present news director, past P.D., college education, soon to be married, 5 years experience in all phases of radio and tv, reliable, hard worker, and likeable personality. No "hair" today . . . gone tomorrow type. Prefer mid-west location. Box 158F, BROADCASTING.

TELEVISION

Help Wanted—Announcers

Combination announcer-director. Strong on announcing and appearance. $80 base. Eastern United States. Send tape, photograph, and resume. Box 103F BROADCASTING.

Booth man with some on-camera work to polish your style. Send tape, picture and resume to Don Stone, KTIV, Sioux City. Excellent chance for advancement for the right man.

Technical

Channel 12 Mankato, Minn. has an opening for an experienced RCA transmitter man. Not summer relief. Contact D. C. Borchert, Chief Engineer.

Wanted: One transmitter operator and one transmitter maintenance engineer for mountain top operation. Engineer must be familiar with GE equipment. Send resume to Chief Engineer KMSO-TV, 340 West Main, Missoula, Montana.

Engineer with first class license at KMMT-TV Austin, Minnesota. Require person with aptitude for audio-video switching. Maintenance experience not essential. Contact E. M. Tink, Director of Engineering, KWWL-TV, Waterloo, Iowa.

Chief engineer/announcer for 1,000 watt AM top station in San Joaquin Valley, California. Must be able to carry out organized preventative maintenance program on studio, transmitter and directional antenna. Must be able to handle any trouble shooting: Also take board shift 20-25 hrs. per week. Wire or phone Gary Ferlisi, KSBW-TV, P.O. Box 1651, Salinas, California. Harrison 2-6422.

Wanted: Qualified all round-tv studio technicians. Vacation relief. Contact chief engineer, WBZ-TV, Boston, Mass.

TV summer studio relief 2nd class license minimum. Contact: Mr. Merritt, C. E., WICS-TV, Springfield, Ill.

Qualified engineer with considerable experience in building tv stations to erect Channel 21 in California and remain on staff as chief. Excellent apy and climate. Available June 1. Send qualifications and referrals to: Harold Gann, 2300 So. Union, Bakersfield, California.

Production—Programming, Others

Promotion manager, man or woman, wanted by area's number one television station, medium size southeastern market. Qualifications: Take charge station's promotion department, including on the air, newspaper, billboards, and above all, market and station promotion including market research and preparation of market and station sales presentations. If you have the ideas, and the follow through, this is the place for you. Working conditions and employee benefits excellent. Please send resume, salary requirements and photo. Box 899E, BROADCASTING.

Art director—Southeastern capital city vhf seeks man experienced in television art to assume responsibility for all art work, scenic design and to direct photographer. Must be creative and ambitious. Attractive company benefits, pleasant working conditions at multiple ownership station. Please submit resume, recent photo, references and salary requirement to Box 992E, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

News director for major market award-winning radio-television station. Only thoroughly qualified executive newsmen should contact Frederick R. Griffiths, WJAR-TV, Providence, Rhode Island.

Half-time television news instructor needed, beginning September. Can take graduate work. School of Journalism, University of Iowa, Iowa City.

TELEVISION

Situations Wanted—Management

Operations manager. Solid successful tv experience in all phases of station operations, including engineering, programming, production sales and sales management. Proven success in medium, major markets. Available in 60 days. Write Box 935E, BROADCASTING.

Sales

Successful medium market salesman desires larger market more money potential. Experienced, dependable, 37, married, best references. Box 122F, BROADCASTING.

Announcers

Children's show specialist. Personality matched with proven original ideas and top ratings. Six years experience in medium sized market. College grad. Married. Box 999E, BROADCASTING.

Thoroughly experienced tv staff man commercials and news. Seeks move. Box 115F, BROADCASTING.

Technical

TV transmitter engineer, 4 years experience. Tech school graduate. 1st radiotelephone, 2nd radiotelegraph licenses. Married. Age 30. Presently employed. References. Box 905E, BROADCASTING.

Chief engineer, 12 years with group in top 100 markets. Construction, videotape, microwave and management experience. Proven ability delivering management and sales requirements at reasonable department operating costs. 34 years old with excellent industry references and contacts. Box 166F, BROADCASTING.

Production—Programming, Others

Broadcast promotion and production man looking for break into TV. Have top radio references. Good track record. Ideas and ability my best asset. Available now. Box 910E, BROADCASTING.

Experienced tv director, producer, announcer. Have know how, will work. Location not important. Box 129F, BROADCASTING.

Give guts to your tv news. Need a Mike Wallace? Dynamic style, in depth approach assures rapid results. Tape and resume. Box 135F, BROADCASTING.

FOR SALE

Equipment

GE 3kw FM transmitter, presently set for operation at 1500 watts. 250 watt driver in excellent condition, amplifier needs some work. Complete for $1500.00. Box 934E, BROADCASTING.

Disc recorder Presto K-8, $150.00. Turntables Rek-O-Kut B-12H $75.00; LP-743, $35.00; Gates CB-11, $75.00, or all for $300.00. P.O. Box 1841, Montgomery, Alabama. FOB.

$299 Tapak battery tape recorder, $75. A Gates studioette 51CS, $55. $190 Mohawk message repeater, carrying case, two cartridges, like new, $99. KLIZ, Brainerd, Minnesota.

Presto 6N cutter, 87B low-impedance mixer amp. KLOE, Goodland, Kansas.

FOR SALE

Equipment—(Cont'd)

Complete am-fm equipment. Collins 5kw fm transmitter model #737-A. Collins 1kw am transmitter model #20-V. Dehydrator. AM modulation monitor—General Radio—1931-A. AM frequency monitor — General Radio—1181-A. Price complete package only $7,800.00. FM equipment available now; am summer. First check for $3,500.00 holds everything. WEAW, Evanston, Illinois.

Western Electric 23C audio console, complete, good condition, $295.00. WIFI, Box 3022, Philadelphia 50.

Mobile studio, all aluminum, 14 feet 7 inches long. Custom built like a radio. Call Jim Massey, Mgr. WCKI, Greer, S. C. Telephone Trinity 7-4451 if interested. This mobile studio is as good as new. Completely equipped with two turntables, console, P.A. system, couch, etc. Picture on request. Cost $1700.00. Will take best offer over $1000.00 cash. You will have to deliver.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K. holders, regrinding, repair, etc. BC-604 crystals. Also A.M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Co., Box 31, Temple, Texas.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

George Kim & Son. Tower-painting, repairing, erection and demolishing. Ebensburg, RD#2, Pennsylvania.

Video monitors. See our new line at N.A.B. May 7th Wash., D. C.—Large screen waveform oscilloscope. High resolution viewfinder. 70 models video monitors. Miratel Electronics, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

Ampex 400 single case portable. Manual controls (not solenoid operated). $250. Jon Monsen, 1350 N. Harding Street, Pasadena, California.

Rigid transmission line. Andrews 1⅝" No. 551-3. New, unused, with hardware and fittings. Tremendous savings. Write for stock list. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Stations

Successful midwest operator wants to expand to southwest. Cash or terms at your option. Brokers protected. Confidential, of course. Box 633E, BROADCASTING.

Experienced radio man desires small profitable station in the mid-south. Correspondence confidential. Box 900E, BROADCASTING.

Californian desires small station ownership through lease-purchase arrangement. Responsible-experience. Correspondence confidential. Box 677E, BROADCASTING.

Experienced radio man would like to purchase profitable radio station in the mid-south. All correspondence confidential. Box 116F, BROADCASTING.

Equipment

Used Schafer model 1200-GMA automation system playbacks; preparation and control unit. Box 139F BROADCASTING.

FM transmitter 3 or 5 kw and associated equipment such as coax, antenna bays, monitors, etc. Must be in A-1 condition. Send full particulars to Box 167F, BROADCASTING.

200, 300, 400 ft. steel towers heavy duty. Telechrome sweep generator, stabilizing amplifiers. Western Microwave, Box 691, Livingston, Montana.

WANTED TO BUY

Equipment—(Cont'd)

Wanted—A good used, fairly new, 250 watt broadcasting transmitter. Need great, please call, wire or write Radio Station KBYG, Big Spring, Texas. Phone AM 4-4326, P. O. Box 1713. First offers, first buys.

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10B Pennsylvania, Tuckahoe, N. Y.

Used tv station equipment. VHF. With remote telecasting equipment, if available. Top prices. Columbia Electronics, 4365 West Pico Blvd., Los Angeles 19, Calif.

Want any excess AM, FM, TV equipments including tubes. Good prices. Electrofind, 440 Columbus Avenue N.Y.C.

INSTRUCTIONS

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

FCC first class license twelve weeks. PCIT, Woodburn, Oregon, YUkon 1-1066.

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting. 2603 Inwood Road, Dallas 35, Texas.

FCC first class license in 5 or 6 weeks. Instruction eight hours a day, five days a week. No added charge if additional time or instruction needed, as license is guaranteed for tuition of $300.00. Professional announcing training also available at low cost. Pathfinder Method, 5504 Hollywood Blvd., Hollywood, California. Next classes June 5th and July 31.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone license. 5 to 6 weeks. Reservations required Enrolling now for classes starting June 21. August 30, October 25. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California "Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course."

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for first phone. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

MISCELLANEOUS

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

MISCELLANEOUS

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Comedy for radio performers! Not just lines but material tailored for deejays. "Deejay Manual," a complete gagfile sampler of "radio" comedy. $5.00—Show-Biz Comedy Service (Dept. DJ), 65 Parkway Court, Brooklyn 35, N. Y.

Record hops—500 mile radius Cleveland. We'll show your deejays how. Great station promotion. Many original features. Kids love it. Everything furnished. Tommy Edwards, Box 7297, Cleveland 29, Ohio.

RADIO

Help Wanted—Management

SALES EXECUTIVES WANTED

Community Club Awards, prestige radio and TV promotion, realigning territories. Openings: Northwest, Inter-Mountain area, Midwest, Southwest and Ohio-Kentucky area. Full time travel, home weekends. Training at New York office. $200 week advance 90 day trial. $7,500 salary plus commission thereafter. $25,000 + potential. Major medical, other benefits. Salesmanship, showmanship, poise, personality, good appearance a necessity. Performance applicants CCA station experience. Detailed resume, pix first letter. Personal interview at NAB Convention, Mayflower Hotel, Washington, D. C.; or Box 537, Westport, Conn. Phone CApital 7-0841.

Sales

MAJOR MARKET

Southwestern FM group seeks qualified sales managers and first phone announcers. Send all details and references to:

Box 161F, BROADCASTING

Announcers

ANNOUNCER-PRODUCER

With heavy top forty, formula background who wants to try hand with better programming for adult-oriented station in major midwestern market of 750,000. We'll need your resume, picture, and tape on first reply. Salary open. Professionals only need apply.

Box 953E, BROADCASTING

D.J.'s WANTED

Established station. Top 10 market. Western, Pa. Undergoing format change. Need fast, different, mature "Modern Radio" Jocks. Good pay for top men Send tape . . . resume . . . photo to:

Box 143F, BROADCASTING

Help Wanted—(Cont'd)

Production—Programming, Others

NEWS DIRECTOR

Top quality authoritative voice, experienced writer and reporter. Must be able to write and air editorials and commentary. Adult programmed station in major midwestern market of 750,000. Salary open. Send complete resume, picture, tape immediately. Very fine opportunity.

Box 952E, BROADCASTING

WANTED

News Director
Reporter-Photographers
Announcers
Directors
Art Director
Film Director
Copy-Traffic Supervisor
Photolab Technician
Studio Engineers
Farm Director
Cameramen
Children's Personality

*

Operations crew being expanded for Shreveport's new NBC affiliate. If you are interested in employment in a growing, prosperous Southwestern market, in a fine, new studio layout with an expanding company and a real competitive challenge, send for our application form.

KTAL-TV
P. O. Box 1474
Shreveport, Louisiana

WANTED . . . (NOT DEAD) but . . . Very much alive— 2 MEN . . .

1. PD type with 1st phone who understands and can executive production requirements plus handle his own show for a middle of the road type format. Up to $400.00.
2. A happy morning type guy who will also collect extra bucks on approximately 2000 dolars in billing. This is the second spot in chain of command. $400.00+ . . .

THE IS NOT A BLIND AD. WE ARE PROUD TO SAY WE ARE . . . KMCM, McMINNVILLE, OREGON.

Box #207

Help Wanted—(Cont'd)

Production—Programming, Others

IS THIS YOUR AMBITION?

If you are a mature "air personality" with real production-program know how and want to be program director of one of the northeast's most progressive ADULT radio stations located in one of the nation's fastest growing markets, we would like to talk with you. This is your opportunity to become an integral part of a young, experienced, and aggressive management team with a salary and incentive plan based on your ability to produce the right product. Send tape and resume immediately to:

Box 155F, BROADCASTING

RADIO

Situations Wanted—Management

A SELLING V.P. & G.M. IS LOOKING!

If your station, group of corporation is looking also, perhaps we should get together and review the possibilities. I'm currently V.P. & Gen. Mgr. of group operation. Background includes:

V.P. & G.M. 5 station group (radio & TV)
Gen. Mgr. 1 station (radio)
Gen. Mgr. 1 station (TV)
Sales Manager
Salesman
Program Director
Disc Jockey
Errand Boy

Broadcast background covers production, engineering and consultancy (plus all the basics). Size and location of your organization not a major factor. . . . Home is what you make it!

Reply to Box 168F, BROADCASTING and perhaps we can get together. I will be in Washington for the NAB Convention.

Announcers

TOP SPORTSCASTER AVAILABLE

Program change here releases excellent Sportscaster. One of the most talented, hard-working sports men we know. 14 years experience radio and tv. Top notch reporting and play-by-play coverage in Baseball, Football, Basketball & Hockey. Family man, 38 years old. We recommend him as an excellent addition to staff of any sports minded city. Contact. . . .

Box 144F, BROADCASTING

BROADCASTING MAN

Young man with ideas, seeks challenging and career position. . . . Grad, deep rooted experience in media, reliable and conscientous worker. . . . Be it news, play-by-play, special events, programming, announcer (mike or camera), rockin' D.J. or Good Music D.J., I've done it. . . . Let me hear from you, RADIO OR TV. must make move in June. Will travel anywhere.

Box 159F, BROADCASTING

Situations Wanted—(Cont'd)

Announcers

WE HAVE NEW D.J.'s

All sizes, all colors, all ages, all sexes. And all willing to work—eager to please. No prima donnas. Costs you nothing to get their tapes. Tell us what you want. Placement Dept., J. B. Johnson School, 930 F St., N.W., Washington 4, D. C.

TELEVISION

Help Wanted—Management

AVAILABLE NOW

A TV Sales Management executive position in Michigan's Second City. Require strong sales and administrative background. Rush experience resume, references and salary needs. All replies confidential.

Box 962E, BROADCASTING

TELEVISION

Situations Wanted—Sales

TELEVISION SALESMAN - SALESMANAGER

TV experience includes General Sales Manager, top fifty market, National Sales Manager two smaller markets. Know sales thoroughly including local pavement pounding. Radio management experience. Finest references including all employers. Happily married, family, own home age 38. In radio and TV since 1945. Convention interview possible. Let's talk it over.

Box 933E, BROADCASTING

Production—Programming, Others

TV NEWS DIRECTOR

TV newscaster in major market, former news director with 14 years radio-TV news background, seeks large market news director or newscasting position.

Box 128F, BROADCASTING

FOR SALE

Equipment

FINGER TIP CONTROL FOR MOUNTAIN TOP FM TRANSMITTERS

with the MOSELEY RRC-10 Radio remote control system. Complete with 950 mc STL, antennas, transmitter control and metering units. For more information visit BOOTH 35B, NAB Convention or write

MOSELEY ASSOCIATES

4416 Hollister Ave. P. O. Box 3192
Santa Barbara, Calif.

STATIONS — FOR SALE

SOUTHERN OHIO

Major market, outstanding daytime facility. $130,000. 29% down. Qualified principals only.

Box 898E, BROADCASTING

FOR SALE
ANNOUNCER'S SCHOOL

East Coast major market. Money Maker. Working announcers as instructors. Good enrollment; can be expanded. Now running absentee. Member Better Business Bureau, Bd. of Trade, etc. $35,000 cash required.

Box 983E, BROADCASTING

Michigan Fulltimer

Owners leaving broadcasting.

Firm Price—$100,000

Box 114F, BROADCASTING

Group wishing to purchase radio stations interested in joining experienced operator manager who would like to expand.

Box 147F, BROADCASTING

100% INTEREST

In southeastern 1000 watt daytimer. $5,000 cash, and assumption of $10,000 liabilities. Balance at $500.00 monthly for 6 years, then $200.00 monthly for 5 years. No interest on balance. Total price $63,000. The low down payment and station potential makes this an attractive offer. Only qualified buyers need apply. Write:

Box 152F, BROADCASTING

2 BROADCASTING STATIONS

For sale in large city. Inquire at GUARANTEE RADIO BROADCASTING CO., 1314 Iturbide St., Laredo, Texas.

Ala	medium	fulltime	$ 65M	22dn
Ariz	metro	regional	300M	29%
Calif	small	1kw-D	175M	29%
Fla	medium	fulltime	175M	29%
Ga	single	fulltime	175M	29%
Ind	single	regional	125M	cash
Idaho	medium	daytimer	90M	29%
Iowa	single	fulltime	87M	25dn
La	metro	fulltime	315M	29%
Miss	single	daytimer	40M	15dn
N.C.	medium	fulltime	150M	terms
N.Y.	single	fulltime	48M	cash
N.D.	medium	daytimer	90M	29%
Ohio	single	daytimer	120M	29%
Ore	medium	fulltime	117M	terms
S.C.	single	daytimer	75M	20dn
Tenn	single	daytimer	65M	29%
Texas	metro	daytimer	225M	terms
Va	single	daytimer	80M	25dn
Wash	metro	daytimer	100M	29%

And Others

NAB Convention, Sheraton Park, Suite B-123-5

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

WESTERN OREGON

Splendidly located 250 watt daytimer. Owner must sell due to illness. $75,000 —Terms.

HARRIS ELLSWORTH
Licensed Broker
P. O. Box 509 Roseberg, Ore.

PENNSYLVANIA DAYTIMER

— One Station Market —
$25,000 Down, Good terms
Real Estate Included
W. B. GRIMES & CO.
2000 Florida Ave., N.W.
Washington 9, D. C.
DEcatur 2-2311

GUNZENDORFER

Wilt Gunzendorfer will be at the Sheraton Park beginning May 5 for the NAB Convention. During the Convention he will be available for consultation regarding the purchase and sale of radio and tv properties. Consult the NAB Convention Director for his suite number.

WILT GUNZENDORFER AND ASSOCIATES

8630 W. Olmypic, Los Angeles 35, Calif.
Licensed Brokers *Financial Consultants*

Brand new listings first time advertised. Fla. regional day $160,000 1/3 down—Va. 5,000 watter $215,000 29%—Fla. regional day $175,000 29%—Ga. regional day $225,000 terms.—Fla. major $240,000 terms. Others! PATT McDONALD CO., BOX 9266, GL. 3-8080, Austin, Tex.—Paul Yates, Jr., Box 1396, FA. 2-5488, Sanford, Fla.—Bill Trotter, Box 5411, EX. 7-3219, Memphis 6, Tenn.—Mrs. Gerry Switzer, 1620 W. 3rd., EL. 2-2163, Taylor, Tex.—Jack Koste, 60 E. 42nd., MU. 2-4813, NY 17, NY.

STATIONS FOR SALE

ROCKY MOUNTAIN. VHF. Top network. Gross $250,000 annually. Asking $400,000 plus assumption of obligations. Includes valuable real estate. Terms.

SOUTHWEST. Top market. Old, established full-time facility. Doing $16,000 monthly. Asking $275,000 with 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

WANTED TO BUY

Stations

$100,000
CASH AVAILABLE

To use as down payment for all or 50% of fulltime radio station. Prefer middle to large market within 90 minutes flying time from New York City. Will assume active management, principals only. All replies confidential.

Box 868E, BROADCASTING

EMPLOYMENT SERVICE

JOBS IN RADIO & TV
THROUGHOUT
THE SOUTHEAST

Talent scouts for the station you're looking for — free registration — confidential service. Immediate job openings for—
Announcer-Engineers
Engineer-Salesmen
Announcers-Newsmen—DJ's

PROFESSIONAL PLACEMENT
458 Peachtree Arcade, Atlanta, Ga.

MISCELLANEOUS

RADIO and TELEVISION
STATIONS

Ready cash for your unsold time with our Special Promotion Plan.

Write—
Wire—
Call Collect—

THRIFTIME, INC.
527 Lexington Avenue
New York City
PLaza 2-3242

NEED HELP?

LOOKING FOR A JOB?

SOMETHING TO BUY

OR SELL?

For Best Results

You Can't Top A

Classified Ad

in

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 130

to change anti-trans. location; make changes in ground system; and change studio and remote control point.

WOSC Fulton, N. Y.—Granted cp to make changes in ant. system; increase ant. height and side-mount fm ant. on am tower; conditions.

KLCB Libby, Mont.—Granted cp to change ant.-trans. and studio location; make changes in ant. system (increase height), ground system, and install new trans.; remote control permitted.

KRDU Dinuba, Calif.—Waived Sec. 3.30(a) of rules and granted mod. of cp to extent of permitting establishment of main studio at Englehardt and Nebraska Avenues approximately one mile northeast of corporate limits of Dinuba.

WZRH Zephyrhills, Fla.—Granted mod. of cp to change ant.-trans. and studio location (same description).

KRAN Morton, Tex.—Granted mod. of cp to change ant.-trans. and studio location.

WORA Mayaguez, P. R.—Granted mod. of cp to change type trans.

WSWM (FM) East Lansing, Mich.—Granted mod. of subsidiary communications authorization for changes in transmitting equipment.

Tv translator

Northern Television Inc., Delta Junction, Alaska—Granted cp for new vhf tv translator station on ch. 3 to translate programs of KTVF (ch. 11), Fairbanks. Action April 25.

License renewals

KVOO Tulsa, Okla.; KOLD Tucson, Ariz.; WAZE Clearwater, Fla.; WBYG Savannah, Ga.; WCBM & aux. Baltimore, Md.; WDOL Athens, Ga.; WAPI-AM-FM-TV, main trans. & ant. & aux. Birmingham, Ala.; WAKE & alt. main, Atlanta, Ga.; WSRO Marlborough, Mass.; WMAZ-AM-FM-TV Macon, Ga.; WENN Birmingham, Ala.; WCRE Cheraw, S. C.; WGBA & aux. Columbus, Ga.; WMIA Arecibo, P. R.; WACL & aut. main Waycross, Ga.; KFKU Lawrence, Kans.; WTHG Jackson, Ala.; WEAR-TV Pensacola, Fla.; KBIA Columbia, Mo.; KCHI Chillicothe, Mo.; KREI Farmington, Mo.; KCRB Chanute, Kans.; WINI Murphysboro, Ill. Actions April 26.

WMDF Mount Dora, Fla.—Granted (1) renewal of license and (2) assignment of license to WMDF Inc.; change from partnership to corporation composed of Hellmut E. and Dorothy C. Lippmann (72% interest) and three new stockholders who purchased collective total of 28% interest. Chmn. Minow not participating. Action April 26.

KASL Newcastle Wyo. — Granted (1) renewal of license and (2) transfer of control from Stella Sue Parrott and William L. Fisher to Northern Wyoming Bcstg. Corp. (Malcolm D. Wyman, president, and two other stockholders have interests in KBBS Buffalo, Wyo.); consideration $40,000. Action April 26.

KWNA Winnemucca, Nev.; KENL Arcata, Calif.; WDSR Lake City, Fla.; WHAR Clarksburg, W. Va.; WVJP Caguas, P. R.; WJCT* (TV) Jacksonville, Fla.; WRUF, WRUF-FM Gainesville, Fla.; WDOV, WDOV-FM Dover, Del.; WKIZ Key West, Fla.; WBAM & aux. Montgomery, Ala.; WHAY New Britain, Conn.; KXLU* (FM) Los Angeles, Calif.; WBPZ Lock Haven, Pa.; WWIL, WWIL-FM, Fort Lauderdale, Fla.; WZOK Jacksonville, Fla.; WMVG Milledgeville, Ga.; WPLK Rockmart, Ga.; WTRW Two Rivers, Wis.; KBMX Coalinga, Calif.; KGEN Tulare, Calif.; WILZ St. Petersburg Beach, Fla.; KFAB Omaha, Neb. (Comr. Bartley dissented); KVON Napa, Calif.; WMIE Miami, Fla. Actions April 20.

Short-term renewals

■ Commission granted applications of Indian River Bcstg. Co. for renewal of license of WIRA and license to cover cp for WIRA-FM Fort Pierce, Fla., for limited time to May 1, 1962, to afford licensee opportunity to demonstrate that it will operate in full compliance with commission's technical and other rules. Action April 26.

Petitions for rulemaking

FILED

CB and DXing Horizons Magazine, Modesto, Calif.—Requests amendment of rules to change height restriction as relates to ant. of class D stations from 20 foot above height of existing object, to height limit of 30 feet. Ann. April 21.

Huntsville Bcstg. Co. Inc., Huntsville, Ala.—Requests allocation of ch. 25 to Huntsville, Ala., by making following proposed changes:

	Present	*Proposed*
Huntsville, Ala.	31	25, 31
Guntersville, Ala.	40	62
Humboldt, Tenn.	25 (1)	68
Dalton, Ga.	25	71

Ann. April 21.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING April 27

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,531	42	132	801
FM	794	69	200	122
TV	486[1]	56	86	97

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING April 27

	VHF	UHF	TV
Commercial	464	78	542
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by the FCC (Jan. 31, 1961)

	AM	FM	TV
Licensed (all on air)	3,522	758	486[1]
Cps on air (new stations)	30	71	54
Cps not on air (new stations)	128	204	83
Total authorized stations	3,680	1,033	635
Applications for new stations (not in hearing)	622	73	29
Applications for new stations (in hearing)	170	28	64
Total applications for new stations	792	101	93
Applications for major changes (not in hearing)	550	45	34
Applications for major changes (in hearing)	256	4	22
Total applications for major changes	806	49	56
Licenses deleted	0	0	0
Cps deleted	0	0	1

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

Physical Fitness Programs Require Sensible Planning

Regular Exercise, Well Balanced Diets, Mental Growth Are All Elements of the Training Our Young People Need

Sore Feet, Aching Muscles Predicted

Forrest Evashevski, Iowa's all-time great football coach who is serving as physical fitness adviser to the Youth Peace Corps, feels that one of the first tasks facing the Corps in its training program is to teach our young people how to walk since most of them will have to rely upon their own legs and feet for much of their transportation while they work overseas. While this might seem amusing to some people, actually it is a confession of failure in our training of our young people that should arouse all of us.

It seems almost ridiculous to discuss the need for a highly civilized country to teach its young people how to walk, but this is exactly what we must do since we have so blindly ignored, most of the time, the fact that good health is not something conferred upon the human being but instead is the earned reward for developing sane and sensible bodily care habits from infancy on.

President Kennedy has taken action to make the American people more conscious of the need for physical fitness programs, and this is an important step forward. It seems that most of us give far more attention to keeping our automobiles in excellent running order than we give to keeping our own bodies in good shape—from the weight control point of view as well as in terms of general good health and a feeling of well-being.

Many Factors Affect the State of Fitness

While there is nothing new about the appeals for more physical fitness programs, it is certainly to be hoped that now we might actually realize how much we really need such efforts and proceed to develop sensible programs. There are some enthusiasts who feel that physical fitness is nothing more than a matter of doing calisthentics an hour each day. There is an endless parade of food faddists who promise that good health results from eating one special "nature food" or another.

Physical fitness—or the good health of the body—is not the result of exercise nor of diet alone. Each human being is a completely different individual from every other human being. No one program of body conditioning and maintenance fits all of us. The best that the scientists can do is to set down some general rules to which each of us must learn to adjust our own individual selves.

Fitness is a combination of many things. It includes feeding the body the proper kinds of foods in the right amounts to provide all the essential food nutrients and adequate, but not excess nor too little, energy. Obesity cannot be part of physical fitness. A body properly nourished then must be used so that our muscles develop and remain useful to us. For most of us, walking provides the simplest and best form of exercise, but any kind of exercise, provided it is done regularly and not just on weekends or in the summer months, helps us to keep fit.

Training Must Begin Much Earlier

The subject of physical fitness is of little concern to most of us until we realize that we aren't fit, that we aren't getting out of life all that we had hoped to simply because we must waste too much time taking care of bodies that in so many cases are needlessly much less fit than they should be. Teaching our children, very early in life and all through the school years, proper care of their physical selves is certainly as important as concentrating on teaching them to enjoy spectator sports and to use their mental capacities. They must be taught sound eating habits and be helped in developing exercise habits that they will find pleasant and will continue throughout life.

Except for the professional athlete whose livelihood depends upon the state of his physical fitness, such bodily fitness is not an end in itself, of course. It may be that we have failed to teach physical fitness adequately because we have not fully realized that, for most human beings, mental achievement comes easier to those who have learned how to nourish and to care for their physical selves in order to have a sound body in which the brain can operate efficiently.

Physical fitness programs deserve much more of our attention, as parents and as citizens of our communities, but let's approach these programs on a sane and sensible basis. Let's not look at them as merely expanded athletic programs for our schools. All of us ought to work with school and other young people's groups, as well as those organizations concerned about us older folks too, to help develop the kind of physical fitness programs that will encourage long-lasting and pleasant habits.

As dairymen whose products have played an important part in providing for the American people a highly nutritious diet, we pledge our support to President Kennedy and to all others who seek to develop sensible physical fitness programs.

AMERICAN DAIRY ASSOCIATION

The Voice of the Dairy Farmers in the Market Places of America

20 North Wacker Drive
Chicago 6, Illinois

OUR RESPECTS to Robert Dennis Wood, vp and manager, KNXT (TV)

To know what people want, get out among them

"When you're a station manager you can't operate in a vacuum. You must know what's going on in your community if your station is going to be any sort of an influence in it," Robert Wood, general manager of KNXT (TV) Los Angeles, said last week.

Practicing what he preaches, Mr. Wood can be found several times a month on the rostrum of some citizens' group—PTA, businessmen's service club or some other civic organization —explaining his station's programming policies and practices.

"Meeting your audience face to face on their own ground is one very good way to learn how your programming is going over," Mr. Wood observed. "They're really interested in what they and their children are getting from tv and they don't pull their punches. But neither do they stint their compliments when they like what they watch. I always come away from these sessions with a zeal to do a better job than we are doing, and I believe we're doing a pretty good job already."

Pointing With Pride ▪ One of KNXT's achievements of which Bob Wood is especially proud began last New Year's with a local live 90-minute broadcast of G. B. Shaw's "Candida" which won such critical acclaim and audience approval that it was expanded into a series of five programs. The second, "Affairs of Anatol," aired early in April, was also well received. The rest of the programs aren't set, but the third may well be an American historical drama, broadcast on the Fourth of July. Lincoln Savings & Loan, which sponsored "Candida," is going along with KNXT for the full series.

Another of his special prides is *Odyssey,* an educational series that goes on five mornings a week at 6:30-7 a.m. "It's easy to laugh at the idea of scheduling a serious series at this hour of the day," Mr. Wood declared, "but it's not so easy to laugh off a daily audience of about 75,000 people. We suspect we couldn't reach as many with these educational programs at any other time. Many viewers are teachers, who have to be in their classrooms by 8 a.m., but our mail tells us there are a lot of viewers with no reason for watching except that they enjoy what they see with their breakfast coffee or before they get out of bed."

More Public Affairs ▪ "Then there are our special documentaries, like 'Hellflower' on the narcotics problem, which got us a lot of appreciative comment from civic leaders. And our regular weekend shows like *Insight,* on Sunday, with religious leaders presenting the teachings of the Bible to today's viewers in today's idiom. Or Saturday's noontime *Look and Listen,* explanations of the world around us that I enjoy watching with my own youngsters. Not to mention our 30 news programs a week and our sports shows like the Saturday races now and the Rams football games in the fall.

"It's a funny thing. I started in broadcasting in sales and spent all my time in sales until I got to be manager. Now sales are only one of my concerns. Being sales oriented, I can catch up quickly on problems in that area. Consequently, much of my times is spent with our program and public affaris people to see what we can do that's better than what we have done."

Almost a Native Son ▪ Robert Dennis Wood missed being a native Californian by two months, that being his age when his family moved from Boise, Idaho, where he was born April 17, 1925, to Beverly Hills, where Bob spent his boyhood. He graduated from Beverly Hills High School in 1942 and promptly enlisted in the Navy, spending 3½ years as a pharmacist's mate, chiefly in the South Pacific.

Back home at war's end, Bob resumed his education at USC, where he majored in advertising. Inspired by a talk with Donald W. Thornburgh, then vice president in charge of the CBS Western Div. and manager of KNX, CBS-owned radio station in Los Angeles, he jumped the gun and went to work as traffic manager of the KNX sales department a month before his graduation in June 1949. A year or so later the combined lure of tv and actual selling moved him to the sales staff of KTTV (TV), then the Los Angeles affiliate of CBS-TV. Early in 1951, CBS acquired KTSL (TV) and rechristened it KNXT. Bob stayed on with the now independent KTTV for about another year, then returned to the CBS fold as a salesman at KNXT.



KNTX's Wood
Face to face

In 1954, Bob went east for a stint of Madison Avenue selling as an account executive for CBS Television Sales. The next year he returned to KNXT as sales manager and, on Jan. 1, 1960, was named vice president and manager.

Freeway Fun ▪ In 1949, the same year he got his degree and his first job at KNX, Bob married Nancy Harwell, whom he'd met on campus at USC. They are the parents of two children: Ginny Lu, 8, and Dennis, 5. The Woods live in the Hancock Park section of Los Angeles, an easy 10-minute drive from Bob's office, "but in an emergency I can get there in five and I usually do," he commented. "I only wish I could solve the problems that fast." Credit for getting him there handily goes to his Porsche, whose red body Bob keeps as shiny as a Christmas tree ornament. "It's fun to drive and out here we spend so much time driving that a sports car is one way you can enjoy yourself," he observed. "In a market like this, where we have six other tv stations to compete with, plus more than 40 am and fm radio stations and about 200 newspapers and outdoor advertising and magazines, there's no time for any other hobby."

Active in USC affairs as an undergraduate, Bob Wood has maintained close contact with his alma mater and today is a trustee of an educational foundation and a member of the master plan committee which is now preparing a campaign to finance a multi-million-dollar expansion of the present USC campus. He is also a director of the Los Angeles Better Business Bureau and a member of the Chamber of Commerce, both the L.A. and Hollywood advertising clubs and various other civic and business organizations.

Bob admits to being an avid sports fan. His idea of the perfect way to spend a Saturday afternoon is watching a football game, preferably USC *vs.* UCLA, but he will accept almost any other sports event as a satisfactory substitute. His friends say, somewhat ruefully, that he has modestly overlooked mentioning a remarkable aptitude for draw poker.

Why and what for research

THE television audience is quite possibly the most thoroughly counted and least understood body in existence today. Statistics are endlessly available to show that practically everybody watches television. But why do people watch? What do they look for, and what do they get out of it—and what is the difference between the two?

Up to now, questions like "why?" and "what for?" have been largely overshadowed—if not entirely overlooked—in the rush to find out "how many?" This is not to belittle the importance of the numbers. But it does seem strange that the people who want most of all to please the viewer with their programs and sell him with their commercials should have shown so little interest in finding out what sort of person they're dealing with—or trying to deal with—and what he himself expects from them.

Some pioneering work in this area was completed recently for Campbell-Ewald of Detroit, one of the country's major agencies, and it makes fascinating reading. Details are published elsewhere in this issue; we recommend them to everyone engaged in any way in the television business: broadcasters, programmers, advertisers and agencies alike.

Campbell-Ewald's psychological and sociological study of viewer attitudes confirms much that has been assumed or suspected all along. For this alone it is valuable. But it also refutes some elemental assumptions, and turns up new ideas and trends that could have a fundamental bearing on future tv programming and advertising.

Perhaps the most significant general lesson is that today's television viewers are not the captive audience most of us like to believe. The study finds the viewer independent, restless—and in many cases dissatisfied. Although he is still watching as much as ever, he is watching differently and he is in a mood to do something else entirely—unless television maintains its hold by keeping up with his constantly changing tastes.

The findings are instructive as well as fascinating. We would hope, with Campbell-Ewald, that much more of this kind of research will be done in the future. We hope so for the viewer's sake and for television's sake—which in the end are synonymous.

Throwing the book

ALL doubts about the FCC's intention to toughen its enforcement of broadcast regulations can be composed by a reading of the issues that the commission will investigate in its consolidated hearing of the several related deals involving NBC, RKO General, KTVU and Crowell-Collier in Philadelphia, Washington, San Francisco and Boston.

The issues, as announced last week, include questions of antitrust violations, trafficking in licenses and construction permits, the broadcast of "alarming announcements" that "incited fear," the broadcast of vulgarities, broadcasts in bad taste, operation at unauthorized power, promise vs. performance and exceeding the limits of multiple ownership. Those questions were raised about one or more of the numerous parties involved, and to them was added another: a question whether the huge Philco Corp. is financially qualified to operate a tv station. That question was raised because in Philco's application for NBC's tv facility in Philadelphia (one that NBC wants to dispose of to RKO General) the letter affirming Philco's ability to pay its way was signed by the company president and not endorsed by the company board.

This could be a bloody hearing, no matter which of the charges—if any—are sustained. Major companies are involved, Westinghouse and the *San Francisco Chronicle* in addition to those listed above. The mere setting of a hearing on so complex a collection of transactions and with so disparate a group of powerful entities is in itself a strong indication that this FCC likes the letter as well as the spirit of its laws.

The danger, of course, is that the commission will get tougher than it has to. The temptation to seize power becomes the more irresistible as more power is seized.

Oh promise me

THE American Federation of Musicians learned the rudiments of not missing any bets under the tutelage of its longtime boss, James C. Petrillo. Last week the union turned up a new bet which might just become one of the biggest it hasn't missed in broadcasting.

The AFM discovered the FCC's new interest in measuring performance against promise when considering applications for license renewals. The union asked the FCC not to renew the license of WWL-TV New Orleans because the station had failed to broadcast the amount of live music it had said it would when it was competing for the facility against other applicants.

If this attempt to bulldoze a station into hiring musicians were to succeed, the way would be opened to an endless chain of similar cases. The station that said in its application it intended to carry a local dramatic show could be hit on license renewal by the American Federation of Television and Radio Artists if the show had been discontinued. Never mind that conditions changed from the time of promise to the time of license renewal. If the station originally promised to do the live show, it coincidentally made a commitment to hire live actors. Or at least that is the reasoning of the AFM petition last week.

Of course, the trouble here is not with the AFM—greedy though its purposes may be. It is with the FCC's original reliance upon programming promises in the comparative hearings from which most television stations came and in its present preoccupation with the fiction of promise vs. performance.

To win, an applicant had to promise the moon. To keep his license, he must now deliver it. In the circumstances, the AFM can hardly be blamed for trying to muscle in. The invitation to do so was issued by the government.



Drawn for BROADCASTING by Sid Hix

"Now here's a civil war script with a new twist! It has two brothers, both fighting on the same side!"



. . . AND THIS IS JUST ONE PART OF THE OVERALL "KAY-TALL" PREPARATION FOR ITS IMMINENT PREMIERE IN THE COMBINED SHREVEPORT-TEXARKANA MARKET AND SERVICE TO OVER 300,000 TV HOMES FROM THE TALLEST TOWER IN THE SOUTH . . . 1,579 FEET ABOVE AVERAGE TERRAIN!

BLAIR TELEVISION ASSOCIATES
National Representatives

Walter M. Windsor
General Manager
James S. Dugan
Sales Director

KTAL-TV
Full Power, Channel 6
Slattery Building—Shreveport, La.
Summerhill Road—Texarkana, Texas

EXCLUSIVE NBC OUTLET FOR SHREVEPORT AND THE ARK-LA-TEX SEPT. 3, 1961



WAIT'LL YOU HEAR SING ALONG VOL. II

More than 60 of America's leading, creative radio stations are marching ahead in their markets with **CRC'S SING ALONG JINGLES, Volume I.** And, as a result of this phenomenal acceptance and rousing success of **SING ALONG Volume I,** there's now a **SING ALONG JINGLES, Volume II . . .** 15 stirring new station promotion jingles creating an audience participation with YOUR station I.D.'s unparalleled in broadcast history. Really, they're that good! Call or wire collect TODAY for FREE audition.

Commercial Recording Corp.

Box 6726
Dallas 19, Texas
RI 8-8004

35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

MAY 8, 1961

New federal, NAB leadership, philosophies make this convention The Big One 47

Will Kennedy call on radio-tv broadcasters for 'voluntary' censorship? 48

Tv's first-run film series, once abundant, becoming steadily scarcer 84

CBS-TV affiliates taste new bunch of carrots at network's pre-convention meet 92

COMPLETE INDEX PAGE 7

WGAL-TV
Established 1949

NATIONAL ASSOCIATION OF BROADCASTERS
SEAL OF GOOD PRACTICE
TELEVISION CODE

IN THE PUBLIC INTEREST



WGAL AM FM
Established 1922

SUBSCRIBER
NAB
Radio Code of Good Practices

STEINMAN STATION
Clair McCollough, Pres.

WGAL-TV
CHANNEL 8 · LANCASTER, PA. · NBC and CBS

KVTV, SIOUX CITY, IOWA, WAS ONE OF A VERY FEW TV STATIONS TO WIN A GEORGE WASHINGTON MEDAL FROM FREEDOMS FOUNDATION AT VALLEY FORGE. THIS MEDAL WAS AWARDED FOR KVTV'S LOCAL PRODUCTION, "THE AMERICAN WAY". THE PROGRAM DEALT WITH OUR NATIONAL PURPOSE AND METHODS TO COMBAT COMMUNISM. IT IS AN EXAMPLE OF KVTV'S CONTINUING LEADERSHIP IN PROGRAMMING AND PUBLIC SERVICE TO SIOUX CITY.



KVTV CHANNEL 9 • SIOUX CITY, IOWA
CBS • ABC PEOPLES BRODCASTING CORPORATION
KVTV, Sioux City, Iowa; WGAR, Cleveland, Ohio; WRFD, Columbus & Worthington, Ohio; WTTM, Trenton, N. J.; WMMN, Fairmont, W. Va.; WNAX, Yankton, So. Dakota

YOU WERE THERE

You sat with the nervous nominees . . . you experienced the emotions of the winners . . . you even escorted them to the "Oscar"

and

STUDIO UNIVERSAL

ZOOMAR

made the picture

"ABC brass had high praise for the 10 cameramen who worked the Oscarcast. For those vivid closeups, we're indebted to Jack Pegler and his Zoomar."

Jack Hellman, Daily Variety

Zoomar Lenses bring you Baseball and Football and most important Studio Productions • See Super Studio and Super Universal Lenses in equipment areas at NAB.

JACK PEGLER • BILL PEGLER

Television Zoomar Company • 500 Fifth Avenue, New York City • BRyant 9-5835



Hampson Gary
1934



*Anning S. Prall
1935-1937



Irvin Stewart
1934-1937



*Frank R. McNinch
1937-1939



*Eugene O. Sykes
1934-1939



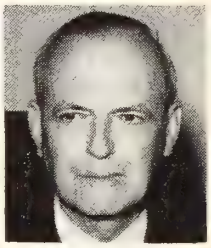
Thad H. Brown
1934-1940



Frederick I. Thompson
1939-1941



George H. Payne
1934-1943



T. A. M. Craven
1937-1944 • 1956-



*James Lawrence Fly
1939-1944



Norman S. Case
1934-1945



William H. Wills
1945-1946



*Paul A. Porter
1944-1946



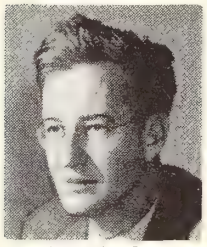
*Charles R. Denny, Jr.
1945-1947



*Ewell K. Jett
1944-1947



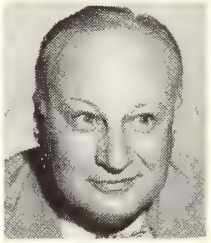
Ray C. Wakefield
1941-1947



Clifford J. Durr
1941-1948



*Albert Wayne Coy
1947-1952



Robert Franklin Jones
1947-1952



Eugene H. Merrill
1952-1953



*Paul Atlee Walker
1934-1953



George Edward Sterling
1948-1954



Frieda Barkin Hennock
1948-1955



Edward Mount Webster
1947-1956



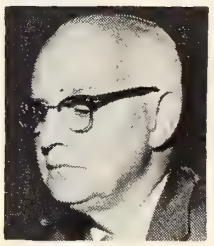
*George C. McConnaughey
1954-1957



Richard A. Mack
1955-1958



*John C. Doerfer
1953-1960



Charles Henry King
1960-1961



*Rosel Herschel Hyde
1946-



Robert Taylor Bartley
1952-



Robert Emmett Lee
1953-



*Frederick W. Ford
1957-



John Storrs Cross
1958-



*Newton N. Minow
1961-

Federal Communications Commissioners July 10, 1934 to May 8, 1961

*SERVED AS CHAIRMAN

WGAL-TV · Channel 8 · Lancaster, Pennsylvania

CLOSED CIRCUIT®

Minow's ultimatum

Unless he makes eleventh-hour switch, FCC Chairman Newton N. Minow will tell NAB convention tomorrow (Tuesday) that if broadcasters don't want to be regulated and mind their manners, they had better get out of broadcasting business. Thrust of his speech, he has confided to associates, will be that there's no law forcing people to get into or remain in broadcasting. Emphasis will be on government franchise and licensee responsibility.

Gamble successor

Search for new president of AAAA to succeed Frederic R. Gamble who retires April 30, 1962, proceeding with thoroughness to match quietness in which it's being conducted. Special committee finds it no simple matter to replace man who's run AAAA since 1929 and headed it since 1944. Committee headed by Robert M. Ganger, chairman of D'Arcy, worked for year, then solicited professional help of Booz, Allen & Hamilton, management consulting firm (which incidentally is well known in radio-tv, primarily through its work for NBC and parent RCA). Presumably committee and BA&H hope to name their pick in ample time to allow him ample indoctrination by Mr. Gamble, who meanwhile is working closely with them.

FCC eschews station break

In spite of public comments by FCC Chairman Minow expressing personal view that FCC would take cognizance of 40-second station-break on ABC-TV if triple-spotting resulted, there was no indication last week that FCC formally will do anything. While no statement was forthcoming, it was assumed that FCC discussed matter last after Chairman Minow received complaint from Young & Rubicam President George Gribbin (BROADCASTING, May 1).

40-second pay-off?

Widely differing estimates can be had on what cash effect 40-second station breaks would have on stations. Some agency sources estimate ABC's five o&o tv stations—ABC is only network yet committed to extend nighttime breaks from 30 seconds to 40—might realize additional $2 million per year. ABC sources talk say its closer to $500,000. And Wm. B. Lodge, vp for affiliate relations and engineering at CBS-TV (which opposes plan but says it'll go along if other networks do), told CBS-TV affiliates in closed session last week that if all networks adopted 40-second plan there just might be no real increase in spot business for any station—that what might happen is that existing spot business would simply migrate into the expanded peak-time periods.

Clear channel count

If vote were taken now, FCC would break down all of remaining 24 clear channels but with requirement that new operations be located so as to provide service to predominantly "white" areas and with requirements for protection through use of directional antennas. While FCC hasn't voted since Chairman Newton N. Minow took over last March, indications are that he does not look with favor on continuance of I-A clears.

Prior to Chairman Minow's induction, FCC was divided 3-3, with Mr. Minow's predecessor, Commissioner Charles H. King, undecided. In favor of duplication of one-half of 24 clears were Commissioners Hyde, Ford and Lee. Favoring full 24 channel breakdown but with safeguards on "white" areas and directionals were Commissioners Craven, Bartley and Cross. If Chairman Minow votes as indicated, full 24 channel breakdown will be decreed with lengthy litigation thereafter.

Does P&G tell Lever?

Procter & Gamble is discouraging its agencies from hiring people associated with competitive accounts at other (non-P&G) agencies. New directive notes that person who has been on competitive account would be considered unacceptable to handle any P&G work (this is interpreted to cover at least one-year period). Does Lever follow P&G lead? Possibly, for when checked last week, Lever spokesman said matter was of concern to Lever and its agencies and to no one else. P&G has promised to "explain and clarify" even further in near future.

Tax bites

Administration tax plan to limit tax deductible food and lodging expenditures to $30 per day brought violent repercussions in broadcasting field. Coming on eve of NAB convention, it was evident last weekend that broadcasters, station representatives, and even advertising agency executives in Washington, would buttonhole their Congressional delegations in vehement protest.

Proposed limitations, it's argued, are unrealistic and would lose more tax dollars than would be gained. Liquor, food and hotel industries, which are large tax sources would be first to suffer along with all modes of transportation. Advertising agencies and other sales groups dependent in large measure upon travel and entertainment selling would be severely affected. All this presumably will be told Senators and Congressmen this week in Washington.

Post-election inquiry

Last fall's political campaigns still are matter of interest to FCC, which has asked further questions from approximately 125 am stations which reported they carried no political broadcasts of any kind. Latest inquiry seeks all formal and informal contacts with candidates and their supporters, whether or not official request for time was made. No tv stations received letter because practically all of them carried political announcements, at least, during campaigns.

Liaison man needed

Federal Trade Commission, which is about to establish media surveillance group, wants to establish liaison with single key man in each branch of advertising and media. This, it hopes, would expedite coordination of investigative activities on suspect advertising campaigns. Works other way, too. Media men often call FTC for advice on questionable advertising, but under present policy agency staff is forbidden to express opinion.

No Paar counter

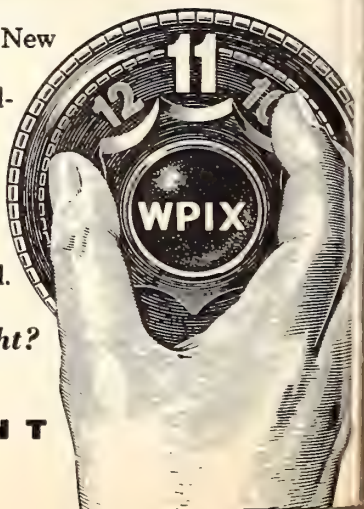
ABC-TV, it now develops, may not program to compete with *Jack Paar Show* on NBC-TV after all. ABC-TV previously had said in 1961-62 season it would enter late night programming (variety show or Warner Bros. hours previously seen on network). ABC-TV continues to plan to program its 15-minute segment of news, starting at 11 p.m., but temporarily has "withdrawn" additional time from sale. Reportedly it would re-open segment if it obtains one "major" advertiser.

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We don't believe in hiding honors under a bushel. Particularly this one. WPIX is the *only* New York independent TV station qualified to display the National Association of Broadcasters' *Seal of Good Practice*. It's far from being an empty honor – it has real and valuable meaning for *you*, our advertisers. It is an assurance of *specific* higher standards of programming and commercial practices. WPIX is the only independent *with* the Seal.

Where are your 60-second commercials tonight?



NEW YORK'S PRESTIGE INDEPENDENT

WEEK IN BRIEF

What's the New Frontier doing to broadcasters, and what's in store next? These two basic problems dominate NAB's Washington convention. President Kennedy, FCC Chairman Minow and Gov. Collins head the agenda. See . . .

CONVENTION LEAD STORY . . . 47
ON TAP IN WASHINGTON . . . 72
WHERE TO FIND IT . . . 74

And now peacetime censorship? President Kennedy's proposal for voluntary censoring by media applies directly to broadcasters, according to White House. Exclusive text of stand-by government censorship plan. See . . .

RADIO-TV CENSORSHIP NEXT . . . 48

A few years ago 29 first-run film properties were released for tv use in 12 months; last year only eight were released. That's the trend in the film business. An analysis of what's going on in movie marts. See . . .

FIRST-RUN HEYDAY PAST . . . 84

A package of goodies for affiliates is coming out of the CBS-TV basket. New York station meeting hears of new business practices, tv news recording service, reexamination of rates and new programs. See . . .

CBS WOOS AFFILIATES . . . 92

Programs must be improved, according to one of broadcasting's leading executives, CBS Chairman William S. Paley. He tells CBS-TV affiliates the alternatives will be loss of audience and federal intervention. See . . .

MUST: QUALITY PROGRAMS . . . 100

Agencies and advertisers are always hunting for time-selling trends in tv. Weed Television Corp., national representatives, makes a study of the subject. Report is making NAB convention rounds. See . . .

TRENDS IN TV PACKAGES . . . 56

Twenty years ago FCC took a probing look at network methods and came up with some key changes. Now it's going to probe network option time but there's a catch—the details await a federal court ruling. See . . .

OPTION TIME RULE-MAKING . . . 114

The amount of digestible information available to station managers in analyzing their depreciation programs, is disappointingly scant. But there's light on this topic in special survey covering over 100 stations. See . . .

RADIO-TV DEPRECIATION . . . 106

Radio's bright spots keep appearing in more places as the weeks pass. One trouble area, network radio, has its good and poor moments. ABC Radio affiliates get report showing progress made during past year. See . . .

ROSY ABC RADIO PICTURE . . . 76

The argument over ABC-TV's proposal to lengthen station breaks to 40 seconds, which went all the way up to the FCC, is continuing. Young & Rubicam restates its opposition to any lengthening of breaks. See . . .

MINOW IN 40-SECOND DISPUTE . . . 128

There's a bigger place for women in broadcasting and they're on their way to getting it, NAB President LeRoy Collins tells convention of American Women in Radio & Television. Montez Tjaden, KWTV, new president. See . . .

MORE DISTAFF LEADERSHIP . . . 80

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QUALITY TELEVISION BUILDS A NEW HOME IN RICH, RICH SOUTHERN NEW ENGLAND

HIGH ATOP A NEARBY SEVENTEEN STORY BUILDING, STEEL RIGGERS INSTALL A BEAM BENDER, AS BROADCAST HOUSE BELOW NEARS COMPLETION. THE BEAM BENDER WILL REDIRECT THE TELEVISION SIGNAL FROM THE WTIC-TV STUDIOS TO THE TRANSMITTER ON AVON MOUNTAIN, SEVEN MILES DISTANT.

WTIC-TV 3 HARTFORD, CONNECTICUT

REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

CBS-TV affiliates vote to back option time

PALEY REPORTS COUP: EISENHOWER FILMING PROJECT

Embattled principle of network option time won new pledge of support from CBS-TV affiliates in resolution announced Friday as they ended their two-day annual conference (earlier stories page 92). By vote described as unanimous, affiliates called option time "basic and necessary" to successful tv network operation and promised to "continue to defend this principle" through CBS-TV Affiliates Assn.'s "delegated representatives" in forthcoming FCC proceedings.

In what CBS-TV authorities called major programming coup, William S. Paley, CBS board chairman, announced that four or five days of informal conversations with former President Eisenhower will be filmed later this month for subsequent presentation on *CBS Reports*. There was no immediate indication as to whether one or several programs would result. Mr. Paley said Gen. Eisenhower would discuss with CBS newsman Walter Cronkite "the presidential office and its effect on history during his eight years in the White House"; that whole "living document" would be valuable to future historians and that "parts . . . may be shared with our television audiences in the foreseeable future as a public service." Fred W. Friendly, executive producer of *CBS Reports*, will supervise production.

Mr. Paley called it "one of the most exciting and significant projects in CBS history." Other CBS authorities called it a coup, in that ABC's news vice president, James Hagerty, as White House news secretary in Mr. Eisenhower's administration, had been widely presumed to have inside track in lining up tv appearances by former President.

Mr. Paley, who announced Eisenhower project during Friday luncheon address (see page 100), received standing ovation and also was honored by resolution supporting his call for high program standards and commending him personally for his 34 years as "the most persuasive advocate, the most imaginative planner, and the most effective administrator of broadcast programming based upon a policy calling clearly for the highest standards of quality."

JFK on campaign costs

Federal government should bear part of high cost of political campaigning, President Kennedy said Friday. He expressed hope system could be devised for government to bear "major burdens" of cost of presidential campaign. He said he would strongly support any legislation to this end.

Kennedy issues order on federal ethics

President Kennedy Friday barred government officials from all outside employment or activities that would reflect on their official jobs.

In issuing executive order on ethics, President said no official shall engage in any activity or employment not compatible with full and proper discharge of his position.

Order applies to all heads and assistant heads of departments and agencies, full time members of boards and commissions appointed by President, and to White House staff.

Banning gifts, fees, compensation or expenses, Presidential order itemized circumstances where acceptance may result in or create appearance of:

Private gain, preferential treatment, impedance of efficiency or economy, lack of independence or impartiality, decision outside official channels, derogation of public's confidence in integrity of government.

Ban extends to accepting fees for writing, lecturing or consulting, but permits government officials to have expenses paid when such does not include entertainment, gifts, "excessive" personal living expenses or other personal benefits.

President said it's all right for government chiefs to participate in charitable, religious, educational, public service activities—and even politics where not prohibited by law.

Special directives for internal use should be drawn up by agencies concerned, President said.

IAAB delegates denounce Russian-Cuban affair

Strong resolution denouncing intervention of "extra-continental" nation in Cuba, subjecting island and rest of hemisphere to offensive, subversive action, was to come before Inter-American Assn. of Broadcasters over weekend at Washington meeting (see early story page 83).

Resolution draft said every state should take emergency steps to defend democratic form of government. IAAB members would be directed to contribute to efforts of their governments in defense of democracy.

Jose A. Mora, secretary general of Organization of American States, told IAAB radio and tv have major role in defending hemisphere freedom. Commissioner Rosel H. Hyde of FCC and Herbert E. Evans, Peoples Broadcasting Co., were speakers at opening session Friday.

Donald W. Coyle, president of ABC International Television Inc., said in address slated for Saturday delivery that western nations should be prepared to demand adequate frequencies when International Telecommunications Union meets in 1962. He said advertisers are ready to invest increased sums in foreign markets.

30 million watch man-in-space shot

Three major tv networks went all out covering man-into-space shot on Friday (May 5) programming total 14 special telecasts during day. NBC-TV went on air at 10:22 a.m. and CBS-TV and ABC-TV followed one minute later, with live pool coverage of launching and voice reports on recovery of astronaut and space capsule. Each network supplemented coverage with interjection of exclusive special material narrated by their own anchormen—Bill Shadel (ABC), Walter Cronkite (CBS) and Robert Abernethy (NBC). ABC carried broadcast until 11:33 a.m., CBS and NBC terminated at 11:30 a.m.

American Research Bureau estimated that some 30 million viewers watched space flight with peak audience between 11-11:15 with 31.4 million people tuned in.

Second special went on between 12:30-1:30 p.m. with all three networks carrying live telecast of news briefing on evaluations of flight.

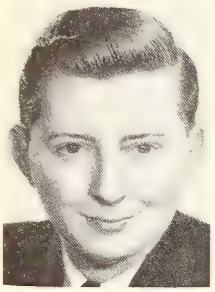
CBS and NBC presented another special at 2-2:30 p.m. involving voice tape recordings of astronaut's reports back to Project Mercury control center while in flight.

First film coverage of recovery operation was scheduled by all networks for late Friday afternoon.

Evening programming included special broadcast by ABC-TV at 7:30-8 with science editor Jules Bargman recapitu-

more AT DEADLINE page 10

WEEK'S HEADLINERS



Mr. Dawson

W. Thomas Dawson, vp in charge of advertising and promotion for CBS Radio since January 1960, appointed to newly created post of vp, Information Services. He will be responsible for CBS Radio's activities in press information, promotion and advertising. From 1957 to 1960, Mr. Dawson was director of sales promotion and research for CBS-TV Spot Sales, and earlier had been with WBBM-TV Chicago.



Mr. Hirschberg

Sanford L. (Sandy) Hirschberg named president of New York office of W. B. Doner Co. Mr. Hirschberg has been executive vp of agency and its New York predecessor Doner & Peck Inc., since 1957. Formerly he was vp of Dowd, Redfield and Johnstone. Prior to that he was with Norman D. Waters agency and was also former vp of Hicks & Greist Inc. Mr. Hirschberg replaces **Sidney Garfield** who resigned.



Mr. Wylly

Richard D. Wylly, of Sullivan, Stauffer, Colwell & Bayles, N. Y., elected senior vp. Mr. Wylly, who joined agency in 1957 as vp and creative director, was previously with Benton & Bowles, that city, where he spent eight years as vp and copy supervisor. Before that he served Ted Bates & Co. for three years as copy executive, and Lord & Thomas (now Foote, Cone & Belding) for four years as copywriter.

For other personnel changes of the week see FATES & FORTUNES

lating events; *Freedom 7,* 30-minute summary presented by NBC-TV (8-8:30); and "Our Man in Space," on CBS-TV's "Eyewitness to History" (10:30-11).

BBC-TV utilized services of Sports Network Inc. and its subsidiary, National Video Tape Productions, to get tape coverage of event for same day showing in England. BBC producer in national video tape mobile unit at Idlewild Airport edited feed of pool telecast and sent tape to London by jet.

Senators to hear bill on agency procedures

Senate Judiciary Subcommittee on Administrative Practice & Procedure will hold hearings May 18-19 on bill (S 1734) designed to speed up procedures before FCC and other regulatory agencies.

Measure would extend authority of hearing examiners, making their decisions final unless reviewed by full commission on narrowly defined grounds.

Sen. John A. Carroll (D-Col.), chairman of administrative subcommittee, is sponsoring bill.

CBS-TV signs Kimberly-Clark

Kimberly-Clark Corp. (Kleenex and Delsey products), Neehah, Wis., ordered alternate-hour sponsorship of CBS-TV's *Defenders* series next season (Sat. 8:30-9:30 p.m. NYT). Agency: Foote, Cone & Belding Inc., Chicago.

Coty's $1 million to D-F-S

Coty Inc., which ended its four-year association with BBDO Inc., last month, has placed its more than $1 million in advertising billings with Dancer-Fitzgerald-Sample Inc. It's estimated that about 75% of these billings are in broadcasting media. Coty puts out line of cosmetics.

XTRA all-news format beamed at California

XTRA (formerly XEAK) Tijuana, Mexico, began operation Saturday (May 6) as all-news radio station, identifying itself as "X-TRA NEWS." Station broadcasts on clear channel 690 kc with 50 kw from transmitter in Lower California, with programming in English directed up California coast. XTRA is owned by Radio Difusora, represented by Texas Triangle, headed by Gordon McLendon (licensee of KABL San Francisco, KLIF Dallas, WYSL Buffalo, KILT Houston, WAKY Louisville, KTSA San Antonio, and KEEL Shreveport, La.).

Cy Ostrup has been named Texas Triangle vice president and general manager of new Los Angeles offices at 5455 Wilshire Blvd. Daren F. McGavren Co. will be national sales representative for XTRA.

NC&K gets C-P's $4 million

Colgate-Palmolive Inc. handed its approximately $4 million in Ajax brand billings (estimated $3 million in radio and tv) to Norman, Craig & Kummel. Account was previously with McCann-Erickson, which lost business because of reported product conflict (also see story, page 58). NC&K already handles several other Colgate brands including Veto deodorants, Cashmere Bouquet soap and two products in test markets.

College credits program scheduled by CBS-TV

CBS-TV will carry *The College of the Air,* college-credit program, next season with *Learning Resources Institute,* which had presented *Continental Classroom* for NBC-TV, as producer. *College* will be sent over lines 1:05-1:30 p.m. (NYT) weekdays, with stations permitted to telecast on delayed basis. First course will be on modern biology.

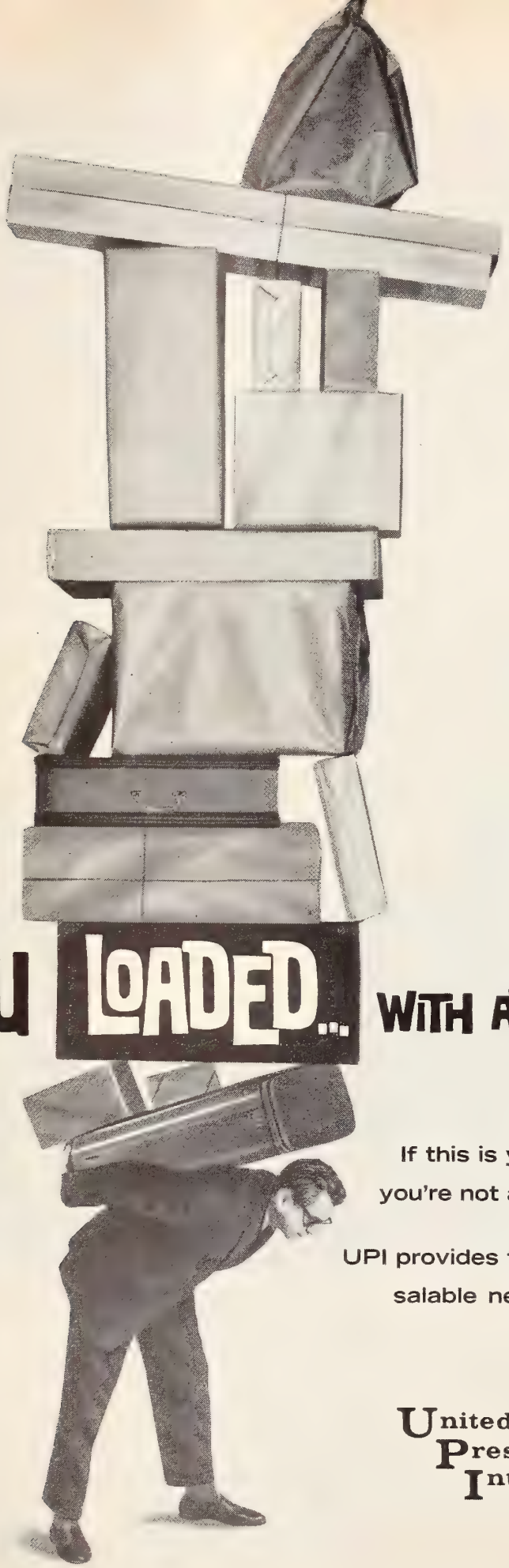
NBC-TV, meanwhile, has prepared its own college-credit show, using time slot (6-7 a.m. weekdays) now filled by *Classroom.* NBC-TV expects to get financing for half-hour course on government. Other 30 minutes would be earmarked for repeats of currently televised contemporary mathematics course (on *Classroom*).

Capital Cities buying WPAT?

Capital Cities Broadcasting Corp. was reported last Friday (May 5) to be close to agreement to buy WPAT Paterson, N. J., for price said to be in excess of $5 million. It was believed that Dickens J. Wright, president-general manager of WPAT, would obtain stock interest in new setup.

Brand Names re-elects Poor

John B. Poor, vice president, RKO General Inc., was re-elected treasurer of Brand Names Foundation. Elected to foundation's board were James T. Aubrey Jr., president, CBS-TV; Norman E. Cash, president, Television Bureau of Advertising, and Kevin B. Sweeney, president, Radio Advertising Bureau.



ARE YOU LOADED... WITH AVAILABILITIES?

If this is your problem,
you're not a UPI station.

UPI provides the complete,
salable news package.

United Press International (UPI)



there is nothing harder to stop than a trend



ABC-TV only network to show over-all audience gain this year*

Over-all audience gain or loss, 1961 over 1960†	
ABC-TV	+12%
NET Y	[illegible]
NET Z	[illegible]

Source: Network home hours (Average Audience homes x commercial hours viewed). National Nielsen TV Reports, 1 January through 11 March, 1961 vs. similar period 1960. All sponsored hours, 6:30-11 P.M. Sun., 7:30-11 P.M. Mon. through Sat.

One network's loss, as the fellow said, is another's gain.

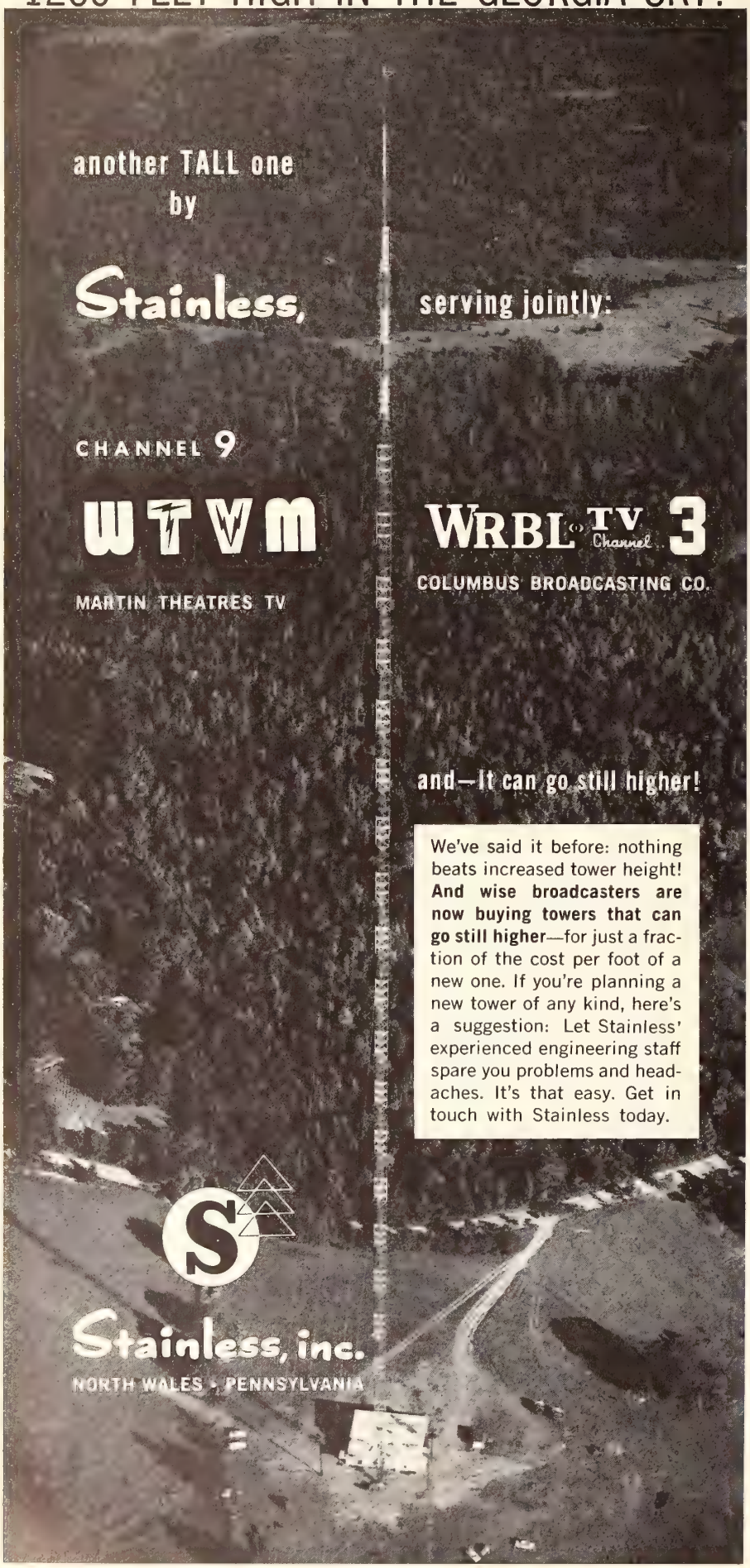
And, actually, our 12% jump this year gives us a neat 35% share of network viewing for the period.* An average of 9,099,000 homes per minute delivered for the advertiser.

The reason, of course, lies in such uptrending reasons as *The Untouchables, My Three Sons, The Real McCoys, 77 Sunset Strip, The Flintstones*, etc.

Why not uptrend with us?

ABC TELEVISION NETWORK

1260 FEET HIGH IN THE GEORGIA SKY!



DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

MAY

May 1-31—**National Radio Month.**

May 7-10—**NAB** annual convention. Sheraton Park and Shoreham Hotels, Washington.

May 7—**Assn. of Maximum Service Telecasters,** annual membership meeting. 9:30 a.m. Palladian Room, Shoreham Hotel, Washington, D. C. Board of directors will meet May 6, also in Washington.

*May 7—**ABC Radio Affiliates,** meeting. 10 a.m., Sheraton-Park Hotel, Washington, D.C.

*May 7—**NBC-TV Affiliates,** meeting. 12 noon, Sheraton-Park Hotel, Washington, D.C.

*May 7—**ABC-TV Affiliates,** meeting. 2 p.m., Sheraton-Park Hotel, Washington, D.C.

*May 7—**Clear Channel Broadcasting Service,** membership meeting. 4 p.m., Sheraton-Park Hotel, Washington, D.C.

*May 7—**Indiana Broadcasters Assn.,** dinner. 5 p.m., Sheraton-Park Hotel, Washington, D.C.

*May 7—**Community Broadcasters Assn.,** meeting. 4 p.m., Shoreham Hotel, Washington, D.C.

*May 8—**Daytime Broadcasting Assn.** 8:30 a.m., Shoreham Hotel, Washington, D. C.

May 7-12—**Society of Motion Picture & Television Engineers, 89th semiannual convention. King Edward Sheraton Hotel, Toronto, Canada. Theme will be "International Achievements in Motion Pictures and Television."** Speakers include John J. Fitzgibbens, president, Famous Players Canadian Corp. (operator of pay tv system in Toronto).

May 8-10—**National Aerospace Electronics Conference,** Institute of Radio Enginers, Biltmore & Miami Hotels, Dayton, Ohio.

May 9 — **Broadcast Pioneers,** 20th annual dinner 7:30 p.m., Cotillion Room, Sheraton Park Hotel, Washington, D. C.

May 10—Reply comments due in **FCC** program form rulemaking.

May 10—Deadline for return of final voting ballots in National Academy of Television Arts & Sciences annual **Emmy** awards competition.

May 11 — **Assn. of National Advertisers** Workshop on International Advertising, Hotel Plaza, New York City.

May 12 — **Connecticut Broadcasters Assn.,** annual meeting. The Waverly Inn, Cheshire.

May 12—**Iowa AP Radio-Tv Assn.,** Holiday Inn, Des Moines.

May 12—Deadline for entries in Industrial Design Award Competition of Aug. 22-25 **WESCON.** Entry forms available from WESCON Business Office, 1435 S. La Cienega Blvd., Los Angeles 35.

May 12 — **Academy of Television Arts & Sciences,** Phoenix chapter. Second annual Emmy awards banquet. Backstage Club and Sombrero Playhouse, Phoenix.

*May 12—**Radio-Television Women of Southern California,** annual awards banquet at Beverly Hills (Calif.) Hotel. Organization's "Genii" award will be given to Barbara Stanwyck.

*May 12—**Connecticut Broadcasting Assn.,** annual meeting. Keynote address: Don McGannon, president, Westinghouse Broadcasting Co. Waverly Inn, Cheshire.

May 12-13 — **UPI Broadcasters of Illinois,** spring meeting. Orrington Hotel, Evanston.

May 13 — New York are **Emmy** awards telecast, WNBC-TV, 10:30-11:15 p.m.

May 13—**Illinois AP Radio-and-Television Assn.** Northwestern U., Evanston.

May 13-14 — **Illinois News Broadcasters,** spring convention. Otto Kerner, governor of Illinois, principal speaker. Northwestern U., Evanston.

CAPITAL TYPES #9

TOURIST

Hasn't missed a cherry blossom festival since the NRA. Gets lost often, but speaks the language like a native. Member of the species of money-bearing homo sapien, closely related to money-spending native types who listen to WTOP Radio, the station *important to people* in the Greater Washington area.



WTOP
RADIO

Washington, D. C.

Represented by CBS Radio Spot Sales

Operated by
THE WASHINGTON POST BROADCAST DIVISION:

WTOP RADIO *Washington, D. C.*
WTOP-TV *Channel 9, Washington, D. C.*
WJXT *Channel 4, Jacksonville, Florida*



Jack and Kim at their brightest... together with Judy Holliday in 'Phffft!' Just one of the Columbia Post-48 box-office hits . . . now available for local television.

Join this growing list of stations that have already acquired over 200 outstanding Columbia films for their markets:

CBS O&O Stations

WCBS-TV New York
WCAU-TV Philadelphia
WBBM-TV Chicago
KMOX-TV St. Louis
KNXT Los Angeles

Meredith Stations

KCMO-TV
Kansas City, Mo.
KPHO-TV Phoenix

Newhouse Stations

WSYR-TV Syracuse
WAPI-TV Birmingham

and others, including

WKBW-TV Buffalo
WTIC-TV Hartford
WTPA Harrisburg, Pa.
WOAI-TV San Antonio
WOOD-TV Grand Rapids
WHBF-TV Rock Island
WNEM-TV Bay City-
Saginaw
WRBL-TV Columbus, Ga.

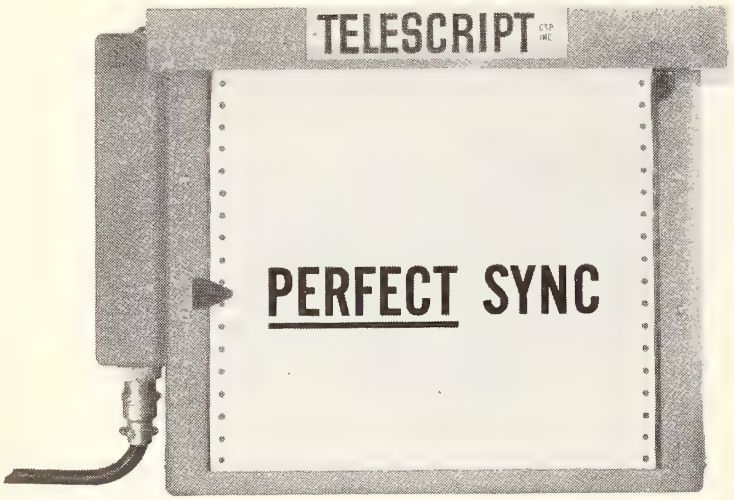
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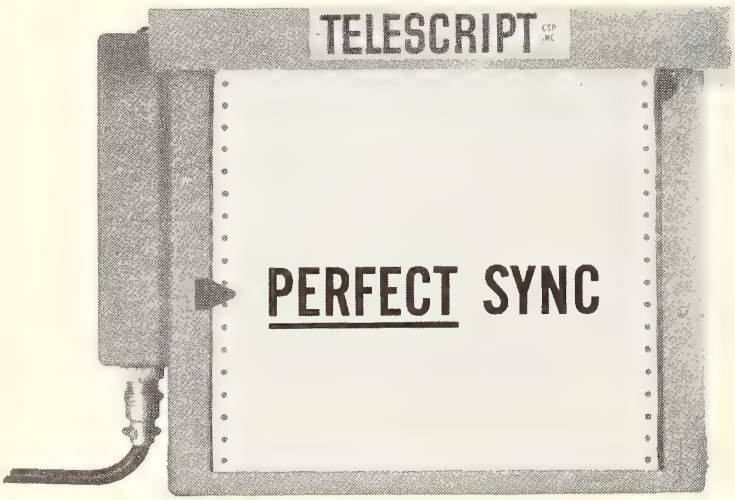
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SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

only TELESCRIPT has...





Telescript's synchronization uses the same principle as the film industry to sync film and sound perfectly. In studio operation, Telescript in remote locations stays in absolute continuous sync with the master unit.

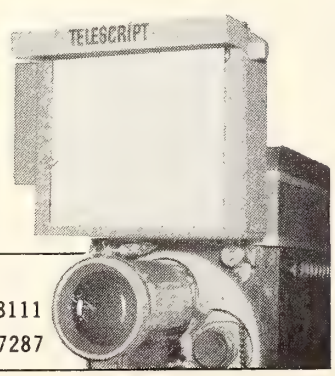
Add this exclusive feature to less initial cost, minimum maintenance, and no internal adjustment and it's no wonder why over 100 TV stations have had nothing but praise for their Telescript prompters.

ASK THE PEOPLE WHO USE ...

TELESCRIPT

CSP INC.

NEW YORK · LOS ANGELES



For further information write or call:

155 WEST 72nd STREET • NEW YORK 23, N. Y. • SU 7-8111

832 N. LA BREA AVENUE • LOS ANGELES, CALIF. • HO. 9-7287

May 15-27—**The First International Festival of Television Arts & Sciences,** Montreux, Switzerland. The festival is divided into three parts: (1) May 22-27—**Television Contest** (telecasts from all countries wishing to participate will be judged; (2) May 17-21—**Television Symposium** (technical papers and speakers), and (3) May 15-27—**Television Equipment Trade Fair** (display of latest equipment). Information available from: Festival committee, 8 Grand Rue, Montreux, Switzerland.

May 16—13th annual **Alfred P. Sloan Radio-Television Awards for Highway Safety.** Waldorf-Astoria, New York. Banquet 7 p.m.

May 16—**National Academy of Television Arts & Sciences,** 13th annual **Emmy** awards presentation. NBC-TV, 10-11:30 p.m. (EDT), originating from New York and Los Angeles.

May 17-19—**Kentucky Broadcasters Assn.,** spring meeting. Brown Hotel, Louisville.

May 18—**Minnesota Broadcasters Assn.,** annual business meeting. Dyckman Hotel, Minneapolis.

May 19—**Arizona Broadcasters Assn.,** spring meeting. Ramada Inn, Tucson.

*May 20—**California AP Tv & Radio Assn.,** annual meeting. Paso Robles Golf & Country Club, Paso Robles.

*May 20-24—**Assn. of Independent Metropolitan Stations,** spring meeting. Broadmoor Hotel, Colorado Springs, Colo.

May 22-24—**National Symposium on Global Communications,** Institute of Radio Engineers. Hotel Sherman, Chicago.

*May 23—**Los Angeles Advertising Women,** annual awards banquet, Beverly Hilton Hotel, Beverly Hills, Calif. "Lulu" awards will be presented to women producers of outstanding advertising during 1960.

May 24—**Broadcast Adv. Club of Chicago,** luncheon meeting. To be addressed by CBS Inc. President Frank Stanton. Grand Ballroom, Sheraton-Towers, Chicago.

May 25—**Chicago Unlimited** salute to AFTRA. Grand Ballroom, Sheraton Towers Hotel, Chicago.

*May 25-26—**Iowa Broadcasters Assn.,** annual convention. Speakers include FCC Commissioner Robert T. Bartley. Roosevelt Hotel, Cedar Rapids.

May 25-28—**Federation of Canadian Advertising & Sales Clubs,** 14th annual conference. Ottawa, Ont., Canada.

May 26-27—**Radio/Television News Directors of the Carolinas,** annual meeting. Francis Marion Hotel, Charleston, S. C.

*May 27-31—57th annual **Advertising Federation of America** convention. Speakers include: Paul Rand Dixon, chairman, FTC; Earl W. Kintner, former chairman, FTC; John P. Cunningham, chairman, Cunningham & Walsh; Gen. Alfred M. Greunther, president, American Red Cross; Emerson Foote, president, McCann-Erickson; Ed Zern, vice-president, Geyer, Morey, Madden & Ballard; Leslie Bruce, advertising director, Purex Corp., and Dr. Dexter M. Keezer, vice-president, McGraw-Hill Publishing Co. Sheraton-Park Hotel, Washington, D.C.

JUNE

June 1—Comments due in **FCC** rulemaking to revise program reporting forms in original, renewal and sale applications.

*June 1—Deadline for comments on **FCC** proposal to reserve a vhf channel in New York and Los Angeles for educational use.

June 2—**Wyoming AP Broadcasters,** convention. Plains Hotel, Cheyenne.

June 2 — **UPI Broadcasters of Michigan,** spring meeting. Selfridge Air Force Base, Mt. Clemens.

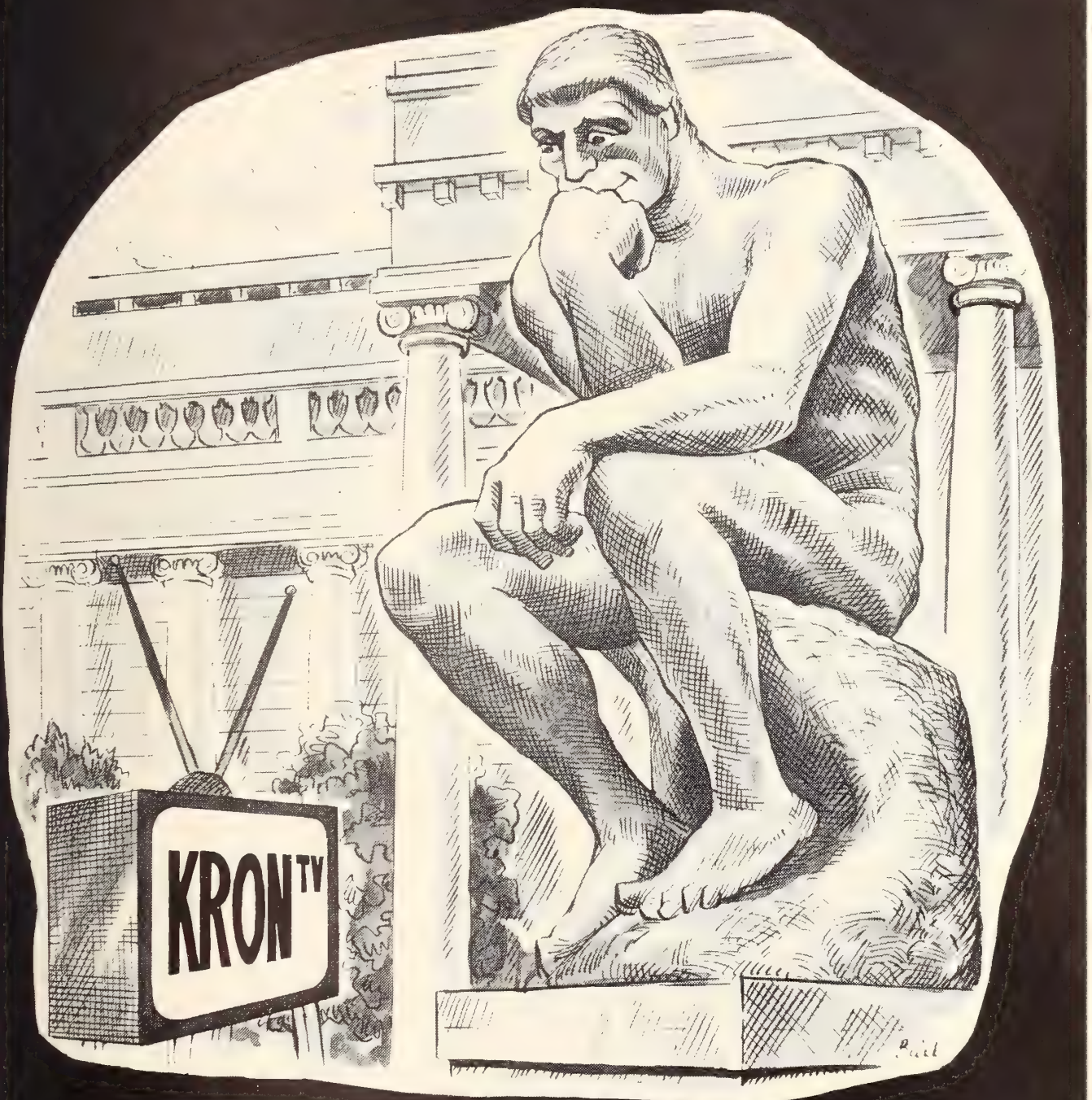
June 2-3—**Industry Film Producers Assn.** second annual convention and trade show. Hotel Miramar, Sanata Monica, Calif.

June 3 — **Florida AP Broadcasters Assn.** Daytona Beach.

June 3-4—**Oklahoma AP Broadcasters Assn.,** meeting. DeVille Motor Hotel, Oklahoma City.

June 5-16 — **International Communications Workshop,** sponsored by World Commission for Christian Broadcasting, American Jewish

KRON is TV in SF



San Franciscans are sold on KRON-TV

KRON/TV IS FIRST IN S.F. WITH:
–most homes reached
–most "top 20" programs
ARB, March, 1961

· S.F. CHRONICLE · NBC AFFILIATE · CHANNEL 4 · PETERS, GRIFFIN, WOODWARD ·

SEAL OF GOOD PRACTICE



THE GREAT DIVIDE

One of the major differences that separates one network from another is the size of their audiences. Week after week throughout the past season the average nighttime program on the CBS Television Network has delivered 3/4 million more families than on network Y and one million more families than on network Z.* (The latter is roughly equivalent to the television population of a broad strip of the United States running from the Canadian to the Mexican border.) For our advertisers these additional families represent a weekly bonus in purchasing power ranging from $92 million to $120 million.

CBS TELEVISION NETWORK

*Nationwide Nielsen season AA averages, Oct. 1960—I Apr. 1961, 6-11 pm; av. weekly household expenditures: $117 (1959) U.S. Dept. of Commerce.



NO ONE ELSE CAN MAKE THAT STATEMENT!



... JUST US!

of all the TV stations in the Pacific Northwest only KTNT-TV includes all 5 cities* in its "A" contour

*SEATTLE TACOMA EVERETT BREMERTON OLYMPIA

Before you buy television in the Pacific Northwest, consider this one basic fact: Only KTNT-TV in this area includes five major cities of Western Washington within its "A" contour, and KTNT-TV's tower is ideally located to beam a clear signal to all of this major market.

Ask your WEED TELEVISION man about dozens of other reasons you should include KTNT-TV in your advertising plans.

KTNT TV CBS
CHANNEL 11
CBS for Seattle, Tacoma and Puget Sound area
Studios in Seattle and Tacoma

Paar's



way out front

...in the land of Profitunity!

From 11:30 p.m. to 1:00 a.m. Monday through Friday, the Jack Paar Show reaches *twice as many homes* per average quarter hour as the other two channels together! (*Dec. 1960 NSI)

	Average Homes Reached per Quarter Hour — 11:30 p.m — 1:00 a.m.	Per Cent
WFLA-TV (NBC)	**18,026**	**63.6%**
Station "B" (CBS)	6,655	23.2%
Station "C" (ABC)	3,700	13.2%



Daytime, or nighttime, WFLA-TV delivers most homes in 28 rich, busy West Coast and Central Florida Counties — Monday through Friday. (Dec., 1960 NSI)

Channel 8
REPRESENTED NATIONALLY BY—BLAIR-TV

wfla-tv NBC
TAMPA-ST PETERSBURG

Committee and several other religious groups. U. of Southern California, Los Angeles.

June 6—**American Marketing Assn.**, New York chapter, marketing workshop: Management use of marketing research companies, Lever House auditorium, New York, 4 p.m.

June 8-9—**North Carolina Assn of Broadcasters**, convention. Durham. Speakers include Clair McCollough, chairman NAB joint boards; J. Leonard Reinsch, radio-tv advisor to President Kennedy and Sol Taishoff, editor and publisher of BROADCASTING.

June 8-10—**Marketing Executives Club of New York**, annual seminar, Pocono Manor, Pa.

June 10—**Florida UPI Broadcasters Assn.** annual meeting. Pensacola.

June 11-23—**AFA's** third annual Advanced Management Seminar in Advertising & Marketing. Conducted by faculty members of Harvard Graduate School of Business Administration. Chatham Bars Inn, Cape Cod, Mass. Registration and tuition fee: $375. Application forms at AFA, 655 Madison Ave., New York.

June 12-13—Third National **IRE** Symposium on Radio Frequency Interference. D. R. J. White, Don White Assoc., chairman. Maj. Gen. James Dreyfus, USA, keynote speaker. Main program sessions will be chaired by E. W. Allen, FCC chief engineer; Stuart L. Bailey, Jansky & Bailey; H. Dinger, Naval Research Lab., and Dr. R. Showers, U. of Pennsylvania. Henry Randall, Office of Research & Engineering, Dept. of Defense, will preside at a special session on the government's electromagnetic compatibility program. There will also be a series of tutorial sessions. Sheraton-Park Hotel, Washington, D. C.

June 12-15—**World Conference on Missionary Radio.** Third World Conference on Christian Communications. Concordia College, Milwaukee, Wis.

June 14-15—**Institute of Radio Engineers**, conference. Hotel Sheraton, Philadelphia.

June 14-16—**Virginia Assn. of Broadcasters**, annual meeting. Hotel Roanoke, Roanoke.

June 15-18—**Florida Assn. of Broadcasters**, annual convention. Seville Hotel, Miami Beach. Speakers include Harold Cowgill, former chief of FCC Broadcast Bureau on "License Renewals" and FCC Commissioner Robert T. Bartley.

June 19-21 — **American Marketing Assn.**, national conference. Ambassador Hotel, Los Angeles.

*June 19-22—**Wayne State U./Radio Corp. of America**, invitational television conference. University City, Detroit.

June 20-22 — **Catholic Broadcasters Assn.** annual meeting. Calhoun Beach Hotel, Minneapolis-St. Paul, Minn.

*June 22-24 — **Mutual Advertising Agency Network**, creative seminar. Palmer House, Chicago.

*June 23-24—**Colorado Broadcasters Assn.**, annual convention. La Court Hotel, Grand Junction.

June 23-24—**Maryland-D. C. Broadcasters' Assn.**, summer meeting. Ocean City, Md.

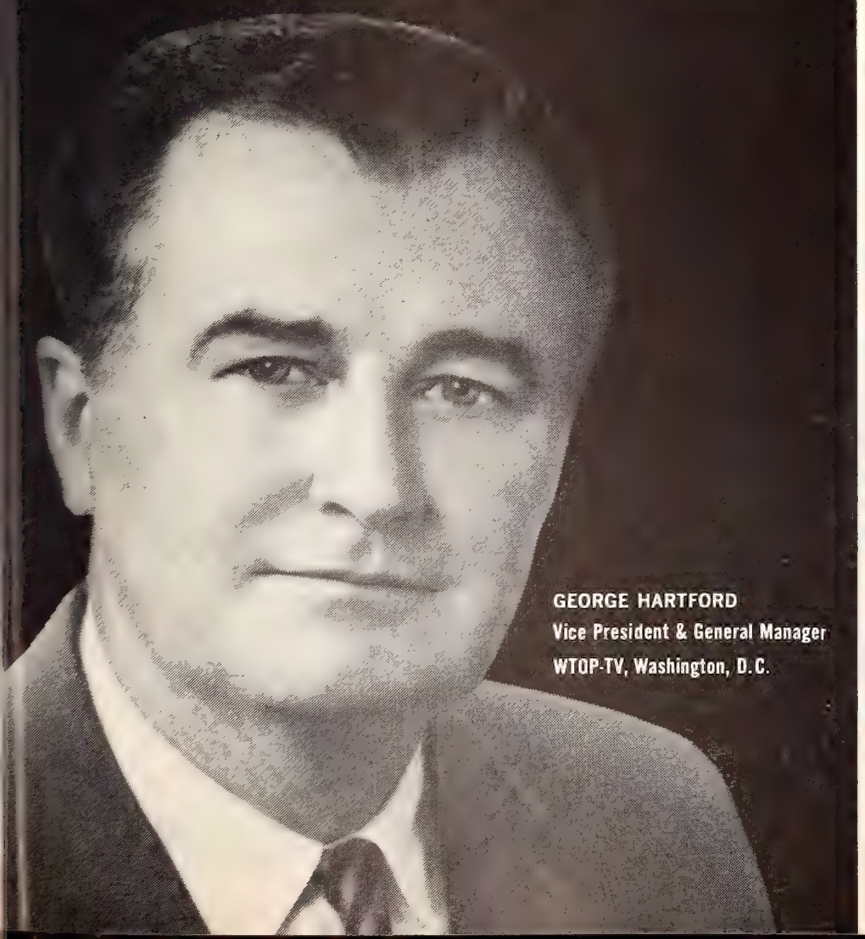
June 25-29 — **National Advertising Agency Network**, annual management conference. Broadmoor Hotel, Colorado Springs, Colo.

June 25-29—**American Academy of Advertising**, annual convention. U. of Washington.

TvB Sales Clinics

May 9—Buffalo.
May 11—Boston.
May 16—Salt Lake City.
May 18—Portland, Ore.
May 23—San Francisco, Cincinnati.
May 25—Los Angeles, St. Louis.
May 30—Jacksonville, Fla.
June 1—Charlotte, N. C.
June 6—Minneapolis-St. Paul.
June 8—Chicago.
June 13—Omaha.
June 15—Oklahoma City.
June 20—San Antonio.
June 22—New Orleans.

REALLY OUTSTANDING



GEORGE HARTFORD
Vice President & General Manager
WTOP-TV, Washington, D.C.

Why WTOP-TV bought Warner's "Films of the 50's"

Says George Hartford:

"We bought Warner's 'Films of the 50's' because we wanted to strengthen our library of other film features with some fresh, new and exciting movies for our Early Show and Late Show. To accomplish this, we selected the Seven Arts package because the percentage of

FILMS

exceeds by far any other package of post-48 films that we've seen."

Warner's Films of the 50's.. Money makers of the 60's

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D LaCrosse, Skokie, Ill. OR 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
BEVERLY HILLS: 232 So. Reeves Drive GRanite 6-1564

For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data).



WAVE-TV viewers brew
28.8% more COFFEE and TEA

—toast 28.8% more toast, and enrich it with 28.8% more "spread"!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

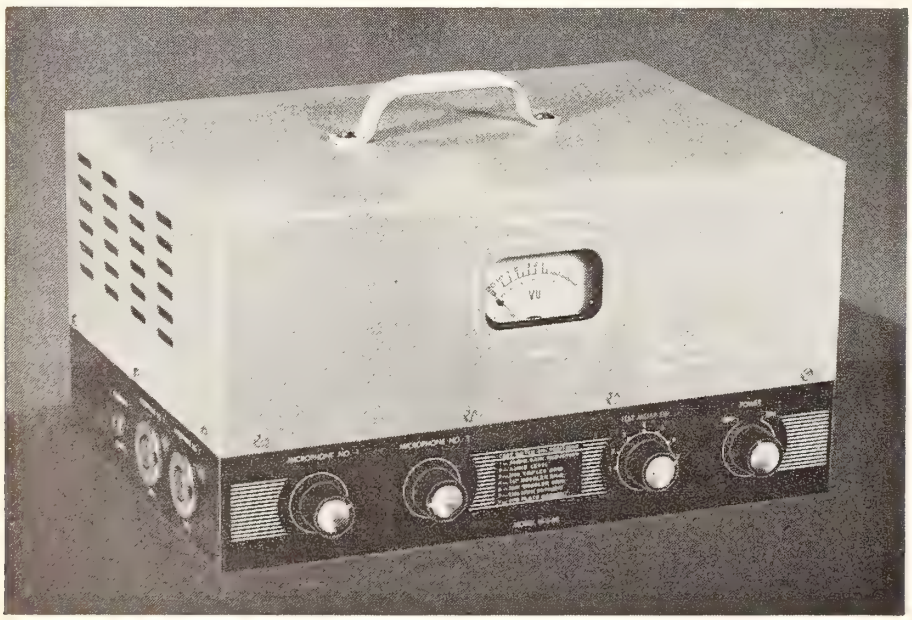
WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
NBC SPOT SALES, National Representatives

Open new markets by originating programs away from the studio with a Marti Remote Pick-Up Transmitter and Receiver. Transmitter and associated equipment easily installed in a car. Sold exclusively by your Collins Broadcast Sales Engineer. Call him for a demonstration.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA



transmitter features: frequency response ±3 db, 75-7,500 cps • RF output 15 w. • frequency 152-172 mc • 2 audio inputs adjustable for 50, 150, 250, 600 ohms • input level —70 db • noise level better than —45 db • distortion less than 3% • power requirement 120 v ac, 140 w • receiver features: frequency stability ±0.0005% with crystal oven • audio output +4 dbm at 600 ohms • sensitivity 0.6 microvolts or less for 20 db quieting • spurious response attenuated at least 100 db. For further information contact your Collins broadcast sales engineer or write direct.*

Seattle.

June 25-29—**Advertising Assn. of the West,** annual convention. Olympic Hotel, Seattle.

June 26-28—**National Convention on Military Electronics.** Sponsored by Professional Group on Military Electronics, IRE. Shoreham Hotel, Washington, D. C.

JULY

July 1—**Chicago Publicity Club,** 20th anniversary celebration. J. Leonard Reinsch, Cox Stations and radio-tv advisor to President Kennedy will be principal speaker. Mayfair Room, Sheraton-Blackstone Hotel, Chicago.

July 10 — **Wisconsin Broadcasters Assn.** Plankington Hotel, Milwaukee.

July 10-12—**National Assn. of Television & Radio Farm Directors convention,** Shoreham Hotel. Washington, D. C.

July 10-28—Three week summer workshop on Television in Education, **U. of California at Los Angeles.**

*July 30-Aug. 5—**American Women in Radio & Television,** first mid-career seminar. Syracuse U., Syracuse, N. Y.

AUGUST

Aug. 11-12—**Texas Associated Press Broadcasters Assn.,** fourteenth annual meeting. Hotel Lincoln, Odessa, Tex.

Aug. 22-25—**1961 Western Electric Show & Convention.** Cow Palace, San Francisco.

SEPTEMBER

*Sept. 10-13—**Assn. Canadienne de la Radio et de la Television de Langue Francaise,** annual convention. Seaway Hotel, Toronto, Ont.

Sept. 15-17—**Michigan Assn. of Broadcasters** fall convention and business meeting. Hidden Valley, Gaylord, Mich.

Sept. 27-30—**Radio Television News Directors Assn.,** annual convention. Statler Hilton Hotel, Washington, D. C.

OCTOBER

Oct. 3-4—**Advertising Research Foundation** conference, Hotel Commodore, New York City.

Oct. 8-18—International seminar on instructional television, sponsored by **Purdue U.** in cooperation with **UNESCO** and the U.S. National Commission for UNESCO. Dr. Warren F. Seibert, Purdue professor, is seminar director; James S. Miles, Purdue Television Unit, is associate director. Purdue U., Lafayette, Ind.

Oct. 9-11—**National Electronics Conference,** International Amphitheatre, Chicago.

Oct. 10-13—**Audio Engineering Society,** annual fall conference and technical exhibit. Hotel New Yorker, New York.

*Oct. 23-26—**National Assn. of Educational Broadcasters** convention. Willard Hotel, Washington, D. C.

*Oct. 25-28—**Sigma Delta Chi,** 52nd national convention. Hotel Fontainebleau, Miami Beach, Fla.

NOVEMBER

*Nov. 4-11—**The Academy of Television Arts & Sciences,** First International Assembly. New York City. President John F. Kennedy will make opening address.

*Nov. 5-8—**Broadcasters Promotion Assn.,** annual convention. Waldorf-Astoria Hotel, New York City.

RAB SALES CLINICS

May 15—Harrisburg, Pa.; Kansas City.
May 16—Omaha, Neb.; Pittsburgh.
May 17—Cleveland; Des Moines, Iowa.
May 18—Minneapolis.
May 18,19—Detroit.
May 19,22—Chicago.
May 22—Denver.
May 23—Indianapolis.
May 23—Salt Lake City.
May 25—Columbus, Ohio.
May 25,26—Tulsa.



The 1960 George Foster Peabody award was presented to WCCO Television for . . . "Meritorious local public service programming." One year ago a similar honor was awarded to WCCO Radio.

In television, as in radio, the WCCO call letters stand for quality programming . . . the kind of programming that gives WCCO over 40% average share* of the television audience . . . the kind of programming that makes . . .

WCCO TELEVISION

the Difference Between GOOD and GREAT in the Minneapolis-St. Paul Market.

*Nielsen, March 1961

MONDAY MEMO

from MIMI O'HAGAN, advertising-publicity manager, Schweppes (USA) Ltd.

Tv viewers were more sophisticated than the advertiser expected

In 1958, Schweppes (USA) Ltd. was faced with the gloomy prospect of having its product forever classified as a "specialty item" in grocery and liquor stores.

That meant that stores in the fancier neighborhoods would stock Schweppes tonic for their posh customers, but the supermarket in the typical suburban shopping center would not handle it. They said most of their customers had never heard of it and it was not worth putting on the shelves. If that situation had not been met promptly, Schweppes could have counted on never expanding tonic sales further. Dramatic action was needed.

Early in 1959, Schweppes, through its advertising agency, Ogilvy, Benson & Mather Inc., New York, decided to gamble and put the bulk of its advertising budget in spot television in major markets.

To date the results have been satisfying: a 35% increase in 1959, and a 5% increase in 1960, when the rest of the soft drink industry registered a 12% decline as a result of the cool summer and uncertain economic conditions.

The reason for the gains is clear: through effective use of spot television Schweppes tonic gained many new customers. In recent years Schweppes advertising had been confined to magazines, newspapers and a few very light radio spot schedules.

Skeptics ▪ Before the decision to gamble on spot television was made there was some skepticism about Schweppes' ability to project its image to the television viewer as effectively as it had in print.

These fears were allayed when the first Schweppes television spot was produced. It was a one-minute film involving a sophisticated dialogue between Commander Edward Whitehead, president of Schweppes (USA) Ltd., and a husky-voiced siren whose face the viewer never saw (the voice belonged to Joan Alexander). The setting was the bar at the Metropolitan Opera where the men were dressed in white tie and tails and the ladies in long evening dresses. The product was on camera almost throughout and the dialogue contained all the basic selling promises. But the effect was a short, dramatic vignette.

That film won two industry awards.

Since then three more Schweppes commercials have been produced in roughly the same pattern. They all involve unique dialogues, they all feature Commander Whitehead along with professional actors and actresses, and the effect on the viewer is more like a brief interlude of entertainment than a sales pitch.

The commercials are admittedly sophisticated. They are intended to attract the more sophisticated viewer, but Schweppes management was pleasantly surprised at how much of the television audience is sophisticated. Research has indicated that people in all walks of life remember the commercials and go out and try the product.

Major Markets ▪ Spot schedules were designed to concentrate impressions in the major markets in which Schweppes tonic has the greatest potential.

They are all at night, and generally use the post-network times when the audience tends to be more adult (children do not drink much gin and tonic) and the average income and education levels tend to be higher.

With relatively small budgets, Schweppes schedules are confined to six or ten weeks in length, in the early summer. Viewers, however, seem to remember the commercials all the year round. For instance, in January a stranger approached Commander Whitehead and told him how much he enjoyed the Schweppes commercials. "I saw it again just the other night and liked it as much as the first time," the stranger said.

Commander Whitehead did not have the heart to tell him that no Schweppes commercials had been on the air for seven months.

Besides remembrance, the company president's participation in commercials bolsters another quality, credibility. As a colleague put it, when asked why Commander Whitehead was in the advertising: "So that people will believe what we say about ourselves. He's the real thing, and we think people recognize it. Also, he's an individualist, and we think people like him for it. As a result, they feel we're selling them the real stuff." [EDITOR'S NOTE: Getting Commander Whitehead to do the spokesman's job himself was suggested originally by the advertising agency in 1953, when the British Schweppes created a U. S. subsidiary to import the essence and bottle it on this side of the Atlantic.]

Drinking Atmosphere ▪ The biggest problem in television for Schweppes is the ban on mentioning liquor in the copy. Schweppes wants to popularize the gin and tonic, made, of course, with Schweppes. Therefore, in all the commercials the atmosphere must be clearly of the kind in which it is natural to have a drink or two (scenes such as the opera intermission, aboard the Orient Express, in a staid men's club or in the stately home of a retired army officer).

Viewers seem to get the suggestion, but so that people will know how to use the product (it is not an anemia remedy) the television schedules are supplemented by newspaper and point-of-sale advertising in which the recipe for tonic and gin, or vodka, or rum, is spelled out clearly.

The results have been good so far and Schweppes will continue to use television commercials which say everything legally permissible about the product, but which are nevertheless mildly humorous.

"Our business is not to amuse," Commander Whitehead observes, "but if we take ourselves too seriously our friends will become bored with us rather quickly."



Mimi O'Hagan joined Schweppes (USA) Ltd. early in 1957 as personal assistant to Commander Edward Whitehead, president of the firm. In the spring of 1959 she was appointed Schweppes advertising and publicity manager. Before starting with Schweppes she was administrative assistant in the office of the Secretary of the Navy in 1955. The following year she became assistant to the campaign chairman of National Citizens for Eisenhower, helping organize campaigns and rallies.



An encore for three of our "personalities." Good sports. Attractive people interested in the Metropolitan way of life.

METROPOLITAN BROADCASTING

205 East 67th Street, New York 21, N.Y.

TELEVISION STATIONS

WNEW-TV New York, N.Y.
WTTG Washington, D.C.
KOVR Sacramento-Stockton, California
WTVH Peoria, Illinois
WTVP Decatur, Illinois

RADIO STATIONS

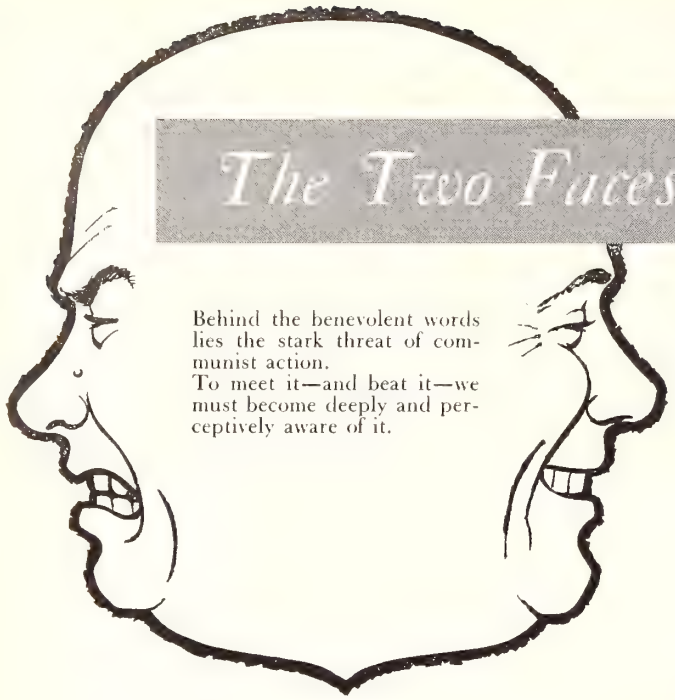
WNEW New York, N.Y.
WHK Cleveland, Ohio
WIP Philadelphia, Pa.

A DIVISION OF METROMEDIA, INC.
other divisions are:
Foster and Kleiser, Outdoor Advertising operating in Washington, Oregon, Arizona and California
Worldwide Broadcasting, WRUL Radio

GOWN: LANVIN-CASTILLO, PARIS, PHOTO: PETER FINK

THE COST OF FREEDOM — One of a series

The Two Faces of Communism



Behind the benevolent words lies the stark threat of communist action.
To meet it—and beat it—we must become deeply and perceptively aware of it.

"We have always stood and we stand today for non-interference in the internal affairs of other countries. We have always abided, and we shall abide, by these positions."

—N. S. Khrushchev

THESE ARE THE MAJOR WORLD AREAS WHICH HAVE BEEN "Peaced" INTO THE SOVIET REALM SINCE WORLD WAR I . . .

SOVIET GEORGIA
Invaded by Stalin, Feb., 1921

THE UKRAINE
Forcibly annexed, Dec., 1922

POLAND
Partitioned, Sept., 1939

ESTONIA
Forcibly annexed, Aug., 1940

LATVIA
Forcibly annexed, Aug., 1940

LITHUANIA
Forcibly annexed, Aug., 1940

CZECHOSLOVAKIA
Communist Party takes over, Feb., 1948

HUNGARY
Communist Party, Soviet troops take over, Feb., 1949

RUMANIA
Communist Party, Soviet troops take over, Apr., 1948

BULGARIA
Communist Party, Soviet troops take over, Aug., 1948

THESE ARE THE MAJOR CONFLICTS SINCE WORLD WAR II WHERE SINO-SOVIET INTERVENTION — FROM INTERNAL SUBVERSION TO OVERT ACTION — HAS TAKEN PLACE . . .

Indonesian War (1945-47)	Indochina War (1945-54)	Algerian War (1954-)	Cuban Civil War (1958-59)
Chinese Civil War (1945-49)	Greek Guerrilla War (1946-49)	Hungarian Suppression (1956)	Tibetan Revolt (1959)
Malayan War (1945-54)	Korean War (1950-53)	Indonesian Civil War (1958-)	Congo Uprising (1960-)
Philippine Civil War (1945-48)	Guatemalan Revolt (1954)	Formosa Strait Conflict (1958)	Laos (1960-)

Why are we running these ads? Partly because the communist credo includes the gagging of freedom's spokesmen. You and we are in this group. Naturally, you and we are against this. So what can we do about it with the voice that has been given us? Intelligent anti-communism depends upon factual understanding. Through facts, patriotism has a purpose. It is hoped that these ads together with the prime time announcements which tell our audience facts such as these, will contribute some measure of meaning to the communist threat. This is an effort to do something about it.

Prime Communicators to 1½ Million Oklahomans

WKY RADIO AND TELEVISION
OKLAHOMA CITY

The WKY Television System, Inc.
WTVT, Tampa - St. Petersburg, Fla.
Represented by The Katz Agency

TIME BUYING REPORT

Tv network gross billings in February 1961

Network Television Gross Time Billings

	February			January-February		
	1960	1961	% Change	1960	1961	% Change
ABC-TV	$12,677,110	$14,939,180	+17.8	$25,937,120	$30,837,490	+18.9
CBS-TV	22,977,171	21,249,563	− 7.5	46,454,529	44,144,418	− 5.0
NBC-TV	19,923,712	21,281,048	+ 6.8	40,904,609	44,312,166	+ 8.3
Total	$55,577,993	$57,469,791	+ 3.4	$113,296,258	$119,294,074	+ 5.3

Month By Month 1961

	ABC	CBS	NBC	Total
January*	$15,898,310	$22,894,855	$23,031,118	$61,824,283
February	14,939,180	21,249,563	21,281,048	57,469,791

*January 1961 figures revised as of April 20, 1961.

Network Television Gross Time Billings by Day Parts

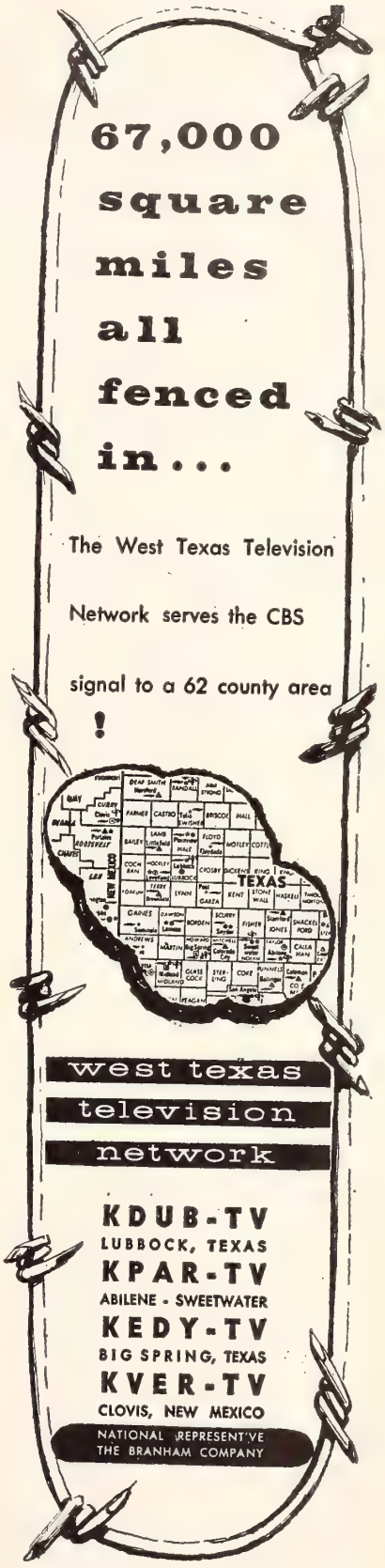
	February			January-February		
	1960	1961	% Change	1960	1961	% Change
Daytime	$16,748,040	$19,652,659	+17.3	$33,988,614	$40,631,438	+19.5
Mon.-Fri.	13,705,355	16,211,964	+18.3	26,974,901	33,229,758	+23.2
Sat.-Sun.	3,042,685	3,440,695	+13.1	7,013,713	7,401,680	+ 5.5
Nighttime	38,829,953	37,817,132	− 2.6	79,307,644	78,662,636	− 0.8
Total	$55,577,993	$57,469,791	+ 3.4	$113,296,258	$119,294,074	+ 5.3

Source: TvB/LNA-BAR

Spot tv billings by classifications in 1960

Following is the breakdown by categories of spot tv buying in 1961, compiled by Television Bureau of Advertising and based on N. C. Rorabaugh Co.'s annual report (BROADCASTING, May 1):

AGRICULTURE	$ 1,742,000
Feeds, meals	738,000
Miscellaneous	1,004,000
ALE, BEER & WINE	48,778,000
Beer & ale	43,807,000
Wine	4,971,000
AMUSEMENTS, ENTERTAINMENT	1,765,000
AUTOMOTIVE	22,276,000
Anti-freeze	123,000
Batteries	155,000
Cars	16,812,000
Tires & tubes	1,614,000
Trucks & trailers	170,000
Miscellaneous accessories & supplies	3,402,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	2,413,000
Fixtures, plumbing, supplies	539,000
Materials	576,000
Paints	846,000
Power Tools	102,000
Miscellaneous	350,000
CLOTHING, FURNISHINGS, ACCESSORIES	13,414,000
Clothing	8,938,000
Footwear	3,009,000
Hosiery	1,223,000
Miscellaneous	244,000
CONFECTIONS & SOFT DRINKS	33,848,000
Confections	19,099,000
Soft drinks	14,749,000
CONSUMER SERVICES	18,579,000
Dry cleaning & laundries	64,000
Financial	2,891,000
Insurance	3,362,000
Medical & Dental	277,000
Moving, hauling, storage	420,000
Public utilities	8,952,000
Religious, political, unions	1,873,000
Schools & colleges	324,000
Miscellaneous services	416,000
COSMETICS & TOILETRIES	$56,623,000
Cosmetics	11,153,000
Deodorants	6,910,000
Depilatories	158,000
Hair Tonics & Shampoos	8,875,000
Hand & face creams, lotions	4,240,000
Home permanents & coloring	5,369,000
Perfumes, toilet waters, etc.	1,841,000
Razors, blades	2,459,000
Shaving creams, lotions, etc.	1,943,000
Toilet soaps	8,636,000
Miscellaneous	5,039,000
DENTAL PRODUCTS	11,438,000
Dentifrices	9,803,000
Mouthwashes	1,285,000
Miscellaneous	350,000
DRUG PRODUCTS	46,693,000
Cold remedies	13,789,000
Headache remedies	9,879,000
Indigestion remedies	9,068,000
Laxatives	3,813,000
Vitamins	3,719,000
Weight aids	719,000



W. D. "Dub" Rogers, President and Gen. Mgr.

Often a dynamic age creates frightening by-products. The plight of a youngster adrift in the jungle of the city's slums is but one of myriad problems confronting our society.

The five CBS Owned television stations recognize the need to arouse public interest in local problems. Each has a consistent record of active community service, via not only regularly-scheduled public affairs programs, but also hour-long, locally-produced "specials" broadcast in the stations' prime viewing hours.

Some recent examples: "Strangers In The City," WCBS-TV's examination of the Puerto Rican population of New York; "Survival," an analysis by KNXT of Southern California's chances of surviving an atomic attack; WBBM-TV's "Beat The Drums," the first comprehensive television study of the Illinois political primary; "The Sex Offender," WCAU-TV's "study of violence" in Philadelphia. (And there was great entertainment too, as witness "Alone In Its Greatness," KMOX-TV's history of the St. Louis Municipal Opera starring Vincent Price, Mimi Benzell and Earl Wrightson; and KNXT's 90-minute "Candida.")

Creating awareness of community needs in the minds of millions is a job that local television does best. Especially the five CBS Owned stations—with their solidly-established tradition of responsible leadership in the communities they serve.

CBS TELEVISION STATIONS ◉

A Division of Columbia Broadcasting System, Inc.
Operating WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia, KMOX-TV St. Louis


Whose responsibility?

Miscellaneous drug products	4,603,000
Drug stores	1,103,000
FOOD & GROCERY PRODUCTS	165,188,000
Baked goods	21,674,000
Cereals	11,928,000
Coffee, tea & food drinks	43,273,000
Condiments, sauces, appetizers	8,724,000
Dairy products	6,896,000
Desserts	1,342,000
Dry foods, (flour, mixes, rice, etc.)	17,791,000
Fruits & vegetables, juices	9,758,000
Macaroni, noodles, chili, etc.	2 582 000
Margarine, shortenings	11,025,000
Meat, poultry & fish	7,130,000
Soups	1,243,000
Miscellaneous foods	10,465,000
Miscellaneous frozen foods	2,537,000
Food stores	8,820,000
GARDEN SUPPLIES & EQUIPMENT	$ 1,092,000
GASOLINE & LUBRICANTS	24,338,000
Gasoline & oil	23,307,000
Oil additives	946,000
Miscellaneous	85,000
MOTELS, RESORTS, RESTAURANTS	867,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES	30,574,000
Cleaners, cleansers	22,743,000
Floor & furniture polishes, waxes	6,622,000
Glass cleaners	11,000
Home dry cleaners	52,000
Shoe polish	954,000
Miscellaneous cleaners	192,000
HOUSEHOLD EQUIPMENT—APPLIANCES	6,755,000
HOUSEHOLD FURNISHINGS	2,759,000
Beds, matresses, springs	1,571,000
Furniture & other furnishings	1,178,000
HOUSEHOLD LAUNDRY PRODUCTS	44,908,000
Bleaches, starches	8,716,000
Packaged soaps, detergents	33,685,000
Miscellaneous	2,507,000
HOUSEHOLD PAPER PRODUCTS	6,163,000
Cleansing tissues	1,571,000
Food wraps	436,000
Napkins	54,000
Toilet tissue	2,777,000
Miscellaneous	1,825,000
HOUSEHOLD, GENERAL	6,824,000
Brooms, brushes, mops, etc.	850,000

What publishers spent on tv last year

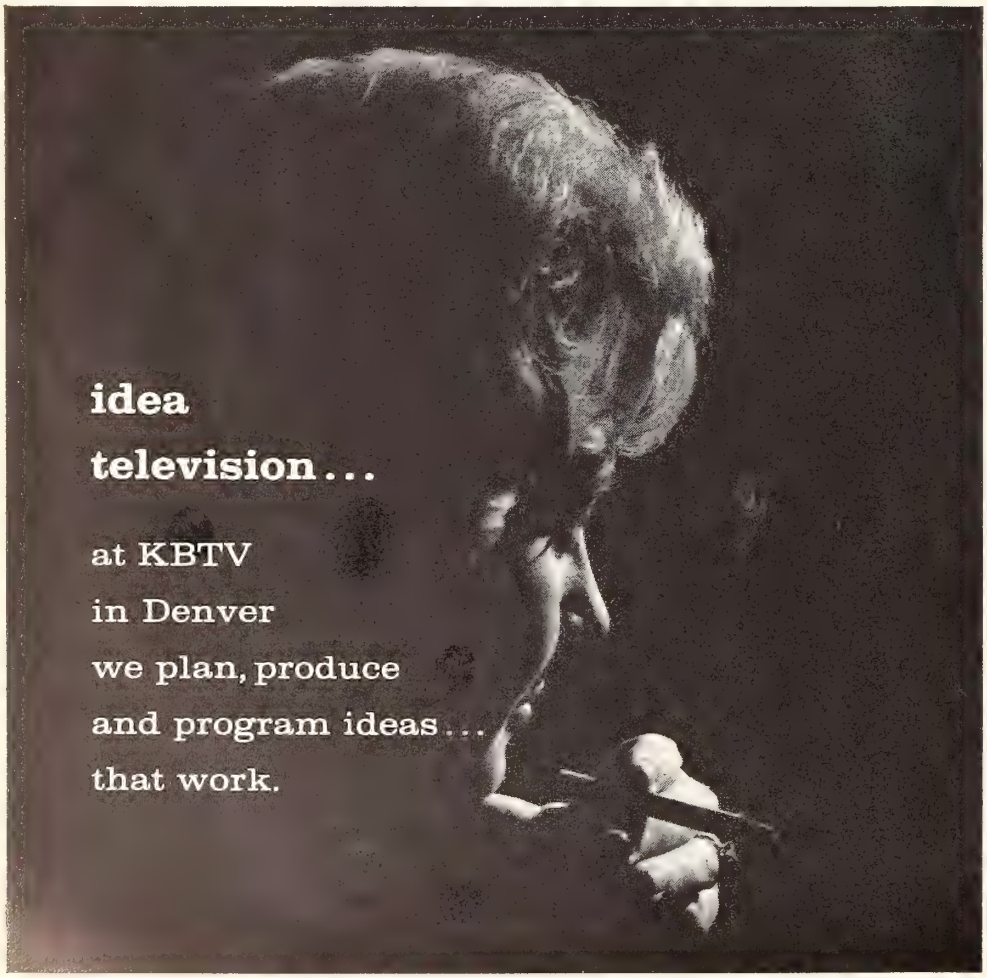
Golden Press, Inc., Cowles Magazines Inc. and Readers' Digest Assn. led all publishers in the use of national spot and network television during 1960, according to Television Bureau of Advertising, New York. Total television gross time billings last year for the classification were $5,012,022, an increase of 61% over the $705,593 spent in 1959.

Spot tv billings, according to TvB-Rorabaugh, were $2.77 million in 1960, compared with $679,000 in 1959, while network billings as reported by TvB/LNA-BAR were $2,242,022 in 1960 against $26,593 the previous year (BROADCASTING, March 27). Merriam Webster and Time Inc. were the classification's only two network tv clients in 1959.

Gross time billings of the top-spending publishers in 1960 follow:

	Spot*	Network**	Total
Golden Press Inc.	1,266,620	—	1,266,620
Cowles Magazines Inc.	—	1,188,633	1,188,633
Readers' Digest Assn.	728,760	133,599	862,359
Field Enterprises Educational Corp.	—	587,898	587,898
Curtis Publishing Co.	318,650	132,970	451,620
McCall Corp.	125,960	162,165	288,125
Book-of-The-Month Club	64,870	—	64,870

*Source: TvB-Rorabaugh
**Source: TvB/LNA-BAR



PLANNED . . .
An $800,000.00 expansion of KBTV's studio and office facilities . . .
Plus the purchase of a Denver radio station.

PRODUCED . . .
A news department directed by Arthur J. Smith that keeps pace with the tempo of the world.

PROGRAMMED . . .
The "EXPEDITION COLORADO" series, winner of a TV-Radio Mirror Gold Medal, the BMI award and the ABC-TV Network award as the best local production in the Expedition series.

In Denver . . . KBTV is "idea television"

KBTV CHANNEL 9
1089 Bannock Street • Denver
AM 6-3601

JOHN C. MULLINS, President
JOE HEROLD, Station Manager
Represented by
Peters, Griffin and Woodward



FARGO is America's MIGHTIEST MITE!

Fargo is the retail trading center for more than 500,000 people in the rich Red River Valley—and also has over 200 wholesale distribution firms!

WDAY-Radio serves more than 75,000 Fargo-Moorhead people *alone* — more than 25,000 farms. And the Fargo metropolitan area is No. 1 in the Nation, in Retail Sales Per Family!

WDAY-Radio really delivers the bulging "buying-power" audience in its 55-county market —54% more *adults* listen to WDAY-Radio than the next station! Ask PGW for details!

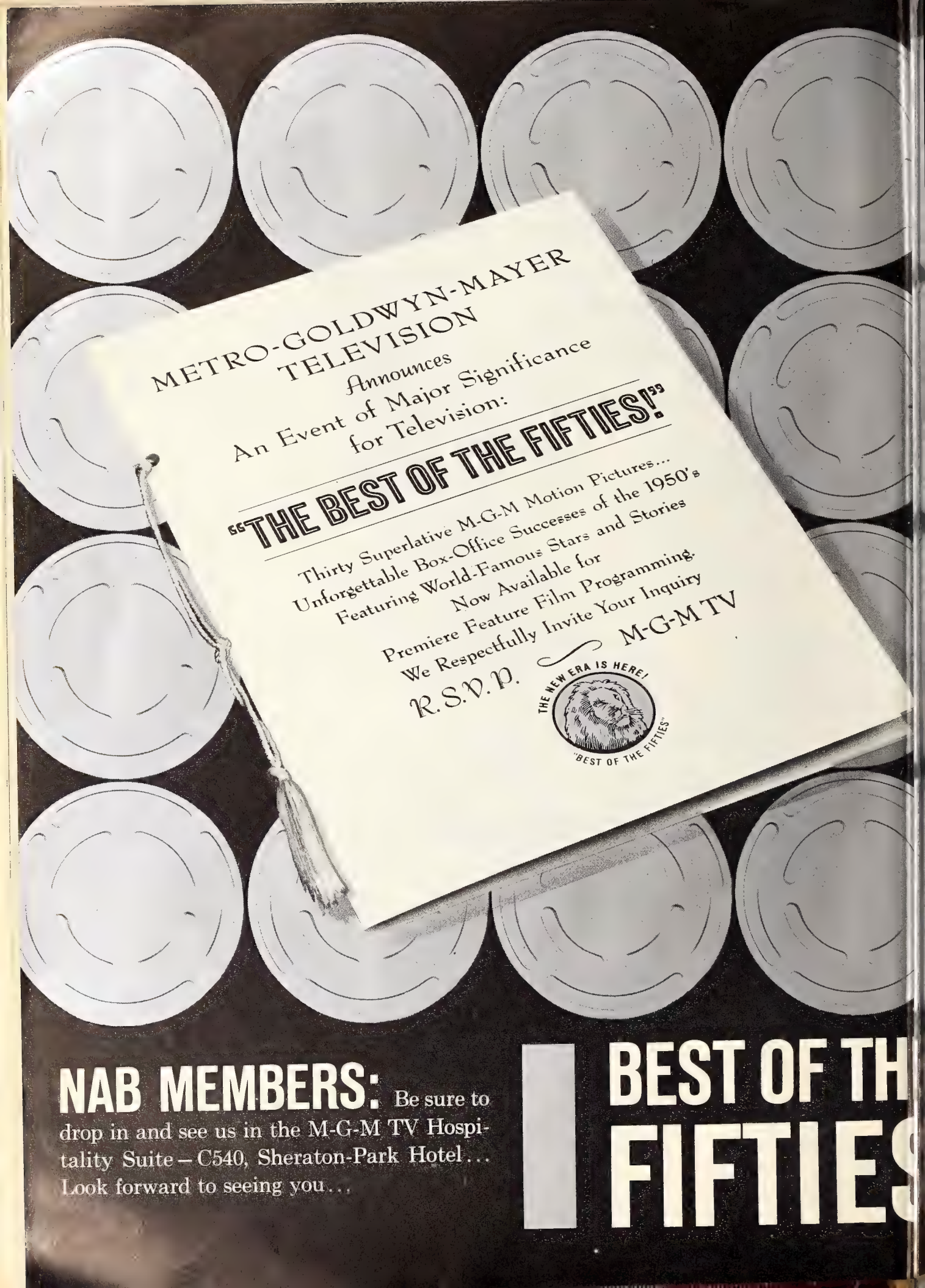
WDAY

FARGO, N. D.

NBC • 5000 WATTS
970 KILOCYCLES



PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives


METRO-GOLDWYN-MAYER
TELEVISION
Announces
An Event of Major Significance
for Television:
"THE BEST OF THE FIFTIES!"
Thirty Superlative M-G-M Motion Pictures...
Unforgettable Box-Office Successes of the 1950's
Featuring World-Famous Stars and Stories
Now Available for
Premiere Feature Film Programming.
We Respectfully Invite Your Inquiry
R.S.V.P.
M-G-M TV
THE NEW ERA IS HERE!
"BEST OF THE FIFTIES"
NAB MEMBERS: Be sure to drop in and see us in the M-G-M TV Hospitality Suite – C540, Sheraton-Park Hotel... Look forward to seeing you...
BEST OF TH
FIFTIES



NEW ERA NTV

They're here! Thirty memorable M-G-M post-1948 feature films usher in the dawn of a NEW ERA in television feature film programming. Studded with big name stars, studded with big M-G-M type entertainment. Everything that's necessary to bring a fresh new and exciting change to television feature film programming. Let's get together soon. . . .

METRO-GOLDWYN-MAYER TELEVISION

1540 BROADWAY, NEW YORK 36, N.Y. / JUDSON 2-2000

WPEN
HAS
THE
STAR
PERSONALITIES

★ MATURE, ESTABLISHED PERSONALITIES ★ AWARD WINNING NEWS ★ EXCLUSIVE HELICOPTER TRAFFIC REPORTS ★ FIGHTING EDITORIALS ★ ADULT MUSIC ★

WPEN
THE STATION OF THE STARS
CALL GILL-PERNA, INC.

NEW YORK SURRENDERS TO MARS

Amazing sounds from MARS are sweeping through New York City — capturing the imagination and loyalty of listeners to WABC. The same is true in markets across the country. WLS in Chicago, WIP in Philadelphia, WXYZ in Detroit and 47 other stations all report that no audience is immune to these top-rate sounds from MARS. *A rating rampage!* Will yours be the one station in your market to reach MARS?

See Us at THE SHOREHAM

MARS BROADCASTING, INC.
575 Hope Street,
Stamford, Connecticut

April landings on MARS: WABC, New York; WLS, Chicago; WHK, Cleveland; WXYZ, Detroit; KQV, Pittsburgh; WKWK, Wheeling; WIP, Philadelphia; WITH, Baltimore; WKBW, Buffalo; WBBF, Rochester; WPTR, Albany; WGH, Newport News; WMBR, Jacksonville; WCKR, Miami; WALT, Tampa; WLOF, Orlando; WHHM, Memphis; WKDA, Nashville; CHUM, Toronto; WSAI, Cincinnati; WISH, Indianapolis; WQXI, Atlanta; WOLF, Syracuse; KRUX, Phoenix; KIMN, Denver; WKY, Oklahoma City; WMEX, Boston; KXOK, St. Louis; KDEO, San Diego; KAFY, Bakersfield; KFXM, San Bernardino; KTKT, Tucson:
How'd ja like to join THIS club?

China, glassware, crockery, containers	1,293,000
Disinfectants, deodorizers	1,359,000
Fuels (heating, etc.)	303,000
Insecticides, rodenticides	1,547,000
Kitchen utensils	98,000
Miscellaneous	1,374,000
NOTIONS	$ 91,000
PET PRODUCTS	8,196,000
PUBLICATIONS	2,770,000
SPORTING GOODS, BICYCLES, TOYS	5,559,000
Bicycles & supplies	31,000
Toys & games	5,203,000
Miscellaneous	325,000
STATIONERY, OFFICE EQUIPMENT	451,000
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	987,000
Radio & television sets	198,000
Records	705,000
Miscellaneous	84,000
TOBACCO PRODUCTS & SUPPLIES	35,686,000
Cigarettes	31,525,000
Cigars, pipe tobacco	3,643,000
Miscellaneous	518,000
TRANSPORTATION & TRAVEL	4,151,000
Air	3,046,000
Bus	361,000
Rail	651,000
Miscellaneous	93,000
WATCHES, JEWELRY, CAMERAS	4,426,000
Cameras, accessories, supplies	734,000
Clocks, & watches	524,000
Jewelry	99,000
Pens & pencils	2,861,000
Miscellaneous	208,000

OPEN MIKE ®

Good job

EDITOR: You did a good job of covering the first part of the AAAA meeting. . . . —*John G. Mapes, Executive Committee Chairman, Hill & Knowlton Inc., New York.*

No rival for radio

EDITOR: The crucial role which radio played in the recent French army insurrection should be placed on record.

(1) The first news of the Generals' revolt in Algiers reached the outside world when the paratroops seized control of Algiers Radio and broadcast a general incitement to mutiny. . . .

(2) On April 22, the French government ordered Radio-Diffusion Francaise (the French national radio network) to . . . stay on the air throughout the night because the government deemed it essential to "remain in close contact with the population. . . ." The same procedure was used the following night. . . .

(3) The collapse of the insurrectionary movement . . . became known to the outside world exclusively through reports put out by news agencies and radio organizations who were monitoring the rebel-held radio stations in Algiers. . . .

This whole episode of momentous recent history again proves that in



IN WORDS OF ONE SYLLABLE...

A man who pays to get a thing, as a rule, wants it.

Or needs it. Or both.

This is true for things men read—as well as things they eat or wear. Which is why we think it makes sense to look for the ABP sign in the books in which you plan to run your ads.

For the ABP sign in a book means it goes to men who *want* it. It is a sign they have paid to get it. And with some of them—a lot of them, in fact—it is a sign they *need* it.

When you pay for space to talk to men who can buy what you have to sell, it's a good thing to keep this in mind. For if they *want* the book in which you run your ad, there is a good chance they will see it and read it. And if they *need* the book in their jobs, the chance is more than just good. It's what we used to call a lead pipe cinch.

When you buy space to talk to men you want to sell, buy it in the books *they buy*—books that are proud to stand a plain old test of worth: cash. You can spot them through this sign:

THE ASSOCIATED BUSINESS PUBLICATIONS ABP
AUDITED PAID CIRCULATION ABC

The plus value of paid circulation is "wantedness"

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

BROADCASTING is the only publication in its field qualifying for ABC and ABP membership.

Eichmann!



Listeners are writing us by the hundreds to express appreciation for our coverage of his trial. Neighboring broadcasters are requesting permission to re-transmit our daily fm airings of the complete proceedings. (**WIP** was the first U. S. broadcaster, says the Israeli Embassy, to request and be given complete proceedings.)

Here's **WIP**'s complete Eichmann coverage: Verbatim testimony with concurrent English translation, each evening on fm. On **WIP**, direct reports every hour from Metropolitan's Martin Weldon, and a 10-minute wrap-up via live overseas transmission, each evening at 11.

Metrodelphians live with history, via **WIP, Philadelphia.**

A METROPOLITAN BROADCASTING STATION. HARVEY L. GLASCOCK, V.P. & GENERAL MANAGER. REPRESENTED NATIONALLY BY EDWARD PETRY



William R. McAndrew,
Executive Vice President, NBC News



Julian Goodman,
Vice President, NBC News



Rex Goad,
Manager, NBC News



Leonard Allen,
Manager, Foreign News



Donald Meaney,
Manager, National News



NEW YORK
Simon Avnet,
Cameraman



NEW YORK
Dave Garroway



NEW YORK
Irving Gitlin,
Executive Producer



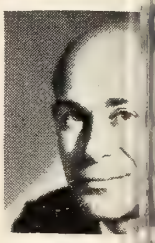
NEW YORK
Chet Hagan, *Producer*



NEW YORK
Chet Huntley



NEW YORK
Frank McGee



NEW YORK
Joseph Michaels



NEW YORK
Thomas Priestley,
Cameraman



NEW YORK
Joseph Vadala,
Cameraman



NEW YORK
Albert Wasserman,
Producer



WASHINGTON
Robert Abernethy



WASHINGTON
Martin Agronsky



WASHINGTO
Arthur Barriault
Capitol Hill



WASHINGTON
Lou Hazam, *Producer*



WASHINGTON
Herbert Kaplow



WASHINGTON
Bradford Kress,
Cameraman



WASHINGTON
Elmer Lower,
Bureau Chief



WASHINGTON
Robert McCormick



WASHINGTON
Ray Scherer,
White House



LONDON
John Peters, *Cameraman*



LOS ANGELES
Gene Barnes,
Cameraman



LOS ANGELES
Roy Neal



LOS ANGELES
Elmer Peterson



ROME
Irving R. Levine



ROME
Edmondo Ricci
Cameraman



CHICAGO
Bruce Powell,
Cameraman



DALLAS
Maurice Levy,
Cameraman



HONG KONG
James Robinson



LAOS
Grant Wolfkill,
Cameraman



MOSCOW
John Chancellor



NEW DELHI
Welles Hangen



RK
atty



NEW YORK
Frank Blair



NEW YORK
Reuven Frank, *Producer*



NEW YORK
Pauline Frederick,
United Nations

60 REASONS WHY MORE AMERICANS FOLLOW THE NEWS ON NBC THAN ON ANY OTHER NETWORKS

The 60 key news people shown here are part of NBC News. In all, there are 613 executives, correspondents, producers and cameramen, based in 75 countries around the globe. It is the largest broadcast news organization in the world.

More importantly, NBC News today provides the nation with its most versatile and comprehensive schedule of news and public affairs programming, originating each week more than 8½ hours of regularly scheduled television news (plus major television news specials on an average of 10 a month), more than 17 hours of radio news, and close to 83 hours of news on NBC-owned stations.

In recent weeks NBC News programs have earned some 20 major awards. Among these honors: two George Foster Peabody Awards; three Saturday Review Awards; the Ohio State Award; two Sigma Delta Chi Awards; the Polk Award; four Overseas Press Club Awards; the McCall's Golden Mike Award; the Headliners Award; and the Cameraman of the Year Award.

The dynamic brand of broadcast journalism which has won this special recognition has also won the largest news audiences in the country.



RK
eller



NEW YORK
Edwin Newman



NEW YORK
Robert Northshield,
Producer



NEW YORK
Leon Pearson



GTON
rgholtzer,
rtment



WASHINGTON
David Brinkley



WASHINGTON
Peter Hackes



WASHINGTON
Richard Harkness



GTON
ocur,
se



WASHINGTON
David Wiegman,
Cameraman



LONDON
Guy Blanchard,
Cameraman



LONDON
Joseph C. Harsch



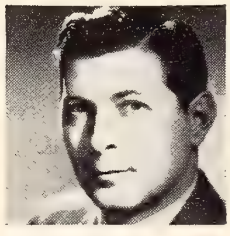
n



TOKYO
Yung Su Kwon,
Cameraman



BONN
Piers Anderton



BUENOS AIRES
Kenneth Bernstein

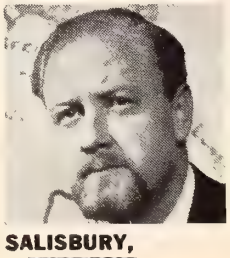




PARIS
John Rich



RIO DE JANEIRO
Wilson Hall



SALISBURY, RHODESIA
George Clay

HEALTHIER SALES

FOR YOUR RADIO STATION WITH
AMERICA'S ONLY INTERNATIONAL
HEALTH PROGRAM & PERSONALITY!
CARLTON FREDERICKS'

LIVING SHOULD BE FUN

Five 25-minute shows per week, offered exclusively on a one-station-per-market basis, with firm commitment from national advertiser to buy the Carlton Fredericks Show immediately on YOUR station.



America's Foremost Nutritionist
Carlton Fredericks, Ph.D.

Top Radio Stations SELL Carlton Fredericks' LIVING SHOULD BE FUN

WOR New York, N. Y.	WLAC Nashville, Tenn.
WLW Cincinnati, Ohio	WBEC Pittsfield, Mass.
WGAR Cleveland, Ohio	WMTN Morristown, Tenn.
WCUM Cumberland, Md.	WTUX Wilmington, Del.
WJTN Jamestown, N. Y.	WFMD Frederick, Md.
WDOE Dunkirk, N. Y.	WLAK Lakeland, Fla.
WGGO Salamanca, N. Y.	KGB San Diego, Calif.
KTHS Little Rock, Ark	WDEF Chattanooga, Tenn.
KWKH Shreveport, La.	WDXR Paducah, Ky.
WAAP Peoria, Ill.	KFH Wichita, Kansas
WJMJ Philadelphia, Pa.	WWVA Wheeling, W. Va.
KGON Portland, Oregon	WLAV Grand Rapids, Mich.
WHAM Rochester, N. Y.	WRTA Altoona, Pa.
WIBX Utica, N. Y.	WMAL Washington, D. C.
WBOF Norfolk, Va.	WENY Elmira, N. Y.
WKYW Louisville, Ky.	WJOY Burlington, Vt.
WNAC Boston, Mass.	KXYZ Houston, Tex.
WWL New Orleans, La.	WFLA Tampa, Fla.
KLZ Denver, Colo.	WJMX Florence, S. Car.
WTJS Jackson, Tenn.	WSOR Windsor, Conn.
KABC Los Angeles, Calif.	WAQE Baltimore, Md.
WJAN Ishpeming, Mich.	WVMC Mt. Carmel, Ill.
WPAZ Pottstown, Pa.	KPHO Phoenix, Ariz.
WVDH Gainesville, Fla.	WRAM Monmouth, Ill.
WIOS Tawas City, Mich.	WRSA Saratoga Springs, N. Y.
WGAC Augusta, Ga.	WWOL Buffalo, N. Y.
KQAQ Austin, Minn.	WMUZ Detroit, Mich.
WMNE Menomonie, Wis.	WRUL World-Wide Bd'csting

during NAB Convention
contact
DAVE NATHAN
CF PRODUCTIONS, INC.
Ambassador Hotel
Wash., D. C. NAtional 8-8510

in New York
1 Park Avenue
N.Y. 16, N.Y. • MU 5-8757

times of national emergency radio has no rival as a means of communication. —*Noel Bernard, Chief of International Operations, Radio Press International Inc., London.*

'Sound' advice

EDITOR: I agree with your editorial (EDITORIALS, April 24) that broadcasting today is a major journalistic force. It has the potential of becoming the prime informational medium if it wants to be.

May I record a criticism of too many radio stations, particularly independents, who try to outdo each other electronically in introducing their news programs? We're familiar with identifying themes composed of clanging bells, zooming jets, speeding trains, sputniks in orbit. Some ambitious newsmen or engineers combine all of these into one maddening meringue that sends a listener to his nearest newspaper! These latest innovations replace the old-hat telegraph ticker or "atmosphere" we got when we shoved a mike into the teletype room to give our newscast the "big city desk" excitement.

Will someone with a sensible, straightforward, honest introduction to a news program please step up?—*Howard Stanley, Howard Stanley Advertising Agency Inc., Norfolk-Portsmouth, Va.*

The Florida story

EDITOR: My sincere congratulations for your Florida market study (BROADCASTING, April 17). This is a most interesting and detailed presentation of the state's industry, both current and potential, and I feel that will be effective in attracting new business enterprises to Florida.—*Sen. Spessard L. Holland (D-Fla.).*

EDITOR: . . . Thought I would call your attention to the fact that when Jacksonville builds a city hall it doesn't fool around. The city hall here is 15 stories, not 6, as reported in the Florida story. . . . The new county court house is six floors.—*Tom W. Mahaffey, Advertising-Promotion Director, WJXT (TV) Jacksonville, Fla.*

EDITOR: . . . It is an impressive piece.—*Wallace H. Jones, industrial representative, Florida Development Commission, Tallahassee.*

[Reprints of the Special Report on Florida are available at the following rates: single copies, 25 cents per reprint; in quantities of 100 or more, $15 per 100 or 15 cents per copy.]

A pat on the back

EDITORS . . . Our local paper, *The Oak Ridger,* in a recent editorial complimented us for bringing the state basketball tournament in Knoxville to local



What's this got to do with your time buy in this market? Just this: We've always felt advertisers on this station deserve expert technical handling of commercial material, on film, live or film in combination with local-live tags. That's why KJEO-TV. is famous in Central California for its engineering skills, top announcers, its overall campaign for an "Air Time Corporate Image"—and this means confidence your time buys on KJEO-TV get selling attention from experts.

our ratings? We've Got Them!

Check with your nearest H-R representative

our network affiliation? abc Of Course!

KJEO
CHANNEL 47
Fresno, California

WTVR IN JUST 10 MONTHS TIME AFTER AFFILIATION WITH CBS-TV HAS MOVED CBS FROM 3RD PLACE TO 1ST PLACE IN RICHMOND

1 During the daytime from sign on to 6:00 PM WTVR is completely dominant with share of audience, divided as follows:

	NIELSEN	ARB
WTVR	50 %	44 %
B	21.5%	20.4%
C	27 %	35.1%

2 During the nighttime 6:00 PM-12:00 Midnight, Sunday through Saturday, WTVR, already in No. 1 place, continues to increase.

	NIELSEN	ARB
WTVR	37 %	40.4%
B	35 %	33.4%
C	27 %	26.1%

3 From sign on to sign off basis, WTVR's share of audience is 50% greater than its nearest competitor according to ARB and 68% greater according to Nielsen:

	NIELSEN	ARB
WTVR	45.8%	43.1%
B	26 %	28.7%
C	27.3%	28.1%

4 WTVR in average homes delivered is again completely dominant from sign on to sign off being 53% greater than its nearest competitor according to Nielsen and 72% greater according to ARB:

	NIELSEN	ARB
WTVR	26,600	27,400
B	15,100	15,300
C	17,300	15,900

Source: NIELSEN and ARB, March, 1961

CBS TELEVISION

WTVR CHANNEL 6

FOR THE BEST BUY IN RICHMOND, VA.
CALL BLAIR TELEVISION ASSOCIATES

NEW FROM PROGRAMATIC®.

With regular additions of new music—instrumental and vocal—program services and audience building techniques, Programatic has already become a great boon to its ever growing roster of subscribers.

Here's what 5 top broadcasters say:

FINEST PROGRAMMING



WJEF-FM, Grand Rapids, Mich.

CARL E. LEE, *Executive Vice President and General Manager*

"Because of its product, its unduplicated programming, and its untouchable library, Programatic is an integral part of our FM programming. Our mail and telephone calls convince us that the concepts of Programatic are welcomed by the listening public."

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KHOL-FM, Holdrege, Nebr.

JACK GILBERT, *Station Manager*

"We're almost a 100% Programatic station. We've rung up sales of full-hour, 52-week contracts with 34 clients without a single cancellation, and are confident we'll do much the same with renewals."

SAVES MONEY

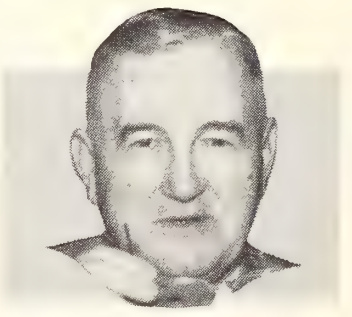


WFGM-FM, Fitchburg, Mass.

DAVID M. MEYERS, *President*

"Programatic has let us add FM to our existing AM operation without increasing payroll costs. We've actually saved a sizeable sum. Sales are picking up and I'm optimistic about the future. We couldn't have done it without Programatic."

PROFIT AND PROGRAM IMPROVEMENT



WSIX-AM-FM-TV, Nashville, Tenn.

LOUIS DRAUGHON, *Owner-Operator*

"When we started looking for a basic service our goal was to make our FM operations self-sustaining, even profitable, while improving our programming. We found just what we were looking for in Programatic. Programatic did, and is doing a commendable job."

BONUS TIME OPPORTUNITY



KPHO-AM-TV, Phoenix, Arizona

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"We decided to put the midnight to dawn hours to work. In Programatic we found the perfect program service. Economy, Reliability, Prestige... Programatic has them all. After 18 months, we're still enthusiastic over the service and the results."

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Programatic announces a sparkling new programming concept—*O-Vation Music*. A radio programming milestone, O-Vation heralds the finest adult music available today. And what entertainment. Exciting new arrangements. New music! New artists! A totally new sound!

Naturally we want everyone to get acquainted with the unique new features of O-Vation Music. We believe it can make *your* station operation even more audience-appealing, more profitable.

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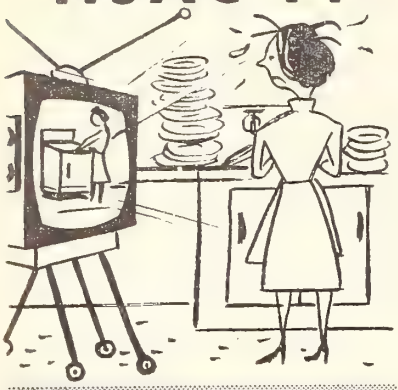
I am interested in Programatic – exclusive for my market.
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Send me the facts – fast!

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Address_____ Station_____

City_____ Zone_____ State_____

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Smart advertisers are cleaning up in the Johnstown-Altoona market by using WJAC-TV.

They can't miss! Both ARB and Nielsen rate WJAC-TV tops, month after month. And those statistics represent product-purchasing people, who buy what they see on WJAC-TV.

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*Reg. U.S. Patent Office

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fans. . . . We are highly competitive with this newspaper and always have been. . . . I wish other stations who are doing a good job could feel the pride and satisfaction of having their competition pat them on the back for a job well done. It seems to make all the effort worthwhile. . . .—*Samuel P. Thrower, President and General Manager, WATO Oak Ridge, Tenn.*

The fm story

EDITOR: . . . Your article on the fm situation was second to none. Feature articles on fm are few and far between. All the great descriptive adjectives which have been showered upon you in regard to the article are 100% justified.

Could you please send two dozen reprints. . . . —*Richard Ross, WDRN (FM) Darien, Conn.*

EDITOR: Please send us five reprints. . . . —*James W. Poole, Station Manager, WFLS Fredericksburg, Va.*

EDITOR: Please send 100 reprints. . . . —*Rev. Hugh M. Beahan, Director, Diocesan Office of Radio & Television, Grand Rapids, Mich.*

EDITOR: Please ship me 10 reprints. . . . —*William I. Rough, Operations Manager, WOWI New Albany, Ind.*

EDITOR: Please send 50 reprints . . . . —*Sid Roberts, Manager, WFMF (FM) Chicago*

EDITOR: Please send us 50 reprints. . . . —*Bill Currie, Station Manager, WRAL-AM-FM Raleigh, N. C.*

EDITOR: . . . May we have 50 reprints? . . . —*Thomas E. Steele, Manager, KBBI (FM) Los Angeles.*

Where Conelrad's needed

EDITOR: I would like to commend you for [the Conelrad] article (GOVERNMENT, April 10). . . . Should disaster. . . . occur . . . the citizens of Birmingham will most certainly evacuate [and most will] want to stop when they reach Sylacauga, about 50 miles south. This is where Conelrad needs to be. . . . We . . . are completely unable . . . to procure either emergency generators [or] Conelrad equipment . . . which would do more good on an arterial escape route than in a devastated area.

. . . We at WMLS can do more good than an entire national network [that has] gone dead with the downed lines and microwave towers. . . . We want to . . . participate . . . but . . . let's keep the scope and pace at a practical level. . . .—*Jim Rutledge, Chief Engineer, WMLS-AM-FM Sylacauga, Ala.*

RIDE 'EM COWBOY.. ..in COLOR!



Two more Color-Firsts have been enjoyed by the Fort Worth-Dallas area television audience.

The gay parade heralding the opening of The Southwestern Exposition and Fat Stock Show was televised in living color by WBAP-TV.

The exciting Fort Worth rodeo, the world's first indoors, was also telecast by the Fort Worth Star-Telegram station in living color.

All local live studio presentations by the pioneer station in Texas are now telecast daily in full color.

Color television is the super-market super-salesman of today and tomorrow.

Just as the persuasive colors of modern packaging cause the home-maker to reach a little faster for colorful products, color television causes the home-maker to take special notice of your products while she is deciding on her purchase.

Take advantage of the complete-color facilities offered by WBAP-TV in the Fort Worth-Dallas market, including two RCA color-equipped tape recorders.



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WBAP-TV NBC 5

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

May 8, 1961 Vol. 60 No. 19

Kennedy, Minow, Collins vitalize NAB

DYNAMIC NEW LEADERS, NEW PROBLEMS MAKE CONVENTION IMPORTANT

The New Frontier and one of its most-regulated national industries will meet face-to-face this week. Several thousand broadcasters converged on Washington at the weekend to

- Review what the new administration has done to them in its first 100 days, and
- Get a preview of what Washington will be up to next.

The top figures in government will meet under NAB's umbrella during the next several days. They include President John F. Kennedy, who speaks Monday morning; FCC Chairman Newton N. Minow, Tuesday luncheon speaker; the entire FCC, at a Wednesday morning few-holds-barred session, and members of Congress.

At stake for broadcasters will be what kind of and how much control over their daily operations can be expected from those presiding over their destinies.

Problems Galore ▪ The operating problems are boundless—government program controls, station breaks, sales of properties, advertising ethics, technical performance, monitoring and station checkups interlocked with license renewals, multiplexing and stereo, educational tv, election and campaign coverage, monopoly probes, pay television, tv violence, network option time and plans to overhaul the way the FCC conducts its own business.

In the face of this accumulation of governmental pressures the NAB will introduce its new president, Gov. LeRoy Collins, an experienced administrator and politician in his own right.

Under Gov. Collins' leadership the association is stepping up its voluntary house-cleaning through strengthened codes, programming projects, advertising checks and a critical self-analysis.

Gov. Collins has brought to the seat of government personal acquaintance with highest figures in Washington life. His record as governor of Florida and as permanent chairman of the Democratic convention last summer are naturally well-known in the nation's capital and his ability as a salesman is believed behind President Kennedy's acceptance of an invitation to address the NAB at a period of international and national tensions.

Two approaches to national broadcasting performance will thus dominate the convention—the government's somewhat paternalistic use of confused legislative and regulatory powers and the industry's self-regulatory moves.

Censorship ▪ The newest issue thrown into the broadcast scene is President Kennedy's recent proposal that newspaper publishers consider the national interest as well as news merit in deciding what to print. The White House has since explained that broadcasters and other news media come under the rather vague but sinister proposal for some form of self-censorship (see story page 48).

This Presidential request adds a solemn, almost warlike aspect to the convention, which takes place in a capital shaken by government efforts to cope with the intensifying cold war. In effect, the failure in Cuba and the Communist campaigns in the Far East have landed right on the broadcaster's doorstep.

Gov. Collins and the industry are far from accord on many of his approaches to voluntary policing of programming and standards. The governor's Monday luncheon speech will be directed to his concepts of industry performance and association operation. Listening closely will be networks, asked to provide "blue-ribbon" programs in "prime time," and individual broadcasters who will be exposed for the first time to his low-pressure, but eloquent type of oratorical persuasion.

Important Events ▪ All this adds up to four of the most intriguing days in broadcasting history.

It may not be the largest NAB convention in history, judging by the advance registration list (BROADCASTING, May 1), but it promises to be exceptionally revealing as such new officeholders as President Kennedy, Chairman Minow and Gov. Collins make their NAB convention debuts.

An unusual feature of the 1961 convention will be the exceptional opportunity for broadcasters to meet socially and in informal discussion with those who enact the laws and hand down the regulations.

The glittering social peak will be reached Tuesday evening at the NAB's government reception. Already over 700 guests have accepted invitations to join with perhaps 3,000 broadcasters at 5:30 p.m. in Sheraton Hall. Sheraton-Park Hotel, largest hotel ballroom in the Capi-

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■ Will JFK ask for voluntary censorship? . . . . . page 48
■ Inter-American Association of Broadcasters meets . . . . page 80
■ American Women in Radio & Television hear Collins . . . page 83
■ Committees which planned for 1961 NAB Convention . . page 52

President to ask radio-tv censorship?

'VOLUNTARY' CODE AND CENSOR STAFF READY FOR IMMEDIATE USE

The first peacetime censorship in U. S. government history may be invoked unless the news media massively resist it.

President Kennedy has already suggested that newspapers withhold information of value to the nation's enemies. In an April 27 speech to the American Newspaper Publishers Assn. he said: "If the press is awaiting a declaration of war before it imposes the self-discipline of combat conditions, then I can only say that no war ever posed a greater threat [than the Communist bloc now poses] to our security."

Whether he will make a similar appeal to broadcasters during his appearance today (May 8) at the NAB convention could not be learned. But last week his assistant news secretary, Andrew Hatcher, told BROADCASTING that the President's remarks about newspaper self-discipline applied equally to radio and television.

The President has scheduled a conference tomorrow with leaders of the American Newspaper Publishers Assn., the American Society of Newspaper Editors, the Associated Press and United Press International. Voluntary censorship will be discussed.

In his ANPA speech the President said that "no governmental plan should impose its restraints against your will," and he added that he was "not suggesting any new forms of censorship or new types of security classifications." What he did not mention, in his speech to the publishers was that the apparatus for voluntary censorship administered by the government already exists.

A stand-by cadre of an Office of Censorship has been on active reserve status for several years, and a stand-by code of voluntary censorship was approved by the government in 1958. BROADCASTING exclusively published the text of the code in its issue of Aug. 4, 1958.

Last week an official of the Office of Civil and Defense Mobilization referred a reporter to BROADCASTING's 1958 report with the remark that this magazine's version of the code was "95% correct." The text of the code is reprinted below for the information of broadcasters.

Code of Censorship

To all newspapers, magazines, radio and television stations, and other conveyors of information to the public:

This code is issued pursuant to instructions of the President. It is essential that no information of possible value to our enemies be made available to them. Until detailed guidances are promulgated, all media are asked not to publish or broadcast[1] information in the following categories unless the information is made available for publication or broadcast by appropriate authority or if no objection is found by the Office of Censorship.

The code is but a guide and cannot cover all possible contingencies. Ask yourself always, "Is this information I would like to have if I were the enemy?" and then act accordingly. Use of implication or speculation as a device to convey information helpful to the enemy undermines the purpose of voluntary censorship.

If anyone is in doubt, in any particular case, whether the information in question would aid the enemy, he should ask for clarification from the Office of Censorship, which can be reached by mail at the Office of Censorship, Washington 25, D. C., or by telephone ———— or ————.

War Plans

War plans, or diplomatic negotiations, or conversations which concern military operations.

Attacks

Information about actual or impending enemy attacks on continental United States, its territories or possessions, and its establishments abroad or those of its allies.

It must be borne in mind constantly that in possible nuclear warfare, in particular, every editor and broadcaster should assume responsibility in preventing panic and needless loss of life. It would be most damaging to the public interest to circulate the following:

1. Rumors, unconfirmed reports and speculation about destruction of life or property or fallout possibilities until officially announced.

2. Information about actual or impending enemy attacks on continental United States, its territories or possessions, and its establishments abroad.

3. In case of attack, broadcasts, regardless of context, concerning an impending raid or during a raid, except as authorized by appropriate authorities.

It is requested that publication of radio or television broadcasts immediately following an alert or an attack be limited to official announcements except for:

1. The fact of the attack and the general, but not the specific, area of its impact;

2. The bare fact that defense measures are being taken.

Except as officially announced, the nature of the attack (whether conventional or nuclear, whether by air, missile, or otherwise, or how many planes, missiles or other weapons were involved) should not be disclosed or estimated.

After an attack appears to have ended, there is no objection to general descriptions of what has happened provided such reports (except for official announcements) do not:

1. Deal with or refer to unconfirmed versions or rumors.

2. Estimate the strength of the attacking force, such as the number of planes or missiles; or their position or routes;

3. Estimate extent of casualty or make any reference to damage to military objectives such as fortifications, railroads, ships or industrial plants engaged in war work;

4. Describe except in the most general terms the counter-measures of defense.

At no time should photographs, films, or live television programs portray any more information than is given official clearance by appropriate authority or the Office of Censorship.

As used in this section, and elsewhere in this code, the term "officially" means by authority of constituted federal officials under the commander-in-chief, and does not include

[1] There are three types of broadcast media with which this code deals: standard broadcast stations, fm broadcast stations, and television broadcast stations. The signals of standard broadcast stations can be disguised in such manner, through the system known as Conelrad, as to assure reasonable defense against their use by an enemy as bombing target patterns. Fm broadcast stations and television broadcast stations signals, however, cannot be so disguised because of their characteristics. This code anticipates, therefore, that there will arise circumstances other than those here covered in which some broadcast facilities may remain on the air in certain emergencies, when others perforce must remain silent. In such cases, the Office of Censorship will be concerned only with those that are broadcasting. Any question arising with respect to the silent stations should be addressed to other government authorities. The identity of those authorities will be communicated to stations in due course.

local police or other municipal officials unless federal officials have turned over complete authority to them in an emergency.

In short, it is vital that the enemy should not learn from our press or broadcasters just what he has done with his bombs, shells or missiles. On the other hand, there is left considerable scope for news enterprise. It is not intended to place any barrier to the reporting of such matters as feats of heroism, incidents of personal courage, or response to duty of the military or civil defense worker.

Allied Forces

Location, identity, composition, equipment, movement or prospective movement of United States (allied) Army, Navy or Air Forces units.

Identification of combat casualties until made available by the concerned military department or next of kin.

Ships

Identity, location, character, description, equipment, assembly, parts, movements, and prospective movements of naval vessels, transports, and convoys, whether of the United States, its allies or the enemy, by sea or air.

Identity, location, cargoes and movements of merchant vessels of any nationality.

Existence of mine fields or other harbor defense, including secret guides to navigators, by sea or by air.

Production, launchings or commissioning of vessels, aircraft, or missiles of any type of the United States, its allies or the enemy, by sea or by air.

Information about the sinking or damaging of war or merchant vessels of the United States, its allies or the enemy.

Aircraft and Missiles

Disposition, composition, movements, missions, or strength of United States, allied or enemy air units; military activities or commercial airlines.

Production data, including information concerning new and current military aircraft and related items of equipment, including missiles.

Fortifications and Installations

Location and description of fortifications, coast defense emplacements, anti-aircraft guns and other air defense installations, including defense installation details of public airports used for military purposes; location or description of camouflage objects.

Production

New or secret weapons, identity and location of plants making them; secret designs, formulas, processes or experiments connected with the war.

Rate of production, stockpiling and consumption of any specific type of war materiel used in or for specialized military operations.

Location, movement or transportation of war materiel.

Military Intelligence

Information concerning war intelligence or counter-intelligence, operations, sources, personnel, methods or equipment of the United States, its allies, or the enemy.

Classified detection devices.

Classified United States or allied means or systems of military communications.

Sabotage or what could be profitable sabotage targets to the enemy.

War Prisoners

Information as to arrival, movements, confinement or identity of prisoners of war.

Identity of persons arrested or interned as enemy aliens; location or operation of alien internment camps; places of confinement of civilians convicted of treason, espionage, or sabotage; persons who have voluntarily submitted themselves to protective custody.

Travel

Information about the movements of the President of the United States or of other high ranking civilian or military officials on diplomatic or military missions for the United States or its allies.

Photographs and Maps

Photographs or maps conveying any of the information specified in other sections of this code; aerial photographs of harbors, war plants, military or vital defense installations.

Weather

Weather forecasts or warnings other than those officially issued by the Weather Bureau under specific statement that they are cleared for publication and/or broadcast. When appropriately cleared forecasts or warnings applying to areas within the continental United States are received, those published by a single newspaper, or broadcast by a single radio or television station should cover only the state in which published or broadcast and not more than four adjoining states, parts of which lie within 150 miles of the point of publication or broadcast. When appropriately cleared forecasts or warnings applying only to oceanic or coastal waters (including storm, gale, or hurricane warnings for coastal areas) are received, they may be published or broadcast without restriction as to area.

Wind direction or barometric pressure in current, forecast, or past weather (including summaries and recapitulations) except when contained in emergency warnings released by the Weather Bureau specifically for broadcast.

Weather maps less than one week old.

Note: News stories and photographs about current and past weather occurrences in the state of publication and outside the state within 150 miles of the point of publication may be published but not broadcast. News stories and photographs about weather occurrences in other areas, especially storms and other extremes, will be appropriate for publication only when specifically cleared through the Office of Censorship. A consolidated table containing temperature and precipitation data for not more than 20 localities may be published but not broadcast. News stories, photographs and films about weather occurrences in any area will be appropriate for broadcast only when specifically cleared through the Office of Censorship.

Interviews and Letters

Interviews with service men or civilians involving combat operations outside the continental United States (including accounts of escapes) should be submitted before publication or broadcast either to the Office of Censorship or the appropriate service public information officer.

Letters from combat areas are censored in the field only for home consumption, not for publication or broadcast. When such letters are published or broadcast, information in conflict with provisions of this code should be eliminated. Special care should be used in handling escape accounts to eliminate all escape details and information which might lead to reprisals or endanger future escapes.

Accredited Correspondents

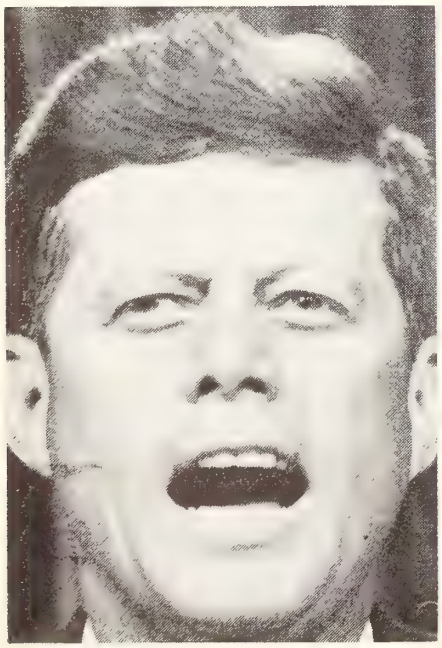
No provisions in this code modify obligations assumed by accredited correspondents who accompany United States armed forces.

War News Coming Into the United States

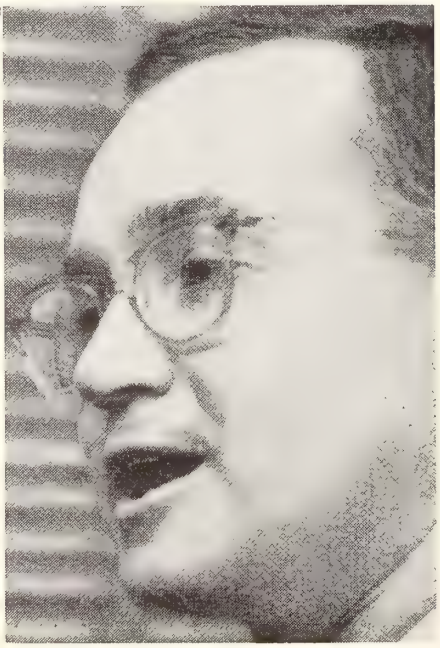
Generally, war information originating outside the United States territory may be published or broadcast if the information is carefully attributed (no material conflicting with the code should be added in rewriting information received from abroad).



LeRoy Collins (shown here with picture of his Tallahassee home) will be on view for first time for most NAB delegates this week.



Two New Frontiersmen who will share top billing at NAB convention: President Kennedy (l) and FCC Chairman Newton Minow.



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tal. About two-thirds of Congress will be there.

After the reception many of the state broadcaster delegations will hold dinner parties for their Representatives and Senators. Here they will have a chance to discuss their problems with legislators in the intimacy of private dining spots.

Minow to Speak ▪ FCC Chairman Minow, who has been taking powerful swipes at elderly traditions and jammed dockets, is expected to state his concepts of broadcaster responsibilities at the Tuesday luncheon. He'll have a chance to argue some of his ideas at the Wednesday morning rountable.

FCC's biggest bomb of the season came two months ago when the 1960 tv option time decision was pulled back for reconsideration. At issue is network-affiliate relationship—how much pay for stations and what time can the network preempt. Last September, under Republican chairmanship, the FCC cut option time in the four parts of the broadcast day from 3 to 2½ hours. An antitrust aspect of option time is before the courts.

Not on NAB's agenda is a White House study of regulatory agencies, including the FCC, under direction of James M. Landis, ex-dean of Harvard Law School and once a New Deal administrator. A fortnight ago the White House sent to Congress a plan to give the FCC chairman more power and stiffen commission procedure. Dean Landis was the architect of this plan.

Hill Busy ▪ At this point Congress steps into the FCC scene. Both Commerce Committees are planning hearings on the reorganization. And in the offing is a rumored Landis plan to set up a radio spectrum czar to administer the allocation of frequencies to government and non-government users.

A number of important broadcasting bills are in the legislative mill. These include a proposal to make permanent last year's suspension of the Sec. 315 free-time requirement in elections. A half-dozen educational tv bills are in the hopper. The Senate has passed one to grant each state $1 million for etv. Then there are bills to license networks and restrict station sales; anti-pay tv bills; proposals to reimburse political parties up to $1 million for radio-tv time bought for presidential and vice presidential campaigns by major parties. Approaching committee hearings will cover the new regulatory proposals, network licensing and tv's relationship, if any, to juvenile delinquency.

Chairman Minow showed his willingness to speak openly with those he regulates by agreeing to impose no limits on questions to be asked at the Wednesday morning panel, with the possible ex-



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Ohio's tallest TV (1104 ft.) and FM Antenna at (1000 ft.), plus new hi-power FM, boosted to 35 KW., November, 1960.

WIDE!

New maximum power TV thrust reaches out to cover almost 3 million people in the Dayton area (Ohio's 3rd market). New hi-power FM blankets a 22,000 sq. mile area.

and WHOLESOME!

Sensible programming variety — from good music, news and sports to thoughtful public service, local interest, and then some.

Check with George P. Hollingbery for data on WHIO-TV and WHIO-FM, Dayton's High, Wide and Wholesome power and programming pair.

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AM — 1290 KC
FM — 99.1 MC

WHIO-TV
CBS
Channel 7

Dayton Ohio

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Associated with
WSB, WSB-TV, Atlanta, Georgia and
WSOC, WSOC-TV, Charlotte, North Carolina

ception of those dealing with specific cases awaiting decision.

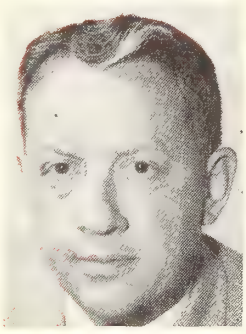
Etv Proponent ▪ He's expected to emphasize his enthusiasm for educational tv with federal aid; promise vs. performance, with field hearings; stepped-up enforcement of renewal procedures; "vigorous application of the law"; improved tone of programming, with offerings for all audience facets; station provision for development of local talent; alleged trafficking in stations at exorbitant prices. And he's known to feel that ratings exert an important if not unfavorable influence on programs, with some thought they may come under the FCC's purview.

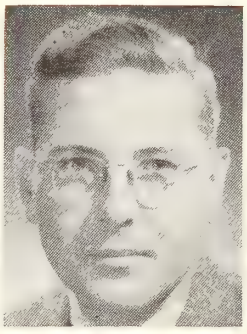
His two main assets for the post, Chairman Minow has said, are the fact that he want's no job in the industry and is not a candidate for reappointment when his term ends.

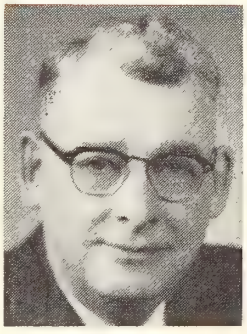
Advertising, Too ▪ The matter of deceptive advertising will come up at the convention in separate presentations covering the NAB radio and television codes. The Federal Trade Commission, headed by Chairman Paul Rand Dixon, will not take an official role in proceedings but FTC's influence will be apparent. This New Frontier watchdog over advertising claims is reorganizing to speed up its processing of allegedly deceptive advertising.

Chairman Dixon has told the Assn. of National Advertisers he expects to spank advertisers who come too close to the edge of the "thin ice of truth." (BROADCASTING, April 24). He said advertisers know when they are at the deception point, taking a calculated chance the campaign can pay off before the FTC catches up with it.

In the NAB presidency, a role he assumed Jan. 4, Gov. Collins has made it clear he feels "a sense of mission very similar to that I have felt in public service." Back of it is a desire "to help make


Mr. Lindsay


Mr. Martin


Mr. Arnoux


Mr. Bostic


Mr. Clay

NAB convention committees

Convention Committee: Merrill Lindsay, WSOY-AM-FM Decatur, Ill., and Dwight W. Martin, WAFB-TV Baton Rouge, La., co-chairmen (respectively vice chairmen of Radio and Tv Boards); Campbell Arnoux, WTAR-TV Norfolk, Va.; Thomas C. Bostic, KIMA Yakima, Wash.; Henry B. Clay, KTHV(TV) Little Rock, Ark.; Robert T. Mason, WMRN Marion, Ohio; C. Wrede Petersmeyer, Corinthian Broadcasting Corp.; Odin S. Ramsland, KDAL Duluth, Radio Board chairman; W. D. Rogers, KDUB-TV Lubbock, Tv Board chairman; Jack S. Younts, WEEB Southern Pines, N. C.

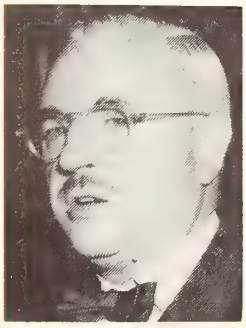
Resolutions Committee: John S. Hayes, Washington Post Broadcast Div., chairman; Robert C. Fellman, WPDQ Jacksonville, Fla.; Tom Johnson, KTOK Oklahoma City; C. Howard Lane, KOIN-TV Portland, Ore.; A. Louis Read, WDSU-TV New Orleans; Jack Roth, KONO San Antonio, and Willard E. Walbridge, KTRK-TV Houston.

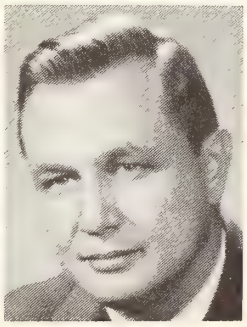
Credentials Committee: Robert B. McConnell, WISH Indianapolis, chairman; Lyell Bremser, KFAB Omaha, Neb.; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; John R. Henzel, WHDL Olean, N. Y.; John J. Laux, WSTV-TV Steubenville, Ohio; James D. Russell, KKTV (TV) Colorado Springs, Colo., and Lester G. Spencer, WKBV Richmond, Ind.

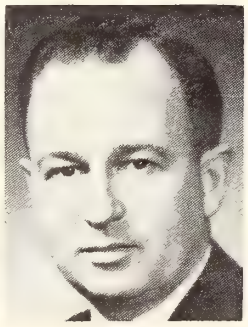
Ladies Committee: Mrs. LeRoy Collins, honorary chairman; Mrs. John S. Hayes as chairman. Members include Mrs. Alfred R. Beckman, Mrs. Edmund G. Bunker, Mrs. Joseph Goodfellow, Mrs. Frederick S.Houwink, Mrs. Clair R. McCollough and Mrs. Sol Taishoff.

Committee to escort Judge Justin Miller for presentation of NAB Distinguished Service Award: J. Leonard Reinsch, Cox Stations, FCC Commissioner T. A. M. Craven and G. Richard Shafto, WIS-AM-TV, members of original committee that selected him for NAB presidency; Odin S. Ramsland, KDAL Duluth, Minn., chairman of 1961 awards committee; W. D. Rogers, KDUB-TV Lubbock, Tex., and Thomas C. Bostic, KIMA Yakima, Wash., respective chairmen of Tv and Radio Boards.

Escorts for President John F. Kennedy: Clair R. McCollough, Steinman Stations, NAB board chairman, and Merrill Lindsay, WSOY-AM-TV Decatur, Ill., co-chairman of convention.


Mr. Mason


Mr. Petersmeyer


Mr. Ramsland


Mr. Rogers


Mr. Younts


OUR
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Those l-o-o-o-ng commercials due for look

The changing world of broadcasting codes ran into an old nuisance last week—tv programs that actually are non-stop commercials.

NAB's two-ply code structure for radio and television will go into program-length commercials, participation spots, station breaks and related programs at the convention this week. The Tv Code Review Board will hold a management-ownership session Tuesday morning; the Radio Code Board will program a Wednesday afternoon meeting (see full agenda for convention, pages 72-73).

The all-commercial programming problem, which the Tv Code Board figured it had solved long ago, has arisen in real estate programs. E. K. Hartenbower, KCMO-TV Kansas City, said some syndicated features violating the code are appearing. He advised tv code subscribers to check on their current and upcoming programs and if in doubt to double check with tv code offices in Washington, New York or Hollywood.

"The code makes exceptions in cases where the program is a singleton and serves a special community purpose," Mr. Hartenbower said. "For example, local fashion shows and similar one-time-only programs are permitted.

"Most straight commercial programs have been pretty well bottled up but there are housing shows and used automobile programs that are difficult to qualify under the code. There is no question that some of the shows, particularly in the real estate field, should be checked with the code staff, which will rule out any show that devotes 28 minutes out of a half-hour to solid sell—hard or soft."

Radio Code ▪ The Radio Code Board, less than a year old, is headed by Cliff Gill, KEZY Anaheim, Calif. Chairman Gill will lay the groundwork for the Wednesday afternoon code session, titled "The Radio Code —Who Needs It." Since last July 1, when the code structure was set up on a paid subscription basis, 1,231



Mr. Hartenbower



Mr Gill

am and fm stations have subscribed. This is 27.8% of the radio membership, considered a good start.

Allan Bachman of National Better Business Bureaus will describe how the BBB organization is working in its own campaign on behalf of truth in advertising and good taste. Leonard Matthews of Leo Burnett Co. will describe the activity of the American Assn. of Advertising Agencies and Assn. of National Advertisers in their joint code project.

Adam Young, head of the station representative firm bearing his name, will speak on the work of the radio trade practices committee of Station Representatives Assn. He is chairman of the commitee. Robert M. Booth Jr. will present the position of the Federal Communications Bar Assn., of which he is chairman. Charles M. Stone, radio code director, will give a report on code progress. All members of the Radio Code Board are to take part.

Changes ▪ Two changes in the old NAB Standards of Radio Practice have been made since last July. First, the allowable commercial time for 5-minute single-sponsorship programs was increased from 1¼ to1½ minutes. Second, maximum time limits were set, effective May 1, for advertising in announcement or multiple sponsorship program or both. These must not exceed an average of 14 minutes an hour on a weekly basis and in no event may they exceed 18 minutes in any single hour or 5 minutes in any 15-minute segment. Classified, shopping guide and auction programs are permitted 1½ minutes of advertising in each 5-minute segment.

At the tv code meeting Chairman Hartenbower will introduce a code presentation over which Charles H. Tower, NAB vice president, will preside. Frank J. Morris, head of the Hollywood code office, will review previewing of script and film of syndicated series produced by affiliates in the Alliance of Television Film Producers and independents.

Stockton Helffrich, director of the New York code office, will describe the work of that office in dealing with advertisers, agencies and code subscribers. Edward H. Bronson, director of tv code affairs, will describe administrative affairs. A regular meeting of the TvCode Review Board was scheduled Sunday, May 7.

broadcasting a greater force in American Life." (A detailed profile and analysis of Gov. Collins' approach to his job appears in the May issue of *Television.*)

Board Jolted ▪ Last Feb. 10 Gov. Collins jolted the NAB board by stating his belief that broadcasting "is in serious trouble" with public favor at a dangerously low point. At that time he called for improved quality and diversity in programming along with better relations with the government and the American people. He took the position much of NAB's staff work is defensive and centered around trivia, describing the radio and television codes as excellent projects but defensive at a time when the industry must take the offensive.

In the process, he told the board, NAB should be reorganized. The structure is cumbersome, he contended, lacking unified, central authority. He took occasion in his board talk to denounce the heavy influence exerted by rating services and to propose that NAB itself rather than the networks should speak for the industry in Washington.

Then on March 15 Gov. Collins told the Radio Television Executives Society in New York that all industry segments —stations, networks and film producers —should make a concerted effort to eliminate excessive violence and improve programming. He proposed each tv network develop two hours of blue-ribbon programming (drama, fine music, information, education) for weekly broadcasting in prime time. He reminded advertisers and agencies that they should share both the credit and criticism that broadcasters get and said they should be sure their copy meets obvious and accepted standards of good taste.

Step Further ▪ He went further in his sponsorship stand April 22 at the convention of the American Assn. of Advertising Agencies by calling for conprograms and commercials. He called code development and enforcement his "major responsibility" and promised to use the codes with much greater effect and to a far greater extent.

Now Gov. Collins is ready to speak directly to broadcasters. It's certain he will hit hard and not hesitate to state the case as he sees it. The governor will be tough and blunt but will do it in that soothing manner that made him an effective administrator. It would surprise no one who knows him if members who had their behinds slapped responded by giving him an ovation.


BUILDING
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The trends in tv station package plans

THE KEENER THE COMPETITION, THE MORE FLEXIBLE THE SALES PLANS

The constant search by the advertising agency and its client for additional information on tv station time-selling trends has spurred one station representative—Weed Television Corp.—to come up with a tabulated summary of package-plan data. Its chief finding: the higher the degree of competition, the greater the flexibility in plans available.

The report, now making the rounds of NAB's convention, is summarized as follows (also see tabular material):

▪ Nearly all tv stations have package plans, as many as 95% of stations in the multi-station (four stations or more) markets, and 99% of stations in three-station markets. Of total stations listed in the report (the study is based on coverage of 490 tv stations in the U. S.), 438 (89%) publish a package plan, though availability varies by market size.

▪ Once out of the major markets where package plans are prevalent, more than a quarter of those in the single-station classification do not list a plan of any kind.

▪ More than 80% of all package plans are in fixed positions with run-of-station-only plans insignificant. Outlets in the multi- and three-station markets are more apt to offer both the fixed position and an ROS plan than stations in smaller markets.

▪ Plans based on the number of announcements purchased per week by an advertiser appear to be a nearly uniform method of packaging—and it's only in the multi-station markets that other plans occur (on dollar volume, bonus, AAA premium, etc.) but even then by only 10% of the stations. Variance in the qualifying number of spots occurs most widely in the multi-station market. Conversely there's a more uniform trend in the smaller markets.

▪ The five spots per week purchase is the most generally used base for package plans (incidence most prevalent in smaller markets) with the 10-per-week discount most cited as the maximum. Most frequently used minimum plan discounts: 20-30% with an opening discount of 25%; maximum plan discounts 40-50% with 50% the most commonly used.

▪ Less than one-third of stations permit package plans to operate in so-called prime-time, though nearly 50% of all stations do permit prime-time announcements to contribute for advertiser qualification. An average of 30% of stations in three, two or single-station markets allow package plans to operate in prime time. Slightly more than 60% in multi-station markets offer plans in prime-time (percentage is boosted by the existence of non-network stations in these markets, Weed explains).

▪ Special ID plans are the exception rather than the rule. Only 9% of all package plan stations in the U. S. publish a special incentive plan for this (10-second) form of spot.

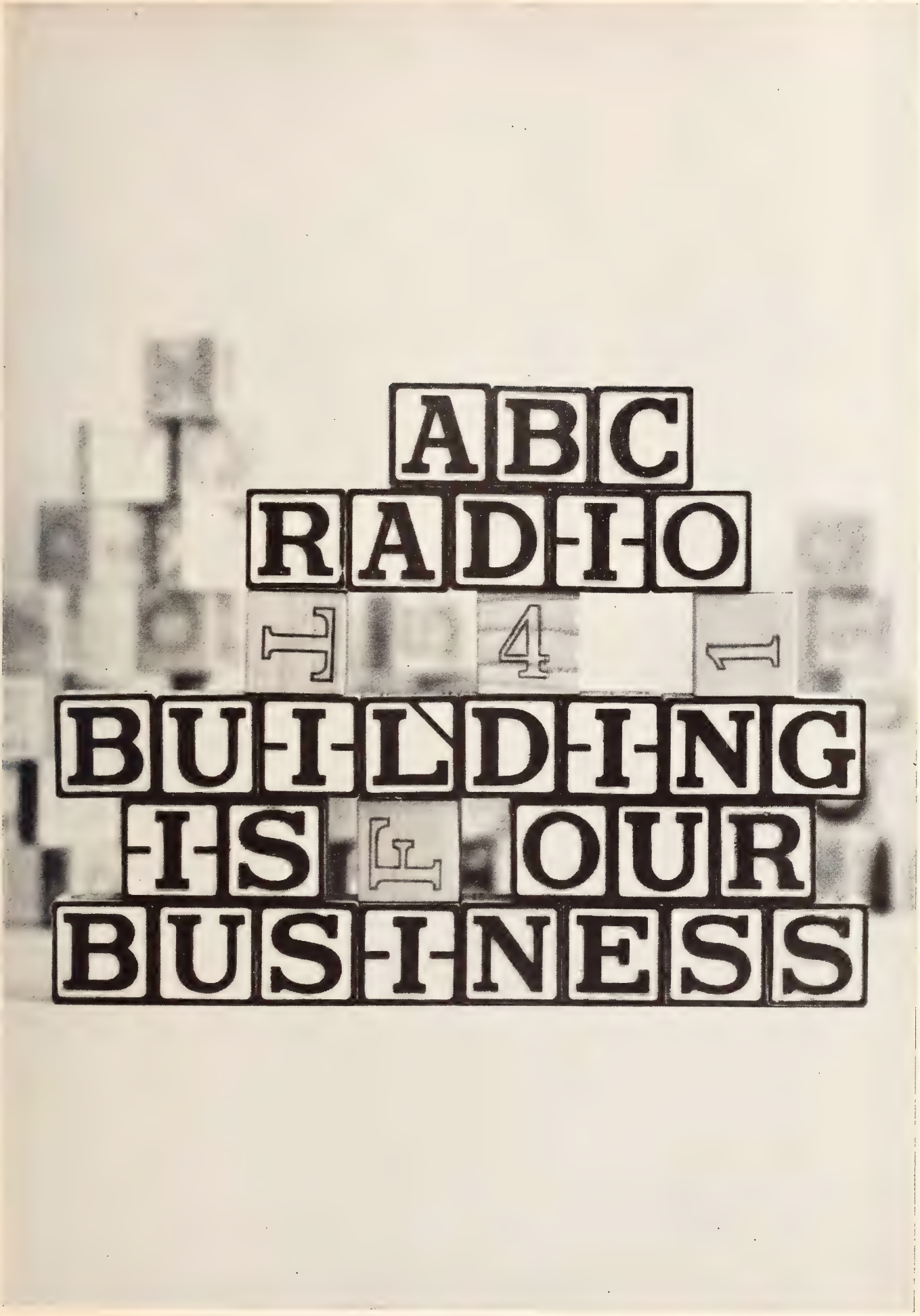
▪ Few stations allow consecutive-week discounts on package buying as

HOW DO THEY BASE THEIR PLANS?

	Multi-Station Markets	Three-Station Markets	Two-Station Markets	Single-Station Markets
Stations basing their plans on number of spots purchased per week	100%	100%	100%	100%
Number of stations	73	163	108	86
Number of spots entitling an advertiser to minimum plan discount:				
2 per week	1%	1%	2%	2%
3 per week	33	44	27	25
4 per week	—	**	—	—
5 per week	36	45	51	58
6 per week	19	9	17	7
More than 6 per week	11	**	3	8
**Less than 1%				
Number of spots entitling an advertiser to maximum plan discount:				
Less than 10 per week	6%	2%	2%	6%
10 per week	26	39	43	45
11 per week	—	—	1	—
12 per week	11	12	15	10
13 per week	—	—	—	1
14 per week	4	1	—	—
15 per week	17	20	9	14
16 per week	1	—	—	—
18 per week	—	1	4	1
20 per week	14	16	18	9
More than 20	21	9	8	14

HOW DO THEY DISCOUNT?

Stations basing plan on spots purchased per week	100%	100%	100%	100%
Minimum Discount:				
10% off the 1-time rate	10	6	6	7
15%	6	11	7	10
20%	15	25	17	17
25%	23	28	32	26
30%	23	15	16	24
35%	8	6	10	2
40%	8	6	6	7
Others	7	3	6	7
Maximum Discount:				
25% off the 1-time rate	5	4	—	4
30%	6	6	3	4
35%	7	6	2	2
40%	23	26	26	32
45%	8	15	24	11
50%	30	32	30	35
55%	8	7	6	1
60%	11	2	6	7
Others	2	2	3	4


ABC
RADIO
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incentives (less than 20% of all stations), though multi-station markets show more inclination to do this than do smaller-market stations.

In its summary, the Weed tabulation also reviews the "status" of tape and color facilities. It finds 40% of all commercial tv stations equipped with video-tape, with the availability concentrated in larger-market classifications (more than three-fourths of all stations in multi-markets and more than half of all stations in three-station markets). As for color: 211 stations, or 43% of the total, are equipped to transmit color programming and/or commercials with the majority of the stations currently transmitting network color only. More than 25% of stations in markets with three or more stations not only transmit network color, but also are equipped to originate local color programs and commercials.

The rep firm noted in its analysis that prime time is considered to be the station's "highest classification for announcements. It may be noted as AAA, AA or A time on the individual station's rate card." In defining the consecutive week discount, the report did not consider the availability of consecutive week discount on straight rate-card announcement or program purchases but specifically refers to the discount shown to be applicable to a package plan purchase.

What defines a "package plan" in the Weed spot dictionary? "By the number of spots entitling an advertiser to plan rates and by the discounts offered." (Discounts are shown off the one-time rate.)

Business briefly...

Ford Motor Co., R. J. Reynolds Tobacco Co., and **National Biscuit Co.** have each renewed sponsorship of NBC-TV's *Wagon Train* (Wed., 7:30-8:30 p.m. NYT) next season. The series is sold out. Agencies: J. Walter Thompson (Ford), William Esty (R. J. Reynolds) and McCann-Erickson (National Biscuit).

P. Lorillard Co. and **American Home Products Corp.** will co-sponsor *The Price Is Right,* nighttime series on NBC-TV next season (Mon., 8:30-9 p.m. NYT). Agencies: Lennen & Newell (P. Lorillard), and Ted Bates (American Home Products).

Colgate-Palmolive Co. and **Brown & Williamson Tobacco Co.** ordered sponsorship in *Robert Taylor's Detectives,* on NBC-TV (Fri., 8:30-9:30 p.m. NYT). The Four Star Television series will move in the fall from ABC-TV, where it started in the fall of 1959 in a half-hour version. Agencies: Ted Bates & Co. (Colgate-Palmolive), and Keyes, Madden & Jones (Brown & Williamson).

Does M-E tell M-M

When is a product conflict a product conflict?

Colgate-Palmolive Co., New York, announced last week that McCann-Erickson Inc., New York, was being dropped as agency for the company's Ajax and Spree Detergent-Soap Bar. Billing was estimated at $4 million. Only three weeks ago McCann-Marschalk Co., like McCann-Erickson Inc., an agency under the corporate umbrella of Interpublic Inc., obtained the detergent account of Tidy House, a division of the Pillsbury Co., which has billing of about $1.8 million. It was the view of Interpublic officials that there was no product conflict since McCann-Erickson and McCann-Marschalk are separate and distinct agencies. Colgate-Palmolive reportedly did not share this interpretation.

Pittsburgh Plate Glass Co., Pittsburgh, and **Douglas Fir Plywood Assn.,** Tacoma, Wash., will co-sponsor *David Brinkley's Journal* on NBC-TV next season (Wed., 10:30-11 p.m. NYT), making the weekly colorcast news series a sell-out. Agencies: BBDO, N. Y. (Pittsburgh Plate Glass), and Cole & Weber, Seattle (Douglas Fir).

United Motors Service Div. of General Motors Corp., **Gillette Safety Razor Co., Colgate-Palmolive Co., R. J. Reynolds Tobacco Co.** and **Liggett & Myers Tobacco Co.** are among the advertisers to order sponsorship of NBC-TV's coverage of four major football bowl classics. All four games are sold out more than seven months in advance of the telecasts. They are: Rose Bowl (Jan. 1, 1962), co-sponsored by Gillette (Maxon Inc.) and Chrysler Corp. (BBDO); East-West Shrine Game (Dec. 30), with Colgate-Palmolive (Ted Bates) and R. J. Reynolds (William Esty) each sponsoring one quarter, and the remaining half sponsored by Savings & Loan Foundation (McCann-Erickson); Pro Bowl Game (Jan. 14, 1962), with Liggett & Myers (Dancer-Fitzgerald-Sample) sponsoring one-half, and United Motors Service Div. of General Motors (Campbell-Ewald) and Carter Products (Sullivan, Stauffer, Colwell & Bayles) sponsoring one quarter each, and the Blue-Gray Game (Dec. 30), co-sponsored by Gillette and Chrysler through agencies previously named. NBC-TV also has the following order for two other post-season football classics: National Football League Championship Game (Dec. 31), one-quarter sold to Philip Morris (Leo Burnett) and one-quarter to Ford Motor Co. (J. Walter Thompson); Sugar Bowl (Jan. 1, 1962), one-half sold, with United Motors Service Div. and Wynn Oil (Erwin Wasey, Ruthrauff & Ryan) each taking one-quarter. United Motors has also ordered quarters in the Liberty Bowl (Dec. 16) and the Senior Bowl (Jan. 6, 1962).

El Producto Cigar Co., N. Y., is co-sponsoring *Fight of the Week* on ABC-TV (Sat., 10 p.m.) through Sept. 30. The other sponsor is Gillette. El Producto's agency: Compton Adv., N. Y.

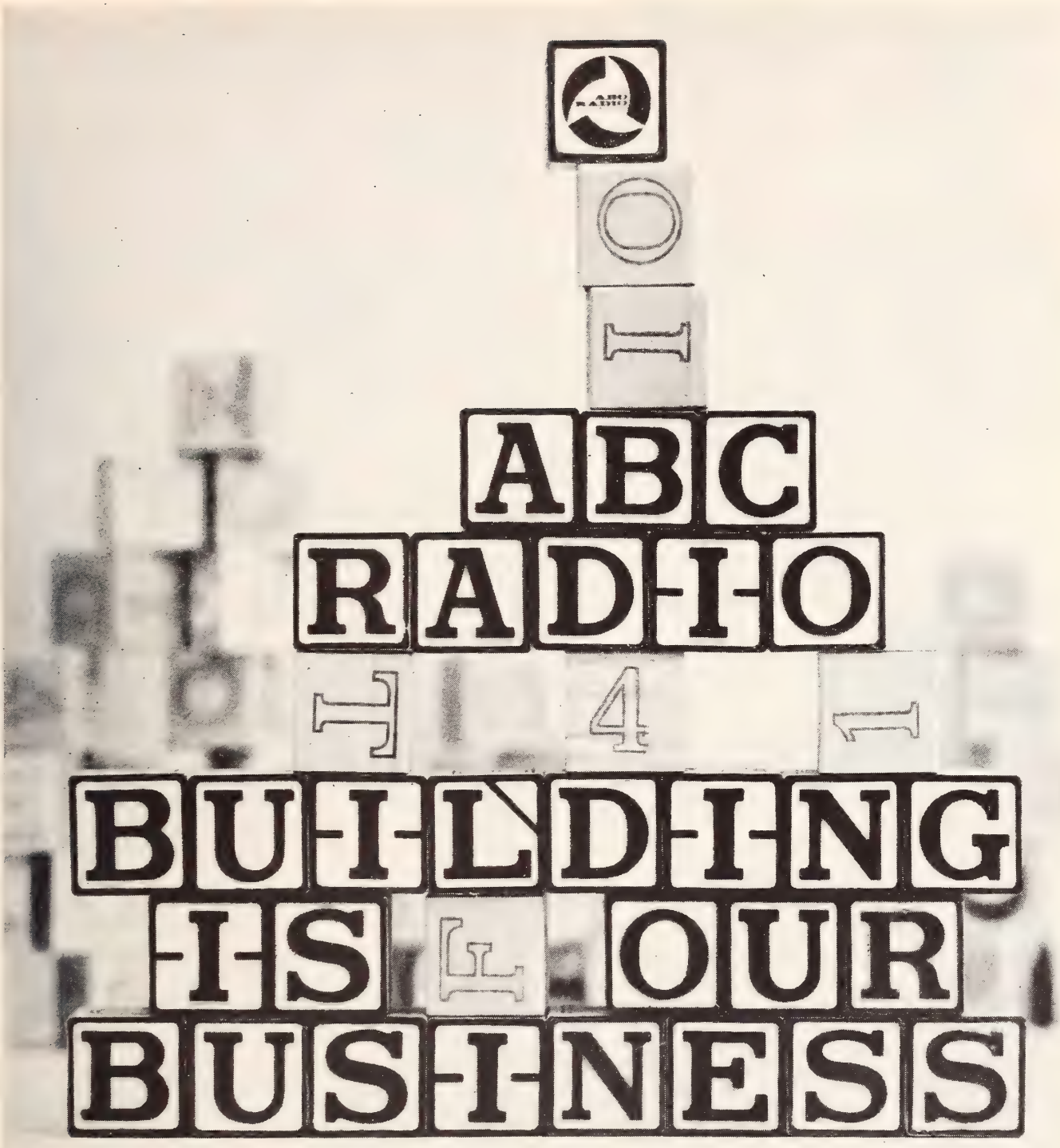
Two department stores give radio a tryout

Two Southern California department store operators, The May Co. in Los Angeles and Walker Scott in San Diego, have started six-month test saturation radio campaigns based on the one-year test conducted by Radio Advertising Bureau for the Higbee Store in Cleveland. The May Co. campaign, budgeted at $180,000, calls for the use of from 200 to 400 one-minute spots on KABC, KFI, KFWB, KGBS, KHJ, KMPC, KNX, KPOL Los Angeles, and KGIL San Fernando. Agency is Milton Weinberg Co., Los Angeles.

The Walker Scott campaign, budgeted at $35,000, will run in "waves," using 150 to 300 one-minute spots a week, on KCBQ, KDEO, KFMB, KGB, KOGO, KSDO and KSON San Diego. It's placed by Treadwell & Shoemaker, San Diego. Jingles will be combined with product commercials in both campaigns.

Philip Morris renews shows

Philip Morris Inc. has renewed its participating sponsorship of four prime-time tv programs next season. All of them are on CBS-TV. Present plans call for the programs *Dobbie Gillis* (Tue. 8:30-9 p.m.); *Rawhide* (Fri. 7:30-8:30 p.m.); *Perry Mason* (Sat. (7:30-8:30 p.m.); and *Route 66* (Fri. 8:30-9:30 p.m.), to be telecast in the same periods during the fall season. Philip Morris will sponsor one half of *Dobbie Gillis,* one-fourth of *Route 66* and one-third of both *Rawhide* and *Perry Mason.* All the major cigarette brands manufactured by the company will be involved in the various shows, but the pairing of individual brands and programs has not been decided. Leo Burnett, Chicago, is the agency for Marlboro, Alpine, Philip Morris and Philip Morris Commander, while Benton & Bowles, New York, handles the Benson & Hedges and Parliament brands.



BUILDING PROGRAMS: In October, 1960, ABC Radio made a major program change — introduced "Flair" in the afternoon — gave "The Breakfast Club" a modern sound and put more freshness and vitality into its News programs.

BUILDING LOCAL RATINGS: Immediate results showed in big and small markets alike with improved ratings — KMBC, Kansas City — share increase from 23.3% to 37.5%; WWIN, Baltimore — 12 times the audience versus last year; KALB, Alexandria — led all rival stations 3 to 1 in all time periods; WNDU, South Bend — "Flair": Share 46.3% — double the preceding program and 120% higher than the next highest station — WMNI, Columbus — increased share from 12.0% to 26.0% with Flair and increased share from 6.0% to 15.0% in Breakfast Club.

BUILDING NATIONAL RATINGS: As the new programming caught on in market after market, the national Nielsen showed ABC Radio up in all program categories (Nielsen, February 1, vs. January 2). "Breakfast Club" +13%, "Flair" +40%, Weekend News +30%, Weekday News, +53%.

BUILDING SALES: The end result — the one that means most to stations and advertisers — SALES FOR THE FIRST QUARTER — Breakfast Club up 11.2%; Weekday News up 11.0% Five Star Final up 23.3%.

BUILD WITH THE NETWORK THAT IS BUILDING TOWARD THE MAGIC MARKET OF THE 60's—ABC RADIO.

American Tv Commercials Festival awards

100 EFFORTS HONORED, 8 AGENCIES GET LION'S SHARE

A hundred commercials made the winners' reel last week at the Second American Tv Commercials Festival and 25 others entered the Commercials Classics Hall of Fame.

Eight agencies, screened by peers and clients, each emerged with four or more plaques and certificates from the award lunch Thursday (May 4) in New York. Among themselves they accounted for 55 awards, more than half the total for commercials of the past year.

Benton & Bowles took six bests, one runner-up and two special citations. J. Walter Thompson turned out six bests. BBDO produced four bests, six runners-up and two specials. Young & Rubicam took four bests, three runners-up, one special and one director's citation. Campbell-Ewald collected two bests and two specials. Leo Burnett, one best and three runners-up. Doyle Dane Bernbach, six runners-up and four specials. Ogilvy, Benson & Mather, one best, two runners-up and one special.

The winner's group was skimmed off 1,352 entries this year. Eighty ad-executive jurors screened them for impact, believability, tastefulness, copy, demonstration, audience involvement and employment of television techniques. The complete list, naming category, commercial, client, agency and producer:

PRODUCTS

Apparel category: Best—DuPont "Westbury Fashions," E. I. duPont de Nemours; BBDO, Videotape Productions of N. Y. **Runner-up**—DuPont "Dacron and Cotton Blouses," E. I. duPont de Nemours; BBDO, NTA Telestudios, N. Y.

Appliances: Best—G.E. Refrigerator "Tango," General Electric Co.; Young & Rubicam, VPI Productions, N. Y. **Runner-up**—Singer Sewing "Dressmaking," Singer Sewing Machine Co.; Y&R, Audio Productions, N. Y.

Automobiles: Best—Corvair "Oasis," Chevrolet Div., General Motors; Campbell-Ewald, American Films, St. Louis. **Runner-up**—VW Sedan "Italian Designer," Volkswagen of America; Doyle Dane Bernbach, VPI Productions, N. Y.

Auto Accessories: Best—Delco Replacement Parts "Dynamo," Delco-Remy Div., United Motors Svce.; Campbell-Ewald, Arco Productions, Paris & N. Y. **Runner-up**—DuPont "Telar," E. I. duPont de Nemours; BBDO, Pintoff Productions, N. Y.

Baked Goods: Best—Drake's Ring Dings "Follow The Leader," Drake Bakeries; Y&R, Sarra, N. Y. **Runner-up**—Downyflake Muffins "Coming Up!," Downyflake Foods; Smith/Greenland Co., Elliot, Unger & Elliot—Screen Gems, N. Y.

Bath Soaps: Best—Praise "Laurie Peters," Lever Bros.; Cockfield, Brown Ltd., Toronto, B. L. Assoc., N. Y. **Runner-up**—Ivory Bar "Eleventy-Eight Children," Procter & Gamble; Compton Adv., Elliot, Unger & Elliott—Screen Gems, N. Y.

Beers & Wines: Best—Jax Beer "Kangaroo," Jackson Brewing Co.; Doherty, Clifford, Steers & Shenfield, Pelican Films, N. Y. **Runner-up**—Martini & Rossi "Crate at Sea," Renfield Importers; Reach, McClinton & Co., MGM-TV, Culver City, Calif.

Breakfast Cereals: Tie for Best—Post Toasties "Typewriter," General Foods; Benton & Bowles, Craven Film Corp., N. Y. Kellogg's Snack-Pak "What To Buy," Kellogg; Leo Burnett Co., Chicago, Filmfair, Hollywood.

Cake Mixes: Best—Duncan Hines Early American "Date Nut," Procter & Gamble; Gardner Advertising, St. Louis, Wilding, Chicago. **Runner-up**—Betty Crocker "Marble Cake," General Mills; BBDO, MPO Videotronics, N. Y.

Cigarettes & Cigars: Best—Lucky Strike "Match," American Tobacco; BBDO, MPO Videotronics, N. Y. **Runner-up**—Marlboro "Coffee," Philip Morris; Burnett, Chicago, Wilding, Chicago.

Coffees & Teas: Best—Instant Maxwell House "Iced," General Foods; B&B, Television Graphics, N. Y. **Runner-up**—Maxwell House "Coffee Basket," General Foods; Ogilvy, Benson & Mather, Television Graphics, N. Y.

Consumer Services: Best—Esso Oil Heat "Cat," Imperial Oil Ltd., Canada; MacLaren Advertising, Toronto, Elektra Film Productions, N. Y. **Runner-up**—Allstate "No Accident," Allstate Insurance; Burnett, Chicago, Quartet Films, Hollywood.

Cosmetics & Toiletries: Best—Ban Deodorant "Documentary," Bristol-Myers; Ogilvy, Benson & Mather, WCD Productions, N. Y. **Runner-up**—Five Day Pads "Effectiveness," Five Day Labs.; Doyle Dane Bernbach, Elliot, Unger & Elliot—Screen Gems, N. Y. **Special Citation**—Johnson's Baby Cream "Getting Married," Johnson & Johnson; Y&R, On Film Inc., Princeton, N. J. **Special Citation**—Pal Blades "Mr. Pal," American Safety Razor Corp.; Kenyon & Eckhardt, MPO Videotronics, N. Y.

Dairy Products & Margarines: Best—Blue Bonnet Margarine "Squeeze & Closeups," Standard Brands; Ted Bates, Transfilm-Wylde Productions, N. Y. **Runner-up**—Mrs. Filbert's Margarine "Boy & Sister," J. H. Filbert Co.; Y&R, Elliot, Unger & Elliot—Screen Gems, N. Y. **Honorable Mention**—American Dairy Assn. "Milk Wagon," Campbell-Mithun, Minneapolis; Swift-Chaplin Productions, Hollywood.

Dentifrices: Best — Crest Toothpaste "Cheryl Clapham," Procter & Gamble; B&B, Television Graphics, N. Y. **Runner-up** Gleem Toothpaste "Pete & Joe," Procter & Gamble; Compton, Producing Artists, N. Y.

Gasolines & Lubricants: Best—Texaco "Little Girl—Tricycle," Texaco; Cunningham & Walsh, Craven Film Corp., N. Y. **Runner-up**—Shamrock "One Drop Jazz," Shamrock Gas & Oil; McCormick Co. Advertising, Amarillo, American Films, St. Louis.

Gift Items (Cameras, Watches & Toys): Best—Kodak Film "Take a Picture," Eastman Kodak Co.; J. Walter Thompson, MPO Videotronics, N. Y. **Special Citation**—Hallmark "Hand of Man," Hallmark Cards; Foote, Cone & Belding, VPI Productions, N. Y.

Hair Preparations: Best—Prell Concentrate "Fur," Procter & Gamble; B&B, Transfilm-Caravel, N. Y. **Runner-up**—Toni Home Permanent "Hidden Body," Toni Div., Gillette Razor Co.; North Advertising, Chicago, Cascade Pictures of California Inc. **Special Citation**—Brylcreem "Couch," Harold F. Ritchie Inc., Kenyon & Eckhardt, MPO Videotronics, N. Y.

Home Furnishings: Best—Alcoa Colorib Panels, Aluminum Company of America; Fuller & Smith & Ross, Television Graphics, N. Y. **Tie for Runner-up**—Corningware "Line," Corning Glass Works; N. W. Ayer & Son, Audio Productions, N. Y. **Tie for Runner-up**—Cushiontone Ceilings "Fix The Ceiling," Armstrong Cork; Ogilvy, Benson & Mather, Videotape Productions of N. Y.

Household Cleansers & Waxes: Best — Brillo Soap Pads "99 Squeezes Calypso," Brillo Manufacturing; Thompson, Elektra Film Productions, N. Y. **Runner-up**—Formula 409 "Spray It All Over," Spinney Manufacturing; Adco, Springfield, Mass., Elektra Film Productions, N. Y.

Institutionals: Best—"Man & Wife," Aluminium Ltd.; Thompson, Group Productions, Detroit. **Runner-up**—"Conquest of Space," General Electric Co.; BBDO, Robert Lawrence Productions, N. Y.

Laundry Soaps & Detergents: Best—Ivory Flakes "We Suggest," Procter & Gamble; Grey Advertising, MPO Videotronics, N. Y. **Runner-up**—Tide "Waitress," Procter & Gamble; B&B, MPO Videotronics, Hollywood.

Packaged Foods: Best—Chun King Chow Mein "Elevator," Chun King Enterprises; BBDO, Minneapolis, Freberg Ltd. & Jacmar Productions, Hollywood. **Tie for Runner-up**—S&W Green Beans "Farmer & Wife," S&W Fine Foods; Doyle Dane Bernbach, Television Graphics, N. Y. **Tie for Runner-up**—Goodman's Noodles "Dough," A. Goodman & Sons; DDB, Videotape Productions of N. Y. **Special Citation**—Wesson Oil "Pouring," Hunt Foods & Industries; Fitzgerald Advertising, New Orleans, Cascade Pictures of California.

Paper Products & Wraps: Best—Scott (All Brands) "Picnic," Scott Paper; Thompson, MPO Videotronics, N. Y. **Runner-up**—Kaiser Foil "Foil Grabber," Kaiser Aluminum & Chemical Corp.; Y&R, San Francisco, Freberg Ltd. & Playhouse Pictures, Hollywood.

Pet Foods: Best—Gaines Gravy Train "Dog & Cat," General Foods; B&B, Television Graphics, N. Y. **Runner-up**—Puss'N Boots Cat Food "Masquerade," Quaker Oats; Spitzer, Mills & Bates Ltd., Montreal, Elektra Film Productions, N. Y.

Pharmaceuticals: Best—Bufferin "Headache-Heartbeat," Bristol-Myers; Y&R, On Film Inc., Princeton, N. J. **Runner-up**—Metrecal "Lonely Man," Edward Dalton Div., Mead Johnson & Co.; Kenyon & Eckhardt, Filmways, N. Y.

Public Service: Best—"One Little Hand," United Cerebral Palsy; Newsfilm USA, N. Y. **Tie for Runner-up**—"Emmett Kelly Donates," C.A.R.E.; Group 10 Productions, N. Y. **Tie for Runner-up**—"School," Better Vision Institute; Doherty, Clifford, Steers & Shenfield, Elliot, Unger & Elliot—Screen Gems, N. Y.

Retail Stores: Best—"Boys' Clothing—Party," Barney's Clothes; Mogul Williams & Saylor, CBS Television, N. Y. **Runner-up**—"One Cent Sale," Rexall Drug Stores; BBDO, Filmex, N. Y.

Soft Drinks: Best—Seven-Up "Old Movie: Harried Housewife," Seven-Up; Thompson, Sarra, Chicago. **Runner-up** — Pepsi-Cola "Fair," Pepsi-Cola; BBDO, Transfilm-Caravel, N. Y.

Travel: Best—"Polo" . . . "Japanese Girls" (2—each 20)," Northwest Orient Airlines; Campbell-Mithun, Minneapolis, Desilu Productions, Hollywood. **Runner-up**—"First Class-Economy," El Al Israel Airlines; DDB, General Tv Network, N. Y.

SPECIAL AREAS

8-10 Second ID's: Best—Liquid Mist Reddi-Starch "Mannequin," Union Starch & Refining; Baer, Kemble & Spicer, Cincinnati, Format Films, Hollywood. **Runner-up**—"Sub-

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week April 27-May 3 as rated by multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., April 27	**The Untouchables** (9:30 p.m.)	ABC-TV	29.2
Fri., April 28	**Flintstones** (8:30 p.m.)	ABC-TV	28.7
Sat., April 29	**Gunsmoke** (10 p.m.)	CBS-TV	28.0
Sun., April 30	**Candid Camera** (10 p.m.)	CBS-TV	25.4
Mon., May 1	**Andy Griffith** (9:30 p.m.)	CBS-TV	25.0
Tue., May 2	**Thriller** (9 p.m.)	CBS-TV	22.8
Wed., May 3	**Naked City** (10 p.m.)	ABC-TV	22.8

Copyright 1961 American Research Bureau

Never on Sunday?

Not until she met KILT . . . now it's seven days a week.* Let's look at Sunday:

KILT	**32**
2ND STATION	**21**

and PULSE also shows the same the other six days:

KILT	**31**
2ND STATION	**19**

Never On... When?

KILT

represented nationally by John Blair Co.

OVERWHELMINGLY FIRST IN HOUSTON RADIO



Melina Mercouri, star of United Artists release, NEVER ON SUNDAY

OTHER McLENDON STATIONS: KLIF, Dallas • WYSL, Buffalo KABL, San Francisco • WAKY, Louisville • KTSA, San Antonio KEEL, Shreveport . . . and the exclusive sales representative for X-TRA NEWS, Los Angeles

*PULSE: January-February 1961

THE DAY THAT XEAK CHANGED ITS CALL LETTERS TO

X-TRA NEWS

Saturday, May 6th

. . . was an historic day in the radio of Los Angeles and all southern California. For on May 6th, XEAK became X-TRA NEWS, the world's first *all-news* radio station, blanketing the West Coast from Baja California to Alaska with its mighty clear-channel signal: 50,000 watts on 690 kilocycles.

X-TRA NEWS

. . . represented nationally by the Daren F. McGavren Co., Inc.

the exclusive sales corporation for
the world's only all-news radio station

ANNOUNCES THE APPOINTMENT OF

DAREN F. McGAVREN CO., INC.

as national sales representative for

X-TRA NEWS

50,000 watts clear channel at 690 kc

the great area station covering

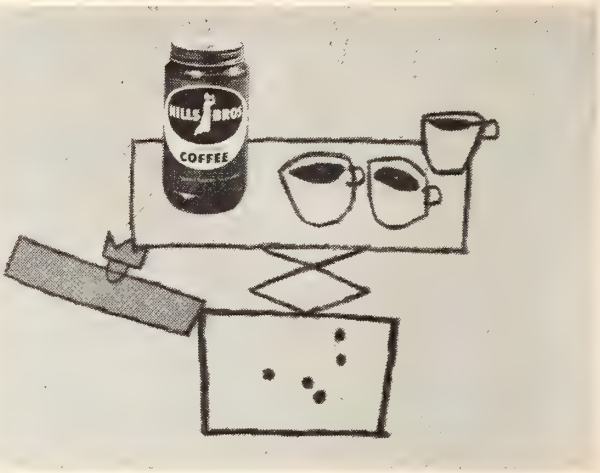
LOS ANGELES

AND ALL OF

SOUTHERN CALIFORNIA

. . . the world's only all-news radio station





All cowboys and Indians drink Hills Bros. coffee

"Hand down the box!"

That's the command shouted by the bandit to the stagecoach driver after the coach has been riddled by bullets and arrows from a band of brigands and Indians in a new 20-second cartoon commercial for Hills Bros. Coffee. A new year-long campaign will start this month on about 125 television stations.

The box, handed down, is shot open and reveals some cups and a jar of Hills Bros. Instant, at which the first bandit cries: "It's the *most!*" and the driver replies: "It's *made* to be the most. Yep. Made to be the most like *ground* coffee!" And the group choruses: "He — ay for the Hills Brothers Instant Coffee" as the camera dollies in to the jar, then cuts to an Indian who says, in cultured accents, "Extra rich and deeply satisfying."

The campaign is placed through N. W. Ayer, San Francisco. The spot was produced by Format Films, North Hollywood, Calif

scribe," Los Angeles Times; Donahue & Coe, Los Angeles, Pantomime Pictures, Hollywood.

Billboards, Openings & Closings: Best—Ernie Ford Show "Peanuts & Phonograph," Ford Motor; Thompson, Playhouse Pictures, Los Angeles. **Runner-up**—"Alcoa Presents," (Opening), Aluminum Company of America; Fuller & Smith & Ross, On Film Inc., Princeton, N. J.

Integrated by Program Cast: Best—Post Grape Nuts "Danny Thomas Show," General Foods; B&B, Marterto Productions, Hollywood. **Runner-up**—Polaroid "Garry Moore Show," Polaroid Corp.; DDB, CBS Television, N. Y.

Farm Interest: Special Citation—"Drummer Boy" . . . "Balers" . . . "Rained Last Night," (Series of 3), Massey-Ferguson; Needham, Louis & Brorby, Pantomime Pictures; Jack Denove; Ernie Lucas.

Canadian Market: Best—(Also runner-up, Pet Food)—Puss 'N Boots Cat Food "Masquerade," Quaker Oats; Spitzer, Mills & Bates Ltd., Toronto, Elektra Film Productions, N. Y. **Runner-up** (Also Best, Consumer Serv.)—Esso Oil Heat "Cat," Imperial Oil Ltd.; MacLaren Advertising Ltd., Toronto, Elektra Film Productions, N. Y. **Honorable Mention**—Imperial Gasoline "Saguenay," Imperial Oil Ltd.; MacLaren Advertising Ltd., Toronto, Transfilm-Caravel, N. Y. **Honorable Mention** (Also Best, Bath Soaps) —Praise Soap "Laurie," Lever Bros. Ltd.; Cockfield, Brown Ltd., Toronto, B. L. Assoc., N. Y.

Premium Offer: Best—Lucky Strike "Record Offer," American Tobacco; BBDO, NBC Telesales, N. Y. **Runner-up**—Kellogg's "Sonic Gun Offer," Kellogg; Burnett, VPI Productions, N. Y.

Entertainment: Special Citation—Mike Nichols & Elaine May, (Voices) Jax Beer "Kangaroo" . . . Announcer . . . "Bartender," Jackson Brewing Co., Jacksonville; Doherty, Clifford, Steers & Shenfield, Pelican Films, N. Y.

Single Market (Store): Best—ZCMI Department Store, Salt Lake City "Shoes" . . . "Ready to Wear," David Evans Advertising, Salt Lake City, Station KSL-TV Salt Lake City.

Single Market (Service): Best—"Daddy's New Car," Manufacturer's Trust Co., N. Y.; Y&R, Animotion Associates, N. Y.

Single Market (Product): Best—Trewax "Upside Down," Trewax Co., L. A.; Tilds & Cantz Advertising, L. A., KTTV Commercial Tape Prods., L. A.

CRAFTSMANSHIP

Cinematography: Special Citation—Sponsored by the Eastman Kodak Company—Prell Concentrate "Fur," Procter & Gamble; B&B, Transfilm-Caravel, N. Y. John Ercole, cinematographer (This is also Best, Hair Preparations).

Videotape Production: Special Citation—Sponsored by the Minnesota Mining & Mfg. Co.—Berry Bon Bon Lipstick & Nail Enamel, Revlon; Warwick & Legler, CBS Television, N. Y. (Note—Barbara Britton, Best Spokeswoman).

Animation Design: Special Citation—Lucky Strike "Face," American Tobacco; BBDO, Pintoff Productions, N. Y.

Animation Execution: Special Citation—GTA "Progress Report," Farmer's Union Grain Terminal Assoc.; Colle & McVoy Inc., Minneapolis, Snyder Films, Fargo, N. D. Norman Selberg, design and execution.

Visual Effects: Special Citation—"Chevy Visits New York," Chevrolet Div., General Motors; Campbell-Ewald, Arco Productions, Paris & N. Y.

Demonstration: Special Citation — (Tie) Polaroid Land Camera "Garry Moore Show," Polaroid Corp.; DDB, CBS Television, N. Y.; Five Day Deodorant Pads "Effectiveness," Five Day Lab.; DDB, Elliot, Unger & Elliot —Screen Gems, N. Y.

Copy: Special Citation—S&W Green Beans "Farmer & Wife," S&W Fine Foods; DDB, Television Graphics, N. Y. Paula Green, copywriter.

Orchestral Scoring: Special Citation—Ban Deodorant "Documentary" (Also Best Cosmetics), Bristol-Myers; Ogilvy, Benson & Mather, WCD Productions, N. Y. Leonard Bernstein, composer (West Side Story), Sylvan Levin, conductor.

Music with Lyrics: Special Citation—Lucky Strike "Remember How Great," American Tobacco; Batten, Barton, Durstine & Osborn, Pintoff Prodns; MPO Videotronics, Ben Allen, composer, Eddie Manson, arranger & conductor.

Spokesman: Special Citation—Danny Thomas (Also Best Cast Integr.) Post Cereals . . . Inst. Maxwell House Coffee; Benton & Bowles, Inc., Marterto Productions, Hollywood.

Spokeswoman: Special Citation—Barbara Britton (Also Best Vtr Prodn.) Revlon; Warwick & Legler, CBS Television, N. Y.

Overall Series Submitted: Special Citation —VW "Italian Designer" . . . "Beach" . . . "Band" Volkswagen of America; Doyle Dane Bernbach, VPI Productions, N. Y.

Videotape Technique: Special Citation—Corvair "Little Man & Lakewood Car," Chevrolet Div., General Motors; Campbell-Ewald, NBC Telesales, Hollywood. (Use of electronic matting)

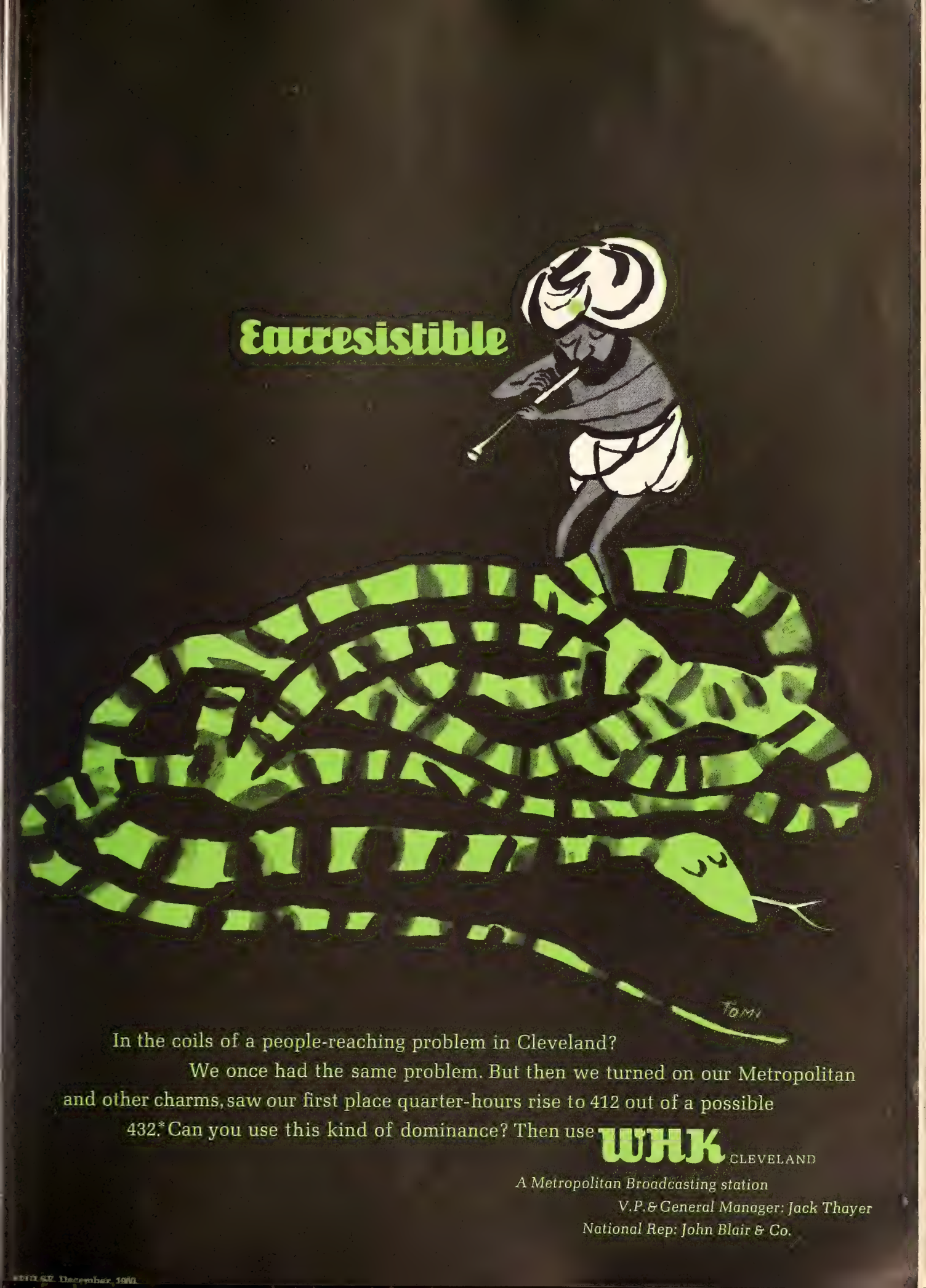
Videotape Technique: Special Citation—Reynolds Wrap "Boy Scout Cookout," Reynolds Metals; Lennen & Newell, NTA Telestudios, N. Y. (Development of Inter-Sync editing)

DIRECTOR CHOICES

Concept . . . Execution . . . Results: Director's Citation—"Kennedy . . . Kennedy," Citizens For Kennedy; Pantomime Pictures, Hollywood, K.C.T. Snyder, lyricist. Jack Fascinato, music director, Fred Crippen, director.

Human Values: Director's Citation—In Memoriam: Alfred E. Cohan, MGM; Johnson & Johnson Television Advertising, Y&R, Inc., On Film Inc., Princeton, N. J. James E. Burke, vice president, Merchandising & Advertising, Johnson & Johnson.
(Note by Wallace A. Ross, festival director: Alfred E. Cohan, a public relations executive for MGM, formerly with Universal Pictures and ABC Radio, lost his life in the Boston Electra plane disaster last October, 1960.)

Perspective: Director's Citation—"The Cliche Family In Televisionland," Idea & Script by Gordon Webber, vp Benton & Bowles, Production by Marvin Rothenberg, vp, MPO Videotronics, N. Y., Music & Effects by Roy Eaton, Benton & Bowles, Mr. & Mrs. Cliche played by Roger Price and Lou Prentis, Narration by Roger Price.
(Director's note: this bit of inspired foolery, produced for advertising trade digestion rather than public airing, was screened for the assemblage of festival judges at their orientation meeting. As much as any one other single force, it influenced judgments against the trite and conventional, inspired members of the Tv Commercials Council to search out the pace-setting concepts, reduced cliche to absurdity and substituted for its freshness and creativity as judging criteria.)



In the coils of a people-reaching problem in Cleveland?

We once had the same problem. But then we turned on our Metropolitan and other charms, saw our first place quarter-hours rise to 412 out of a possible 432.* Can you use this kind of dominance? Then use **WHK** CLEVELAND

A Metropolitan Broadcasting station

V.P. & General Manager: Jack Thayer

National Rep: John Blair & Co.

TWIST IT ANY

Jump on it... squeeze it... put it through a wringer... it still comes out the same. Advertisers buy *more* announcements on NBC Radio than on any other network. Consistently. 34% more than the second network in the latest Nielsen Radio Index alone.*

How come? On NBC Radio, advertising dollars *do* more. Flexible programming accommodates radio's greatest variety of commercial lengths ... provides the strongest combination of *reach plus frequency.*

This potent combination, *reach plus frequency,* is reflected in NRI month after month after month.

Take the last 12 months: Among advertisers reaching the greatest number of unduplicated homes, NBC Radio averaged 7 out of the top 10.†



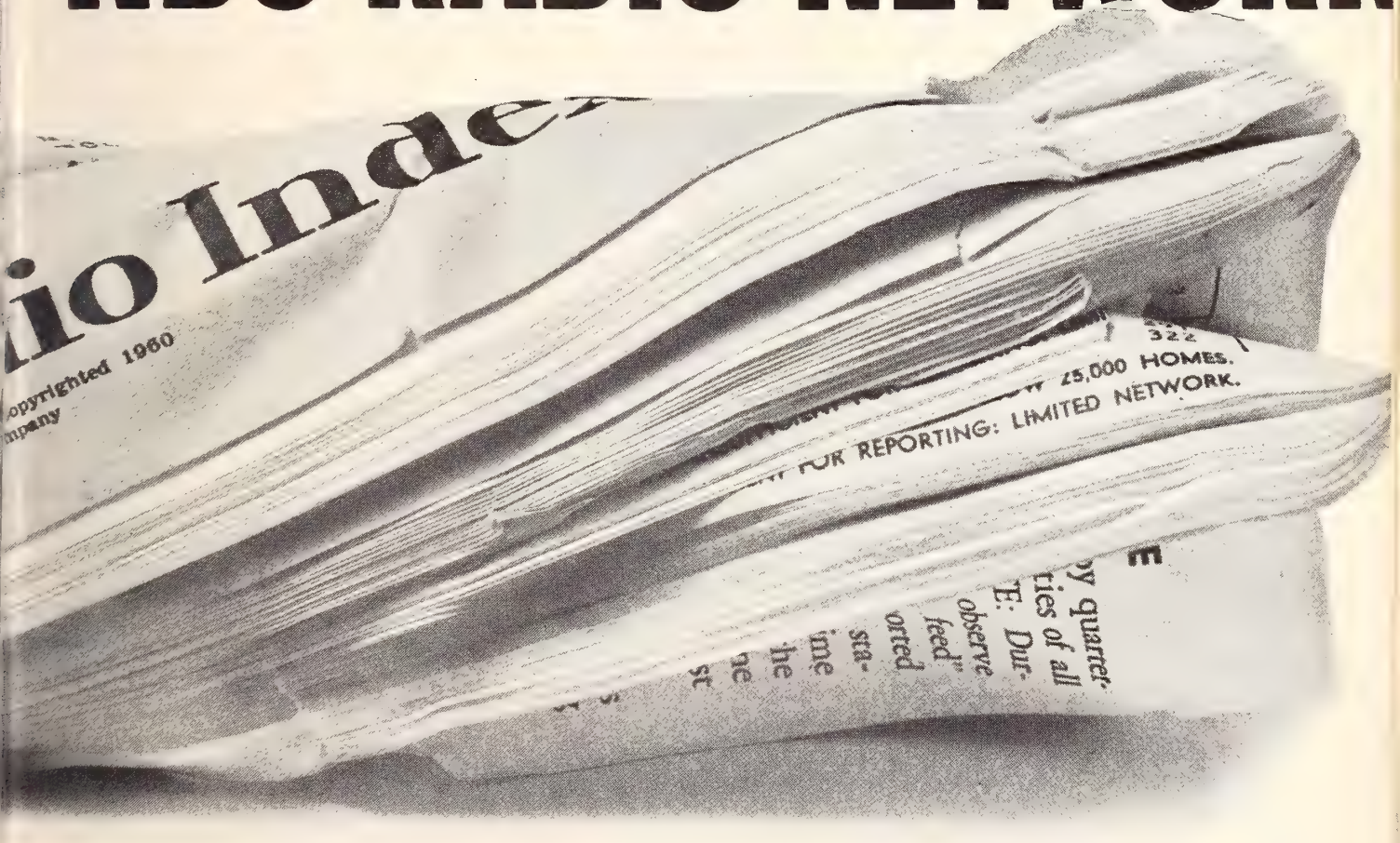
WAY YOU LIKE

Among the top 25, NBC advertisers averaged 5,184,000 unduplicated homes per week. Nobody else even came close. The nearest network was 34% behind.

And for 11 of the last 12 months, NBC Radio was first in sponsored hours

To reach more homes more often – most economically – *first* choice is

NBC RADIO NETWORK



*NRI 4 weeks ending Mar. 5, 1961 †NRI April '60–March '61, average week sponsored cumulative audience

THE CANS & CANNOTS

What to expect from ads during an economic recession

Advertising can help an individual company gain a competitive advantage over others in its field during a recession. And it can help to alleviate some of the pressures in a period of declining business. But by itself advertising can't stop or reverse the economic forces which cause a recession in the first place.

This was the consensus of a panel of advertising executives which discussed the question, "Can we advertise ourselves out of a recession?" Wednesday (May 3) at a clinic held by the Hollywood Advertising Club. Panel members were Charles R. Stuart, advertising manager, Bank of America; Marvin Mann, domestic advertising manager, Max Factor Co., Nelson Carter, vice president and Hollywood office manager, Fletcher Richards, Calkins & Holden; and Robert L. Humphreys, vice president and account supervisor, Foote, Cone & Belding. Moderator of the discussion was Jack Leener, advertising manager, Tidewater Oil Co.

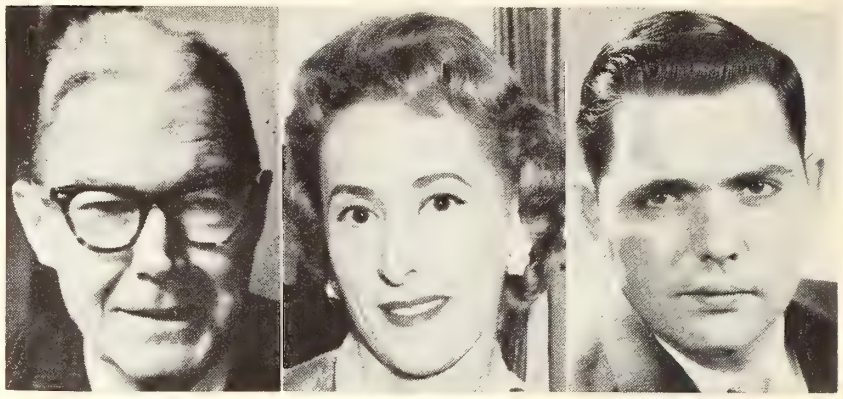
A bank is constantly on a seesaw, Mr. Stuart commented. When times are good, everyone wants to go into debt and the banks are hard-pressed to get money to lend. When times are bad, savings deposits increase but there are few borrowers. Advertising at the right time will slow down withdrawals or accelerate deposits, he said, but the economic factors behind a recession are too massive for any bank or any group of banks to push around.

Recessions are inevitable in a free economy, Mr. Carter stated, as they provide plateaus in the upward spiral to give us time to assimilate past gains before starting up again. Good times encourage inefficiency by both management and labor, he noted. Living costs go up and a readjustment is needed. Advertising can help shorten the recession period, but it can't change the basic economic picture.

Boom During Bust ▪ Reporting that Max Factor stock has gone from $18 to $61 a share during the current recession period, Mr. Mann said that the cosmetic business is almost depression proof, that it generally makes money, "only in a recession you don't make as much." When women feel the need to economize, they stop patronizing beauty shops "and buy more of our products to use at home," he said. But he warned that at such times brand loyalty evaporates if a competing brand is offered at a reduced price.

Mr. Humphreys noted that heavy industry goods, like automobiles or major accessories, are bellwethers leading the way into or out of a recession, because people who are worried about the future are apt to put off buying a new car or tv set, while they have to go on buying food. Advertising can help here, he commented, especially in promoting a new product introduced in a dull business period to replace an older one with declining sales. Color tv might well help lift this year's recession in this field, he said, with a number of manufacturers beginning to bring out and advertise color sets in contrast to previous years, when virtually all color tv set production and promotion was done by RCA.

The panel members agreed that public service advertising, appealing to the public to start spending as a patriotic gesture to aid the national economy, would not succeed; that the only thing that works in a time when people are unemployed or fearful of being so is an appeal to their own self interest. In a really depressed area, where housewives are buying powdered milk instead of whole milk and margarine instead of butter, no amount of brand advertising can overcome the lack of available cash, Mr. Mann declared.



Mr. McEvoy | Miss Martinez | Mr. Oberholtzer

SRA honors McEvoy, Martinez, Oberholtzer

Top broadcast buyers from Cunningham & Walsh, BBDO and Leo Burnett were honored in last week's fourth annual Station Representatives Assn. awards presentations in New York and Chicago.

Cited for outstanding contributions to advertising: Newman F. McEvoy, senior vice president and director of Cunningham & Walsh Inc., New York, winner of the Gold Key award for distinguished advertising leadership; Hope Martinez, timebuyer, BBDO, New York, winner of the Silver Nail timebuyer of the year award, and William H. Oberholtzer, timebuyer, Leo Burnett, Chicago, winner of the Chicago timebuyer of the year award. The awards were presented Wednesday (May 3) at luncheons in New York and Chicago.

Mr. McEvoy, who started in the advertising business at Hartford, Conn., in 1928, has been with C&W for many years. He is head of that agency's media department. His industry activities have included the following: first president of the New York Advertising Media Planners, and presently a member of its executive committee; the American Assn. of Advertising Agencies, and the National Outdoor Advertising Bureau.

Miss Martinez, who joined BBDO in 1945, has been a timebuyer on many BBDO accounts, including American Tobacco Co. It's estimated she has handled $173 million for various accounts in the broadcast media.

Mr. Oberholtzer began his Leo Burnett association in 1956.

TvB study shows public utility tv use up 26%

Public utility gross time investments in tv have increased by 26%, from $9.8 million in 1958 to $12.3 million in 1960, the Television Bureau of Advertising disclosed in its latest presentation released last week.

Entitled "Public Response to Public Utilities," the report contains a survey of 64 major markets. It reveals that 164 public utilities engaged in various tv campaigns. Spot announcement campaigns were used by 91, program campaigns by 46, and 27 used combined spot announcement and program campaigns. The survey also shows that 42% of the campaigns were minute announcements, 34% were 20-second announcements and 24% were 10-second announcements. The 46 utilities surveyed sponsored news, weather, films, documentaries, sports, food and cooking shows and home building programs.



KLAS TV CHANNEL 8 CBS

P. O. BOX 1230
250 EAST DESERT INN ROAD
DUDLEY 2-6138
LAS VEGAS, NEVADA

STATIONS AREN'T BOUGHT BY ADVERTISERS... THEY'RE SOLD BY REPS!

Mr. Ed Metcalfe
WEED TELEVISION CORPORATION
579 Fifth Avenue
New York 17, New York

Dear Ed:

This letter is intended for your happy file. In the two years I have been at KLAS-TV, it has been a great pleasure working with the Weed Organization. However, I must admit that this week has been such a successful week in the history of KLAS-TV national business, that I thought I should write you a special letter of appreciation.

Perhaps there have been months when we have done more business nationally, but I'm certain there has never been any period in the station's history where we secured such a high percentage of the business coming into the market.

In the past two weeks, your organization has sold for KLAS-TV the following accounts: Kellogg Cereal, Cal-Spray, Bank of Nevada, Folgers Coffee, Budweiser Beer, Clorets and Rolaids, Brown & Williamson, Bekins Van & Storage and International Shoes, and, perhaps, some others that I have left out. In all cases, there was a tough competition struggle, with the Weed Company, and KLAS-TV coming out on top.

This rash of victories certainly speaks well for your organization and the individual men handling the accounts. All over the country you hear cries that the reps just aren't selling--well, I, for one, can tell you that the reps are selling--at least our rep is.

You can frame this letter, reprint it, thermofax it, sky-write with it, or merely throw it away, but, I just wanted to let you know how much we think of your efforts. Keep up the good work.

Very best regards,

Howard A. Kalmenson
General Manager

cc Joe Weed
Mike Wurster
Bill Reilly
Frank Saraceno
Paul Kennedy
Boyd Rippey

CBS TELEVISION NETWORK



Wherever a buying decision is made... a WEED man IS THERE!

Armour ABC-TV bill to top $8 million

Armour & Co., Chicago, for its Grocery Products Division, will bill more than $8 million at ABC-TV during 1961-62. Armour's various prime time and daytime orders represent the company's largest tv purchase, and an expansion of its ABC-TV participation buys which began two years ago. A new feature of Armour's tv plan for next season: its initial move into alternate-week, half-hour sponsorship.

Jack Simpson, vice president and national director of broadcasting, Foote, Cone & Belding (Armour's agency), said the schedule was completed after weeks of negotiations. A major development of the negotiations was ABC-TV's shift of *Adventures in Paradise* from Monday at 10 p.m. to Sunday 10-11 p.m. Armour also wants to participate in *Surfside Six* which would have immediately preceded *Paradise* in the Monday night schedule.

The Armour breakdown:

Adventures in Paradise, Surfside Six, and *The Untouchables,* 1 minute weekly for 52 weeks; *Roaring 20's,* a total of 13 minutes on alternate weeks; alternate-week sponsorship of *Bachelor Father* (Tues. 8-8:30 p.m.); 9 minutes weekly in various daytime shows such as *Queen for a Day* and *Who Do You Trust,* and 13 additional minutes to be scattered across the board during the year.

Among Armour products to be advertised on the shows: Dial soap, Chiffon liquid detergent, canned meats, Dash dog food and at least one other soap bar.

Mr. Simpson said Armour chose to broaden its tv exposure and selected ABC-TV because Armour has been successful with the minute dispersion plan it began using on the network two years ago. The plan, he said, provides flexibility for various products on a rotation basis, including "pure" minutes (not back to back with other commercials), and ABC-TV's "attractive discount structure makes it economically feasible."

Armour's new tv budget is a sizable increase over last year. According to figures released by Television Bureau of Advertising (BROADCASTING, April 17), Armour's 1960 gross time expenditures in network tv totaled $3,988,370—less than half the amount budgeted for the Grocery Products Division in the coming year. The division is a client of Foote, Cone & Belding's Chicago branch.

Agency appointments...

▪ Chunky Chocolate Corp., N. Y., appoints J. Walter Thompson, N. Y., as agency for Chunky, Bit-O-Honey and Old Nick brands. Billing is about $750,000. Media plans not set. The account had been at Doherty, Clifford, Steers & Shenfield, N. Y.

▪ National Apple Institute, Washington, D. C. (Apple Growers of America), appoints Ketchum, MacLeod & Grove, that city, to handle its national public relations program.

▪ Claussens' Bakeries (Augusta and Savannah, Ga., Columbia, Greenville, Charleston, S. C.) appoints W. E. Long Adv., Chicago, as its agency.

▪ Revell Inc. (maker of plastic hobby kits), Venice, Calif., appoints Fletcher Richards, Calkins & Holden, Hollywood.

▪ Lovable Brassiere Co., N. Y., has appointed newly-formed Frank Gary Thomas Agency to handle its advertising account as of June 1. Lee Garfield, formerly vice president and account supervisor of W. B. Doner & Co., N. Y., is president of new agency, located at 167 Madison Ave.

▪ Frank H. Fleer Corp. (bubble gum), Philadelphia, appoints the Zakin Co., N. Y. Company plans an expanded trade and consumer campaign, and although media plans are not set, spot tv and radio are expected to be utilized.

Rep appointments...

▪ WWSC Glens Falls, N. Y.: Jack Malsa & Co. as national representative.

▪ KJIM Fort Worth; KJEM Oklahoma City; WCOA Pensacola, Fla.; KTFS Texarkana, Tex.; WROL Knoxville, Tenn.; all appoint Clarke Brown Co., Dallas, as their southern representative.

Also in advertising...

Zakin on upbeat ▪ An expansion program is being implemented at The Zakin Co., New York advertising agency, covering the establishment of a public relations division, the doubling of its office facilities by next month and the enlargement of its marketing and research services. Zakin, headed by partners Al Zakin and Ted Eisenberg, is the agency for WPIX (TV) New York, Official Films Inc., New York, and the *New York Herald-Tribune* radio stations and also handles accounts in the beauty products, fashion and housewares field. The pr division started operations last week under the supervision of Ben Kaufman, formerly an editor with the *Hollywood Reporter,* who has been named public relations director of The Zakin Co.

International Association ▪ Gardner Advertising Co., with offices in New York, St. Louis and Hollywood, and Basil Butler Co. Ltd., London, Eng., have formed an association which calls for a mutual exchange of financial interests, personnel and creative marketing ideas. The British firm, which represents 44 clients with $5 million in billings, will be re-named Basil Butler Gardner Advertising Ltd. There will be no change in the name of the American agency which has 40 clients with total 1960 billings of $42.7 million.

New Christal office ▪ Henry I. Christal Co., station representative, is opening its seventh U. S. office, at 3440 Wilshire Blvd., Los Angeles. It will be managed by Kirk Munroe, who has been in the Christal firm's New York office for the past two years and before that was manager of the company's Atlanta office.

Colgate-Palmolive buys Triangle tv science show

The Colgate-Palmolive Company will sponsor *Frontiers of Knowledge,* a monthly scientific series produced by the U. of Pennsylvania, it was announced last Thursday. The announcement was made jointly by Dr. Gaylord P. Harnwell, president of the university; Mr. George H. Lesch, Colgate-Palmolive president, and Roger W. Clipp, vice president of Triangle Stations, the group which will carry the series.

The five Triangle stations which will present the series are: WFIL-TV Philadelphia; WNBF-TV Binghamton, N. Y.; WFBG-TV Altoona-Johnstown, Pa.; WLYH-TV Lebanon-Lancaster, Pa.; and KFRE-TV Fresno, Calif. Plans are underway to make the programs available to stations in other sections of the country.

The half-hour documentary, which was started last December by the university and WFIL-TV in cooperation with other universities and research foundations, is concerned with new developments in the field of basic scientific research and traces them from their initial discovery to their practical application in industry and everyday life.

Two stations pick same rep

KUNO and KTOD, both Corpus Christi, Tex., jointly announce the appointment of Devney-O'Connell Inc., New York. Although it's unusual for one company to represent two stations in the same market, KUNO is a Spanish language outlet and KTOD programs in English. According to Sterling Zimmerman, executive vice president, KUNO, and Carroll Wakefield, vice president, KTOD, the stations have joined forces on a coordinated promotion and sales effort, and Devney-O'Connell will present the total market to national advertisers and their agencies.

KLZ-TV DOMINATES DENVER

*Check the facts

✓	Station share of sets-in-use, (9:00 AM until Midnight seven days a week): 25% better than the second station.	KLZ-TV
✓	Highest rated news programs, morning, afternoon and night	KLZ-TV
✓	Highest rated sports programs	KLZ-TV
✓	Highest rated weather programs	KLZ-TV
✓	Highest rated local children's shows, (morning & afternoon), "Fred n Fae"	KLZ-TV
✓	Top network program, ("Garry Moore Show") & seven of the top ten	KLZ-TV
✓	Top syndicated program, ("Best of the Post"), and six of the top ten	KLZ-TV
✓	27 of the top 50 shows; more than all other stations combined	KLZ-TV

* March 1961 ARB Survey

Represented Nationally by the KATZ Agency

CBS DENVER

KLZ TELEVISION

Channel 7



Exhibits ▪ Exhibit Hall, Shoreham, Sunday, May 7, 12 noon-7 p.m.; Monday, 9 a.m.-9 p.m.; Tuesday, 9 a.m.-7 p.m.; Wednesday, 9 a.m.-6 p.m.

SUNDAY, May 7

9:30 a.m.-12:30 p.m. **Assn. of Maximum Service Telecasters,** membership meeting. Palladian Room, Shoreham.
9:30 a.m.-1 p.m. **National Assn. of Fm Broadcasters,** membership meeting. West Ballroom, Shoreham.
10 a.m.-1 p.m. **ABC Radio Affiliates,** meeting. Burgundy Room, Sheraton-Park.
11 a.m.-6 p.m. **NAB Television Code Review Board,** meeting. South Room, Shoreham.
12 noon-2 p.m. **NBC-TV Affiliates Meeting.** Cotillion Room, Sheraton-Park.
12:30 p.m. **NAB Television Code Review Board,** luncheon. South Room, Shoreham.
2-5 p.m. **ABC-TV Affiliates,** presentation. Sheraton Hall, Sheraton-Park.
2:30-5 p.m. West Ballroom, Shoreham Hotel. **Fm Day Program.** *Presiding:* Everett L. Dillard, WASH (FM) Washington, D. C.

The Changing Scene—(Time Waits For No Man!): John F. Meagher, vice president for radio, NAB; Mr. Dillard

Together We Stand: The Philadelphia Story—Raymond S. Green, WFLN-FM; The Kansas City Story—Chris Stolfa, KCMO-FM; The Houston Story—Dave Morris, KQUE-FM.

A Timely Decision—Why We Did What We Did When We Did It: Shirl K. Evans, Jr., WFBM-FM Indianapolis.

The Multiplexities of Multiplexing: Mr. Dillard; Max Paglin, general counsel, FCC; Harold L. Kassens, chief, aural existing facilities branch, FCC; Ted Kenney, chief engineer, KDKA Pittsburgh; Douglas Anello, chief counsel, NAB; A. Prose Walker, manager of engineering, NAB; W. H. Beavbien, radio receiver dept., GE.

What Young & Rubicam Has Discovered About Fm: Raymond E. Jones Jr., coordinator, spot broadcast media; Dr. Frank Mayans Jr., vice president & associate director of research.

2:30 p.m. **Broadcast Pioneers,** membership meeting. West Burgundy Room, Sheraton-Park.
4-6 p.m. **Clear Channel Broadcasting Service,** membership meeting. Hamilton Room, Sheraton-Park.
4-6 p.m. **Community Broadcasters Assn.,** meeting. Tamerlane Room, Shoreham.

ON TAP IN WASHINGTON

All events are at the Sheraton-Park or Shoreham unless otherwise indicated.

5-9 p.m. **Indiana Broadcasters Assn.,** dinner. Continental Room, Sheraton-Park.
5:30-7:30 p.m. **ABC Reception.** Sheraton Hall, Sheraton-Park.
7 p.m. **Adler Electronics Corp.,** meeting. North Room, Shoreham.
8:30-11 p.m. **NAB Harvard Seminar alumni,** Tamerlane Room, Shoreham.

MONDAY, May 8

7:30-9 a.m. **Visual Electronics,** breakfast. South Room, Shoreham.
8 a.m. **NBC Radio Affiliates Executive Committee,** breakfast. Assembly Room, Sheraton-Park.
8:15 a.m. **Tv Stations Inc.,** membership breakfast. Continental Room, Sheraton-Park.
8:30 a.m. **Assn. of Maximum Service Telecasters,** board of directors breakfast. Club Room, Shoreham.
8:30 a.m. **Daytime Broadcasters Assn.,** membership breakfast. Tamerlane Room, Shoreham.
8:30 a.m. **Robert E. Eastman & Co.** radio presentation, meeting. Dupont Room, Dupont Plaza Hotel.
9-10 a.m. West Ballroom, Shoreham. **Engineering Conference.**
10:30-11:45 a.m. Sheraton Hall, Sheraton-Park. **General Assembly.** *Presiding:* Dwight W. Martin, WAFB-TV Baton Rouge, La., 1961 convention co-chairman. *Call to Order:* LeRoy Collins, president, NAB. *Invocation:* The Most Reverend Philip M. Hannan, Auxiliary Bishop of Washington. *Presentation of the Colors:* Joint Service Color Guard. *The National Anthem:* U. S. Marine Band. *Welcome:* Walter N. Tobriner, president, Board of Commissioners, District of Columbia.

Presentation of NAB Distinguished Service Award: To Judge Justin Miller by Odin S. Ramsland, KDAL Duluth, Minn., chairman, 1961 Distinguished Service Award Committee.

The President of the United States.

12:30-2 p.m. Blue Room, Shoreham. **Engineering Conference,** luncheon.

Address: Henry Loomis, director, Voice of America.

12:30-2 p.m. Sheraton Hall, Sheraton-Park. **Management Conference,** luncheon. *Presiding:* Merrill Lindsay, WSOY Decatur, Ill., convention co-chairman. *Introduction of Speaker:* Clair R. McCollough, Steinman Stations, Lancaster, Pa.; chairman, NAB board of directors.

Address: LeRoy Collins, president, NAB.

2:30 p.m. West Ballroom, Shoreham. **Engineering Conference.**
2:45-5 p.m. Sheraton Hall, Sheraton-Park. **Radio-Television Assembly.** *Presiding:* Howard H. Bell, NAB vice president.

The Changing Community: Introduction—Richard M. Pack, vice president-programming, Westinghouse Broadcasting Co. *The Responsibility of Change:* Donald H. McGannon, president, Westinghouse Broadcasting Co.; *The Great Debate, Part 1:* A dramatization based on an essay by Dr. Bernard Berelson, director of applied social research, Columbia U.

From Our Town to Megatown: An examination of our changing communities by Miss Anne X. Alpern, attorney general of Pennsylvania; Dr. William Graham Cole, president, Lake Forest College; Dr. Frank Baxter, professor of English, U. of Southern California; Professor James A. (Dolf) Norton, professor of area development, Case Institute of Technology; Russell Lynes, managing editor, *Harper's Magazine.* Chairman: Frank Tooke, vice president, Westinghouse Broadcasting Co.
6 p.m. **KVIL Reception.** Adams Room, Sheraton-Park.
10 p.m. **Trans-Lux Tv Corp.** showing of "The Truth," new Brigitte Bardot film. Trans-Lux Theatre, 14th & H Sts., N.W. Tickets at Trans-Lux suite, C-304, Shoreham.

TUESDAY, May 9

7 a.m. **Visual Electronics,** breakfast. South Room, Shoreham.
7:30 a.m. **General Electric Co.,** breakfast. Tamerlane Room, Shoreham.
8 a.m. **Kansas Assn. of Broadcasters,** Congressional breakfast, Speakers Dining Room, The Capitol.
8:00 a.m. **Rhode Island Broadcasters Assn.,** breakfast. North Room, Shoreham.
8 a.m. **Quality Radio Group,** breakfast. Hamilton Room, Sheraton-Park.
8 a.m. **Wisconsin Broadcasters Assn.,** breakfast. Club Room, Shoreham.
8:30 a.m. **Oklahoma broadcasters,** breakfast, G219 New Senate Office Bldg.
9:00 a.m.-12 noon West Ballroom, Shoreham. **Engineering Conference,** radio session.
9:00 a.m.-12 noon Park Room, Shoreham. **Engineering Conference,** tv session.
10 a.m.-12 noon Tamerlane Banquet Room, Shoreham. **Television Assembly.** *Presiding:* Charles H. Tower, NAB tv vice president.
Tv Code Presentation: "Inside the Television Code."
The Tv Business Session: (Closed)
Television Board Elections.
Music Licensing: Hamilton Shea, WSVA-TV Harrisonburg, Va.; chairman, all-industry television station music license committee.
10 a.m.-12 noon Cotillion Room, Sheraton-Park. **Radio Assembly.** *Presiding:* Mr. Meagher.
Opening remarks: Thomas C. Bostic, KIMA Yakima, Wash.; chairman, NAB radio board of directors.
Speech: "Is There Too Much Good Humor on Radio?" David J. Mahoney, president, Good Humor Inc., New York City.
Presentation: Kevin B. Sweeney, president, Radio Advertising Bureau; Miles David, and Patrick Rheaume.
12:30-2 p.m. Blue Room, Shoreham. **Engineering Conference,** luncheon.
Address: Maj. Gen. J. B. Medaris (ret.), president, Lionel Corp.
12:30-2 p.m. Sheraton Hall, Sheraton-Park. **Management Conference Luncheon.** *Presiding:* Mr. Martin.
Address: Newton N. Minow, chairman, FCC.
2:30 p.m. West Ballroom, Shoreham. **Engineering Conference.**
2:30-5 p.m. **NAB Community Antenna Tv,** Committee, Green Room, Shoreham.
5:30 p.m. Sheraton Hall, Sheraton-Park Hotel. **NAB Government Reception.**
7:30 p.m. **Broadcast Pioneers,** banquet. Cotillion Room, Sheraton-Park.
7:30 p.m. **WBTV,** dinner, Adams Room, Sheraton-Park.
7:30 p.m. **WTVJ,** dinner. Hamilton Room, Sheraton-Park.
(Numerous state broadcasters' and Congressional dinners not scheduled in time for publication.)

WEDNESDAY, May 10

7 a.m. **Visual Electronics Board.** South Room, Shoreham.
8 a.m. **Crosley Broadcasters,** breakfast. Adams Room, Sheraton-Park.
8 a.m. **Society of Television Pioneers,** breakfast. West Burgundy Room, Sheraton-Park.
9:00 a.m.-12 noon Park Room, Shoreham. **Engineering Conference,** tv session.
9-10:15 a.m. Cotillion Room, Sheraton-Park. **Labor Clinic** (Closed Session). *Presiding:* Ward L. Quaal, WGN Chicago; chairman, NAB Labor Advisory Committee. Participants: Frank O'Connell, Olin Mathieson Chemical Corp., New York; Richard Freund, ABC; Mr. Quaal; James H. Hulbert, NAB; David L. Doughty, NAB.
10:30-11:45 a.m. Sheraton Hall, Sheraton-Park. **General Assembly** (Management and Engineering conferences). *Presiding:* Vincent T. Wasilewski, NAB vice president.
Panel Discussion, members of FCC: Newton N. Minow, chairman; Rosel H. Hyde, Robert T. Bartley, Robert E. Lee, T. A. M. Craven, Frederick W. Ford, John S. Cross. Moderator: Mr. McCollough.
12:30-2 p.m. Blue Room, Shoreham, **Engineering Conference,** luncheon.
Presentation of NAB Engineering Award: To Raymond F. Guy, NBC.
Address: Dr. Edward Teller, Lawrence Radiation Lab., U. of California.
12:30-2 p.m. Sheraton Hall, Sheraton-Park. **Management Conference Luncheon.** *Presiding:* Mr. Lindsay.
Address: Abraham A. Ribicoff, Secretary, Health, Education and Welfare.
Annual NAB Business Session
2:30-5:30 p.m. West Ballroom, Shoreham. **Engineering Conference.**
2:30-5 p.m. Cotillion Room, Sheraton-Park. **Radio Assembly.**
A New Era in Radio Programming: Robert F. Hurleigh, president, MBS; Robert W. Whitney, executive vice president, Mars Broadcasting Inc., Stamford, Conn.
The Radio Code—Who Needs It?
2:30-5 p.m. Terrace Banquet Room, Shoreham. **Television Assembly.** *Presiding:* Mr. Tower.
Satellites and International Television: Jean Felker, AT&T.
First International Assembly, ATAS: Ed Sullivan.
Television Information Office Presentation: "The Public Interest, Convenience and Necessity"—Introduction: Willard E. Walbridge, KTRK-TV Houston, member, Television Information Committee; Louis Hausman, director, TIO; Roy Danish, assistant director, TIO.
Television Bureau of Advertising Presentation: "New Ways of Selling Television"—Norman E. Cash, president; William MacRae, director of station relations.
5:00 p.m. **NAB Board of Directors,** meeting. South Room, Shoreham.
7:30 p.m. Sheraton Hall, Sheraton-Park. **Annual Convention Banquet.**



WHERE TO FIND IT

Exhibits of equipment manufacturers will be located in the lower lobby Exhibition Hall and ballroom at the Shoreham Hotel during the NAB Washington convention. Exhibit space and/or the hospitality suites assigned as of May 3 in the Shoreham, Sheraton-Park and other Washington hotels are shown.

Large directory boards in the Shoreham (SH) and Sheraton-Park (SP) lobbies will show associate members' suites.

NAB CONVENTION OFFICES

Convention Manager .....(SH) F-1010
Everett E. Revercomb, secretary-treasurer
Convention Program .....(SH) F-1012
Howard H. Bell, vice president for industry affairs
Engineering Conference .....(SH) F-1009
A. Prose Walker, manager
Convention Exhibits .....(SH) Exhibit Hall
George E. Gayou, exhibit manager
Edward L. Gayou, asst. exhibit manager
Registration Desk .....(SH) Lobby
William L. Walker, asst. treasurer
Convention News .....(SH) F-1014-1016
John M. Couric, manager of public relations

NAB STAFF OFFICES

Radio .....(SH) F-1020
John F. Meagher, vice president
Radio Code .....(SH) F-1020
Charles M. Stone, director
Television .....(SH) F-1019
Charles H. Tower, vice president
Television Code Affairs .....(SH) F-1019
Edward H. Bronson, director
Government Relations .....(SH) F-1018
Vincent T. Wasilewski, vice president
Broadcast Personnel and Economics (SH) F-1011
James H. Hulbert, manager
Legal .....(SH) F-1018
Douglas A. Anello, chief counsel
Research .....(SH) F-1011
Richard M. Allerton, manager
Station Relations .....(SH) Lobby
William Carlisle, manager
Inter-American Association of Broadcasters ..... (SH) F-1021
Herbert Evans, Representative to IAAB
Newsroom .....(SH) F-1013-1015
John M. Couric, manager of public relations; Milton E. Magruder, assistant manager; Arthur D. Stamler, audio-visual assistant.

EQUIPMENT MANUFACTURERS

Adler Electronics .....(SH) Space 26
Albion Optical Co. .....Unassigned
Alford Mfg. Co. .....(SH) Space 17
Alto Fonic Tape Service .....(SH) Space 41
Ampex Professional Products Co. (SH) Space 28
Audiomation Laboratories .....(SH) Space 37
Automatic Tape Control .....(SH) Space 6
Bauer Electronics .....(SH) Space 7-A
Bell & Howell .....Unassigned
Bogen-Presto Div., Siegler Corp. .....(SH) Space 35-C, D; 41
Broadcast Electronics .....Unassigned
Caterpillar Tractor Co. .....Unassigned
Cellomatic Equipment Corp. .....(SH) A-701
Century Lighting .....(SH) Space 6-A
Chrono-Log Corp. .....(SH) Space 10-A
Collins Radio Co. .....(SH) E-300
Conrac Div. Giannini Controls ....(SH) Space 28-A
Continental Electronic Mfg. Co. (SH) Space 16
Continental Mfg. Inc. .....(SH) G-200
Dage Div., Thompson Ramo Woolridge Unassigned
Dresser-Ideco Co. .....(SH) B-700
Dynair Electronics .....(SH) Space 37-C
Eastman Kodak Co. .....Unassigned
Ecco-Fonic Inc. .....(SH) C-204
EMI/US Ltd. .....(SH) F-107
Electronic Applications .....(SH) Space 43
Fairchild Camera & Instrument (SH) Spaces 46-7
Fisher Radio Corp. .....(SH) Space 34
Foto-Video Electronics .....(SH) Space 2
Gates Radio Co. .....(SH) E-100
General Electric Co. .....(SH) G-600
General Electronic Labs. .....(SH) D-404-6
Gotham Audio Corp. .....(SP) B-223-5
GPL Division—General Precision..(SP); Annapolis
Graham Sales Co. .....(SH) Space 25-A
Hughey & Phillips .....(SH) E-209
International Business Machines (SH) Space 37-A
ITA Electronics Corp. .....(SH) G-309
Kahn Research Labs. .....Space 44
Kliegl Bros. Universal Electric Stage Lighting Co. .....(SH) Space 19
Kline Iron & Steel Co. .....(SH) G-409
MacKenzie Electronics Inc. .....(SH) Space 25
Lumitron Div., Metropolitan Electric Mfg. Co. .....(SH) Space 25
M & H Engineering Co. .....Unassigned
Magne-Tronics .....(SH) E-709
Minneapolis-Honeywell Regulator..(SH) Space 45
Minnesota Mining & Mfg. Co. .....(SH) Space 22
Miratel Electronics .....(SH) Space 33
Mitchell Vinten Inc. .....Unassigned
Moseley Assoc. .....Unassigned
Orr Industries .....Unassigned
Radio Corp. of America .....(SH) G-100
Raytheon Co. .....(SH) D-500
Schafer Custom Engineering .....(SH) C-404
Shaler Aitken Communications .....Unassigned
Sony Corp. of America .....(SH) Space 36
Stainless Inc. .....(SP) M-490-2
Standard Electronics Div., Reeves Instrument Corp. .....(SH) E-800
Sarkes Tarzian Inc. .....(SH) D-802
Tektronix Inc. .....(SH) Space 28-B
Telechrome Mfg. Corp. .....(SH) Space 35
Telecontrol Corp. .....(SH) Space 3
TelePrompTer Corp. .....Mayflower
Telescript-CSP Inc. .....(SH) Space 32
Television Speciality Co. .....(SH) Space 39
Television Zoomar Corp. .....(SH) Space ....
Tower Construction Co. .....(SH) Space 42
Trans-Lux Television Corp. .....(SH) C-304
Utility Tower Co. .....Statler-Hilton
Visual Electronics Corp. .....(SH) G-609
Vitro Electronics .....(SP) B-523-5
Westrex Corp. .....(SH) Space 35-C, D

NETWORKS

ABC Radio .....(SP) B-220
ABC-TV .....(SP) B-720
CBS Radio .....(SH) C-500
CBS-TV .....(SH) C-600
Keystone Broadcasting System .....(SP) D-700-02
Mutual .....(SP) E-420
NBC Radio & NBC-TV .....(SP) B-320

PROGRAM SERVICES

ABC Films .....(SP) B-620
M & A Alexander Productions .....(SH) D-702
Jim Ameche Productions .....(SH) Space 40
AT&T .....(SH)
California National Productions .....(SP)
CBS Films .....(SH) B 600
Community Club Services .....Mayflower
Futursonic Productions .....Statler Hilton
Harry S. Goodman Productions .....(SP) A-211-15
Jayark Films Corp. .....(SH)
King Features Syndicate Tv .....Mayflower
Lang-Worth Feature Programs .....(SH) G-509
Magna-Tronics Inc. .....(SH) E-709
Mars Broadcasting .....(SH) 504-A
MCA-TV Ltd. .....(SP) E-220-22
MGM-TV .....(SP) C-540
Modern Broadcasting .....Unassigned
Modern Talking Picture Service ....Statler Hilton
Official Films .....(SP)
Pams Productions .....(SP) B-623-5
Profit Programming .....(SP) A-406-8
Programatic Broadcasting Service (SP) B-423-5
RCA Recorded Program Services ....(SH) D-204-6
Record Source .....(SP) M-589-91
Screen Gems .....(SP) C-440
SESAC Inc. .....(SP) B-520-22
Seven Arts Assoc. Corp. .....(SP) C-240
Sterling Television .....Sheraton-Carlton
Telescript-CSP .....(SH)
Television Personalities .....(SH) C-504
Richard H. Ullman, Inc. .....(SH) C-103
United Press Movietone .....(SP) A-200
Videotape Productions of N. Y. .....Unassigned
World Broadcasting System .....(SP) M-689-91
Ziv-United Artists .....(SP) C-340

STATION BROKERS

Blackburn & Co. .....(SP) M-590-2
Paul H. Chapman Co. .....(SH) B-123
Howard S. Frazier .....1736 Wisconsin Ave., NW
W. B. Grimes & Co. .....2000 Florida Ave., NW
Wilton Gunzendorfer & Assoc. .....(SP)
Hamilton-Landis & Assoc. .....(SP) C-644
Philip L. Kelser & Assoc. .....(SP) C-251-3
Howard E. Stark .....(SH)
Jack L. Stoll & Assoc. .....(SP) F-350-2
Edwin Tornberg & Co. .....(SP) M-559

STATION REPRESENTATIVES

Am Radio Sales .....Jefferson
Avery-Knodel .....(SP) E-426-8
Elisabeth M. Beckiorden .....(SH)
Charles Bernard; The Country Music Network .....Mayflower
John Blair & Co.
Blair-Tv
Blair Television Assoc. Hotel Washington 205-6-7
Bolling Co. .....(SP) A 500
Branham Co. .....Mayflower
Broadcast Time Sales .....Willard
CBS Radio Spot Sales .....Unassigned
CBS Television Spot Sales .....Statler
Henry I. Christal .....(SP) M-458-60
Devney-O'Connell .....Mayflower
Robert E. Eastman .....DuPont Plaza
Everett-McKinney .....(SH)
Forioe & Co., Forjoe-Tv .....Unassigned
Gill-Perna .....(SP) E-320
Harrington, Righter & Parsons .....(SH) E-700
George P. Hollingbery .....(SP) F-340-41
Hal Holman .....(SH) A-601
H-R Representatives .....Sheraton-Carlton
The Katz Agency .....(SP) E-520-22
Robert Kerr Organization .....(SP) A-111-15
Jack Masla & Co. .....Statler-Hilton
Daren F. McGavren Co. .....DuPont Plaza
Meeker Co. .....(SP) E-620-22
Art Moore & Assoc. .....Unassigned
NBC Spot Sales .....Unassigned
John E. Pearson Co., John E. Pearson Television .....Hay Adams
Peters, Griffin, Woodward .....Mayflower
Edward Petry & Co. .....(SH) C-100
Radio TV Representatives .....(SP) D-600-2
Paul H. Raymer Co. .....Sheraton Carlton
Spot Time Sales .....DuPont Plaza
Television Adv. Reps. .....Woodside Park

WSIX·TV wins... *Public Service*



"CONNIE" AWARD



WSIX-TV Wins In 4 Out Of 6 Categories

The Radio and Television Council of Middle Tennessee awarded WSIX-TV FOUR "Connie" Awards out of SIX categories for meritorious locally-produced TV Programs. "Expedition-Tennessee" (Public Service), "Romper Room" (Children's), "Nashville Sings" (Music), and "Know Your Bible" (Religious) Awards make 18 on the rapidly expanding "wall of fame" at Nashville's Number One Station . . . WSIX-TV.

WSIX-TV also received National "Award of Honor" from ABC-TV for public service program "Expedition-Tennessee"

Affiliated with WSIX — AM & FM

WSIX TV 8 abc NASHVILLE

Represented by: Peters, Griffin, Woodward, Inc.

BULLETIN: NEW NIELSEN SHOWS WSIX-TV STILL NO. 1 PRIME TIME SIX TO MIDNIGHT AVERAGE SEVEN NIGHTS PER WEEK!!!

Tv Stations Inc. .....(SH) A-502
Venard, Rintoul & McConnell .....(SP) M-489-91
Grant Webb & Co. .....Unassigned
Weed & Co. .....Mayflower
Adam Young Inc. .....(SP) C-140
Young Television Corp. .....(SP) C-140

RESEARCH ORGANIZATIONS

American Research Bureau .....(SH) A-702
The Pulse Inc. .....(SP) F-140-41
A. C. Nielsen Co. .....(SP) A-100

MISCELLANEOUS

Advertising Age .....(SP) D-200
Advertising News of New York .....(SH)
Associated Press .....(SP) Franklin Room
Billboard .....Unassigned
Broadcast Advertisers Reports ....(SP) M-658-60
Broadcast Engineering .....Unassigned
Broadcasters Promotion Assn. .....(SP) E-330-2
BROADCASTING Magazine ....(SP) Madison Room
International Electronics .....Unassigned
Media/Scope .....Unassigned
Printers' Ink .....Unassigned
Radio-Television Daily .....(SH) D-400
Sponsor and U. S. Radio .....(SH) G-803
Standard Rate & Data Service .....(SP) E-120-22
Telefilm Magazine .....Unassigned
Television Age .....(SP) E-526-8
Television Bureau of Advertising .....Unassigned
Television Information Office .....(SP) A-511-15
Television Magazine .....(SP) Madison Room
TV Guide-TV Digest .....(SP) D-706-8
U. S. Army .....(SH) Lobby
Variety .....(SH) B-300

Full FCC to answer NAB questions on Wednesday

All seven members of the FCC will participate in the annual commission-industry panel discussion at the NAB convention Wednesday morning (May 10). Answering broadcasters' questions without prior screening will be Chairman Newton N. Minow and Commissioners Rosel H. Hyde, Robert T. Bartley, Robert E. Lee, T. A. M. Craven, Frederick W. Ford and John S. Cross.

NAB Board Chairman Clair R. McCollough of the Steinman Stations, will serve as panel moderator. Because of the convention, the commission's weekly meeting will be held on Thursday.

NAB membership up

Membership of NAB reached an all-time high in every category as the association began its 39th annual convention. Total membership is 2,845, up 11% since the 1960 convention, according to William Carlisle, NAB station relations manager.

Membership includes 1,762 am stations (1,230 in 1960), 587 fm stations (327 in 1960), 371 tv (269 in 1960), 125 associates (121 in 1960) plus the major networks. The tv code has 387 subscribers compared to 249 in 1960. The radio code which had no subscription plan prior to July 1, 1960, has 1,231 subscribers.

THE ROSY PICTURE AT ABC RADIO

More affiliates, increased sales and program clearances

Gains for ABC Radio on many fronts were described in reports prepared for delivery to the network's affiliates at a meeting in Washington yesterday (Sunday) morning, preceding the NAB convention.

Robert R. Pauley, vice president in charge of the network, and associates singled out advances made during the past year in the number of affiliated stations, program clearances, news coverage, sports audiences, sales of news and of *Breakfast Club*, and in the acceptance of the new *Flair* program series by both stations and audiences.

About 200 representatives of ABC-affiliated radio stations were expected to be on hand for the meeting. Top officials slated to participate with Mr. Pauley included Leonard H. Goldenson, president of the parent AB-PT; James Hagerty, ABC news, special events and public affairs vice president, and radio network department heads.

Mr. Pauley reported that ABC Radio added 45 affiliates in the last year, the largest single-year total in the network's history; that *Breakfast Club* sales have gained by 15% and that the veteran program is being carried by 295 stations, the highest number in recent years; that newscast sales are up 18% and news clearances are still gaining; and that through *Flair*, the modernized *Breakfast Club* and strengthened news programming the network has achieved its goal of reaching the young adult audience, "the listeners who in the next decade will be better educated and have more money to spend."

He said *Flair*, although relatively new, is now carried by 270 stations, including affiliates in all major markets. Earl Mullin, national director of the ABC Radio stations department, said the daily hour-long service feature, built around name talent, had enabled many affiliates to cancel syndicated material they had been buying from other sources. Mr. Pauley said 35 new personalities had been signed for *Flair* during the past three months.

Audience Size ▪ Ratings victories scored by *Breakfast Club* over its opposition in a number of markets were also emphasized.

Mr. Pauley noted that through its broadcasts of heavyweight title fights ABC Radio had reached the largest audiences in radio entertainment history twice in the last nine months. He told affiliates that ABC Radio would continue to carry only the most important sports events.

Mr. Hagerty assured the affiliates there was good reason to assume that ABC would soon have the best news operation in radio. He said ABC Radio News has doubled its Washington staff and strengthened its overseas corps.

Mr. Goldenson stressed the importance of ABC Radio and reported on the progress of AB-PT generally.

Other speakers were to include Frank Marx, ABC engineering vice president; William Rafael, national program director; James Duffy, national sales director; Jack Mann, national director of research and advertising, and Chet Simmons, administrator of Sports Programs Inc.

NAB Radio Board has eight new faces

Eight new members will join the NAB Radio Board of Directors this week, with five others re-elected for new two-year terms (BROADCASTING, April 10). Another 12 elective directors remain in office for an additional year. The four radio network members are appointed by their networks.

Joining the Radio Board will be these new directors: Carleton D. Brown, WTVI Waterville, Me.; James L. Howe, WIRA Fort Pierce, Fla.; George T. Frechette, WFHR Wisconsin Rapids, Wis.; Ray Johnson, KMED Medford, Ore.; John S. Hayes, WTOP Washington; Willard Schroeder, WOOD Grand Rapids, Mich.; Ben B. Sanders, KICD Spencer, Ia., and Ben Strouse, WWDC-FM Washington. Entering their second terms are these re-elected directors: John S. Booth, WCHA Chambersburg, Pa.; Hugh O. Potter, WOMI Owensboro, Ky.; Odin S. Ramsland, KDAL Duluth, Minn.; Boyd Kelley, KRRV Sherman, Tex., and B. Floyd Farr, KEEN San Jose, Calif.

Four elective vacancies on the Television Board will be filled at a business session of tv members to be held Tuesday morning. Those whose terms end this week are W. D. Rogers, KDUB-TV Lubbock, Tex., Tv Board chairman; Clair R. McCollough, Steinman Stations; Wrede Petersmeyer, Corinthian Stations, and Willard E. Walbridge, KTRK-TV Houston.

Tv Board members whose terms run another year are Dwight W. Martin, WAFB-TV Baton Rouge, La., vice chairman of board; Campbell Arnoux, WTAR-TV Norfolk, Va.; Henry B. Clay, KTHV(TV) Little Rock, Ark.; Joseph C. Drilling, KJEO-TV Fresno, Calif.; William B. Quarton, WMT-TV Cedar Rapids, Ia. Joseph S. Sinclair, WJAR-TV Providence, R. I., and Eugene S. Thomas, KETV(TV) Omaha, Neb. Network tv directors are appointed.



Take a second look

(it's Oreck's, in Duluth)

Take a second look at the Duluth-Superior market-

It's Bigger than you think!

It's the second-biggest market* in both Minnesota and Wisconsin!

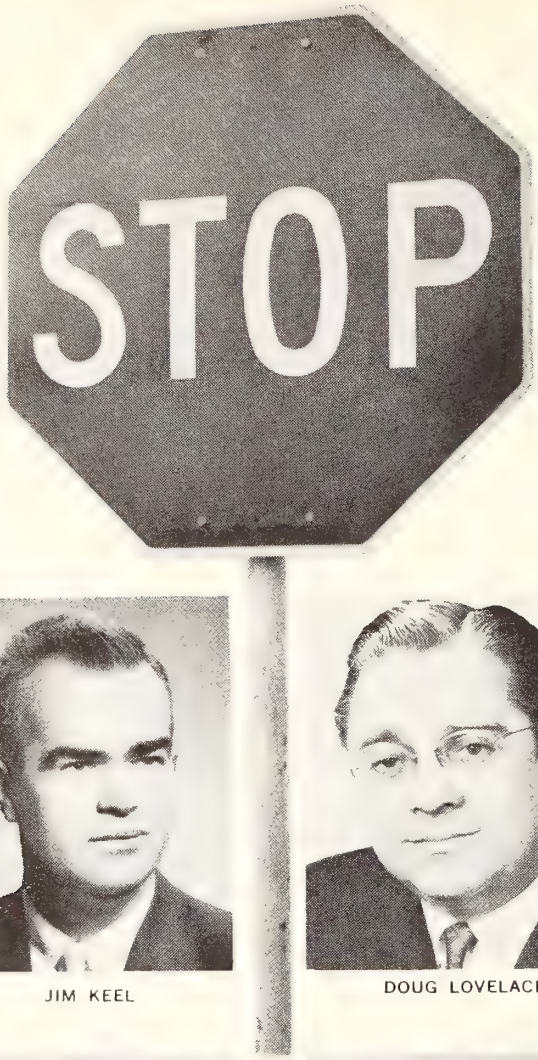
Bigger than Madison and Des Moines!

Bigger than Lancaster, Shreveport and Trenton!

Duluth-Superior-BIGGER than you think-and only KDAL delivers it all!

*Sales Management population estimates, January 1, 1960.

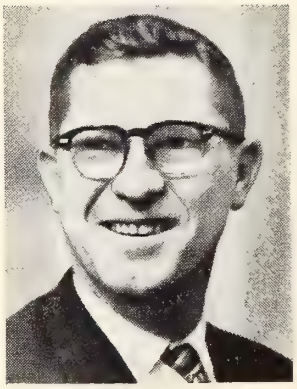
KDAL—CBS RADIO-TELEVISION/3—AN AFFILIATE OF WGN, INC.



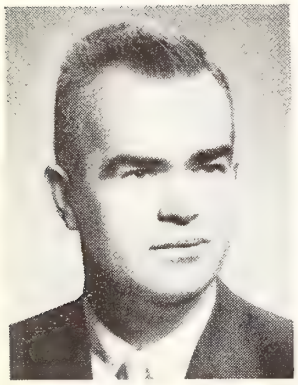
...and chat with



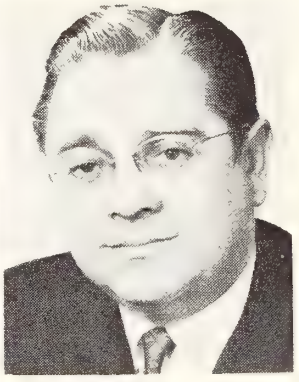
ANDY ANDERSON



JIM COLDSMITH



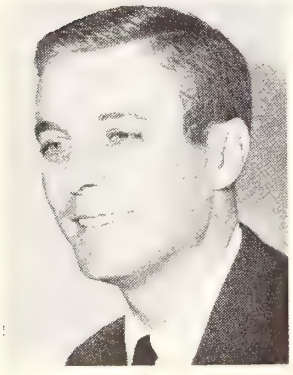
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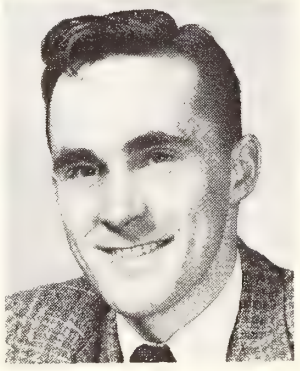
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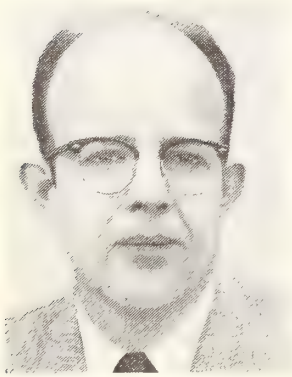




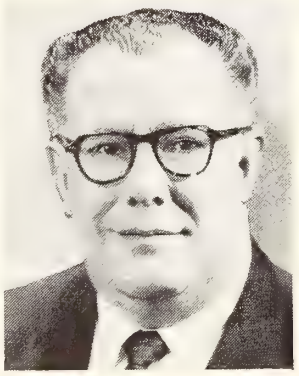
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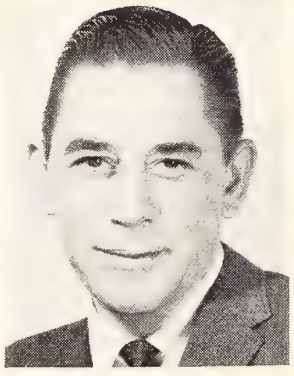
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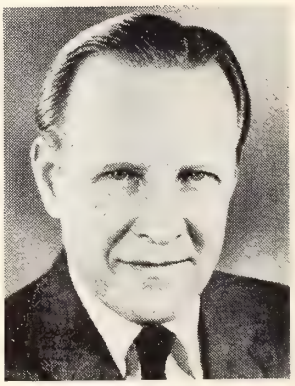
BOB ROUSEK



BOB SHIPLEY



JIM SMITH

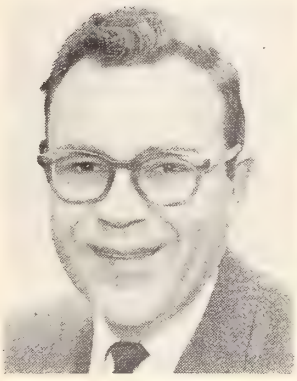


FRANK STEARNS

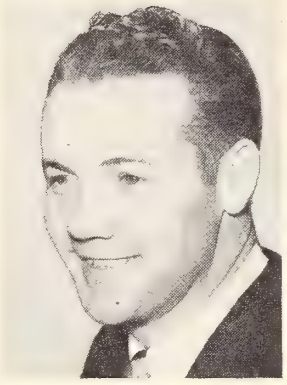
these ASSOCIATED PRESS men



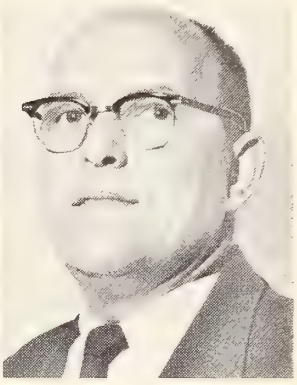
TOM CUNNINGHAM



JIM FIRMIN



JERRY GILL



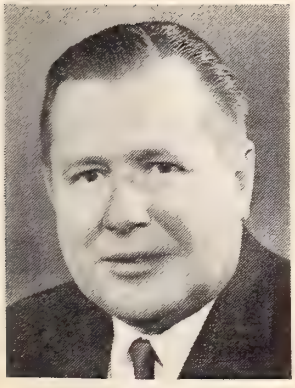
HOWARD GRAVES

NAB CONVENTION this week

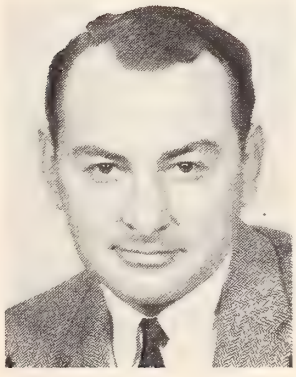
ASSOCIATED PRESS Headquarters

SHERATON PARK HOTEL, Franklin Room - 1st Floor, Washington, D. C.

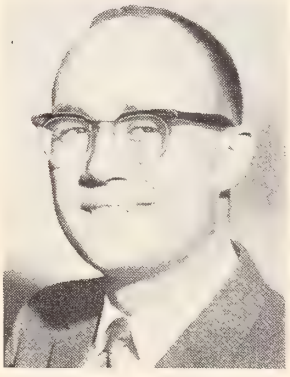
Oliver Gramling, Assistant General Manager, AP.



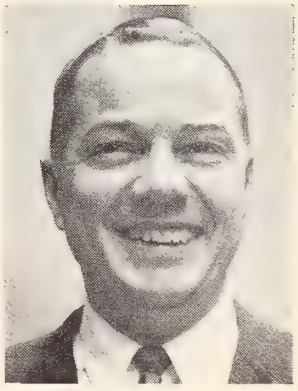
ROY STEINFORT



TOM STUETZER



BOB SUNDY



BOB WELLS

MORE DISTAFF LEADERSHIP

LeRoy Collins urges AWRT delegates to take more active roles; Tjaden assumes presidency

Broadcasting's goals are America's goals and it "has more to contribute to the accomplishing of the American dream than any other single force," NAB President LeRoy Collins told the 10th Annual Convention of the American Women in Radio & Television last week in Washington.

In his keynote address Thursday before an estimated 1,000 delegates and industry and governmental dignitaries, Gov. Collins told the women broadcasters they play a unique role as "the molders and leaders of men," urging them to assert their leadership and convictions in public and community affairs. Women in broadcasting face a challenge to stimulate such leadership among women throughout the land, he said.

"We need more and more men and women who are looked up to as responsible leaders; who have earned the right to be respected," he added, stressing AWRT's part in encouraging this leadership.

Commenting further, Gov. Collins said that equality of vocational opportunity for women admittedly has not been totally achieved in broadcasting, but that progress was being made, noting the many women in key station and network positions.

A co-feature of the convention was the presentation of the 10th annual *McCall's* Golden Mike Awards, given annually to women in radio and television for outstanding public service work. Pauline Frederick, NBC United Nations correspondent, was named recipient of the highest award for her "authoritative coverage of the UN in its most critical year." She also received the highest Golden Mike Award in 1955.

Miss Frederick was cited by *McCall's* for the "cool, experienced perception with which she 'single-handedly' began an around-the-clock coverage of the Congo as it developed into the year's most explosive news story."

Other Golden Mike winners: Norma Goodman, KTVA (TV) Anchorage, Alaska, and Sunnie Jennings, KDKA-TV Pittsburgh (service to the community); Frances L. Morris, KWTV (TV) Oklahoma City and Polly Weedman, KOTA Rapid City, S. D. (service to the family); Betty Adams, WBZ-TV, and Virginia Bartlett, WHDH-TV, both Boston, (service to the American future).

Tjaden President ▪ Other business included the installation of Montez Tjaden, director of promotion, publicity and public relations for KWTV (TV) Oklahoma City, as president of AWRT. She succeeds Esther Van Wagoner Tufty, Tufty News Bureau and NBC Washington.

The new president-elect is Martha Crane, director of women's programs, WLS Chicago. A veteran of 33 years in broadcasting, she is believed to have won more awards than any woman in broadcasting. She was the recipient of *McCall's* Golden Mike Award in 1960.

Miss Tjaden, who has been serving as president-elect of AWRT for 1960-61, has been active in the organization since 1953 when she served as national publicity chairman. She was also national director-at-large (1955-57) and national southwestern area vice president (1959-60).

She has been with KWTV since 1954, joining the station following a tour of duty as a Commander in the U. S. Naval Reserve at the Pentagon. Long active in promotion, Miss Tjaden was one of the founders of the Broadcast Promotion Assn., serving as its vice president for two terms.

Current officers now beginning the second of two year terms are Elizabeth Bain, secretary-treasurer, (United Artists Assoc., New York), Martha Bohlsen, west central vice president, (Tidy House Products Co., Omaha, Neb.), Gloria Bremkamp, southwestern area vice president (public relations counsel, Oklahoma City); Gloria Chandler, western area vice president (King Broadcasting Co., Seattle); Marion Corwell, east central area vice president (Henry Ford Museum, Dearborn, Mich.); Margaret Kearney, eastern area vice president (WCAU Philadelphia); Ruth Talley, southern area vice president (WLAC-TV Nashville, Tenn.).

Five directors-at-large who were to be elected Saturday are Dorothy Rey-



Last week's AWRT convention in Washington, D. C., brought together (l to r) Montez Tjaden, KWTV (TV) Oklahoma City, new AWRT president; Gov. LeRoy Collins, NAB president and keynote speaker; Esther Van Wagoner Tufty, Tufty News Bureau and NBC Washington, retiring AWRT president; Martha Crane, director of women's programs, WLS Chicago, and new AWRT president-elect, who will be president in 1962.

Open house

Headquarters for BROADCASTING and *Television* magazines during the NAB convention May 7-10 are maintained in the Madison Room of the Sheraton-Park Hotel. The suite is located on the mezzanine and is reached by a short flight of stairs to the right of the main entrance of the hotel.

Representing BROADCASTING are Sol Taishoff, Maury Long, Ed James, Winfield R. Levi, Ed Sellers, Art King, Rufus Crater, J. Frank Beatty, Earl Abrams, Frederick M. Fitzgerald, Lawrence B. Taishoff, Harold Hopkins, Dawson Nail, Leonard Zeidenberg, Don Kuyk, Warren W. Middleton, Bill Merritt, Irving Miller, John Cosgrove, and Gladys Hall.

Representing *Television* are Ken Cowan, Don West and Frank Chizzini.



"CONSULT DR. BROTHERS"—SOLD!!!!

In less time than it takes to write about it, all these major markets were sold. This is just a small part of the total sales picture of the "CONSULT DR. BROTHERS" program.

65 quarter hours or 195 five-minute programs, perfect for stripping.

Note: In its first week on the air in Buffalo, "CONSULT DR. BROTHERS" tripled WGR-TV's morning audience! Check with ABC Films now.

ABC FILMS, INC. 1501 Broadway, New York, New York / Got a programming problem? You're invited to meet and "Consult Dr. Joyce Brothers" at the NAB Convention, Washington, D. C.—May 7 & 8, Suite 620-B, Sheraton-Park Hotel.

"One O'Clock Club" WEWS, Cleveland







N THE PICTURES—1. Salute to Japan by the One O'Clock Club. 2. On occasion, the Club goes 'on location.' Here he location is center-ring of Circus. 3. Dorothy Fuldheim and guests enjoy one of Bill Gordon's sharp ad-libs.

One of the superior productions through which creative talent and community leadership are continually building new vision into Television on stations represented by **BLAIR-TV**

PROGRAM GOALS

We at WEWS are pledged to use all of our facilities to develop stimulating and entertaining programming, incorporating the finest local talents in the form in which television is itself most exciting and rewarding—live and spontaneous.

Our "One O'Clock Club" is but one example of our constant effort not only to delight the community with fine programming, but also to enlighten it by carefully blending informative and entertainment features in our every local program endeavor.

JAMES C. HANRAHAN
General Manager, WEWS

Accent on Personality

Standout studio productions have long been a specialty with WEWS. Now, in the One O'Clock Club, it has Cleveland's most talked-about program.

What has the Club got, that has kept viewers flocking to WEWS studios from all of Northern Ohio, even from Pennsylvania, since '57?

First, it has two of TV's most provocative and appealing talents: erudite, quick-witted Dorothy Fuldheim, and zany, unpredictable Bill Gordon. They develop spontaneity and excitement that fascinates countless thousands of home viewers, as well as the 100 or more on hand for each show.

Plus guest-stars! Stars like Rosemary Clooney, Dody Goodman, Kaye Ballard, Johnny Mathis, Victor Borge, Genevieve, Henny Youngman or Van Cliburn. Most of them make repeat visits because they have so much fun the first time.

Besides celebrities, Bill and Dorothy chat with experts in every field from matrimony to world-travel . . . or Dorothy enthralls viewers with a gripping book review . . . or Bill sings a duet or cha-chas with a guest to the music of Joe Howard's One O'Clock orchestra.

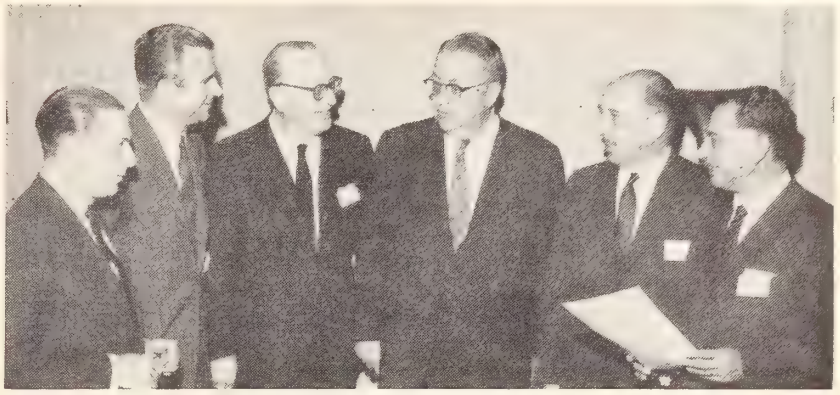
Yes, the One O'Clock Club has all these —and top ratings, too!

To Blair-TV, creative community-interest programming by great stations like WEWS is a constant source of inspiration. We are proud to serve more than a score of such stations in national sales.

BLAIR-TV

Televisions's first exclusive national representative, serving:

WABC-TV—New York
W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona-Johnstown
WNBF-TV—Binghamton
WHDH-TV—Boston
WBKB—Chicago
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KTVT—Dallas-Ft. Worth
WXYZ-TV—Detroit
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
WJIM-TV—Lansing
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KGO-TV—San Francisco
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg



Uruguayan elected president of IAAB

Senor Raul Fontaina, Radio Carve, Uruguay, was re-elected president of Inter-American Assn. of Broadcasters at Washington meeting last week. Herbert E. Evans, Peoples Broadcasting Co., stations, is NAB delegate representing the U. S. Left to right: Eneas Machado de Assis, Brazil; Fernando Eleta, Panama, 2d vp; Mr. Fontaina; Mr. Evans; Justino Vimenez de Arechaga, Uruguay; Jose Luis Fernandez, Mexico, 1st vp. Raul Trabanino, Sal Salvador, was elected secretary. IAAB delegates are attending NAB convention sessions this week.

nolds, assistant sales service manager, CBS-TV; Phoebe F. (Fran) Troesch, assistant to the district director, public relations, U. S. Steel Corp., Boston; Dora Cox Crosse, vice president and treasurer, Dora-Clayton Agency, Atlanta; Irene B. Runnels, director of marketing, KBOX Dallas; Theodora Zavin, assistant vice president, Broadcast Music Inc., New York.

Sarnoff sees tv network across Latin America

An international tv network in Latin America is regarded by Robert W. Sarnoff, NBC board chairman, as the next step in television's growth pattern. Mr. Sarnoff made this projection in a speech scheduled for delivery May 6 before the Inter-American Assn. of Broadcasters in Washington.

Mr. Sarnoff said that European broadcasters have implemented Eurovision under "far greater handicaps of language and differing technical standards than we have in the Americas." He acknowledged that the "enormous cost" of tying the tv systems of the various Latin American countries into a network would be "an obstacle," and added:

"For this reason, in my judgment, the soundest starting point would be a regional television network paralleling the Common Market that has already been projected by seven Latin American countries. Such a network could well be extended with the progressive lowering of trade barriers and the progress of the area toward economic integration. What I am envisaging is primarily a network joining Latin American broadcasters because of language, tradition and program interests in that part of the hemisphere."

150 expected to attend Tv Stations Inc. meet

More than 150 broadcasters are expected to attend the sixth annual membership breakfast meeting sponsored by Tv Stations Inc., scheduled today (May 8), at 8 a.m. in the Continental Room of the Sheraton Park Hotel. Warren Bahr, vice president, radio and tv, Young & Rubicam, New York, is the guest speaker. Progress reports on the company's plans for diversification and for syndicated products will be reviewed. At the NAB convention, Tv Stations will maintain hospitality and business quarters in Suite A-502 of the Shoreham Hotel.

Entertainment for the banquet

A special "Radio and Television Theme Overture," written for the occasion by Nelson Riddle, will be performed Wednesday night at the NAB convention banquet. The program will be presented by Broadcast Music Inc.

Jazz will be represented at the banquet by the Count Basie Orchestra. Anna Moffo, of Metropolitan Opera fame, will sing. An all-star group from Nashville will offer music from the country-western-popular field. It will be headed by Chet Atkins, The Jordonaires and Gene Nash. The Ralph Hunter Choir will present selections from the musicals "Fiorello" and "Tenderloin."

Sam Levenson will offer a comedy routine, only non-musical item on the program. Russell Sanjek, BMI public relations director, will produce.

First-run film series: its heyday is past

YESTERYEAR'S BOOM IN NEW TV FILM SERIES HAS FALLEN ON EVIL TIMES

The film buyer for a television station in New York remarked last week: "As of this moment, there are only four first-run tv film syndication series definitely set for prime-time showing in the coming season. In 1956, there were 29 first-run properties released to television and on the air."

This remark dramatizes the lowly estate of the first-run film syndication business, once a high-flying phase of television. A check of both distributors and television stations last week drew various reasons for the decline of so-called "quality," first-run production and distribution. But everybody agreed on at least one point: the number of first-run series is likely to decrease rather than increase in the future. (Low-budget tape and film series are not included in this context of first-run).

The downward trend in this area of television has been going on since 1956. In that year, 29 new programs were offered for syndication. the number has dwindled each year: 1957—20; 1958—16; 1959—15; 1960—8.

The only series definitely scheduled for showing next fall are Ziv-United Artists' *King of Diamonds* and *Ripcord*, Filmaster Inc.'s *The Beachcomber* and Tv Marketeers' *Adventures of the Sea Hawk*. Distributors and stations feel that perhaps as many as two additional series, making a total of six, will become available during 1961, though some distributors claim they are considering making first-run programs available.

Ziv-UA's Plans ▪ Ziv-UA already has announced it plans to distribute eight new series over a 16-month period, beginning with *King of Diamonds*, which was placed on the market last month. Other distributors and some station officials question this high number. They feel that Ziv-UA probably reached this total by counting second-year production of old series and first-run programs not designed for prime-time showing. Independent Television Corp. says it intends to select two of a group of six series—*Whiplash, Ghost Squad, Sir Francis Drake, Night at the Palladium, The Jo Stafford Show* and *Supercar*—and offer them for syndication. Screen Gems, officially, has announced no new series for syndication, but station sources say SG is considering the release of a series called *Shannon*.

But it's a long process from plan to execution. Some station officials claim a new syndicated series will be announced but actually will not be generally sold until a hefty regional sale is completed. "I'd be very surprised if we have more than six new series intended for prime time," one seasoned station film buyer said, noting he's ruling out the second year on old series and shows produced for daytime periods.

Why were there 29 first-run, "quality" tv series released in 1956, eight last year and possibly as few as six this year?

The scarcity of time slots in prime time seems to be the critical factor. This state appears to have developed from increased network programming, including the trend toward hour-long shows, (networks are scheduling series as early as 7:30 p.m. and continuing until as late as 11 p.m.). Some distributors traced the dearth of time periods to the emergence of ABC-TV as a stronger network force. In the words of one distributor: "Even up to two years ago, we could go into a market and sell the ABC-TV station either because the network wasn't programming or because the station didn't want the show. That isn't true today."

Costs Up ▪ A reason advanced by producers-distributors is the steadily increasing costs of producing first-run series, accompanied by stations' unwillingness to pay more for programming today than three or four years ago. Only recently Sam Cook Digges, administrative vice president of CBS Films, warned a meeting of advertising agency and advertiser officials that unless stations and sponsors are willing to invest an "equitable" sum in first-run syndicated films this type of programming will virtually disappear. Some station executives do not "buy" this argu-



Filmaster's 'The Beachcomber'



Tv Marketeers' 'Adventures of the Sea Hawk'

IN STEUBENVILLE-WHEELING THE FRIENDLY GROUP'S WSTV-TV

LEADS with more 1/4 hour 1sts

in both ARB (Mar. 1961)

and Nielsen (Feb. 1961)

FIRST IN COVERAGE . . . WSTV-TV is viewed by 13% more homes.

FIRST IN SYNDICATION . . . with the top three (homes delivered) shows.

TOPS . . . in Local Personalities, Sports, News and Weather.

TOPS IN MERCHANDISING . . . EXCLUSIVE, COPYRIGHTED "SHOPPER TOPPER" SERVICE.

CHANNEL 9

The Best of CBS and ABC

IN STEUBENVILLE:
Joseph M. Troesch—AT 2-6265

IN NEW YORK:
Lee Gaynor—OXford 7-0306

Represented Nationally:
Avery-Knodel, Inc.

Member The FRIENDLY Group — John J. Laux, Exec. Vice-President

WSTV-TV
CHANNEL 9

The lowest cost television bridge to the Upper Ohio Valley's Five Billion Dollar retail market. The best of CBS and ABC. Plus Shopper Topper Merchandising.

John J. Laux, Managing Dir.—AT. 2-6265
Represented by Avery-Knodel, Inc.
STEUBENVILLE-WHEELING

KODE-TV
CHANNEL 12

28% taller and 29% more powerful. Tells and sells 152,000 TV homes who spend 750 million annually. The best of CBS and ABC. Plus Shopper Topper Merchandising.

D. T. Knight, General Manager — MA 3-7260
Represented by Avery-Knodel, Inc.
JOPLIN, MISSOURI

WRGP-TV
CHANNEL 3

More to see on Channel 3 with NBC. Dominates the key corners of Tennessee, Georgia and Alabama where over a million people spend 800 million dollars.

Harry Burke, General Manager — OX 8-1505
Represented by H-R
CHATTANOOGA, TENNESSEE

WRDW-TV
CHANNEL 12

Newest member of the FRIENDLY Group serving over a million people with 721 million dollars to spend. The best of CBS, NBC and ABC Networks.

Robert E. Metcalfe, Managing Dir.—TA 4-5432
Represented by Avery-Knodel, Inc.
AUGUSTA, GEORGIA

WBOY-TV
CHANNEL 12

A captive audience of 150,000 TV homes with a spendable consumer income of almost One Billion Dollars. The best of NBC and CBS. Plus Shopper Topper Merchandising.

Bob Runnerstrom, Gen. Manager—MAin 4-7573
Represented by Avery-Knodel, Inc.
CLARKSBURG, WEST VIRGINIA

Ziv-UA sees no storms ahead for first-run tv film series

Ziv-United Artists Inc., New York, which pioneered in first-run tv film syndication in 1948, is still "bullish" about this phase of the business after 13 years: Ziv-UA has earmarked approximately $12.2 million for production of eight series scheduled for first-run release over the next 15 months.

John Sinn, president, of Ziv-UA, was asked last week why the company plans to operate against the current trend of fewer and fewer first-run syndication productions (see story, page 84). Mr. Sinn smiled but answered quickly:

"Because we know that there is a market for quality first-run film series. We know that stations and national, local and regional advertisers will accept these films; our track record bears this out. I cannot believe that stations will not find a place for quality programs and for regional and local advertisers who must have an opportunity to use the medium to compete with their giant national opposition."

Ziv-UA's master plan is to release the first-run series at two-month intervals and its initial program hit the market four weeks ago. This was *King of Diamonds,* starring Broderick Crawford, which already has been sold in 118 markets, including the five largest cities in the country. Last week Ziv-UA announced the release of another series, *Ripcord.*

For competitive reasons, Mr. Sinn said, he prefers not to identify the other serials. But he described in general terms the various types: informative documentary and public service specials, comedy, drama and action-adventure.

'Our main business' ▪ Mr. Sinn said Ziv-UA's expanded production budget during the coming years "really should not be surprising. Syndication always has been our main business for more than 13 years. In simplest terms, our formula is that we know how to produce and we know how to sell the programs."

During the past year, he added, Ziv-UA released six series for first-run syndication and all were sold "in a substantial number of markets." The series and the number of markets bought are: *Tombstone Territory* (156); fourth year of *Sea Hunt* (209); *Home Run Derby* (159); *The Case of the Dangerous Robin* (181); *Miami Undercover* (141), and *Lockup* (187).



Ziv-UA's Sinn

As Ziv Television Programs, the company entered the first-run syndication business in 1948 with *Yesterday's Newsreel* and *Sports Album.* Shortly thereafter, the company started to produce the series that gained it far-flung prominence—*Cisco Kid.* Another of its long-lived series was *Boston Blackie.* In all, the company has produced and distributed more than 40 first-run syndicated series, including *Men of Annapolis, Science Fiction Theatre, Men Into Space* and *Favorite Story.*

Mr. Sinn deplores the scarcity of first-run syndicated programming and adds this observation:

"To remain healthy, the tv film business must keep producing quality syndicated shows. After all, if the networks were the only place where an advertiser could be accommodated, how could the interests of regional and local advertisers and the local stations be served?

"I realize that time slots sometimes create a problem—but I say this: if a program is of high quality, time slots somehow always are found."

ment. They contend that much of the first-run syndicated films in the past did not have much "quality" and that the prices were out of line. This led, in many instances, to "panic" sales at cut-rate prices, which discouraged many producers-directors from venturing into additional first-run projects.

Station officials claim that two or three years ago there was an oversupply of syndicated material on the market, which prevented some new programs from finding sponsorship. A result was that some producers fell by the wayside.

A collateral consideration, according to station executives, is that in the heyday of syndication, distributors were "overstaffed" and their costs soared out of proportion to sales. This, too, dampened the ardor of some producers for venturing into first-run production. Even though sales staffs have been trimmed, distribution costs today run 35-40% above the total production costs and some station officials regard this as too high.

The outlook is even more bleak today, according to several distributors. The trend toward off-network syndication of network series is likely to result in the use of some prime-time slots, particularly on independent tv stations and on some network affiliates, for these programs. In recent months, MCA-TV has released six off-network serials via syndication, including four hour-long programs—*Riverboat, Suspicion, Cimarron City and Overland Trail.* There are indications that other off-network series may be offered shortly for syndication to touch off a trend that will aggravate the time-slot squeeze.

Only last Wednesday (May 3) CBS Films announced it will handle syndication of two off-network programs that have been on CBS-TV in prime time—*December Bride* and *Angel.*

Spark Plug Is Ziv-UA ▪ Ziv-UA is the acknowledged spark plug in the first-run syndication field, whether or not it actually achieves the eight-program timetable it has established. With *King of Diamonds* already sold in 118 markets and *Ripcord* released only three weeks after *King,* Ziv-UA is off to a commanding lead.

What makes Ziv-UA run?

John Sinn, Ziv-UA president, makes the answer sound simple (see interview, above). There is, he says, "a need" for quality, first-run programs and Ziv-UA simply fills this void. Rival producers and distributors say that Ziv-UA, from its years of experience in the business, has learned how to produce for this market and has learned to bring in a show at the lowest possible cost without a noticeable sacrifice of production values.

They acknowledge, too, that Ziv-UA has a top-flight syndication sales staff which knows all the tricks of selling. Several distributors noted that Ziv has been in the business for 12 or 13 years and has served many regional and local advertisers; that in many markets Ziv has the time slots 'sewed up' because many of these advertisers have built-in



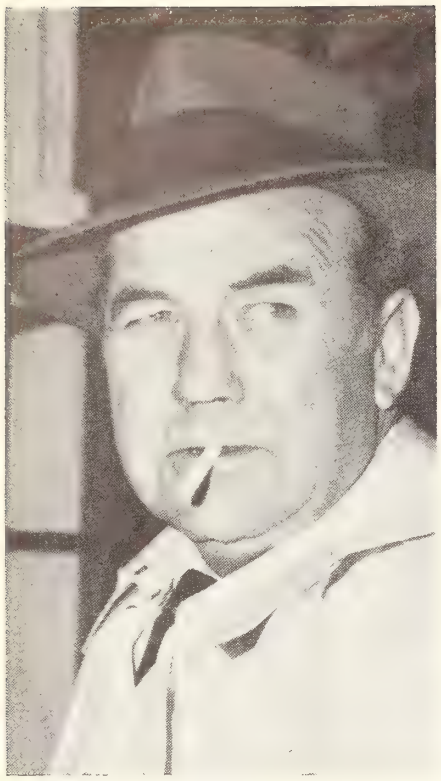
Mutual coverage wraps up the buying dollars

Mutual Radio is strongest where the buying is biggest. 70% of all drug store sales and 66% of all food store sales are in A and B markets (ask Nielsen)—and Mutual now wraps up 66% of its radio audience in these markets! Mutual covers 87 of the top 100 markets with local affiliates—more than any other radio network. Got a food or drug store account in the house? Buy Mutual Radio—and you've got it covered at the point of sale.

MUTUAL RADIO

A Service to Independent Stations
Subsidiary of Minnesota Mining & Manufacturing Company 3M

ATTENTION NAB CONVENTIONEERS! MUTUAL RADIO HOSPITALITY SUITE, E. 420 SHERATON PARK HOTEL.



Ziv-UA's 'King of Diamonds'

franchises.

Filmasters' *The Beachcombers* has been bought individually, by 80 stations, guaranteeing its appearance as a fall entry. These 80 include outlets which own TV Stations Inc., an organization which buys film programming on behalf of approximately 150 tv stations. This buying-in-advance is significant because a producer and distributor in today's market must have a certain guarantee of money already in the till before they wade into a full-scale production and selling effort. Ziv-UA traditionally lines up a group of regional sales before launching a new series.

Wynn Nathan, president of TV Marketeers, which is distributing *Adventures of the Sea Hawk* as a first-run vehicle this fall, hopes to sidestep the prime time pinch by recommending that the series be scheduled in a 7 p.m. period. He noted that *Sea Hawk* is an "all-family" show and should appeal to both children and adults, but acknowledged a series which relies on "blood and thunder" might not be suitable for an early time slot.

The future of so-called quality first-run syndication programming appears discouraging. Film companies of substance, such as MCA and Screen Gems, show no inclination to wade into the battle of soft time slots and hard-to-get money. Instead they prefer to produce and sell their new programs to the networks. Other producers and distributors regard it as foolhardy to gamble. They'd rather trade in re-run films and low-budgeted serials intended for the more accessible periods outside of prime time.

Count-down on Companies ▪ The shape of things to come has been discernible for some years also in the dwindling number of companies producing or syndicating first runs. Five years ago such companies as National Telefilm Assoc., Flamingo Films, ABC Films, MCA-TV, NBC Films (now California National Productions), Television Programs of America, Guild Films and Screen Gems were riding the crest of the first-run syndication wave. Ziv-UA (then Ziv Television Programs) is the only organization still navigating in the same old waters. Most of the other film organizations are still in business today—but not as first-run producers. They've found other—and less treacherous waters—in which to sink or swim.

Seidelman says laziness hurts first-run market

Officials of most television stations are "willing to ride the network" and are "unwilling to take the time to look over and buy first-run syndication shows and then go out and sell them," Robert Seidelman, vice president in charge of syndication for Screen Gems, said last week in explaining reasons for the dearth of prime-time first-run film on the market today (story, page 84).

Mr. Seidelman feels the network practice of scheduling hour-long programs over the 7:30 p.m. to 11 p.m. period and the emergence of ABC-TV as a strong network have contributed to the scarcity of time slots, which, in turn, has discouraged first-run film (generally a half-hour in length). But he thinks many stations could decline to accept some network programs, substitute first-run products and make "100 cents on the dollar instead of 30 cents," if they "buy properly, program properly and go out and do a selling job."

Mr. Seidelman stressed that his criticism does not apply to all stations but does cover "the vast majority, who are too lazy and find network programs are no bother at all to carry." One bright ray on the horizon, according to Mr. Seidelman, is the possibility that the tv networks "will not be sold out" this fall and this may make some additional prime time slots available for first-run syndication film. In that eventuality, he said, Screen Gems "will be ready with two or three properties."

ATAS workshop ready to go

Auditioning and rehearsing since the first of year, Drama Workshop of Academy of Television Arts & Sciences can be expected to go into full-scale production this month. The Workshop group—which expects to be increased to 40 people—is in the live drama phase of tv and now is buying scripts. Eventual target: a network and spot for these professionals to show their art forms.

Mars to specialize in promotion aids

Formation of Mars Broadcasting Inc., Stamford, Conn., specializing in custom promotional aids, jingles and radio programming services, has been announced. Partners are Robert V. Whitney, executive vice president (formerly national program director of the Balaban stations); Stanley N. Kaplan, executive vice president (former sales manager of WIL St. Louis) and the Stamford investment firm of Fox, Well & Rogers which operates and holds interests in KOGO-AM-TV and KFSD-FM San Diego and WSAI Cincinnati.

Mars Funtests are short, simple contests which ask "happy questions" and award small cash prizes. A new Funtest is provided every three days. They also can be sold as commercials with custom-produced sponsor's messages.

Stations currently subscribing to Mars' service are WABC New York; WLS Chicago; WHK Cleveland; WXYZ Detroit; KQV Pittsburgh; WKWK Wheeling, W. Va.; WIP Philadelphia; WITH Baltimore; WKBW Buffalo; WBBF Rochester, N.Y.; WTTR Albany, N.Y.; WGH Newport News, Va.; WMBR Jacksonville; WCKR Miami; WALT Tampa, Fla.; WLOF Orlando, Fla.; WHHM Memphis; WKDA Nashville, Tenn.; CHUM Toronto; WSAI Cincinnati; WISH Indianapolis; WQXI Atlanta; WOLF Syracuse; KRUX Phoenix; KIMN Denver; WKY Oklahoma City; WMEX Boston; KNOK St. Louis; KDEO San Diego; KAFY Bakersfield, Calif.; KFXM San Bernardino, Calif.; KTKT Tucson.

The firm is at 575 Hope St., Stamford, Conn.

Telescript's audio devices

The establishment of a new division featuring audio devices for the radio and television fields has been announced by Telescript-CSP Inc.

Harrison C. Reader, executive vice president of Telescript, said that the new division's products will be unveiled May 7 at the annual NAB convention this week in Washington.

Telescript made a public stock offering March 2, 1961. The company designs, leases and sells visual equipment such as speech prompting and projection devices for television, motion pictures and education. Its educational equipment, which was displayed April 24-27 at the National Educational Assn. convention in Miami, is used by leading universities.



"Merry Wives" attract broad audiences on WSB radio

Entertaining, informative programming attracts and keeps audiences on WSB. Listeners write more than 150,000 letters a year, including acclaim of "Merry Wives of Windsor" from an Ohio professor... request from an Alabama educator for tapes of WSB produced "Inauguration of Jefferson Davis"... praise for helicopter traffic service by Atlanta Retail Merchants Ass'n. Nielsen (Nov-Dec 1960) shows WSB first 97% of the time. Schedule WSB and sell Atlanta and other millions too!

ATLANTA'S wsb radio

Represented by Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

MGM releases 30 post-'48 films to tv

MGM's release of 30 of its "biggest" post-1948 feature films to tv, is being announced this week at the NAB convention in Washington. Labelled "The Best of the Fifties," the film package includes "The Bad and the Beautiful," winner of six Academy Awards which stars Kirk Douglas and Lana Turner; and "The Actress," with Spencer Tracy, Jean Simmons and Tony Perkins.

Other pictures to be released include "Carbine Williams," with James Stewart; "Royal Wedding," starring Fred Astaire; "Lone Star," with Clark Gable and Ava Gardner; and "Battle Circus," starring Humphrey Bogart.

MGM's move leaves Paramount Pictures and Universal Pictures as the only major studios who have not made their post-'48 films available to tv.

'Continental Classroom' ends after current season

Television's only nationwide educational series, *Continental Classroom,* will end its 3-year association with NBC-TV on May 26, the date of its concluding telecast for the season.

Dr. John W. Taylor, acting president of the Learning Resources Institute, producer of the program, indicated that his organization was finding it increasingly difficult to raise the $400,000 in transmission and operational costs needed to present the early-morning college credit courses each year. He said the "financial problem" is the primary reason the educational series will be leaving the tv network.

According to Dr. Taylor, Learning Resources Institute, which represents 12 national educational groups including the American Assn. of Colleges and the National Educational Assn., has received grants totaling $1.6 million from the Ford Foundation since *Continental Classroom* first went on the air in the fall of 1958. In addition the institute has received gifts of $100,000 a year or more from several giant corporations including Radio Corp. of America, parent company of NBC. Dr. Taylor explained that the Ford grant has terminated and many of the $100,000 a year donors have complained about the continued high cost of the program.

Cable Costs ▪ To solve the problem, the institute asked NBC to supply the program to stations in a manner that would cut present cable costs. Of the 172 stations that carry the telecasts all but 48 (30 of which are etv stations) receive them over NBC's network lines and present them at the same time every weekday 6-7 a.m.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

May 8-12, 15-17 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

May 8-12, 15-17 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

May 8-12, 15-17 (10:30-11 a.m.) **Play Your Hunch,** part.

May 8-12, 15-17 (11-11:30 a.m.) **The Price Is Right,** part.

May 8-12, 15-17 (12:30-12:55 p.m.) **It Could Be You,** part.

May 8-12, 15-17 (2-2:30 p.m.) **The Jan Murray Show.** part.

May 8-12, 15-17 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

May 8, 15 (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newell.

May 9 (10-11 p.m.) **The Renegade,** sust.

May 10, 17 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.

May 10, 17 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

May 11, 18 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

May 12 (8:30-9 p.m.) **Five Star Jubilee,** Massey-Ferguson through Needham, Louis & Brorby.

May 13 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

May 13 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

May 13 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

May 14 (6-6:30 p.m.) **Meet the Press,** co-op.

May 14 (7-8 p.m.) **The Shirley Temple Show,** Nabisco through Kenyon & Eckhardt.

May 14 (9-10 p.m.) **The Chevy Show,** Chevrolet through Campbell-Ewald.

NBC, which supplies the time, network production and color facilities for the program, felt that the institute's plan would "destroy the nationwide character" of the series which has approximately 400,000 viewers daily. A spokesman for the network said that if the telecasts were not sent over the network cables it would be "impossible to get all the stations to carry them at the same time." He claimed the network was mostly interested in maintaining the series as a "national educational service." At the same time he promised that NBC would "make every effort to continue *Continental Classroom* or another national educational series next season." NBC claims the right to use of the series' title and also has an option to present reruns next season of the contemporary mathematics course it is now televising.

Dr. Taylor suggested that a legal battle might ensue if NBC presented a series using the *Continental Classroom* title for a new series of educational programs. The institute believes the title is an integral part of its series, he said, and stressed that other broadcasters have expressed an interest in showing the series next season in a kinescope or film form.

Film sales...

Crime and Punishment, a new tv series filmed inside California prisons, has been purchased by Metropolitan Broadcasting, N. Y., for telecasting on WNEW-TV New York, WTTG (TV) Washington, D. C., KOVR (TV) Sacramento, WTVH (TV) Peoria, and WTVP (TV) Decatur, Ill.

Warner Bros. Post-'50 Second Volume (Seven Arts Associated): Sold to WCAU-TV Philadelphia.

Post-'48 Columbia Features (Screen Gems): Sold to KCMO-TV Kansas City; KPHO-TV Phoenix; WNEM-TV Bay City-Saginaw, Mich., and WRBL-TV Columbus, Ga. Now in 23 markets.

The House Detectives (HD Productions): Sold to WBIR-TV Knoxville, Tenn.; WTVC (TV) Chattanooga, Tenn.; WTCN-TV Minneapolis. Now in 11 markets.

Clutch Cargo (George Bagnall & Assoc.): Sold to WTVD (TV) Durham, N. C.; WRGB(TV) Schenectady, N. Y.; WMAL-TV Washington; WFBC-TV Greenville, S. C.; KTUL-TV Tulsa; KTVB(TV) Boise, Idaho; WFMY-TV Greensboro, N. C.; KPIX(TV) San Francisco; WHBF-TV Rock Island, Ill.; KHSL-TV Chico, Calif.; KELO-TV Sioux Falls, S. D.; KDLO-TV Florence, S. D.; KPLO-TV Reliance, S. D.; KATV(TV) Little Rock; WSIL-TV Harrisburg, Ill.; WOWL-TV Florence, Ala.; WXYZ-TV Detroit. Now in more than 70 markets.

Playboy's Penthouse (Official Films): Sold to KTLA (TV) Los Angeles. Now in 16 markets.

Films of the '50's (Seven Arts Associated): Sold to WTOL-TV Toledo, Ohio; KOTV(TV) Tulsa; WTRF-TV Wheeling, W. Va.; WBTW (TV) Florence, S. C., and KHOL-TV Kearney, Neb. Now in 79 markets.

CBS Films Inc. sales up

An increase in sales and the announcement of four new products for syndication highlighted the CBS Films Inc. annual sales meeting in New York last week. Salesmen at the two-day sessions were told the company boosted its gross domestic syndicated sales 90% the first quarter of this year over a like period in 1960—and 2% over the 1959 record for the quarter.

No dollars and cents figures were issued, however.

The most important of the new

SEE THE VAST DISPLAY OF GATES PRODUCTS at the 1961 NAB CONVENTION

GATES ... *the Leader*

NEW...*in FM*...NEW...*in AUDIO*... NEW...*in AM!*

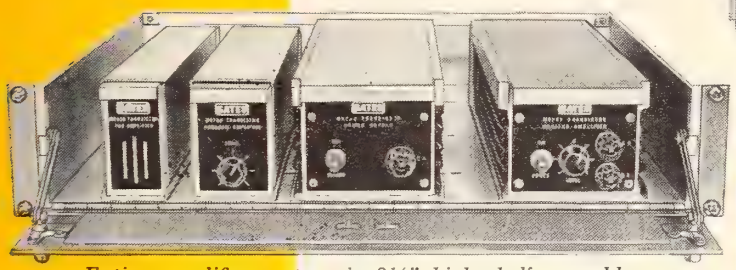
GATES . . . the Leader in FM with *three* new FM transmitters . . . years ahead in concept and design.

This entirely new FM transmitter line — for 20, 15 and 10 kilowatts — is displayed for the first time at the 1961 NAB Convention.

Dedicated engineering has created an advanced design in each transmitter to provide you with longer tube life, quieter operation, built-in remote control and unprecedented dependability.



New Gates FM-20A
20 Kilowatt FM Transmitter



Entire amplifier system in 3½" high shelf assembly — Preamplifier, Program amplifier, Power supply and Monitor amplifier.

GATES . . . the Leader in AUDIO with new fully transistorized plug-in system amplifiers . . . unexcelled in reliability and compactness for any AM, FM, TV or recording studio audio system.



BC-1T Transmitter complete with silicon dry rectifiers, built-in dummy antenna (standard equipment), and built-in Conelrad.

GATES . . . the Leader in AM with a new BC-1T 1000 Watt AM transmitter with silicon dry rectifiers throughout . . . offering unmatched reliability for the most exacting broadcast service.

No other 1000 watt AM transmitter manufactured in America today has been built with more painstaking regard for precision craftsmanship and trouble-free operation than the Gates BC-1T.

Look for* GATES *. . . The World's Most Wanted Broadcast Equipment

GATES RADIO COMPANY
Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS

HARRIS INTERTYPE CORPORATION

Offices in: HOUSTON, WASHINGTON, D.C. In Canada: CANADIAN MARCONI COMPANY
Export Sales: ROCKE INTERNATIONAL CORP., 13 EAST 40th STREET, NEW YORK 16, N.Y., U.S.A., Cables: ARLAB

product packages available for syndication in the fall is the 137-episode comedy series, *December Bride*. Also available are 33 reruns of *Angel*, 26 new half-hours of *Deputy Dawg* and 94 reruns of *Wanted—Dead or Alive*. The last series will be sold under a new title.

Program notes...

SAC anniversary ▪ To commemorate the 15th anniversary of the Strategic Air Command, SAC has produced a 30-minute program featuring Jimmy Stewart, Arthur Godfrey, Joan Crawford, Bob Considine and the men of the Strategic Air Command. Titled, *SAC Fifteen—The Mission and the Challenge*, the public affairs type program is available free to television stations requesting it. Program directors should make their requests to Radio-Tv Section, Directorate of Information, Hq. Strategic Air Command, Offutt AFB, Neb.

Series of oddities ▪ A radio baseball program, consisting of a taped series of five-minute stories based on historical oddities of the sport, is offered to stations in the market for a pre or post-game show. The new series was originated by Les Sand, former announcer at WNTA Newark, N. J., and is narrated by Dick Noel, utilizing research collected by baseball historian Ira Smith. Station inquiries may be addressed to Les Sand, 220 Mount Vernon Place, Newark.

THE MEDIA

CBS woos affiliates with plans, profits

PROGRAM INNOVATIONS REVEALED; PALEY PROMISES LEADERSHIP QUALITY

New business practices and the promise of more to come—keyed to new realities of which the status symbol is the profit squeeze—marked the annual convention of CBS-TV affiliates last week.

The changes in business relationships, actual and contemplated, shared honors with program innovations set, planned or under study.

Highlights of the meeting, held Thursday and Friday in New York with a record attendance of more than 400 representatives of CBS television affiliates, included these:

▪ A new station-compensation plan was introduced, featuring a pay scale designed to make network programs easier to clear and harder to turn down (CLOSED CIRCUIT, May 1).

▪ The originally inflammatory practice of selling morning programs in one-minute segments was declared to be progressing so satisfactorily after three months of operation that officials held out hope that prices might be raised. In the meantime, compensation to stations for carrying these programs was changed from a variable to a fixed-level basis—and the price to advertisers for the early-morning *Captain Kangaroo*, formerly sold in minutes but now back on quarter-hour sponsorships, was in fact raised.

▪ A new News Recording Service allowing affiliates to tape CBS-TV newscasts and insert excerpts into their local news programs, was pronounced ready to go as of May 15, and CBS News officials said they were thinking of a nightly half-hour newscast as one possibility for improving television news (see page 102).

▪ Officials disclosed that they plan to re-examine their nighttime contiguous-rate system and its 20% penalty to the advertiser who wants "the privilege of being away from himself."

▪ A fall program schedule which officials predicted will be "the strongest we have devised since the start of three-network competition" was laid out for affiliate inspection. Balance and quality were the distinguishing features stressed by network authorities.

▪ Board Chairman William S. Paley, making one of his infrequent appearances as a principal speaker before the affiliates convention, put emphasis on the balance-and-quality theme and warned that "the cheap or gaudy runs its course fast." (see page 100).

Frequent emphasis was placed during the two-day meeting on the fact that television's boom period is past—that three-network comeptition is a fact of life, that expansion in terms of new television homes henceforth will be limited primarily to the nation's natural population growth and that networks and stations alike will have to hustle more than ever before. "Profit squeeze"—as felt by both networks and stations—became a familiar phrase.

CBS-TV network President James T. Aubrey Jr. warned bluntly that affiliates face a rougher and tougher fight for every viewer and that in the same way networks face a harder fight for audiences and advertising dollars. On top of this, he said CBS-TV's job is made even tougher by the fact that it is spending more than $25 million on prime-time information programs which represent over 15 percent of its schedule but which, while sponsored in most cases, nevertheless represent an out-of-pocket loss in revenues (for other figures affecting the "profit squeeze" see page 100).

Mr. Aubrey said today's challenges must be met "in new and imaginative ways . . . we must experiment." He voiced confidence that CBS-TV would meet the challenges and assured his affiliates that "we are bound and determined to lengthen your lead in audiences and in advertising billings next season." He said, "We are confident that the leadership of your network coast to coast will be matched by your own dollar leadership in your own local market. Our confidence rests in the fact that we will be delivering the best adjacencies in all television to your local and national-spot prospects."

William B. Lodge, vice president for affiliate relations and engineering, spelled out details of the new station-compensation plan. Basically, it establishes two levels of payment for programs cleared by affiliates. Where affiliates now get 30% of their gross rates for each so-called "converted hour" that they clear (after the first free hours), the new plan pays 10% for each hour up to a certain level, and 60% for each hour after that. The dividing line between the 10% rate and the 60% rate will vary according to volume of network business, but it was understood that roughly the first 60% of commercial orders get the 10% rate and all over that get the 60% rate.

Mr. Lodge offered this example: under the old plan a station ordered for and clearing 35 "converted hours" would receive nothing for the first five hours and would get 30% of gross for the next 30. Under the new plan he would get 10% of gross for the first 24 hours and 60% of gross for the last 11 hours.

The problem under the old system, Mr. Lodge explained, is that the last few hours ordered are the hardest to get clearance on. By that time the station is inclined to prefer national spot or local business—spot pays 70% as against 30% now paid for carrying network programs—and the old system therefore has a built-in incentive to substitute non-network commercial programming for network business when the affiliate has a choice.

Not Competitive to Spot ▪ Mr. Lodge said the new plan does not try to out-bid the spot buyer but rather removes most



COMMON  SENSE

A timebuyer had just settled his income tax (out of court) and he was feeling particularly poorly. In fact, he had only five pennies in his pocket . . . along with his commuter ticket and trusty NSI.*

During bag lunch at his desk, while shuffling pennies, he hit upon a scheme to win a few dollars. That afternoon he borrowed some money and bet various office mates that in 10 minutes they couldn't arrange the five pennies so that each one touched all the others. At $5 a wager, he soon won so much money that he began to worry about *next* year's capital gains tax.

If you can tell us how to place the five pennies so each touches every other, we'll send you a copy of Dudeney's "Amusements in Mathematics" — Dover Publications, Inc., N. Y. If you've already won it, say so in your entry and we'll send you another prize.

* NSI shows (incidentally) that WMAL-TV has the largest audience in the Washington market, 6 PM to Midnight, all week long. (Jan. '61)

wmal-tv abc

Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

Announcing a Significant New Research Study . . .

"The Buying Power of the Media/scope Audience"

The real test of Media/scope's ability to deliver customers for you is its strength in covering the people best able and ready-to-buy your medium . . . the people with the authority to say "yes" in terms of media selection and the ability to say "yes" in terms of buying power.

Now, media advertisers can pinpoint these buyers of advertising in a revealing study of the Media/scope audience, its buying power, and its involvement in the decision-making process of media selection for all major media classifications.

"The Buying Power of the Media/scope Audience" was developed and conducted by Market Facts, Inc., in cooperation with the Research Division of Standard Rate & Data Service. The study is concerned with the Media/scope reader as a *Buyer of Advertising*, and his responsibilities in terms of the advertising volume handled by each reader. The study answers, specifically, the following questions about our readers in both agencies and advertiser companies:

- **What media do they buy?**
- **How much, *in dollars*, do they buy?**
- **How much media will they buy in 1961?**
- **How involved are they in the various phases of the media-buying decision?**
- **What is the approximate size of agency billings and advertiser appropriations of the companies penetrated by Media/scope?**

Here, for the first time, Media advertisers have a definitive picture of the penetration of Media/scope among *buyers* of advertising in both agencies and advertiser companies . . . the influence and power—in dollars and decisions—Media/scope readers wield in the selection of media.

Look over the tables on the opposite page. You'll find the facts that can help you decide how your advertising dollars can be most soundly invested to effectively reach the *buyers* of advertising space and time.

Concentrate on the "ALL-MEDIA" Buying Power of Media/scope

What do they buy?

Media	Percent Handling Funds in 1960	
	Agency Readers	Advertiser Readers
Business Publications	77	83
Newspapers	88	48
Consumer Magazines	74	35
Spot Radio	73	29
Network Radio	13	3
Spot Television	65	28
Network Television	15	10
Farm Magazines	33	13
Outdoor	60	21
Transportation	35	10
International	28	15

** Summary tables prepared directly from Market Facts report.*

How much do they buy?

Media	Average expenditures per reader handling funds in 1960	
	Agency Reader	Advertiser Reader
Business Publications	$ 732,098	$114,227
Newspapers	670,509	695,868
Consumer Magazines	917,307	376,087
Spot Radio	287,341	119,154
Network Radio	554,999	279,166
Spot Television	922,426	348,399
Network Television	3,304,411	402,551
Farm Magazines	174,374	48,985
Outdoor	194,921	229,967
Transportation	37,837	49,770
International	170,370	46,250

** Summary tables prepared directly from Market Facts report.*

The reader is cautioned not to multiply the "average expenditure per . . ." figure for any given group by the size of the group and compare it with published industry estimates. The resultant total would exceed in some cases the annual industry total. This is a function of the complexity and duplication of media-spending activity at various job levels.

What media decisions do they make?

	Agency Readers	Advertiser Readers
Budget formulation and allocation	72%	90%
Selection of specific media	78	84
Formulation of general media plans	82	75
Scheduling and contracting of media	65	53
Examination of media market information	78	71
Selection of specific markets	52	65
Evaluation of general media plans	74	88

** Summary tables prepared directly from Market Facts report.*

These are just a few of the many important facts media advertisers will find in the "Buying Power of the Media/scope Audience." If you are interested in selling the people whose responsibility it is to channel advertising's billions of dollars into media, it will pay you to get the complete story on this significant, revealing new study.

Another salient point: Media/scope reaches, and is read by, a sizable group of advertiser buyers of media who are unreached by any other of the magazines included in this study taken separately. With one exception this uniqueness of coverage is also evident among agency buyers of media.

Write or call the nearest Media/scope office today. A District Manager will personally make sure you have all the information about the "Buying Power of the Media/scope Audience."

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See You at the Show...



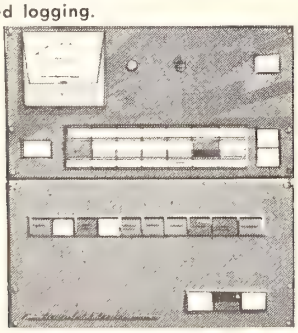
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NEW!

Continental's type TRC-3 Transmitter Remote Control and TRC-FA Fault Alarm systems designed for new reliability in unattended operation.

TYPE TRC-3 provides simple, reliable remote control. Especially adaptable for automated logging.



TYPE TRC-FA monitoring system gives automatic alarm for any change at transmitting plant.

booth 16 at the NAB Show

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MANUFACTURING COMPANY
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SUBSIDIARY OF LING-TEMCO ELECTRONICS, INC.

of the financial incentive to refuse a network offering in order to accommodate spot. The 60% payment at that level of clearance works two ways—it more nearly competes with spot in what it offers, and it also means that, if a station refuses clearance, he is losing substantially more network money than is the case under the existing system.

In the new plan, the number of hours in the 10% category and the number in the 60% category are proportioned so that the affiliate has substantially the same potential revenue as under the old system. In the case of affiliates ordered for substantially the entire CBS-TV commercial schedule, it works out so that total payments under the old and new contracts would be the same when one hour per week of network business is not cleared. This means that clearance for that final hour would result in higher payment than the old contract provides in the case of complete clearance.

Affiliation contracts incorporating the new payment system have been signed by more than a dozen affiliates whose old affiliation agreements expired within the last two or three months.

Mr. Lodge described the new system as much more realistic for both network and affiliates and called it an essential move if network business is to be kept healthy.

The early-morning *Captain Kangaroo* program and the 10 a.m. to 12 noon block of programs sold in one-minute units have their own compensation arrangements and therefore are not affected by the new plan. But some changes are being made in compensation for the late-morning block, so that stations can anticipate these payments more accurately. At present, the amount of payment depends on the number of stations carrying each program; the greater the number of clearances, the smaller the amount of payment.

Mr. Lodge pointed out that most stations have accepted these programs, so that clearances actually are quite stable. Therefore, he said, until further notice payments on the 10-10:30 a.m. program will be made as if stations representating 65% of the rate card were carrying it; the 10:30-11 program, as if it had 81% clearance; 11-11:30, as if 95%, and 11:30-noon as if 86% were clearing.

Option to Change ▪ If actual clearances drop below these levels, payments may revert to the old system. If clearances increase, the network will absorb the loss. But it reserves the right to set a new "floor" based on three to six months' experience. If clearances should rise to such a point that the loss in payments become too high for the network to absorb, Mr. Lodge thought the time charges to advertisers might be increased, so that affiliates would still not lose anything and might gain.

Officials thought the network's experience with *Captain Kangaroo* might be a good omen for the late-morning block. *Kangaroo,* which at one point could not attract advertisers except in one-minute units, is now virtually sold out and the price for a quarter-hour is being raised from $6,600 to $7,500.

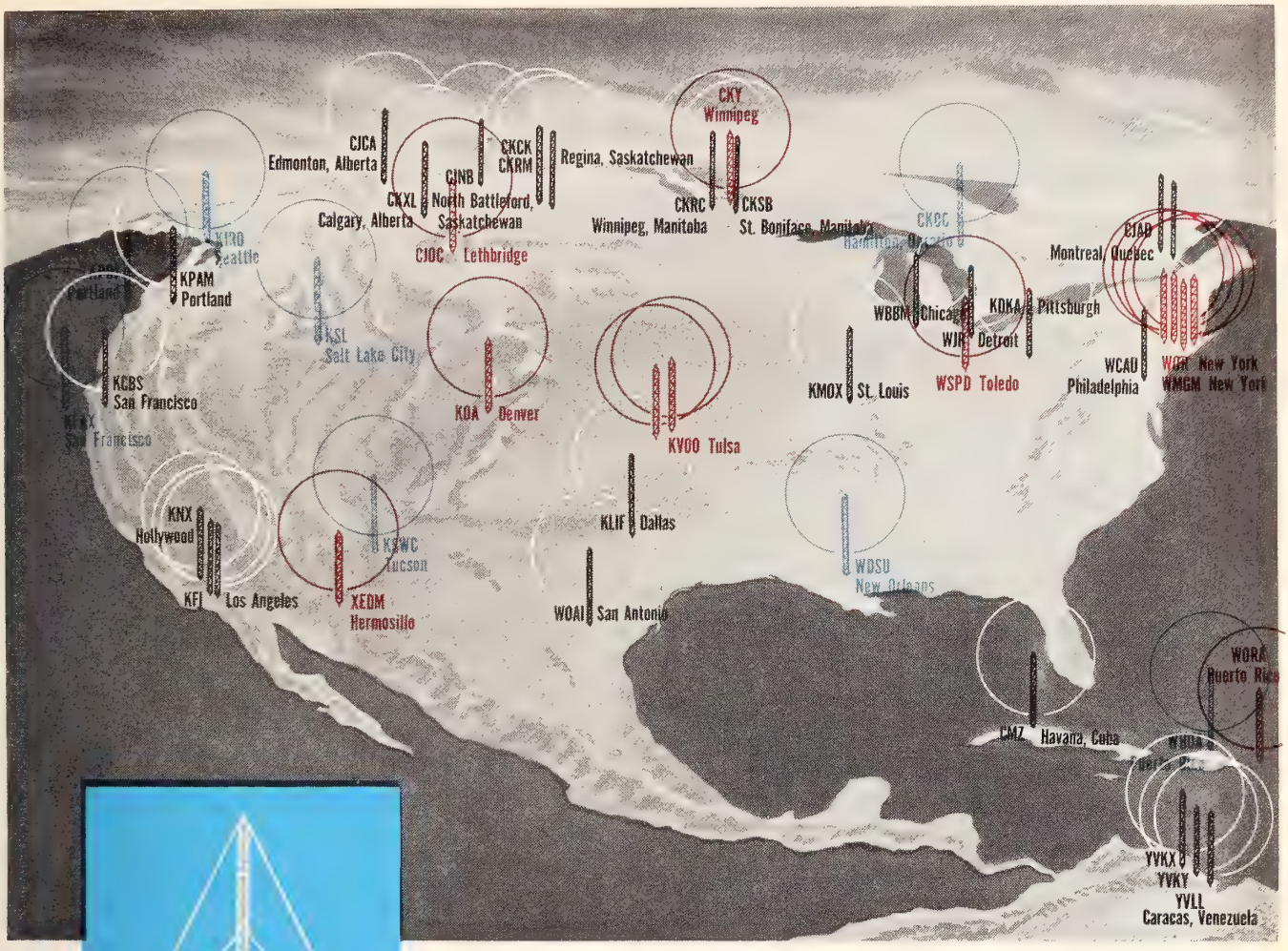
Mr. Lodge also revealed that automation is making headway in CBS-TV's record-keeping. He said that in addition to normal payroll and accounting data, the network's computation of orders, clearances, billings to advertisers and payments to stations soon will be processed by a new IBM 7070 computer. And he suggested that within the next 12 months CBS-TV may start field-testing a new device which, installed at a station, would provide an automatic tape record of essential details regarding each network program carried by that affiliate. In widespread use the device would speed up pavement of station compensation and greatly simplify stations' preparation of reports.

Trend to Minute Sales ▪ William H. Hylan, sales administration vice president, covered a wide range of business questions in his appearance before the delegates.

He said that the sale of network time in minutes—a trend which many affiliates of all three networks have protested—was "here to stay." He said CBS-TV had opposed the trend, but that NBC-TV is now offering 50% of its nighttime schedule in minutes and that ABC-TV is selling two-thirds of its entire schedule in the same way, and that CBS-TV therefore must follow suit on at least a "minimum" basis or else shut off from itself a "substantial source or revenue." Other CBS-TV authorities reported that they will be offering three and a half nighttime hours, plus the morning programs, on a minute-sale basis this fall.

Mr. Hylan also told the affiliates that CBS-TV plans to look into its contiguous-rate structure insofar as evening programming is concerned. He pointed out that an advertiser buying two contiguous half-hours gets the time at the one-hour rate, whereas he pays 120% of the hour rate if the two half-hours are on different nights. The 20% difference, Mr. Hylan said, is "an impressive penalty to pay for the privilege of being away from himself."

The Sales Administration chief said more and more advertisers are being forced by economic considerations to buy on the contiguous basis (or in minutes) and that contiguous buys tend to take some of the flexibility out of program planning. CBS-TV doesn't known what the answer is but expects eventu-





These NEW AM Radio Transmitters Speak with Continental Authority!

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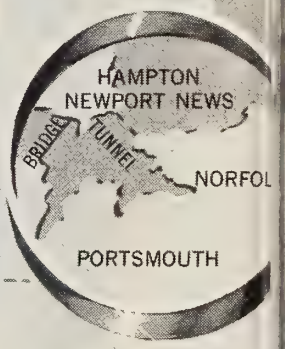
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NORTH CAROLINA
SOUTH CAROLINA
Atlantic Ocean

—Philip Salisbury, Editor & Publisher
Sales Management



DID YOU KNOW:

■ That Tidewater, Va., while classified as one of the nation's 16 "boom" areas, and growing at 2½ times the national rate, was, in the latest FCC report (for 1959), the *only* one of the top 40 TV markets that did not show a gain in national spot billings. But in the *same year*, *local* TV billings rose to an *all-time high!*

■ Most of Virginia's recent *industrial* growth has been in this area; Dow Chemical, Union Carbide, Amoco, Esso, C&O, Lone Star Cement, Cargill Grain, Union Bag-Camp, Hercules Powder, Plymouth Cordage, Lipton's Tea, Nestle, Phillips Petroleum, Coats & Clark, Century Industries, Tidewater Oil, and others have built new plants or major additions in past 10 years. $128 million has been invested in new electric generating plants alone!

■ Here is the world's largest and finest natural harbor—America's largest port in foreign commerce tonnage; it would take 665 average size industrial plants to equal it in jobs and payroll. Moreover, a new $75 million port development program has just begun!

■ The shipbuilding industry here employs 30,000 civilians.

■ Approximately half of the huge military and federal payroll here is *civilian* payroll. And the *military* half conceals a hidden plus of over $200 million in effective buying income never seen in standard marketing statistics!

■ Here is the greatest concentration of people in the entire Southeast—more than 817,000 people in *half* the area of metro Atlanta or Miami!

■ Here you can draw a circle of 20-mile radius and completely encompass three of Virginia's four largest cities. Plus No. 7, and two others!

■ Though it is the most compact, most densely populated metro area in the Southeast, by federal definition it is divided into *two* Standard Metro Statistical Areas—which is largely responsible for widespread misconceptions and underrating of the market.

■ With some $300 million in construction projects currently under way, Tidewater is on the threshold of even greater growth. *Newsweek* recently reported: "Once the Chesapeake Bay (bridge-tunnel) crossing is completed, Greater Norfolk, the experts say, will burst into millions and become the South's leading market!"

WHAT A PLACE TO PUT A TV DOLLAR!

FOR MORE INFORMATION WRITE TO ANY ONE OF THESE STATIONS AT NORFOLK, VIRGINIA

WAVY-TV
CHANNEL 10

WTAR-TV
CHANNEL 3

WVEC-TV
CHANNEL 13

CBS-TV gives affiliates quick peek at where the money goes

The heavy veil that traditionally hides a network's financial secrets was lifted long enough last week to give a quick peek at where the gross goes. It showed that three items alone takes about 40 percent of the CBS-TV network's gross time sales, and that these and two others take care of close to two-thirds of the total. And yet another item is keeping the network's income from being $15 million higher than it is now.

William B. Lodge, vice president in charge of affiliate relations and engineering for CBS-TV, revealed some of these hitherto unpublished secrets in a talk at a closed meeting of the network's affiliates convention (also see page 92). He was speaking about the "profit squeeze" that networks and stations alike are feeling, and about some of the seemingly hidden values that a station gets from his network affiliation.

Real Story ▪ While network gross sales figures sound huge, Mr. Lodge said, they fall far short of telling the whole story. For instance, he reported, discounts knocked $50 million off CBS-TV's 1960 gross—which is shown by TvB figures at $274,139,763—while agency commissions trimmed off another $30 million. Moreover, he added, CBS-TV will spend almost $100 million on programs this year but will recover only about two-thirds of this amount in program sales. (The $100 million program expenditure was reported to cover this year's programs, work on next year's programs, developmental programs, and a few programs which, if tradition persists, will fail after they take the air).

Mr. Lodge emphasized that his figures mean that discounts, commissions and program losses are skimming a cool $110 million off the network's revenues—without counting payments made to stations for carrying the programs.

Mr. Lodge did not estimate the outlay for station payments—which are based on gross time sales—but qualified observers speculated they would come to about $70 million a year. In addition, the 1960 CBS annual report showed close to $2 million in salary and incentive commitments for officers (but these were CBS Inc. officers, not those of CBS-TV network alone).

Station Take Up ▪ Mr. Lodge dramatized the profit squeeze in another way: between 1959 and 1961, he said, the ratio of station payments to network profits increased approximately 20 percent.

He also reported that clearance of programs is becoming an acute problem (which CBS-TV is tackling with a new station-compensation plan as reported on page 92). Uncleared network orders in the first quarter of this year were described as 61 percent higher than in the same quarter of 1960. At this rate, Mr. Lodge estimated, nonclearance would represent $15 million in unrealized income over a period of a year.

ally to find it, he asserted.

Mr. Hylan warned affiliates that television had reached a stage of maturity where management must work "doubly hard to preserve all possible values for advertisers who no longer can count on the constant circulation bonuses and lesser competition that they enjoyed in television's earlier years." He said CBS-TV and its affiliates must be prepared for changes and adjustments "in order to maintain our position of leadership." He did not identify specific changes but said that some of them may be unpalatable to both the network and its affiliates.

Programming Philosophy ▪ Oscar Katz, Network programs vice president, said in a review of CBS-TV program plans and policies that "in preparation for next season, and before determining the saleability of some of our new series, we committed ourselves on a firm basis to more than $12 million worth of program product."

Mr. Katz stressed CBS-TV's efforts to emphasize both program balance and program quality in its schedule. He also explained why CBS-TV had cut back on the number of specials from 43 hours planned or committed as of this time a year ago to 16.5 hours currently planned or committed for the 1961-62 season. In general, he said, many specials have three negative effects: (1) they deliver less audience than the regular series they pre-empt; (2) they furnish a smaller lead-in audience and thus hurt the programs that immediately follow, and (3) they give the regular-series audience a chance to sample competing shows "and as invariably must happen, the competition is able to hold some of the samplers even after our regularly scheduled shows return to the air."

Thus CBS-TV plans to present next season "only those specials which fulfill one of three requirements—either circulation blockbusters, or prestige shows, or programs which fulfill our needs for a balanced schedule."

Other speakers included William C. MacPhail, CBS-TV sports vice president; Joseph H. Ream, program practices vice president, and Herbert A. Carlborg, director of program practices; John P. Cowden, information services vice president; Thomas K. Fisher, vice president and general counsel of CBS Inc.; CBS News President Richard S. Salant and CBS News General Manager and Vice President Blair Clark.

Richard Borel, WBNS-TV Columbus, Ohio, presided as chairman of the CBS-TV Affiliates Assn.

MUST: QUALITY PROGRAMS

Paley warns that irresponsibility invites loss of audience, governmental intervention

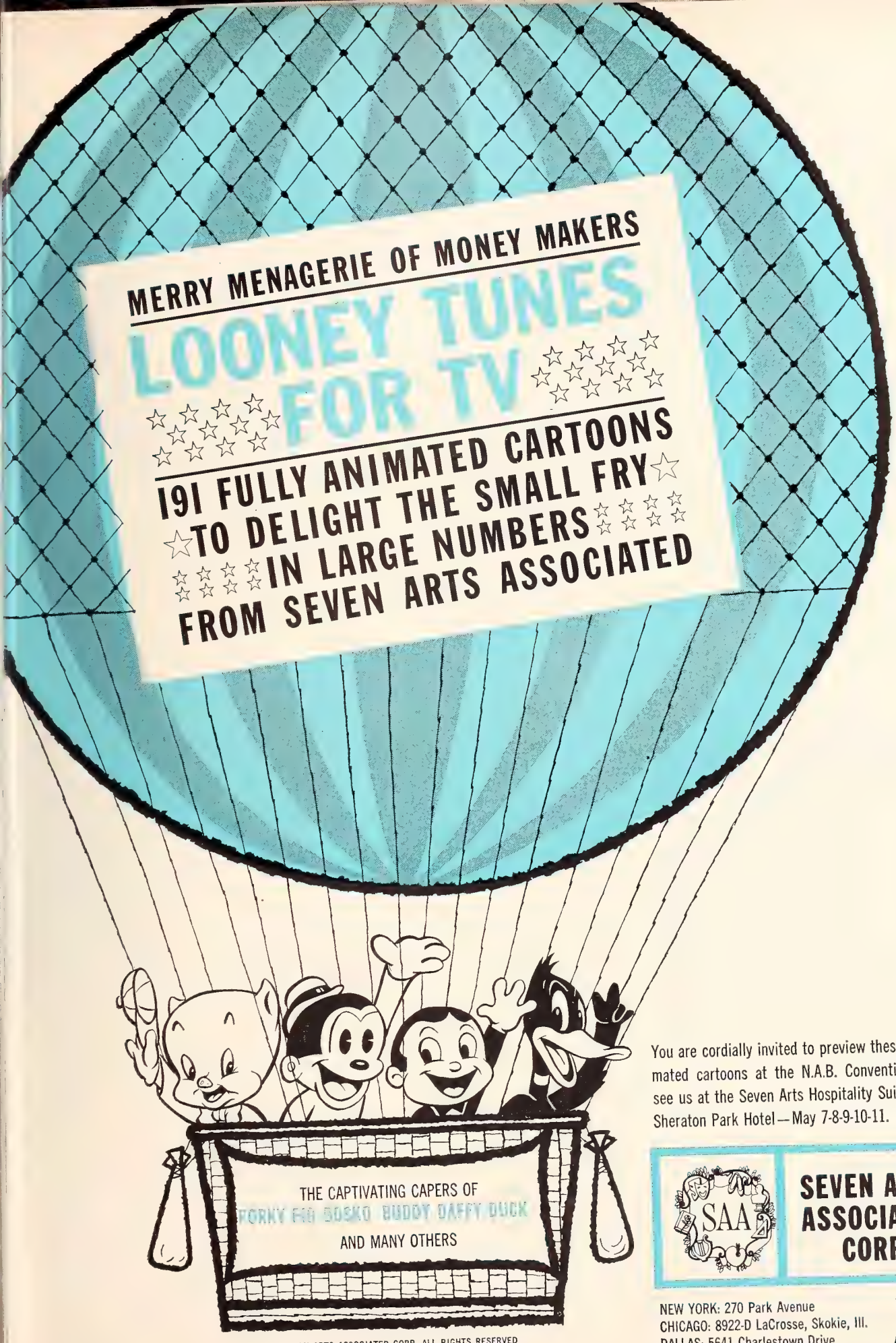
Broadcasters who build their programming on "the cheap and gaudy" are courting an audience that will be only temporarily intrigued by this sort of appeal, William S. Paley, chairman of CBS Inc., told the CBS-TV affiliates at their convention last week (see page 92).

"The cheap or gaudy runs its course fast," he declared in an address at Friday's luncheon meeting. "The competition for enduring acceptance and solid growth is based on the courageous rather than the brazen, the satisfying rather than the tantalizing, the moving rather than the shocking."

CBS-TV's goal is "the highest quality in every program category," Mr. Paley asserted. "There is no short-range competitive factor that could persuade us to abandon that policy. And knowing that we are far from having achieved top quality throughout our schedule, we are aiming at improvement all along the line; we want *better* drama, *better* variety, *better* news—*better* everything."

He traced CBS activity in radio as well as in television in support of his argument that broadcasters must act responsibly if they are to retain their freedom.

"This medium is too powerful, too pervasive, too important not to have the safeguards of the same freedom that, as a free society, we have insisted upon for the press," he declared. "That freedom presupposes in us, as broadcasters, a clear sense of responsibility. If we fail to see the dimensions of that



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You are cordially invited to preview these fully animated cartoons at the N.A.B. Convention—Come see us at the Seven Arts Hospitality Suite C-240—Sheraton Park Hotel—May 7-8-9-10-11.

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responsibility and measure up to them, we're in for threats of restrictions and policing."

Offset Interference ▪ He said the only way to cope with such threats is "to make any popular demand for government action unlikely—and the only way to do that is never, for one second, to lose sight of the responsibility end of that freedom-and-responsibility proposition.

"For our freedom can diminish and we can still have the responsibility—but on someone else's terms and not our own. But without responsibility we can have no freedom worth mentioning at all. It will merely degenerate into chaos and eventually destroy itself. . . . The price of freedom is always, sooner or later, resolute action—often in the face of alternatives that are easier, more immediately profitable."

Mr. Paley said that "if we are going to maintain the freedom we have, we've got to lead from strength—the strength of balanced, quality programming. We will be in no position to assure either balance or quality if our major concern is the fast dollar or audience popularity at any price."

He said, "It's a fact of our life in television that we must have something for everybody."

"As to quality in general," he continued, "the only lasting assurance lies in free competition. Competition is never a smooth road. It is not always a quick one. It is strewn with roadblocks and setbacks. But it is the one certain route to progress. Its certainty consists, like democracy itself, in the ultimate soundness of people. . . .

"The public's voluntary sifting of the worthwhile from the shoddy is an evolutionary rather than a revolutionary process. It is admittedly inefficient, in that it cannot be speeded up. But once it is accomplished, it has a validity, a force and permanence that no government edict or citizens' committee or monolithic industry action can ever bring about. And although it may be the hard way, it is the only way that promises ultimate progress and at the same time safeguards our freedoms.

"Let's not underestimate the reality of those freedoms. We are free to make the fundamental decisions that give networks and stations their character, their standing in the community, their capacity to grow on their merit rather than by government directive, and their long-term financial strength and stability. These things are far too valuable to be bartered away for some temporary gains, however glittering. And these are the things—character, standing, freedom to move, fundamental financial soundness—these are the things that over the long haul will be the true measure of our success."



CBS Board Chairman Paley

CBS-TV OFFERS NEWS FOR LOCAL USE

Daily half-hour news service, also proposed by Dick Salant

News made news twice at the CBS-TV affiliates convention last week.

▪ The affiliates were told that effective May 15 CBS-TV will offer them a "news recording service" permitting them to tape (or film) network newscasts, certain special events and a limited number of sports telecasts and use excerpts in their locally originated news programs. The cost: 15 percent of the affiliate's class A hourly rate, or a minimum of $60, to be deducted from station compensation each week.

▪ A half-hour news program scheduled seven nights a week was seen as possibly the next "great step forward in television news." Richard S. Salant, CBS news president, advanced this idea, said network officials had done a great deal of exploratory thinking about it, but acknowledged that it involved "enormous practical difficulties—of great and perhaps doubtful effect on your schedule or on the network schedule."

Details of the new News Recording Service were spelled out by William B. Lodge, vice president in charge of affiliate relations and engineering. There are, of course, certain rules to be met by affiliates; they may not, for example, use the voice or image of CBS news personalities in their local inserts at any time. But they are free to take excerpts from any regularly scheduled CBS-TV news show, commercial or sustaining, and after the CBS newsmen have been edited out they still will have a weekly total of about two hours of potential news clips from which their local news editors may choose what they wish for local use, Mr. Lodge asserted. The excerpting privilege extends similarly to CBS-TV's coverage of the PGA golf tournament in July and the pro football games next fall.

Mr. Lodge also reported that CBS-TV plans to introduce a new sustaining newscast at 5-5:10 p.m. Monday through Friday which also may be both broadcast and excerpted by affiliates.

The service is available only to CBS-TV affiliates. Mr. Lodge said they need sign for it for only three months and that the network reserved the right to terminate it after a six-month experimental period.

A somewhat similar service was launched by NBC-TV for its affiliates about three months ago.

The half-hour newscast idea would be pre-tested thoroughly if CBS-TV affiliates ever gave it the green light, Mr. Salant reported. "We would spend a half a year or a year in working it out in dry runs, in experiments, in pilots so that we could be sure that when we finally hit the air we would have the best possible news program that the ablest news correspondents and producers and creative people could devise," he said.

He went into reasons behind some of the changes CBS News has made in its operations in recent months:

"Largely because of our basic conviction about the overriding importance of informing the public, and the immeasurable complexity of doing a good job in that field, we have tried to strip CBS News down to the very essentials of the functions which it must perform.

"That is why one of the first steps we took (after Mr. Salant became president of the division earlier this year) was enthusiastically to bless and encourage the transfer of sports and the coverage of such special events as the bake-off and the beauty contests out of the news dept. to the network. I think this has worked well all around and has left us to focus on that which is truly news and public affairs. We have our hands full enough with that, without trying to figure out the logistics of the National Football League games. . ."



GATEWAY TO THE HEART OF SOUTH CAROLINA!

The 257,961 people who make WIS-television's home market the state's largest metropolitan area (and a close second in the *two* Carolinas after a 38.1% increase in the 1960 Census) give Channel 10 their major time and attention, not to say devotion. This adds up to a 78.5 share of audience, says ARB (March 1960). And throughout South Carolina, WIS-television's 1526-foot tower, tallest in the South, delivers *more* of the state, *more effectively* than any other station. In short, South Carolina's major selling force is

WIS television NBC/ABC—Columbia, South Carolina

Charles A. Batson, *Managing Director*

A STATION OF **THE BROADCASTING COMPANY OF THE SOUTH**

G. Richard Shafto, *Executive Vice President*

BCS

WIS-television, Channel 10, Columbia, S.C. • **WIS** Radio, 560, Columbia, S.C. • **WSFA**-TV, Channel 12, Montgomery, Ala. / All represented by Peters, Griffin, Woodward, Inc.





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explosive, on-the-spot films, in a first-of-its-kind pictorial report on Africa—each half-hour focused on an individual country!

Africa is a continent not a country—composed of nations as unalike as those of Europe. Now for the first time—a film series focused on each individual area or new nation. These films are done in depth and with understanding and dignity. They are as current and as explosive as tomorrow's headlines. No panoramic view of Africa has ever revealed the varied attitudes and problems of emerging nationalisms so clearly and vividly. 13 to be done this year. Call your Official representative now for an appointment and screening of "AFRICA NOW."

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3. CONGO REPUBLIC (French)
4. ETHIOPIA
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6. SIERRA LEONE
7. LIBERIA
8. ANGOLA
9. TANGANYIKA
10. KENYA
11. MOROCCO
12. MAURITANIA
13. SUDAN

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Tv depreciation writeoff rates higher than radio—Doherty

Television equipment in general is depreciated at a higher rate than that of radio stations, according to a survey conducted by Richard P. Doherty, president of Tv-Radio Management Corp., Washington.

Wide variation is shown in the depreciation practices at typical tv and radio stations, Mr. Doherty found. In the case of radio, practices became fairly well set many years ago. At tv stations in the last decade there has been a tendency toward faster writeoffs because of uncertainty as to the future of this new medium, he explained.

Depreciation is a major cost of doing business in both media, according to Mr. Doherty, and is the second or third largest operating cost item in tv. In many cases management writes off physical assets as rapidly as the Internal Revenue Service will permit though other stations tions prefer a slower write-off.



Mr. Doherty

"Naturally, the individual station's depreciation policy has a definite effect upon net cash flow to ownership in any given year," Mr. Doherty said. Where the depreciation period is comparatively short and annual depreciation charges relatively heavy, the net profit before taxes is reduced but the net cash flow is increased.

Won't Cover Replacement ▪ "Under federal tax regulations the allowable depreciation write-off is, of course, limited to a recovery of the cost of the assets. To this extent, depreciation regardless of the scheduled period will not fully cover the eventual replacement cost of many major items of broadcast equipment. Even over the past five years most broadcast equipment has increased in price and some has gone up 10% to 20%.

"Hence, replacement of most items of broadcast equipment will cost the broadcaster more than the depreciation that has been written off. This situation is likely to become increasingly significant as radio and tv stations expand their investment in automation facilities. While expanded and accelerated automation offers the prospect of reducing labor costs it naturally tends to increase the cost of equipment even above the investment in the equipment which is being displaced."

Mr. Doherty said he felt some broadcasters use too low a depreciation rate for many types of equipment. The survey results (see below) show a cross-section of depreciation practices among 57 tv and 50 radio stations but he explained the results are not intended to serve as standards for depreciation schedules. Results follow:

Radio Depreciation Schedules (number of years for write-offs):

Equipment Category	*Range Highest-Lowest*		*Most Common*
Transmission Equipment	14	5	10
Studio Control Equipment	10	7	10
Antenna & Associated Equipment	20	8	12
Towers	20	10	10 & 15
Buildings	66	20	25
Leasehold Improvements	10	3	10
Studio Furniture & Fixtures	20	5	10
Office Furniture & Fixtures	20	5	10
Pipe Organs, Pianos, Etc.	15	5	10

Tv Depreciation Schedules (number of years for write-offs):

Equipment Category	*Range Highest-Lowest*		*Most Common*
Transmission Equipment	14	4	8
Studio Control Equipment	10½	4	10
Antenna & Associated Equipment	15	4	12
Towers	20	7	15
Buildings	66	15	25
Leasehold Improvements	20	5	10 & 20
Studio Furniture & Fixtures	20	5	10
Office Furniture & Fixtures	20	10	10
Pipe Organs, Pianos, Etc.	15	5	10
Tv Cameras	10	4	5 & 10
Tv Studio Lighting Equipment	10	5	10
Tv Film Projection Equipment	10	4	5

Pro football indebted to TelePrompTer's Kahn?

TelePrompTer President Irving B. Kahn took credit last week for boosting the price of the National Football League championship game. He confirmed reports that TPT had bid $1 million for the top game for closed-circuit tv. This was rejected, he said, but NBC had to pay $615,000 for the 1961 game (compared to $250,000 it brought in 1960).

Mr. Kahn said first quarter business by TPT was "most promising," although he said he does not look for a dividend this year or possibly next. He also told stockholders, meeting in New York May 2, that TPT is negotiating for three more community antenna systems, to bring the company's total to nine, serving approximately 20,000 homes. TPT now owns catv systems in Silver City and Farmington, N. M.; Rawlins, Wyo.; Liberal, Kan.; Elmira, N. Y., and (tk) Eugene, Ore.

It also has a joint ownership in Kaiser-TelePrompTer of Hawaii Inc., laying cable for Hawaii Kai.

TPT reported gross revenues of $4.8 million last year, compared with $3.7 million in 1959. Net earnings were $51,969; it lost $121,744 in 1959.

Georgia AP news awards made to broadcasters

Winners in the annual news awards competition sponsored by the Georgia AP Broadcasters Assn. were honored April 26 for outstanding news broadcasting during 1960. Recipients of awards in the various categories were:

General News: (superior)—WDEC Americus; WSGA Savannah; WGAU Athens; WGST Atlanta. (excellent)—WDUN Gainesville; WBBQ Augusta; WSB Atlanta. Sports: (superior)—WGST; WKEU Griffin. (excellent)—WCOH, Newnan; WSB. (meritorious)

—WDEC; WBBQ. Farm News: (superior)—WDEC; WSB. (excellent)—WGST. Editorial-Interpretation: (superior) — WDEC; WCOH; WGST; WSB-TV; WGAU. (excellent)—WDAK Columbus; WSGA. News Specials: (superior)—WSB-TV; WBML Macon; WSB; WDUN. (excellent)—WDEC; WNEX Macon. (meritorious)—WDEC. WGAU also received two special awards for cooperation in the exchange of news.

NT&T buys another catv

National Theatres & Television Inc. has announced the purchase of its fifth community antenna system, making it one of the largest group catv owners in the country.

NT&T bought the Alpena, Mich., catv system from John W. Bellamy and associates for $550,000. The system has 3,800 subscribers and was founded in 1958.

NT&T has owned Williamsport Cable Corp. in Williamsport, Pa., since 1959. Last month it paid $2 million for three systems — in Bluefield - Man - Logan, W. Va.; Hattiesburg, Miss., and Ferriday, La. (BROADCASTING, April 17). Samuel P. Norton is president of National Amusement, an NT&T division, which operates the catv systems.

Seligman defends free tv in Hollywood talk

OTHER SPEAKERS FAVOR PAY TV IN PANEL DISCUSSION

The real question about pay tv is not whether it will enrich its promoters or the creative individuals who provide its program material and not even whether it will put free television and the remaining motion picture theatres out of business, but what it will do for the public welfare, Selig Seligman, ABC vice president, said Tuesday (May 2).

The final speaker of a panel on "Hollywood Looks at Pay Tv" at the Hollywood Press Club's monthly dinner meeting, Mr. Seligman said that free television and radio, licensed by the government to operate in the public interest, have taken that responsibility seriously.

"More than any other media of communications, education or entertainment, broadcasting has attempted to serve the public welfare," he asserted. "Broadcasters have a sense of responsibility to the public that is lacking in other media. I would hate to see this destroyed by a new medium, not licensed or regulated." Pay tv using wires rather than the air to get its programs to its subscribers would not be subject to the FCC, as broadcasters are, he noted.

Earlier, Paul McNamara, vice president of International Telemeter Co., reported on the pay tv installation in Etobicoke, Canada, suburb of Toronto, now well into its second year of operation with some 6,000 subscribers receiving programs by wire circuits. He predicted that operators of pay tv systems in other communities should find it a highly profitable business.

Creative Bonanza ▪ Samuel Sacks, head of the legal department of the William Morris Agency, a top talent agency representative and program packager, predicted pay tv will be a profitable field for creative program people—writers, directors, producers, as well as actors. He said the prices of half-hour tv shows rose from $10,000 in the beginning to $17,000 in 1953 and subsequently to $20,000, $30,000 and $40,000, until today some half-hour programs are selling in the $50,000 area. He predicted even richer returns from pay tv and asserted that top talent will get a sizeable share of them.

Martin Rackin, production head of Paramount Pictures, viewed pay tv as the means of restoring control of motion picture production to the major



studios. With pay tv demanding many more motion pictures each year than are currently being produced so that it can provide continuous entertainment to its paying customers at home, the major studios will resume capacity production, with writers, directors and actors working regularly under studio contract and not going off into independent production as has been the recent pattern.

Sherrill C. Corwin, president, Metropolitan Theatres Corp., decried exhibitors who are waging a public fight against pay tv while engaging in theatre television, which, he said, is only another form of pay tv. He said few theatre owners got into television in its early days, when a grant could be had for the asking, and said he hopes they won't again miss the boat with pay tv. Himself the licensee of one tv and four radio stations, Mr. Corwin observed that he had expected pay tv to come as a broadcast rather than a wired service and has secured grants for two uhf channels in anticipation of using them for a subscription service. "I held them as long as I could, but had to give them up a few months ago," he said.

DeGray Assoc. organized

Edward J. DeGray, formerly president of ABC Radio, has formed DeGray & Assoc., New York, to function as a broadcast advisory organization on behalf of radio and television stations. The company, according to Mr. DeGray, will have available specialists in all areas of station operation— business practices, personnel, sales, promotion, research and programming. DeGray Assoc.'s initial clients include Broadcast Editorial Reports Inc., New York, which provides weekly written commentary for radio-tv stations, and Telventure Inc., New York, an international motion picture and film production company.

NTA close to sale of WNTA-TV for etv

National Telefilm Assoc., New York, is expected to conclude negotiations for the sale of WNTA-TV New York this week to a citizens group that would utilize the station as an educational outlet. Agreement has been reached "in principle" to sell WNTA-TV for $5.75 million, but attorneys said there were "many details" to be worked out. They anticipated that a contract would be ready for signing later this week.

NT&T also was reported to have made agreements last week to sell two other properties—WNTA-AM-FM New York and Telestudios Inc., its tape commercial and program production unit.

Though confirmation could not be obtained, it was understood that WNTA-AM-FM would be sold for an estimated $1.7 million to Communications Industries Corp., a holding company that owns various broadcasting organizations, and Telestudios would be purchased by Metro-Goldwyn-Mayer Corp. for approximately $500,000. Announcements of the transactions are expected this week.

Communications Industries Corp. owns Hudson Valley Broadcasting Corp. licensee of WEOK Poughkeepsie, N. Y.; Commonwealth Broadcasting Corp., licensee of WACE Chicopee, Mass.; and is scheduled to become licensee of WKST-TV Youngstown, Ohio, and WKST Radio Inc., licensee of WKST New Castle, Pa. Blair Walliser, formerly executive vice president of the Mutual Broadcasting System, is president of Communications Industries Corp. and Lazar Emanuel, New York attorney, is board chairman of the company. Mr. Emanuel also is president of Communications Capital Inc., an organization established to deal in broadcast financing (BROADCASTING, May 1). Paul Smallen is secretary of Communications Industries and Charles LeMieux Jr. is vice president and director of sales.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ KOOD Honolulu, Hawaii: Sold by Hawaiian Pacific Co. to Norman Nelson and Brown Badgett for $155,000. Mr. Nelson is past president of the Southern California Broadcasters Assn. Mr. Badgett is a Fort Lauderdale, Fla., businessman. Station is 1 kw on 990 kc, holding a cp for 5 kw. Broker is Edwin Tornberg & Co.

▪ WYNG Warwick, R. I.: Sold by Milton Mitler to Howard H. Sweet and associates for $90,000. Mr. Sweet and his group own WARA Attleboro, Mass. WYNG is 1 kw day on 1590 kc. Broker is Haskell Bloomberg.

▪ KLEM LeMars, Iowa: Sold by George DeRuyter Sr. and Martin Moeller to Paul W. Olson for $75,000. Mr. Olson is a former announcer at WONE Dayton, Ohio. KLEM is 1 kw daytime on 1410 kc. Broker is Blackburn & Co.

▪ KLIL Estherville, Iowa: Sold to Dr. Edward Schons and John Turnbull to James (Buzz) Waters of Sioux City, Iowa, for $63,000. KLIL is 100 w on 1340 kc. Broker is Blackburn & Co.

▪ WROC-FM Rochester, N. Y.: Sold by Transcontinent Television Corp. to Veterans Broadcasting Co. (WVET-AM-TV Rochester) for $48,700. This is second step in transaction earlier this year whereby Veterans is buying ch. 5

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Wometco station 'Freedom Caravan' idea spreads

The Kiwanis Club of Asheville, N.C., has found Ted Eiland, vice president of WLOS-TV that city, a most unusual director of publicity. Appointed by the club to drum up some action, Mr. Eiland did just that.

Through the facilities of WLOS-TV a Kiwanis Freedom Caravan was established to supply Cuban refugees in the Miami area with food and clothing. The caravan included trucks filled with supplies gathered by listeners along the route from Asheville to Miami.

The project blossomed and quickly spread to other Wometco stations (owner of WLOS-TV) which tied in with the caravan route, extending from Virginia to Miami via Atlanta and Jacksonville.

Other Wometco stations participating in the caravan are WTVJ (TV) Miami, flagship station, and WFGA-TV Jacksonville. Also aiding in the project is WAGA-TV Atlanta, a Storer Broadcasting Co. station.

WROC-TV from TTC for $6.5 million, and selling to WHEC-TV its share time on ch. 10 for $3.8 million (CHANGING HANDS, Feb. 13). WROC-FM operates on 97.9 mc with 18 kw.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 152).

▪ KIOA Des Moines, Iowa: Sold by Lester Kamin to W. Clark Swanson, George A. Bolas, Robert A. Hall and William E. Worthing for $600,000. Mr. Bolas is a Chicago advertising executive; the others are businessmen.

▪ WFDF Flint, Mich.: Sold by Trebit Corp. to WFDF Flint Corp. for $430,219 subject to adjustments. WFDF Flint Corp. is principally owned by Daniel Cowan, New York investment banker. Trebit Corp. is remaining broadcast property largely owned by Harry M. Bitner Jr. and associates. (Announced April 26).

MetroMedia reports

MetroMedia Inc., reports gross revenue of $11,059,589 for the first 13 weeks of 1961, compared with $6,936,936 for the corresponding period of 1960. Net income, after taxes, showed a deficit of $12,666 for the first quarter, as against a profit of $146,499 for the 1960 period. The deficit for the 1961 period was attributed to increased charges for amortization and depreciation. Operating divisions of MetroMedia are Metropolitan Broadcasting Co., Worldwide Broadcasting Co. and Foster & Kleiser Co. (outdoor advertising).

Wometco gross up $1 million

Wometco Enterprises Inc., multiple broadcaster with interests in theatres, vending machines and amusement facilities, reported gross earnings of $3.4 million in the first quarter of 1961, with net earning of $301,293 (30 cents per share). This compares with a gross of $2.4 million and net of $200,321 (22 cents per share) in the same period of 1960. Wometco stations include WTVJ (TV) Miami, WLOS-AM-FM-TV Asheville (N. C.), and 47.5% of WFGA-TV Jacksonville, Fla.

ABC o&o's to back charities

ABC Radio's six owned stations will support a different national charity each month with special programs and announcements, they said last week. The first campaign goes into effect this week (May 10), on paralytic polio.

The ABC stations—WABC New York, WXYZ Detroit, KQV Pittsburgh, WLS Chicago, KABC Los Angeles and KGO San Francisco—will select the monthly charities in cooperation with the Advertising Council Inc. Each station will prepare announcements and send them to the ABC Radio Stations Division in New York, from where sets of promotional and exploitation materials will be sent to individual stations.

Teleglobe Pay-Tv reorganizes

Teleglobe Pay-Tv System Inc., New York, reorganized its board of directors last week and appointed four new members. Included were John R. Poppele, former director of the Voice of America, past president of the Television Broadcasters Assn. and currently president of WAUB Auburn, N.Y.; Ira Kamen, president of Portland Industries Corp., an electronics firm; Gerald Bartell, president of both MacFadden Publications (which last month acquired a "substantial" interest in Teleglobe) and the Bartell Broadcasting System (WOKY Milwaukee; KCBQ San Diego, Calif.; WADO New York; KYA San Francisco); and Lazaar Henkin, a New York attorney. At the same time, Solomon Sagall, president and developer of the Teleglobe system was reappointed as a director.

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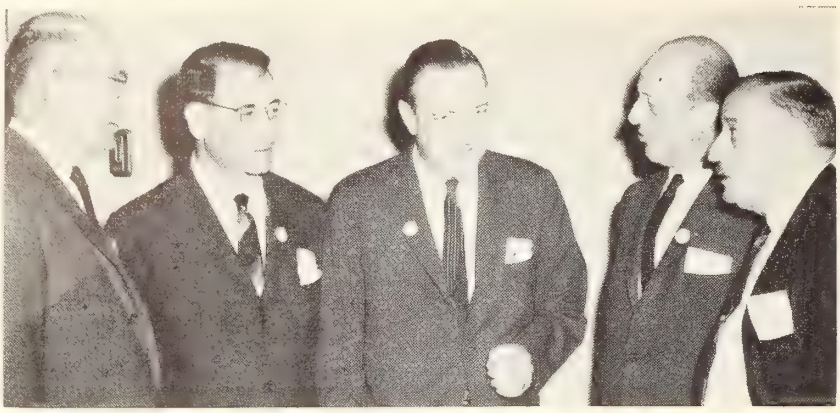
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NEGOTIATIONS • APPRAISALS • FINANCING



Upper Ohio Valley's Steelmark Days

Last week's beginning of Steelmark Days in the upper Ohio Valley, triggered primarily by the efforts of WSTV-TV Steubenville, Ohio, (BROADCASTING, April 24) brought overwhelming participation — 39 mayors in cities, towns and communities and an estimated 1.5 million listeners taking part in the plan. Steelmark Days were proclaimed for the month of May in the Ohio Valley to rally the population for a united cause—to produce steel and fight the recession.

Here, Hickman Price (c), undersecretary of the U.S. Dept. of Commerce, discusses the project with (l to r) C. G. Tournay, president of Weirton Steel; Jack Berkman, president of WSTV-TV; John Laux, executive vice president, WSTV-TV; Julius D. Dubin, president of Dubin Adv., Pittsburgh. Mr. Price delivered the keynote address.

Media reports...

Cited by AP ▪ For outstanding membership cooperation in 1960, the Associated Press cited the following members of the Pennsylvania AP Broadcasters Assn. They include: WRTA Altoona; WIIC (TV) Pittsburgh; WBVP-AM-FM Beaver Falls; WNAR Norristown; WACB Kittanning; WLEM Emporium; WAZL-AM-FM-TV Hazleton; WKOK-AM-FM Sunbury; WORK York; WEJL Scranton; WKAP Allentown and WLAN-AM-FM-TV Lancaster.

Meeting ▪ WGAR Cleveland and its Radio Advisory Council met for the first of three meetings scheduled for this year. The council is composed of leaders in education, business, arts, government and labor leaders. It was formed by WGAR to allow the station to better plan its present and future programming.

School Bell Award ▪ WBTV (TV) Charlotte, N. C., has been named winner of the first annual School Bell Award presented by the North Carolina Education Assn. The station was honored "for its outstanding presentation and series interpreting the school and its programs."

WVET music scholarship ▪ David Cawley, sophomore cellist at Eastman School of Music, Rochester, N. Y., was recipient of the third annual $1,000 music scholarship, awarded by WVET-AM-TV, that city. The presentation was made by Ervin F. Lyke, the station's president and general manager.

All-over move ▪ The New York office of Spot Time Sales Inc. has moved to new and larger quarters at 40 E. 49th St., N. Y. 17, while its San Francisco bureau is newly located at 41 Sutter St., San Francisco 4. New telephone numbers are Plaza 3-3337 in New York and Yukon 1-1199 in San Francisco.

KBS adds outlets ▪ Keystone Broadcasting System has added 13 new affiliates to its national transcription chain of more than 1,100 stations. Latest to sign: WGRO Lake City, Fla.; WRIM Pahokee, Fla.; WSVL Shelbyville, Ind.; WCAT Orange, Mass.; WHMI Howell, Mich.; KLYQ Hamilton, Mont.; KSEN Shelby, Mont.; WIPS Ticonderoga, N. Y.; WMVO Mount Vernon, Ohio; WDEH Sweetwater, Tenn.; KBAN Bowie, Tex.; WAFC Staunton, Va., and WIXK New Richmond, Wis.

News award ▪ CBS Radio has received the commendation of the Council on Radio-Television Journalism of the Assn. for Education in Journalism at the U. of Illinois for expanding last November its on-the-hour news broadcasts from 5 to 10 minutes. The Council's resolution also salutes "those broadcasters who are giving news reports the time and professional attention they deserve in these challenging days."

EQUIPMENT & ENGINEERING

RCA quarterly sales reach new high

DATA PROCESSING EXPANSION BRINGS EARNINGS DROP, MEETING TOLD

RCA officials, backed by colorful space age props and a report that RCA sales rose to a record high in the first quarter of 1961, received enthusiastic support from some 1,700 shareholders at RCA's annual meeting last Tuesday (May 2), despite news of an 8% drop in earnings.

John L. Burns, RCA president, explained in his report that lower earnings resulted from continued heavy investment in electronic data processing and said sales of products and services were $361.7 million, compared with $361.2 million in the first quarter of 1960. The net profit after taxes was $12 million, 8% less than the record $13 million for that quarter a year ago. Earnings per common share were 68 cents, compared with 85 cents in the 1960 quarter when a substantially smaller number of shares were outstanding.

Mr. Burns said that if RCA had "elected to retrench" in the data processing area first quarter profits would have challenged the all-time record for the quarter. He said RCA is at the peak period of data processing costs and an appreciable decline in costs is expected to begin next year. RCA chairman David Sarnoff, in answer to a shareholder's question, said all major divisions except data processing were in the black.

Visual Interest ▪ Chairman Sarnoff, who presided at the Rockefeller Center meeting and who maintained a warm rapport between management and shareholders during the almost three hours, moved proceedings along at a brisk pace with such visual attractions as an impressive display of satellites, an unmanned moon vehicle, a color movie



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"Taut, suspenseful drama . . . a gain for local programming." — **Variety**

"A TV thriller . . . top-notch." — **New York Daily Mirror**

"One of the better new dramatic shows of the season . . . will have no trouble finding a wide audience."
— **New York Herald Tribune**

They're **all** talking about EXCLUSIVE! — the show that went right to the top of its time period with a lion's share of the audience on its first New York airing on WCBS-TV. (12.9 Rating — 27% share — Nielsen, Sept., 1960.) 13 half-hours, based on **exclusive** stories uncovered by Bob Considine . . . Quentin Reynolds . . . Eddy Gilmore, featuring top talents such as Ralph Bellamy, Claude Dauphin, Faith Domergue.

Now — 13 half-hours of perfect summertime fare — stories of mystery, intrigue, comedy, courage. Get with it — get EXCLUSIVE!

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EXCLUSIVE!

preview of features planned by Walt Disney in NBC-TV's *Wonderful World of Color* series next season and an NBC News presentation by Chet Huntley.

RCA shareholders approved several management proposals by overwhelming votes including abolition of the staggered system of electing board members in favor of one-year terms for all. Other proposals approved include indemnification of directors, officers and other employes in certain circumstances involving legal expenses.

Five directors whose terms had expired were reelected: John T. Cahill, RCA general counsel; Charles M. Odorizzi, group executive vice president for consumer products; Elmer W. Engstrom, senior executive vice president; Walter Bedell Smith, vice chairman of American Machine & Foundry Co., and Lewis L. Strauss, former chairman of the Atomic Energy Commission.

Pay Tv Queries ▪ Asked RCA's position on toll tv, Gen. Sarnoff said he has his doubts about its success and was confident that free tv will survive. "We're observing what's going on," he said, and "we won't be asleep at the switch if something does happen." In answer to another toll tv question, he said: "We don't believe in toll tv. . . . We will do nothing to obstruct these [toll tv] experiments and if they prove a success we would have no objection to going into toll tv."

President Burns' statement included a recapitulation of color tv's progress. He said color receiver sales rose significantly above 1960's first quarter, and now contribute approximately one out of every three dollars of RCA's total tv receiver sales and an even larger share of receiver profits. The influx of additional manufacturers should push the color television industry well beyond the $100 million-a-year mark, he said. As the only commercial producer of color picture tubes, RCA is making them available to other manufacturers for use in the sets they market under their own brand names.

A highlight of Chet Huntley's report on the worldwide operations of NBC News was a live radio conversation with correspondent John Chancellor in Moscow. Mr. Huntley used the radio hookup to emphasize the need for the establishment of a network of permanent communications satellites. Such a system would make it possible for an editor in New York to push a button and bring in Moscow—for example—live and in color, "as easily as we call in John Chancellor today by radio."

Among the RCA projects displayed in model form at the annual meeting were the Tiros weather satellite; a "second generation" weather satellite of advanced design; a so-called synchronous satellite that might usher in the era of global television and data communications; a space station that might serve as an orbital post office for transmitting mail by radio around the world, and a lunar exploration vehicle which scientists have nicknamed "The Moon-Crawler."

The last electronic marvel, which Mr. Burns said could be operational well within five years, would move about on the moon in response to radio instruction from the earth. It would be outfitted with a tv "eye" to scan the lunar landscape, a claw for picking up samples of surface dust and rock and antennas for communication with earthbound bases; it would be launched by a Saturn rocket.

The quarterly report released to stockholders at last week's annual meeting follows. It includes RCA and consolidated subsidiaries and covers the quarter ended March 31, 1961.

	1961 $	1960 $
Products and services sold	361,700,000	361,200,000
Cost of products and services sold and other operating costs	339,100,000	335,800,000
Profit before federal taxes on income	22,600,000	25,400,000
Federal taxes on income	10,600,000	12,400,000
Net profit for the quarter	12,000,000	13,000,000
Preferred dividend	800,000	800,000
Balance for common stock	11,200,000	12,200,000
Earnings per share of common stock as computed on average number of shares	0.68	0.85
Average number of shares for three months	16,553,000	14,344,000

Net profits reported above are necessarily based in part on approximations and are subject to audit and year-end adjustments.

'Whirling Dervish'

The development of a rotating tape cartridge rack by Richard Parks, assistant chief engineer at ABC-owned KGO San Francisco, was announced yesterday (May 7) at the meeting of ABC Radio Affiliates in Washington.

Called "Parks' Whirling Dervish," the cartridge file resembles a paperback magazine rack which revolves to present a selection of up to 500 individual tapes for airing.

The cartridge rack is in use at six ABC-owned stations. It was developed by Mr. Parks and the ABCO Wire & Metal Co., Hayward, Calif.

Zenith, GE at odds on fm stereo credit

A battle for credit in fm stereo transmission standards, adopted by the FCC last month (BROADCASTING, April 24), shaped up last week between Zenith Radio Corp., Chicago, and General Electric Co.

Zenith charged that GE's advertising, identifying the fm polyphonic standards as GE-developed, was a gross distortion. The Chicago receiver manufacturer filed a formal complaint with the FTC.

Zenith President Joseph S. Wright claimed the basic idea for the stereo system adopted by the FCC "was conceived by Zenith engineers and developed by them over a period of more than three years." GE, Mr. Wright declared, made only "minor" contributions to the system finally adopted.

GE's Herschner Cross, general manager, radio-tv division, struck back later in the week with a statement that the GE claims were thoroughly reviewed by that company's engineers and attorneys before they were made. Mr. Cross claimed the FCC standards were closer to those suggested by GE than by Zenith. He implied that Zenith changed its original proposals to conform "rather closely" to those of GE. GE, he concluded, is fully entitled to the claims it is making.

In its complaint to the FTC, Zenith asked that agency to stop what it called "completely untrue" claims which constitute "deliberate misrepresentations."

CBS o & o's find use for old video tape

Old video tape is being used by CBS Radio owned and operated stations to simplify monitor recording of daily programming and to cut costs. The tape is no longer suitable for television recording but it gives first class sound recording, according to William Fligel, director of technical operations for WBBM Chicago. It also provides a standardized, easy to handle medium for exchanging monitor recordings with New York headquarters and sister stations. Unlike old disc systems which required changing every half-hour, the tape system is changed only once every 24 hours. The 2-inch video tape fits a regular commercial monitoring recorder marketed by Soundscriber. With 300 ft. of tape enough for 24 hours of recording (spiral recording uses only 2¼ inches per minute), the one-hour 4,800 ft. spool of video tape is good for 16 days of around-the-clock radio recording. CBS Radio developed a special digital counter device to find quarter hours and minutes on the tape. Adaptation was supervised by D. M. Vorhes, CBS Radio vice president in charge of operations.

MASTERY

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OPTION TIME RULE-MAKING

FCC orders quickie proceeding for determination of public interest; date depends on court remand

Is network option time in the public interest?

The FCC seeks to determine that question in further rulemaking.

The new proceeding on tv option time rules was ordered last week—but when it takes place depends on the U. S. Court of Appeals.

And, how it will go depends on the same court. That's because the court has before it an appeal against the FCC's 1960 option time order, which cut the number of hours a station may give to a network from 3 to 2½. It went into effect Jan. 1.

The appeal was filed by KTTV (TV) Los Angeles, which claims that option time violates the antitrust laws.

Last month the FCC asked the court to remand the case because the agency wants to take another look at the subject. The FCC also told the court that when the KTTV case is remanded it intended to vacate the September 1960 order (BROADCASTING, April 24).

The court, however, hasn't yet granted this request, acceding to a petition by the networks and their affiliate committees for a delay while they attempt to persuade the FCC to reconsider its decision to vacate the option time order.

Further Rulemaking ▪ Last week the commission ordered a "Further Rulemaking" and set two issues:

▪ Whether time optioning is in the public interest.

▪ If option time is found contrary to the public interest, how should the rule be written to prohibit the practice?

The question of whether option time is an antitrust violation, should be disregarded in comments, the FCC order said.

The FCC said, in a second order issued last week, that when the court remands the case, the 1960 order will not be vacated. It will remain in effect.

Voting for the action were the same five commissioners who last month constituted the FCC majority in asking for the remand. They are Chairman Newton N. Minow and Commissioners Rosel H. Hyde, Robert T. Bartley, T. A. M. Craven and Frederick W. Ford.

Cross Dissent ▪ Dissenting to the commission's action last Wednesday, was Commissioner John S. Cross.

Mr. Cross said he thought the action was premature, since the court not only has not yet remanded the case, but the commission did not know just what conditions might be placed on the reconsideration.

Both Mr. Cross and Commissioner Robert E. Lee dissented to the remand order last month. Mr. Lee was absent during last week's deliberation.

In its order last week the FCC said it intends to expedite its reconsideration. It warned that the filing dates (to be announced after the remand) would be followed strictly.

No Replies ▪ The agency also cautioned that direct comments are requested; no reply comments are to be considered. An oral argument will be held, the FCC said.

When the FCC revised its option rules last year, it held that option time was "reasonably necessary" for networking, and that networking was in the public interest.

The vote then was 4-3. Swinging the majority was former Commissioner Charles H. King, who at the time said he was voting only to reduce option time by 30 minutes but was not making a finding on the question of antitrust violation.

KTTV was joined in its court appeal by the Dept. of Justice, which suggested that the court order the FCC to determine whether the practice violates the Sherman Act.

During the commission's consideration of the option time question, the Justice Dept. twice implied this network-affiliate contract is illegal.

Deception charged in Miami ch. 6 case

Charging a possible "deliberate submission of seriously misleading information" by the apparent winning applicant for ch. 6 Miami, Coral Tv Corp. asked the FCC to defer a final decision and reopen the record.

The commission already has voted tentatively to award the channel to South Florida Amusement Co. (BROADCASTING, March 20), upholding a hearing examiner's recommendation, but no final decision has been released. Coral pointed out that a favorable initial decision last September relied heavily on the past broadcast experience of Sherman Grossman, president and 50.5% owner of South Florida.

Coral's complaint is based primarily

This mark tells you a product is made of modern, dependable Steel.



How cold is up? We know that outer space can never be colder than minus 459.72° Fahrenheit—that's absolute zero, the point at which all molecular motion ceases. We don't know what coldness like this will do to materials, but we're finding out. Scientists are using a heat exchanger to produce temperature as low as minus 443° Fahrenheit. They test materials in this extreme cold and see how they perform. Out of such testing have already come special grades of USS steels that retain much of their strength and toughness at −50° or below; steels like USS "T-1" Constructional Alloy Steel, TRI-TEN High Strength Steel, and our new 9% Nickel Steel for Cryogenics applications. And the heat exchanger to produce the −443° Fahrenheit is Stainless Steel! No other material could do the job as well. Look around. You'll see steel in a lot of places — getting ready for the future. USS, "T-1" and TRI-TEN are registered trademarks.

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on the fact that program logs for WBUF-TV Buffalo, N. Y., operated by Mr. Grossman until its sale to NBC in 1955, were not available during the comparative hearing. The complaint said the logs probably never were turned over to the network, as Mr. Grossman testified.

In its petition Coral quoted Harry Wyman, former equipment supplier for WBUF-TV, as saying Mr. Grossman had given orders the logs were not to be seen by anyone, particularly NBC. This conversation allegedly took place on the day NBC assumed control.

Coral charged that WBUF-TV, under Grossman ownership, carried a bingo-type game in violation of the NAB code and promised prizes which were never delivered. A former WBUF-TV employe is quoted as saying that the station also carried as many as five straight spots in feature movie breaks.

In addition to Coral and South Florida, Publix Tv Corp. also is an applicant for ch. 6 Miami.

Small markets get wage exemption

NAB saw five years of effort crowned with success last week as Congress exempted radio and television stations in non-metropolitan markets of 100,000 population or less from some of the overtime-pay requirements of the Fair Labor Standards Act.

The new minimum wage bill passed Wednesday excludes announcers, news editors and chief engineers employed by these stations from the overtime-coverage provision. The same employes in metropolitan area stations are excluded also if the communities involved have populations of less than 25,000 and are 40 miles from their area's principal city.

Jim Hulbert, manager of NAB's department of broadcast personnel and economics, estimates that 1,700 radio stations and 110 television stations will benefit from the new provision, which President Kennedy is expected to sign into law soon.

The way to NAB's long-sought victory was paved when House-Senate conferees, meeting to reconcile differences in the minimum wage bills passed by the two houses, accepted the 100,000 population in the House version. The Senate bill's figure was 50,000. The provision for small-town metropolitan-area stations was adopted from the Senate bill.

Mr. Hulbert expressed gratification that Congress recognized small-market broadcasters' problems "in attempting to comply with the complex provisions of the Fair Labor Standards Act." He said the exemption should solve most of the problems of those who work irregular hours.

Plans filed for commercial space operation

HOUSE COMMITTEE TO HEAR PROS & CONS OF SATTELITES

A study of U.S. policy regarding space satellite communications will get underway before the House Space Committee today (May 8).

Rep. Overton Brooks (D-La.), chairman of the committee, announced last week that it would hear the following witnesses on how control over commercial space relaying should be set up:

National Aeronautics & Space Agency, State Dept., FCC, Office of Civil & Defense Mobilization, RCA, GE, AT&T and Lockheed Aircraft.

The hearing is expected to run three or four days.

The consensus of most companies now in the common carrier field is for a single privately-owned space communications company to operate satellites. But the specifics of how this company should be established runs the gamut from "flag carrier" through an amalgamation of existing and future carriers to the setting up of a separate "carrier's carrier."

Also there seems to be two differing opinions as to what kind of a system should be adopted—22,300-mile-high, synchronous satellites or clusters of 6,000-mile-high random orbiting satellites.

The varying opinions were spelled out in comments filed last week with the FCC. They were in response to a notice of inquiry issued last month by the commission.

One of the most interesting proposals was that submitted by Lockheed Aircraft Corp. This contemplates establishing a separate company, "Telesat," to be owned by carriers, manufacturers and the public, but organized so as to prevent dominance by any one entity.

Lockheed proposes that Telesat own and operate the single satellite communications system.

There should be a 22,300-mile-high synchronous satellite system with two over the Atlantic Ocean, and two over the Pacific Ocean. If necessary, two more could be put up over the Indian Ocean.

Because of their great orbital height, these satellites would remain in a fixed position over the earth.

The system will be available to all common carrier customers, Lockheed says, on a non-discriminatory basis.

It would be ready for operation in about five years, the aircraft company stated, and would be self sustaining in the middle of 1970.

The costs would run: $100-150 million for research and development, $50-65 million for placing the satellites in orbit and making the system operational, and an additional $50-$100 million as working capital.

If, Lockheed says, the United States wants a satellite communications system sooner, there might be need for some form of subsidy for this period.

Skyhook Relays ▪ Plumping hard for the synchronous satellite, RCA and its communications subsidiary, RCA Communications, urges that whatever method is evolved, all carriers must have an equal chance to use the space circuits on a non-discriminatory basis and under reasonable terms.

RCA said it was not certain whether the operating company should be a joint venture or a single carrier, but it expressed complete opposition to the idea of government ownership or operation.

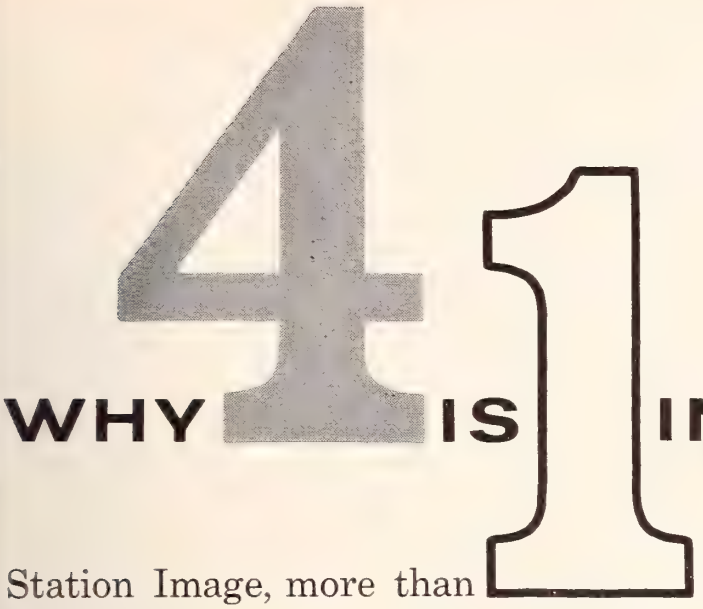
Earlier, GE asked the FCC to permit it to establish a "common carrier's common carrier" for space communications. GE said it was filing an application to establish a relay system via satellites to serve existing common carriers under the name of Communication Satellites Inc. (ComSat). This would be open to participation by other aerospace or communications companies on a joint venture basis, it said

Conelrad test

The first test of the new Conelrad alerting system, utilizing the wire services of AP and UPI, will be held next Sunday (May 14), the FCC announces. The new system becomes effective May 17 and will replace the existing system requiring broadcast stations to monitor key Conelrad outlets for an alert.

The Sunday test will be at 8:30 p.m., EDT. It will employ a system of bell warning signals on AP and UPI teletype machines to inform stations of an upcoming Conelrad message. All am, fm and tv stations will be required to continue to comply with the existing requirement for installing and maintaining radio alert receivers and to transmit the Conelrad signal and radio alert message.

The commission amended its rules last week to reflect the revised alerting procedures. The new rules become effective June 5.



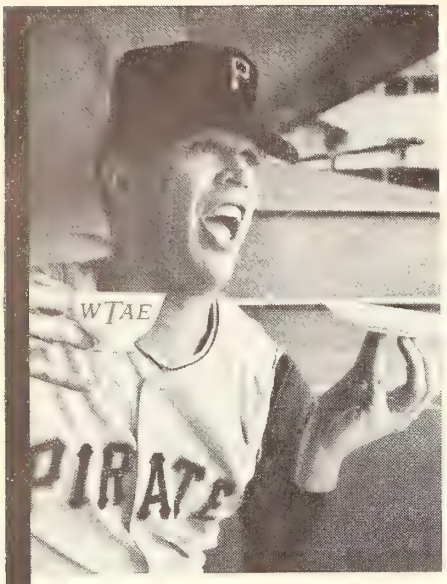
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BASIC ABC IN PITTSBURGH

WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4

(BROADCASTING, May 1).

If approved, GE said it could have a demonstration satellite up in 12-15 months, and a complete, operable system of 10 satellites and 20 ground stations by mid-1965 at a cost of $400-500 million.

AT&T recommends the establishment of a joint venture company, comprising all U. S. common carriers, with provision for ownership also by foreign carriers. Cost of the recommended low-orbit, random cluster of satellite relays would be apportioned on the basis use. Circuits would be available to all on a non-discriminatory basis, AT&T said.

General Telephone & Electronics Corp. suggests that a joint venture company be set up to be owned by present and future international communications carriers only. Circuits should be available to all.

Western Union, expressing its fear that AT&T is attempting to monopolize the space communications field, favors a single, integrated system owned jointly by all common carriers and other industry entities in cooperation with the government. Such an organization should be financed privately, Western Union urged, but the government should define the technology (orbits, height, bandwidth, power and directivity).

IT&T and American Cable & Radio Corp. (IT&T owns 56.5% of ACRC) hold that space communications should be an exclusive responsibility of those carriers already in overseas communications business. It did not choose between a single company or a joint venture, but it did emphasize that the system must be run on a non-discriminatory basis.

Press Wireless urges that no matter how the space system is organized it should provide that Press Wireless continues to maintain its present "beneficial" competitive position.

Both the American Rocket Society and American Securities Corp. asked permission to participate if further hearings are held. American Securities will be a 25% owner of Western Union International when and if the FCC adopts the separation of Western Union's domestic telegraph system and its overseas cables.

Uhf group has praise for FCC for a change

The Committee for Competitive Television, a group of uhf stations, lauded the FCC in a comment for deintermixing the San Joaquin Valley (Bakersfield and Fresno, Calif.), and urged the commission to proceed swiftly in making other markets all-uhf. The markets the committee named are Montgomery, Ala.; Hartford, Conn.; Champaign-Urbana, Ill.; Evansville, Ind.; Binghamton, N. Y.; Erie, Pa.; Lancaster - Harrisburg - Lebanon - York, Pa.; Columbia, S. C., and Madison, Wis. In most of these areas, petitions have been filed with the FCC by individuals wishing vhfs to be taken from these markets and assigned elsewhere.

Comments received from vhf stations at the FCC last week on petitions to drop in vhf channels in Worcester and Houston at substandard mileage separation were unanimously opposed to the plans. WWOR (TV) Worcester had asked that the FCC add ch. 13 to that city and specify that WWOR operate on that channel instead of ch. 14. This was opposed by the Assn. of Maximum Service Telecasters on grounds that one adjacent-channel shortspacing (WPRO-TV, ch. 12, Providence) and three co-channel shortspacings would be necessary, thus degrading the service of the other stations. As it usually does in cases of such requests, the association further urged that if the FCC does consider the petition, it should do so after settling its overall allocations policy. The same sentiments were expressed in protests by the three ch. 13 stations that would be affected—WNTA-TV New York; WGAN-TV Portland, Me., and WAST (TV) Menards-Albany, N. Y.

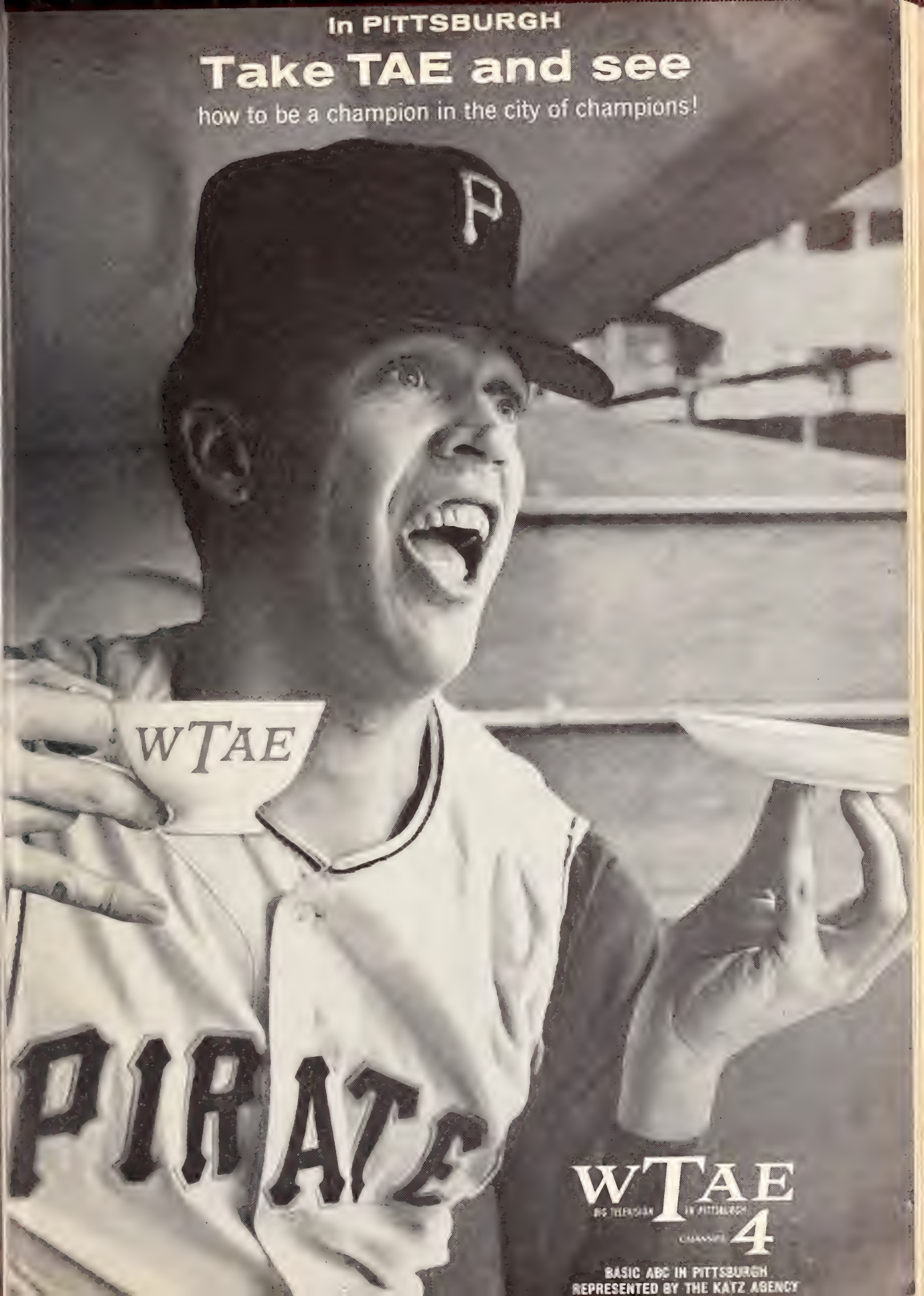
AMST opposed Lester Kamin's plan to add ch. 5 in Houston saying that short mileage separations would cause interference to KALB-TV Alexandria, La. KHOU-TV Houston was against the plan on grounds that the FCC had said it would consider vhf drop-ins at short separations in those major markets that had only two or less vhf outlets. Houston has three, KHOU-TV pointed out, and said that all three networks are represented and further tv service is not needed.

KATL follows the law, even to bucking U.S.

Ian A. Elliot, manager of KATL Miles City, Mont., believes in following the letter of the law. Even if it's the United States government that's at the other end of his raised eyebrow.

Mr. Elliot recently received some U.S. Treasury Dept. transcriptions urging the public to buy U. S. Savings Bonds. The announcements contain a number of references to the word guaranteed: ". . . and that's guaranteed." ". . . they are guaranteed directly by the U.S. governent." ". . . they are guaranteed by your government." ". . . they pay a sure guaranteed return."

He recalled that some time back NAB had cautioned broadcasters that anytime the word "guarantee" is used in a commercial, it must include details as


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how to be a champion in the city of champions!
WTAE
PIRATE
WTAE
4
BASIC ABC IN PITTSBURGH
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WASHINGTON, D.C.
MAY 8, 1961



to the nature and extent of the guarantee, the guarantor's identity and exactly what he will do thereunder. This followed a Federal Trade Commission ruling involving automobile battery guarantees.

So on May 1, Mr. Elliot sat down and wrote a personal letter to Paul Rand Dixon, chairman of the FTC; "Would you please advise if your regulations covering the use of the word 'guarantee' apply to the departments of the U.S. Government?" He said he was withholding the use of the Treasury transcriptions pending a response. He's still waiting for an answer.

Meanwhile, back in Wisconsin

. . . more and more advertisers are racking up impressive sales figures—thanks to Madison's low-cost, high-frequency Midco stations. Ben Hovel or your Bolling salesman can show you why Northwest Airlines, Standard Oil, King Midas, Hamm's, Procter & Gamble, Jergens, and Schlitz have keyed their pitch to our low-cost efficiency. Switch your pitch too—to the WKOW stations.

Tony Moe

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WKOW/1070

ABC-TV IN MADISON
WKOW-TV

TONY MOE, Vice-Pres., & Gen. Mgr.
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MIDCO
Midcontinent Broadcasting Group

WKOW-AM and TV, Madison; KELO-LAND TV and RADIO Sioux Falls, S.D.; WLOL-AM, FM Minneapolis-St. Paul; KSO RADIO Des Moines.

FROWNS FOR JFK'S FCC PLAN

Some wary of added powers it gives chairman; proposal destined for hearing on Capitol Hill

President Kennedy's FCC reorganization plan (BROADCASTING, May 1) is headed for trouble. And the basic difficulty seems to be the added power it would give to the commission's chairman.

A secondary obstacle, according to those who have studied the proposals, is the vagueness of many provisions.

The executive committee of the Federal Communications Bar Assn. last Wednesday voted to oppose the proposals. And at least one Congressional committee will provide a forum for that opposition.

The Senate Commerce Subcommittee on Communications, chaired by Sen. John O. Pastore (D-R.I.), has announced it will hold hearings starting May 23 on the reorganization plan. The staff of the House Government Operations Committee has indicated that hearings may be held by that group also.

Many FCC commissioners are unalterably opposed to the reorganization as spelled out by the President. Their opposition stems from the provision which would permit the FCC chairman to assign cases to commissioners. This derogates the role of a commissioner, this viewpoint holds.

One commissioner, generally favorable to the New Frontier atmosphere in Washington, said:

"If this plan means the chairman can tell the other commissioners what they should do, then I'm through with it."

Another commissioner said that this particular item makes the FCC just an arm of the Executive Dept. His reasoning goes like this: The chairman is appointed by the President. He reports monthly to the President. If he also has the authority to assign work to the other commissioners, the FCC in fact becomes an appendage of the White House.

Loss of Independence ▪ A third commissioner stressed that the reorganization threatens to destroy the basic concept of the FCC: a body of seven equal commissioners exercising its judgment independent of either Congress or the White House.

At the White House there is no equivocation about the meaning of the proposal to give the chairman of the FCC more power. James M. Landis, the President's advisor on the regulatory agencies and the acknowledged architect of the reorganization plan, said last week that this is exactly what the plan suggests.

"Somebody has to have this authority," he said, "and under normal circumstances it should be the chairman."

He seems well aware of the difficulties the plan will have in getting through Congress.

Under the Reorganization Act, the President's recommendations go into effect within 60 days of issuance unless specifically vetoed by either house of Congress.

The plan was cleared, it is understood, with both commerce committees of Congress. The Senate hearing primarily will spell out on the record the extent of the reorganization and define in more detail the meaning of some of the provisions.

A Senate Communications Subcommittee spokesman said the hearings will be designed to produce information the parent Commerce Committee needs to formulate its position and determine what changes, if any, should be made. Parties interested in presenting their views have been invited to contact the subcommittee.

Ordinarily, reorganization proposals are handled in the Senate by the Government Operations Committee. However, Sen. John L. McClellan (D-Ark.), its chairman, has asked the Commerce Committee, which has jurisdiction over the regulatory agencies, for its comments and recommendations on the FCC plan. The request was made recently in a letter to Sen. Warren G. Magnuson, Commerce Committee chairman.

Under the plan (Reorganization Plan 2), President Kennedy proposes to authorize the FCC to delegate more authority to single commissioners, commission or staff panels, and to examiners. He also would abolish the Office of Opinions & Review, and require commissioners to


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write and sign individual opinions instead of the present practice of issuing unsigned, institutional decisions. In a major revision of current procedure, the President would take away the long standing right of applicants to argue their cases before the FCC as a whole. Under the plan, the commission would be given the discretion to decide whether or not to hear an appeal.

The FCBA executive committee voted unanimously to oppose the plan. It ordered its legislative committee to analyze the proposals and report back to the executive committee. The plan, according to Robert M. Booth Jr., FCBA president, is to submit this analysis to the responsible committees of Congress and to appear in opposition if a hearing is held. Percy H. Russell is chairman of the FCBA's legislative committee.

Opposition by the lawyers who specialize in communications law is based, it is understood, on two points: The plan wipes out many sections of the Communications Act; provisions which were the subject of long study and debate, and it leaves too many unknowns that cannot be ascertained until it is put into practice.

Administrative Conference ▪ Early last week, President Kennedy named Circuit Judge E. Barrett Prettyman of the District of Columbia Circuit Court of Appeals, as chairman of the council of an Administrative Conference of the United States.

This conference, begun under Judge Prettyman last year, will consider and propose changes in procedure and organization of the federal regulatory commissions.

Among the members of the 10-man council are Max D. Paglin, FCC general counsel; Mr. Landis; representatives of other federal agencies, lawyers and several law professors.

Former Nixon aide sees blackmail of media

The new administration threatens newspapers with divestment of radio and tv stations, and "this is blackmail, raw blackmail," charges Herbert G. Klein, who was news secretary to former Vice President Richard M. Nixon and now is editor of the *San Diego Union*.

Mr. Klein said Tuesday the threat is from the Dept. of Justice—to apply the antitrust laws against newspapers which own broadcast facilities and multiple newspaper owners.

He challenged Attorney General Robert F. Kennedy to state his views directly.

A Justice Dept. spokesman said last week the Attorney General will not "dignify" the charges with a statement.

Mr. Klein's charge was prompted by the remarks of Edwin O. Guthman, public relations chief of the Justice Dept., before the Women's National Press Club two weeks ago (BROADCASTING, May 1). Mr. Guthman on his own suggested that if monopoly in nuts-and-bolts products is against the law, the concentration of all communications media within a community might be considered in the same light.

Lee dislikes coaching by staff on decisions

FCC member Robert E. Lee said last week that in controversial cases he would prefer that the staff discontinue making recommended decisions to the commission. Such recommendations in non-controversial matters are fine, he told a telecommunications class at Notre Dame U.'s WNDU-TV South Bend, Ind., but he thinks that in contested cases the staff should limit its participation to a presentation of facts.

Mr. Lee said he doesn't particularly enjoy studying a staff document, then being told what he should do, particularly since the staff's opinion can be sought out when a commissioner feels such assistance is needed.

Jeremiah Courtney, Washington communications attorney formerly on the FCC staff, appeared with Commissioner Lee before the Notre Dame students. Mr. Courtney stressed that it is important for an applicant who has gone through a hearing to make sure the case is fully understood by the people who will decide it—the seven commissioners. Otherwise, the applicant runs the risk that the staff will, in effect, decide the case, he said.

In non-adversary cases, Commissioner Lee said, it's appropriate for an interested party to make sure that one or more commissioners hear his story personally. When such visits are made, he stated, written documents should be left with the commissioners.

Both Messrs. Lee and Courtney see nothing wrong if a party in an FCC proceeding approaches his congressman. But Commissioner Lee thought that if the congressman is contacted for any improper purpose it could well redound to the interested party's disadvantage. He also warned that an applicant shouldn't put anything in a letter to his congressman that he doesn't want the commission to see, because such correspondence often is forwarded directly to the FCC.

Mr. Courtney said broadcasters should develop a continuing relationship with their congressmen, not swoop down on them only when an emergency occurs. "Then, when the blow does fall, the congressman will be more likely to extend himself than he would hearing from the constituent for the first time after some serious difficulty has developed," he said.

Broadcast congressman

Congress will soon welcome another member with broadcasting-industry connections. He is Morris K. Udall, Arizona Democrat, who won a special election to fill the House seat that his brother, Stewart, had vacated to accept appointment as Secretary of the Interior. Jesse Udall, their uncle, is director and owns 10 of 200 shares of common voting stock in KGLU Safford,, KWJB-AM-FM Globe, KCKY Coolidge, and KVNC Winslow, all Arizona.

At the present time, 23 members of Congress have either a direct or family-connected broadcasting interest (BROADCASTING, April 17.)

MISLEADING ADS

FTC head hints stations may be held accountable

Broadcasters may be held to closer account for false and misleading advertising on the air. This implication is read into a remark by the chairman of the Federal Trade Commission during a tv interview April 30.

In a direct but unexpanded statement, Paul Rand Dixon mentioned the liaison between the FTC and the FCC and added, cryptically, that all radio and tv stations come up for renewal every three years. "I would say that [it would be well] if perhaps they began to take that into account," Mr. Dixon said.

"What I meant," Mr. Dixon said last week, "is that whenever we issue a complaint we send a copy of it to the FCC. And [Chairman] Minow has said he is going to do something to clean up this phase of broadcasting."

The liaison between the FTC and FCC has been in existence several years.

Mr. Dixon's remarks were made in an interview with Rep. Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee and of its Antitrust Subcommittee. The interview was broadcast by WNTA-TV New York.

Mr. Dixon made these other points:

▪ The FTC is going to be reorganized to permit centralization of each case in the hands of one person to speed handling of complaints. The number of hearing examiners also will be increased from 15 to 25.

▪ A separate office will be established

to deal with consent judgments. Up to 70% of all complaints end up as consent orders.

Mr. Dixon repeated his complaint against what he calls "brinkmanship," by advertisers and their agencies. He suspects that advertisers and agencies know when an advertisement is skirting the truth, but figure it will serve its purpose before it is banned. This practice, Mr. Dixon noted, has grown because up to now some complaints have been litigated over several years. There are 400 cases awaiting decision by examiners, and 3,000 investigations under way, he said.

False advertising, the FTC chairman said, harms the public quickly and sensitively. It affects the competitive situation in the market place, and thus can be considered a restraint of trade, he said.

He repeated his view, given Monday in a Washington talk to the U. S. Chamber of Commerce, that false and misleading advertising directly is monopolistic in essence in that it harms consumers by cheating them and taking away customers from the other companies.

Agreement on aim, suspicion on method

THAT'S THE GIST OF COMMENTS ON FCC PROGRAM FORMS

Although not due until June 1, comments on the FCC's proposed programming form revisions trickled into the commission last week. The tenor set was: We agree with what the FCC is trying to do, but we are suspicious of the way it's going about it.

Multiple-owner Storer Broadcasting Co. submitted its own proposed programming form, which it claimed would eliminate ambiguites in the FCC's proposal. The Storer form also sought to limit the information to that "in which the commission has a legitimate interest." Storer felt the current programming questionaire is obsolete, since it was written in 1948 and particularly since its concepts are based on the 1946 "Blue Book." Storer's recommended form would include definitions of certain terms, such as what constitutes a "commercial announcement" and what a "public service announcement," so that it will serve as a program standards guide as well as a report on programming. A key notice in the Storer form reads "It is not expected that the applicant can or will adhere inflexibly in day-to-day operation to all representations herein made . . ." but will expend time and care so that they represent proposed program policy.

Storer objects to the principle of "continuing audience surveys" and said that the broadcaster should exercise his own judgment in finding the needs of his communities—that although the results of such surveys are of legitimate interest to the FCC, the methods used to determine local needs are not.

The Texas Assn. of Broadcasters agreed that the present form "leaves much to be desired," but felt the general tone of the FCC proposal would leave the broadcaster in fear of losing his license unless he complies with specifications of the questions to the letter. TAB suggested that this would kill creativity and originality and would abridge freedom of speech. TAB felt the form was ambiguous in certain definitions.

Donald F. Whitman, president of

*KLZ radio a FORMULA STATION?



Stan Brown

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SURE... formula, recipe, blueprint, or whatever you call it . . . KLZ has the proper combination of program materials to rivet your customers attention to your product. Good music, news in depth, and CBS and KLZ personality features dovetail to form a foundation of solid program pleasure.

To reinforce your sales campaign, let Stan Brown, foreman in charge of the "Denver at Night" crew, engineer your radio sales. Participations in this award winning nighttime feature (heard at 6:30, 9:15 and 11:15 pm weeknights) beam your commercial messages to an adult, buying audience who practically weld their radio dials to the 560 spot . . . KLZ!

Let KLZ Radio blueprint your plans for greater sales in the Rocky Mountain market.

KLZ radio
560 • CBS IN DENVER

Represented by Katz Agency

KITN Olympia and KITI Chehalis-Centralia, both Washington, said the FCC should assume the broadcaster is doing a good job and serving his community until proven otherwise. He emphasized that the quality of certain programming is more important than the quantity and said the FCC was paying more attention to the latter. He said that a station will not remain in business long if it does not serve the needs of its community. Mr. Whitman claimed that informal means of determining these needs were often more effective than formal meetings which might be more impressive on FCC forms.

Representatives of the FCC, the NAB and the FCBA met three times last week (CLOSED CIRCUIT, May 1) but no definite revisions of the form or proposals resulted from the meetings.

IN THE CONGRESSIONAL HOPPER

Here, in capsulated form, are bills introduced in Congress that are of interest to those in broadcasting and allied fields:

HR 6766. Rep. M. Herman Toll (D-Pa.)—would amend the Expediting Act to authorize the Chief Justice of the U. S. to select from among the district judges a panel of antitrust judges who would sit in antitrust cases deemed of national importance. Judiciary Committee. May 2.

HR 6784. Rep Morgan Moulder (D-Mo.)—would authorize congressional committees to review regulations of administrative agencies. Rules Committee. May 3.

S. 1688. Sen. Estes Kefauver (D-Tenn.)—would establish a Dept. of Consumers, which would have cabinet status and be charged with coordinating consumer services now provided by a variety of other departments and agencies and representing the consumer in the formation of national policy. Government Operations Committee. April 20.

1 kw daytime grants to get FCC speedup

A small bit of red tape and required due process were taken off the books by the FCC last week in a move to expedite consideration of daytime power increases for 250 watt Class IV stations.

Commission rules presently require that when an application is filed it must go to the bottom of the processing list and await its turn for consideration. Under the weight of the present backlog, such consideration would not come for 14 months. By its action last week, the agency said it will immediately consider when they are filed, without designation for hearing, all Class IV applications for daytime power of 1 kw which involve interlocking interference problems only. The cut-off rule also was suspended for the Class IV applications.

Thus, all such applications will be lumped together, and granted regardless of their respective filing dates, with a condition placed on acceptance of interference from similar Class IV stations with power increases. The new rules are effective today (Monday).

In May 1958 the commission removed prior restrictions which limited the 1,110 Class IV stations to 250 watts in the daytime. Realizing that such increases would cause interlocking interference, the FCC exempted the Class IV applications from its 10% rule in December 1960 and amended its engineering forms.

Despite these earlier efforts by the commission, 343 applications for Class IV increases have been stalled by commission processes and only 308 were granted, many after hearings. The agency said it expects applications soon from the remaining 421 Class IV stations eligible for incerases (38 are not permitted to operate with 1 kw).

With these applications still to come, the present delay can only become more aggravated unless definitive steps are taken, the commission said.

Is 90% too much of a good thing?

Just how much entertainment is too much for a broadcast licensee to program?

FCC Hearing Examiner Thomas H. Donahue did not state what percentage would be acceptable but did rule last week that 90% would not constitute an operation in the public interest. Mr. Donahue's opinion came in an initial decision recommending that the application of Benjamin C. Brown for a new fm in Oceanside, Calif., be denied.

Mr. Brown proposed to program 98 hours weekly on 107.7 mc with the following breakdown: entertainment, 90.8%, religious, 2.7%, agricultural, 0.6%; educational, 1.5%, new, 2.9%, and discussion, 1.5%. In addition, the applicant would air 600 commercial and 200 non-commercial spots each week.

The examiner thought both the number of spots and amount of entertainment proposed were excessive. "It is apparent that Brown's assessment of the Oceanside community's programming needs resulted in the rather remarkable conclusion that that community's needs, taste and desires pointed to considerably more time being spent on commercial spot announcements than on all other types of programming save entertainment," Mr. Donahue stated. "The examiner much doubts the validity of such an appraisal."

He said that 14 major program elements usually are necessary to meet the public interest and that Mr. Brown proposes to carry only six with entertainment alone in any great depth. "In light of such considerations . . . the examiner cannot conclude that the programming proposed by Brown will either serve the needs of the community in which he seeks to operate or that otherwise his proposed programming would serve the public interest," Mr. Donahue stated.

In the same decision, the examiner recommended that the application of KBBI (FM) Los Angeles to increase power on 107.5 mc be denied because it would cause excessive interference to a new fm grantee in Sierra Madre, Calif.

Bakersfield broadcasters to reveal vhf-uhf views

The FCC Broadcast Bureau intends to make use of the coralling of broadcasters in Washington during the NAB convention to get depositions from Bakersfield, Calif., uhf station operators, on how uhf is working there and the comparative advantages of vhf.

This was revealed in prehearing conference to discuss the pending show cause proceeding in which KERO-TV Bakersfield is directed to shift from ch. 10 to uhf ch. 23 (BROADCASTING, April 24).

The bureau last week asked the commission to deny KERO-TV's request to vacate the show cause proceeding. The bureau said the FCC was within its rights in limiting the hearing issues to whether the station may remain on ch. 10 until its present license expires Dec. 1, 1962, or if it will have to shift prior to that date. The 40 or so additional issues KERO-TV had requested be added to the hearing were described by the bureau as "irrelevant."

FOUND: $140,180,440 paid to personnel at military bases in the Providence, R.I. market area (Quonset, Davisville, Newport, New London and Otis Air Force Base). This is a plus not listed in any census breakdown of the rich, growing Providence market — a juicy bonus waiting to be picked up by advertisers on WJAR-TV, the only TV station that puts a grade A signal into all these bases. To claim, contact Edward Petry & Co., Inc. WJAR-TV • NBC • ABC.

House hearing on etv funds set May 17

HEW'S RIBICOFF TO BE FIRST WITNESS ON SEVEN BILLS

The House Communications Subcommittee will resume hearings May 17 on bills to help the states develop educational television facilities.

Abraham A. Ribicoff, Secretary of Health, Education & Welfare, who opposed an etv bill subsequently passed by the Senate (BROADCASTING, March 27), will be the first witness. He originally had been scheduled to appear during the first round of hearings held the week of March 20.

The House unit, headed by Rep. Morgan Moulder (D-Mo.), is considering seven bills which provide varying formulas for dispensing federal etv aid to the states. Resumption of the hearings has been held up pending replies from the 50 governors who have been queried on how their states would use etv funds.

Rep. Oren Harris (D-Ark.), chairman of the Commerce Committee and a member of its Communications Subcommittee, circularized the governors after stating he wants assurances on this question. The bills under consideration would provide funds for the construction of etv facilities, but not for operating stations. By last week "about two-thirds" of the governors were said to have answered the query.

Outright Grants ▪ The Senate bill (S205), sponsored by Sen. Warren G. Magnuson, chairman of the Senate Commerce Committee, would authorize outright grants of up to $1 million to each state. Several of the House bills are similar; others require matching state funds.

Despite his opposition to the Magnuson bill, Secretary Ribicoff is said to feel a satisfactory measure can be worked out. He is known to be opposed to granting $1 million to each state, regardless of size. And he reportedly feels, like Rep. Harris, that the government should have some assurance states will support an etv station once it's built. The letters from the governors may help provide this assurance.

This indication that the administration will not necessarily seek to block an etv measure in the House lent additional ground for belief that an etv measure will finally emerge from the Congress this session. In two previous sessions the Magnuson bill passed the Senate only to die in the House.

Etv proponents received a big boost during the hearings two months ago when Rep. Harris, a powerful figure in communications matters, said he is determined that channels reserved for education be used for that purpose as speedily as possible. At present, 54 of the 268 etv channels are in operation.

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Fantastic radio sounds from MARS have invaded Cleveland to capture a greater share of the audience for big WHK. Listeners by the thousands are surrendering without a fight—listener mail over 300,000 in the first 30 days. And here, as in market after market, the audience keeps coming back for more . . . 50 top drawer stations join MARS in 48 days. *A rating rampage!*

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April landings on MARS: WABC, New York; WLS, Chicago; WHK, Cleveland; WXYZ, Detroit; KQV, Pittsburgh; WKWK, Wheeling; WIP, Philadelphia; WITH, Baltimore; WKBW, Buffalo; WBBF, Rochester; WPTR, Albany; WGH, Newport News; WMBR, Jacksonville; WCKR, Miami; WALT, Tampa; WLOF, Orlando; WHHM, Memphis; WKDA, Nashville; CHUM, Toronto; WSAI, Cincinnati; WISH, Indianapolis; WQXI, Atlanta; WOLF, Syracuse; KRUX, Phoenix; KIMN, Denver; WKY, Oklahoma City; WMEX, Boston; KXOK, St. Louis; KDEO, San Diego; KAFY, Bakersfield; KFXM, San Bernardino; KTKT, Tucson; How'd ja like to join THIS club?

Tripp payola trial ends with plea for dismissal

The three-week-old trial of Peter C. Tripp ended last week with the defense moving for dismissal of all charges against the former WMGM disc jockey. Mr. Tripp is charged with accepting more than $30,000 in payola from record makers and distributors to promote their records on the air.

Defense attorney Benjamin Shedler conceded, before New York Special Sessions Justices Breslin, Impellitteri and Goldstein, that Mr. Tripp received the money, but he argued that the disc jockey had "a right" under his contract with WMGM to make "deals" with record companies.

Earlier in the trial, Mr. Tripp testified that various record company officials had paid him for his advice as to what records they should buy, what records would be most popular, and as to what artists and new sounds they should use in their records.

Assistant District Attorney Jerome Kidder, who took over the prosecution when Assistant District Attorney Joseph Stone was taken ill (BROADCASTING, May 1), opposed the motion to dismiss. He contended that it was Mr. Tripp's responsibility to the radio station to use his best and honest judgment in selecting records to play on his daily program *Your Hits of the Week,* and that if he could be bribed in his choice of records this would be detrimental to the station.

Mr. Tripp can receive one year in prison and $500 fine on each of the 35 counts (originally it was 39 but 4 counts were dropped earlier on a motion of the district attorney) charged against him, if convicted. The justices will announce a decision on May 15.

Educators like idea of LA, NY vhfs

Organizations with educational-broadcasting orientation, excited by the FCC's notice of inquiry into ways to bring etv to New York and Los Angeles, hastened to suggest ways this could be brought about.

The most unusual suggestion came from the Audio-Visual Educational Assn. of California, to wit: Let the owners of the seven commercial vhf stations in Los Angeles get together and cooperatively set a fair purchase for one of the stations. "It is conceivable that with the commission's inquiry as a spur, six of the stations could find sufficient finances available to purchase the seventh and turn it over to a duly authorized organization."

The National Educational Television & Radio Center, New York, urged the FCC to amend its sixth report on etv to encourage voluntary sale of any vhf channel in New York or Los Angeles that the owner wished to sell or abandon to any etv group with the resources to buy it. In the case no one wished to sell, the center suggested that any station whose operation was clearly inconsistent with the public interest be designated for etv use by the FCC.

NETRC said it was fruitless to predict the circumstances under which the commission might move to give a vhf in commercial use to etv, but that the FCC should adopt flexible rules to handle various situations.

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ported the idea of an etv in that city and said it had tv studios equipped to provide the same variety of noncommercial educational programming it now features on its fm station. It said it hoped the FCC would assure all qualified institutions would be given access to the facilities of the New York etv and an opportunity to participate in the project.

Comments on the FCC etv inquiry are due June 1.

Minow enters 40-sec. station break dispute

Young & Rubicam President George H. Gribbin last week restated his opposition to any expansion of station-break length, on grounds of "over-commercialization." His statement was prompted by a BROADCASTING (May 1) report that he and Oliver Treyz ABC-TV President had met and "reconciled virtually all their differences—except the big one" and that the nub of the dispute "does not appear to be 40 seconds vs. 30 seconds so much as four or three commercials vs. two."

FCC Chairman Newton N. Minow entered the dispute last week by warning that the increased station breaks should not lead to triple spotting. If this happens, the chairman said, the commission will certainly step in officially.

"I personally am not concerned in an increase of 10 seconds in the length of the station break" Chairman Minow stated, "but I would be concerned about the extended time being used for three spot commercials and I would want to bring this to the attention of the commission." He said that the FCC could institute rulemaking to control the number of spots permitted in such breaks. (Ten days ago, Mr. Gribbin had asked the FCC and NAB for help in its fight against the 40-second break.)

In his latest statement, Mr. Gribbin did not distinguish between triple-spotting and longer commercial messages as the target of his objections, but said, in effect, that he was simply against longer break-time—period. It was known, however, that he was sufficiently concerned about the possibility of triple-spotting that he had figures compiled to indicate the extent of triple-spotting within current 30-second breaks, the implication being that longer breaks would be more apt to encourage than discourage the practice. In his reply he said:

"Let me assure you little was reconciled at the meeting and the 'nub of dispute' remains ABC's intention to increase station-break time. This was made clear to Mr. Treyz at the time. Young & Rubicam is deeply convinced that this increase is wholly incompatible with the best interests of the viewing public, the advertiser and the television industry. The issue is over-commercialization. The 40-second policy sets the stage for further indulgence in over-commercialization."

Payola proposal

New rules have been proposed by the FCC to implement legislation by Congress outlawing payola and other forms of hidden commercials (BROADCASTING, May 1). Text of the new rules, plus nine new examples to indicate their intended effect, are reproduced in FOR THE RECORD, page 162. Comments are due June 12.

A look at Mack diaries

The FCC general counsel's office last week recommended to the commission that WORZ Inc. be allowed to examine the diaries of former FCC Commissioner Richard A. Mack. WORZ was a losing applicant for ch. 9 Orlando, Fla. The FCC's grant to WLOF-TV is being re-examined under court remand for determination of whether behind-the-scenes contacts were made with commissioners, (BROADCASTING, April 10, 1961).

WORZ specified why entries in the diary might have bearing on the case, the general counsel's office said, noting the diaries were given to the FCC secretary by the Justice Dept. and that an official of that branch said he had no objection to examination by WORZ. The office suggested that counsel for WORZ examine the diaries in the secretary's office in the presence of other interested counsel.

Nebraskans want term 'public interest' defined

The FCC should "bear in mind the dangers inherent in federal control of programming," in the opinion of the Nebraska Broadcasters Assn. A resolution calling for the FCC to re-examine its policies and more clearly define the term "public interest" was adopted April 25 by NBA. Officers were elected at the meeting, held in Omaha (see FATES & FORTUNES).

A second resolution directed at federal paternalism voiced "emphatic opposition" to government aid to educational broadcasting. It was adopted following a debate on specific phraseology and pointed out the public is "totally unaware" of the legislation. NBA contended the bills constitute federal encroachment on public education and praised the educational broadcasting system now being conducted in Nebraska (KUON-TV U. of Nebraska).

Douglas A. Anello, NAB chief counsel, said the regulatory climate toward business, particularly broadcasting, is bad, citing a number of recent FCC actions which he called omens of "stiffer regulation." He said he did not believe "public service and public interest are synonymous."

WBAL-TV not in contempt

A U. S. district court in Baltimore ruled last week that WBAL-TV that city was not in contempt of court when the station presented a program in which members of a jury re-enacted their deliberations which resulted in the conviction of a man for murder (BROADCASTING, March 27).

The three-judge decision stated, however, that WBAL-TV's telecast, the night before defendant Melvin David Rees was to be sentenced, was "against the public interest and should not be repeated or imitated." The sentencing was postponed because of the telecast but Mr. Rees later was sentenced to life imprisonment. Handing down the no contempt decision were Chief Judge Roszel C. Thomsen and Circuit Judges W. Calvin Chestnut and R. Dorsey Watkins.

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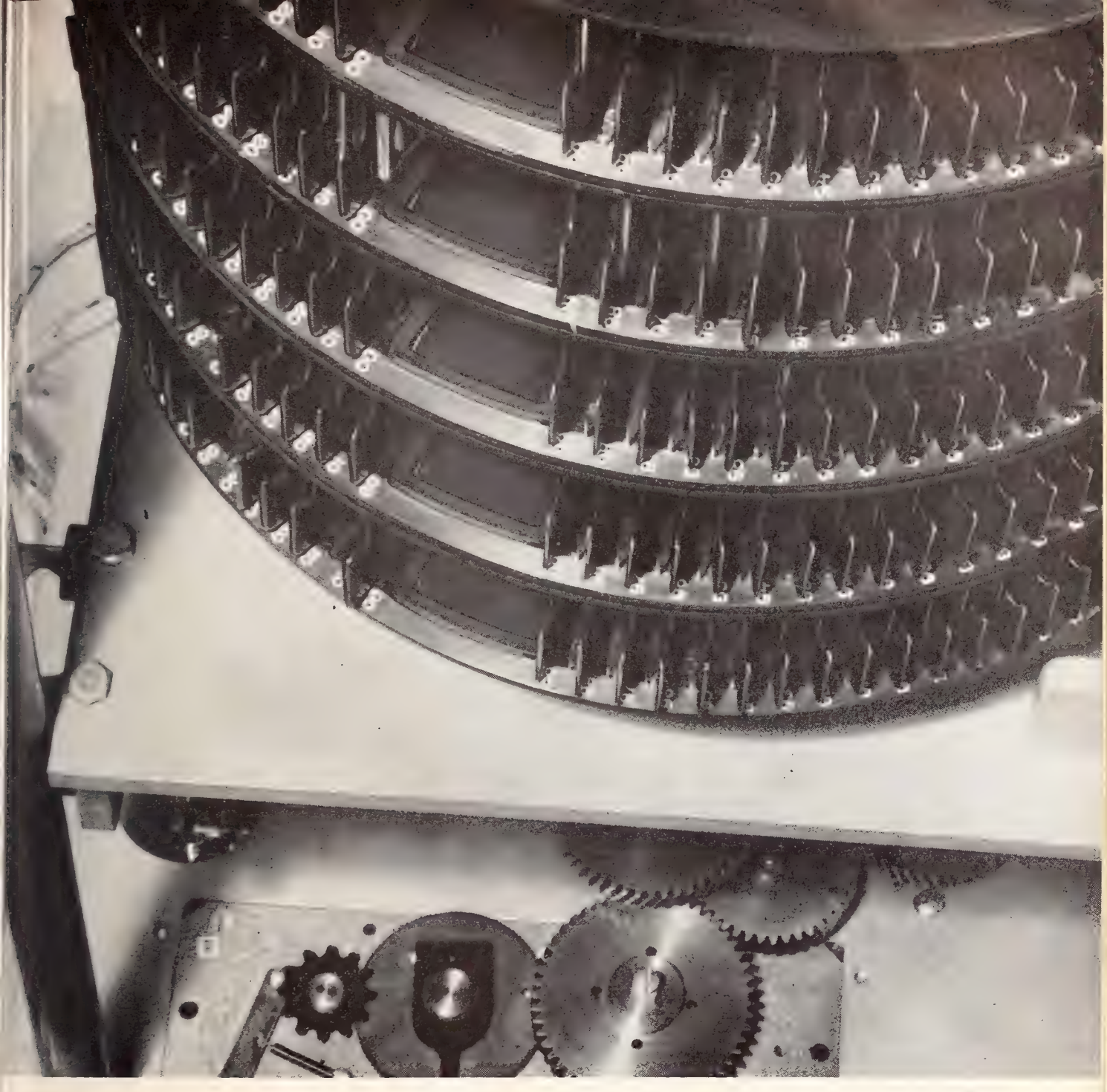
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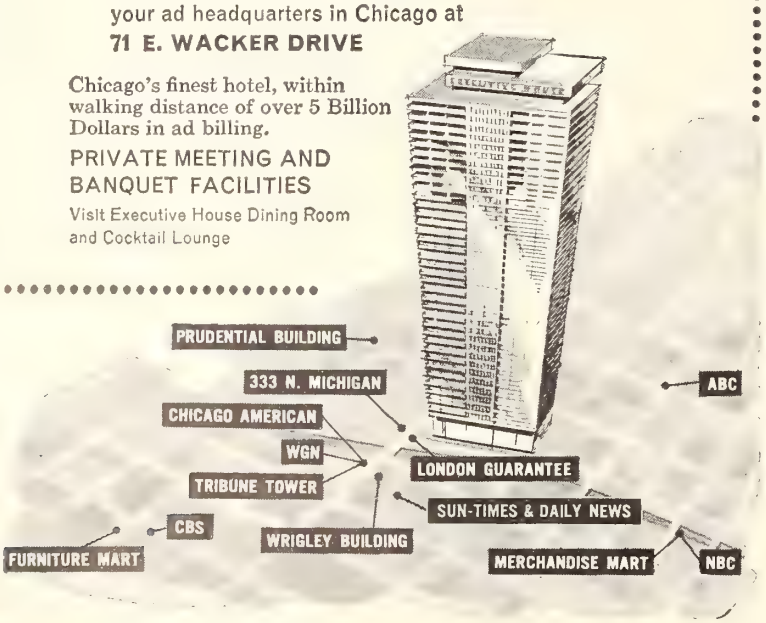
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Kingstree hearing postponed to May 31

Hearing Examiner Thomas H. Donahue Thursday granted a continuance of the license-renewal hearing of WDKD Kingstree, S. C., after an FCC order the previous day granted an expansion of issues as the station had requested. The hearing was to have begun May 9 in Kingstree. It is now scheduled for May 31 in that city.

The FCC denied WDKD's request for a change of hearing locale from Kingstree to Washington, D. C. The hearing, the first such to be held outside Washington under recently-initiated FCC policy, may test that agency's theory that local hearings will induce members of the local listening public to testify in such procedures.

The hearing results from complaints that a WDKD disc jockey made "vulgar, crude and suggestive" remarks. The station requested that it be allowed to make a showing of its overall programming and the way in which it serves its community. The FCC agreed to let the station develop this issue. Counsel for WDKD requested the hearing examiner to grant more time to develop this showing.

The commission made official the agreement between WDKD and Broadcast Bureau attorneys to allow the station's counsel to hear the disputed tapes. Some of these had been heard by station attorneys, but the order specified all tapes in the bureau's possession. The time period covered by the proceeding was limited by FCC order to the station's most recent three-year license renewal period. The commission also expanded the terms of the issue dealing with the licensee's supervision "to determine whether [he] maintained adequate control or supervision of programming material. . . ."

Broadcast Bureau attorneys were in the Kingstree area last week, reportedly lining up witnesses.

ITU treaties approval slowed down by dispute

The FCC last week urged quick Senate ratification of the 1959 Geneva international telecommunications treaties to permit the United States to benefit from the agreements. They are the first international treaties involving rights to frequency allocations for space communications and radio astronomy.

But a long-standing dispute between the FCC and commercial airlines blocked swift action by the Senate Foreign Relations Committee. The dispute is over an FCC rulemaking, adopted at the request of the Office of Civil & Defense Mobilization, declaring that use



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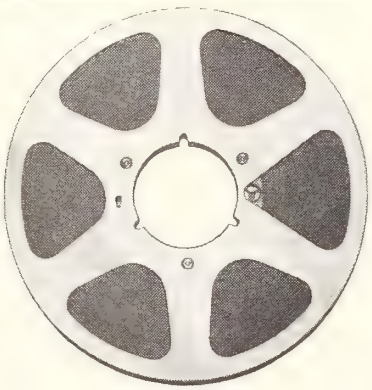
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of the 8800 mc band for aircraft navigational aids, called dopplers, is "temporary." The OCDM says the dopplers may some day interfere with a national security interest it has refused to identify.

FCC Commissioner T. A. M. Craven, who was chairman of the U. S. delegation to the ITU radio conference in Geneva two years ago, said the revised radio regulations for the first time provide frequency allocations for space communications and radio astronomy. And Paul D. Miles, an OCDM official, noted that the U. S. has no rights under the new agreements until it ratifies them. The revised International Telecommunications Convention and its annexed Radio Regulations became effective in January for the 21 signatories which have ratified the documents. In all, 98 countries are members of the ITU.

The FCC-airlines controversy erupted when airline representatives, who had the sympathy of Sen. Stuart Symington (D-Mo.), a committee member, urged the committee to adopt a statement which would forbid the commission to bar domestic carriers from using the 8800 mc band. The airlines said the Geneva agreements authorize foreign aircraft to use the band in this country.

Committee Chairman William J. Fulbright (D-Ark.) said he is baffled by the dispute—and the reason it cropped up before his committee. He urged the commission and the airlines to agree on a resolution which would permit the Senate to act without prejudicing either side's position.

Townsend Corp. denies mismanagement charge

Top officials of the Townsend Corp. of America, owner of three am stations, last week denied Securities & Exchange Commission complaints of mismanagement. Morris M. Townsend, president of TCA, and Clinton Davidson, board chairman of Townsend Management Corp., an associate company, maintained that the SEC's allegations were based on technicalities and legal interpretations rather than on misconduct.

Last month the SEC charged that Mr. Townsend, Mr. Davidson and Raymond E. Hartz, president of TMC had run their organizations "for their personal benefit and in derogation" of stockholders' interests. SEC asked the U. S. District Court, Newark, N. J. to designate receivers to prevent further violations of its rules and to protect the rights of stockholders (BROADCASTING, May 1).

In answering the charges, Mr. Townsend and Mr. Davidson said they would oppose the appointment of a receiver because the action "would seriously damage the interest of our shareholders."

TCA, an investment company, owns KITE Terrell Hills-San Antonio, Tex., KNOK Fort Worth and WKDA Nashville.

WBEN wins court remand in pre-sunrise case

The FCC must give a radio licensee a hearing when his protected coverage is threatened by interference from a new facility, the U. S. Court of Appeals in Washington ruled last week.

The court said that the commission erred when it denied the request of WBEN Buffalo, N. Y., for a hearing in the application of WFMD Frederick, Md., to increase its daytime power to 5 kw and permitted pre-sunrise operation.

Both WBEN and WFMD operate on 930 kc; WBEN with 5 kw day and night, WFMD, originally with 1 kw full-time. In September 1960, the FCC granted WFMD's request for 5 kw day. WBEN objected to the grant without a hearing because, under the rules, WFMD is permitted to operate with daytime power beginning at 4 a.m. This "nighttime" operation modifies its license, WBEN claimed.

The commission said WBEN had no case because, if there were interference to its service area, the FCC could order WFMD to cease its 5 kw pre-sunrise broadcasting.

This is not enough, the court said. The grant is a modification of WBEN's license and that cannot be done without affording the aggrieved licensee a hearing. The unanimous court ruling was made by Chief Circuit Judge Wilbur K. Miller and Judges Henry W. Edgerton and David L. Baselon.

JFK taps MacIntyre for FTC

President Kennedy has nominated A. Everette MacIntyre to the Federal Trade Commission for a seven-year term starting Sept. 26, 1961. Mr. MacIntyre, who is chief counsel for the House Small Business Committee, will succeed Robert Thompson Secrest, whose term is expiring. Both men are Democrats. Mr. MacIntyre's nomination had been anticipated since February, when President Kennedy announced he would name him to the next FTC vacancy.

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BBG recommends three new CBC outlets

NORTHERN MANITOBA TO GET ITS FIRST TV SERVICE

Canadian Broadcasting Corp., Ottawa, has been recommended by the Board of Broadcast Governors to establish three new television stations, one to be a satellite. Northern Manitoba will have its first television when CBC establishes a ch. 10 station at Flin Flon, a mining town, with 6.8 kw video and 3.4 kw audio power. A satellite at The Pas, Man., will telecast programs from Flin Flon on ch. 7 with 260 w video and 130 w audio.

The BBG recommended a CBC station at Cranbrook, B. C., on ch. 10 with 1.1 kw video and 505 w audio.

Satellites have been approved for several western stations. CFRN-TV Edmonton, Alta., has been recommended for a ch. 9 station with 5 w at Carrot Creek, and on ch. 12 with 5 w at Edson, to pick up programs from Carrot Creek.

CFQC-TV Saskatoon, Sask., has been recommended for a satellite station on ch. 3 with 10.5 kw video and 5.5 kw audio at Stranraer, Sask.

A new broadcasting station has been recommended for Baie Comeau, Que., a paper-mill town on the north shore of the St. Lawrence River. The licensee is Jean Claude Tremblay, and the station is to have 5 kw day and 2.5 kw nighttime on 580 kc. It will be connected with CBC's French-language radio network.

Boosts ▪ Power increases have been granted to CJDV Drumheller, Alta., from 1 kw to 10 kw day and 5 kw night on 910 kc; to CBAFT (TV) Moncton, N. B., from 605 w to 10.06 kw video and from 327 w to 5.03 kw audio on ch. 11; to CKRN-TV Rouyn, Que., from 50 to 100 kw video and 25 to 50 kw audio on ch. 4; and to CHGB Ste. Anne de la Pocatiere, Que., from 1 kw day and 250 w night to 5 kw on 1350 kc.

CFSN-TV Stephenville, Nfld., has had a power decrease from 490 w to 294 w video and from 245 w to 147 w audio on ch. 8.

The BBG, in announcing approval for CFRB-FM Toronto to program separately from its am service, said it will hold hearings Aug. 22 for proposed fm broadcasting regulations.

The BBG has amended Canadian Broadcasting Act regulations to permit radio and television advertising of beer and ale. The regulations will be similar to those adopted for Ontario late last year, permitting 12-second announcements of program sponsorship by breweries. Only a simple announcement of sponsorship is permitted and only the brand label can be used visually, with no bottles or glasses to be shown.

CAB to test validity of gross percentage fee

Canadian broadcasters have filed a test case in the Exchequer Court of Canada at Ottawa, on the validity of new transmitter fees charged by the Department of Transport. The test case is on behalf of CKAC Montreal, one of Canada's oldest stations.

Transmitter fees until last year were based on a flat rate on revenue categories, fees starting at gross annual revenues of $200,000, and climbing progressively. Last year the DOT announced new rates based on percentage of gross revenue.

T. J. Allard, executive vice president of the Canadian Assn. of Broadcasters, representing 192 radio and 57 independent television stations, said the new system is in fact a tax and beyond the power of the government to legislate by orders-in-council or cabinet announcements.

The CAB claims that taxes can be imposed only by Parliament, and the court has been asked to determine the validity of the order-in-council. If the court rules the order invalid, most of the independent stations will try to recover extra fees paid under the new system. Mr. Allard estimated that possibly as much as $3 million extra has been paid under the new system.

DOT officials at Ottawa calculated that stations have paid only $850,000 in extra fees. The new rates, they said, were recommended by the last royal commission on broadcasting, which urged higher rates.

Commercial tv pioneers want changes in Britain

Pioneers of commercial tv in Britain, men whose behind-the-scenes activities in Parliament convinced the governing Conservatives that independent tv would be a good thing, have started a new campaign.

Now, the seven-year-old Popular Television Assn., recently re-named the National Broadcasting Development Committee, wants the extension of commercial broadcasting, higher program standards and a study of the impact of tv on children.

Under the chairmanship of Lord Lloyd, one of the directors of Lloyds bank, the committee comprises a powerful pressure group within the Conservative Party. It includes Lord Woolton, former party chairman, and two other prominent members of Parliament, Sir Robert Grimston and Captain L.P.S. Orr.

The committee will soon submit its proposals to the Government's Pilkington committee, set up to examine the future of broadcasting under the chairmanship of Sir Harry Pilkington.

New BBM booklet

How Canada's cooperative Bureau of Broadcast Measurement works is detailed in a new BBM booklet. Also included are its history and the latest methods for making impartial surveys of all Canadian radio and television stations.

In a preface, Duncan Grant, BBM's executive vice president, states that the rapid growth of Canadian broadcasting calls for "detailed information on listening and viewing patterns." Citing a need for impartiality in audience surveys, Mr. Grants writes, "The tripartite

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"They've fired on Fort Sumter."

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Five score years and twenty-six days ago they shelled Fort Sumter, as anyone on our mailing list knows. Things got worse before they got better, and, to make a fascinating story dull, a lot of fodder has gone through the cannon since. Buffs may well tell us that Lee had absolutely nothing to say about the calibre of tv programs *his* sons were allowed to watch; purists may scream that it was *Mrs.* Lincoln who said that a piece of copy ought to be long enough to reach the ground; Brady buffs can question the statistical validity of making retroactive rating studies of the master's stills. However, there's no denying the fact that today's toys in the attic were yesterday's big booms, that change is the only constant, that judges may be neutral but audiences are not.

Still around? We could have admitted in the beginning that pinning an advertisement for a tv station in Eastern Iowa to the Civil War Centennial was impossible. Our point: We have a new m.c. for our late afternoon children's strip. He's Dr. Max, with a string of show biz credits that goes back to a little bit north of Appomattox. Along with other afternoon standbys—Billy Boulder, Yogi Bear and Huckleberry Hound—the Battle of Eastern Iowa's Late Afternoons goes as before*: *Nolo contendere,* in favor of WMT-TV.#

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CBS TV for Eastern Iowa.
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Affiliated with WMT Radio;
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#First in *all* time periods from sign-on to sign-off, Sun. thru Sat. *ibid.*



alliance of broadcaster, advertiser and advertising agency represented by the BBM is in itself a guarantee of impartiality."

Copies of the booklet are available from BBM, 75 Eglinton Ave. East, Toronto 12, Ont.

BBG approves power increase for CHCH-TV

CHCH-TV Hamilton, Ont., has received Board of Broadcast Governors' permission to increase power of its ch. 11 transmitter from 150 kw to 230 kw video, from 90 kw to 143 kw audio power, and to increase its antenna height from 654 feet to 1,173 feet.

Nine applicants for a Toronto tv station license in March 1960, banded together to ask the BBG to delay the increase in power for CHCH-TV as the station would then become another Toronto station. Hamilton is 40 miles west of Toronto. The Hamilton station officials argued that because of physical location of the station it was not able with its present power to put a good signal into the Niagara area which was in its primary coverage region.

CFRB Toronto, one of Canada's oldest stations, was given approval to program separately for fm, with an increase in power to 200 kw on 99.9 mc. CFRB-FM has been in operation since 1939.

CHUM Toronto, which applied for FM license, was temporarily turned down on grounds that no new radio stations are being licensed in areas where new tv stations have been licensed in the past year.

CJRH Richmond Hill, Ont., suburb of Toronto, was given a power boost from 1 kw day to 10 kw day and from 250 watts night to 2.5 kw night on 1310 kc.

Toronto channel reserved for educational tv

Canada's first educational tv station will be licensed in Toronto, Ont., on ch. 19, when a satisfactory organization with adequate finances and programming applies for a license.

Dr. Andrew Stewart, chairman of Canada's Board of Broadcast Governors told a meeting of the Audio-Visual Section of the Ontario Educational Assn., "Whatever the future of educational television may be, I do not think it can make progress in Canada until . . . it has been tried out on Canadian students, instructors and courses. This means we need a demonstration model."

Ch. 19 has been set aside in Toronto for an educational station by the Dept. of Transport. CBC-TV presently has some educational programs. CBLT (TV) Toronto teaches Russian for U. of Toronto credits, and CHCH-TV Hamilton, Ont., has science course for McMaster U., Hamilton.

Pakistan to experiment with commercials

Commercial broadcasts are to begin soon over the Karachi station of Radio Pakistan. As a preliminary start, the station will broadcast a one hour commercial program. A board composed of representatives of the advertisers, Radio Pakistan, and the Ministry of National Reconstruction & Information, is to keep watch over the quality of programs and to ensure maintenance of appropriate ethical and cultural standards.

The government decision to allow commercial broadcasting was reached with view to supplementing Radio Pakistan's meager resources.

BBM listening survey

Complete data on radio and television listening and viewing in Canada is now being published by the co-operative Bureau of Broadcast Measurement, Toronto, Ont. For the first time the reports will show data on non-member stations throughout Canada on the same report with that of member stations. The area reports give the tuning habits of the audience of member stations alphabetically, and adjacent to this listing is one showing the reports on non-member stations. The report also lists out-of-home radio listening surveys made by BBM.

Formosa plans tv station

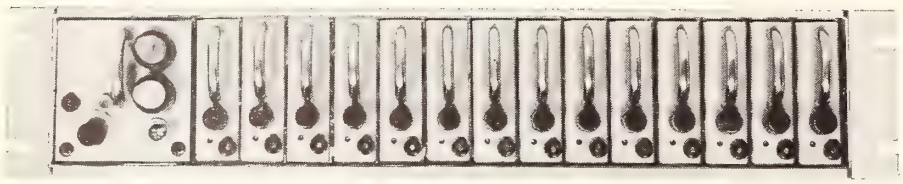
Dutch Philips is currently negotiating a contract for television equipment with the government of Formosa. According to Dutch reports, Philips is willing to invest close to $30,000 in the project. At one time, there were negotiations with Japanese manufacturers, but no definite deal emerged.

French programmers to meet

Representatives of France, Belgium, Luxembourg, Switzerland and Canada meet at Montreal, Que., June 14-21 to organize French-language radio program exchanges between the five countries. The Communaute Radiophonique des Programmes de Langue Francaise was formed in 1955 and is holding its first meeting in Canada. Annual exchanges have grown in number and last year some 2,000 radio programs were exchanged between the member nations.

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COUNTERTHRUST *— featuring Tod Andrews — an American agent helping to expose and prevent the Communists from taking over in the Orient, will give you high, "winter-style" ratings during the summer.*

Make your move now toward better summer programming. Contact ABC Films to get the full story and background of the series that is loaded with action, suspense and intrigue.

ABC FILMS, INC. 1501 Broadway New York, New York

A new Disney character for NBC-TV

A giant promotion campaign—mapped out by the combined efforts of sponsors, network and producer—for Walt Disney's new fall entry on NBC-TV, *Wonderful World of Color,* has already been set in motion.

The program, sponsored by RCA and Eastman Kodak will debut Sept. 24 (Sun., 7:30-8:30 p.m. NYT). It will have a format similar to Disney's present tv endeavor, ABC-TV's *Walt Disney Presents.* Projected plans for the new series include 25 new hours of animated cartoons, specials, and American hero, animal and carnival stories, as well as repeats of programs shown in previous years.

Eleven different spot announcements of 20 and 60 seconds—including some in color—being prepared by NBC-TV for showing this spring, will cost "well in excess of $1 million," according to the Disney office in New York. RCA and Eastman Kodak plan to use the show for a joint promotion of color broadcasting, including use of Disney characters in point-of-sale, sales promotion and advertising. Theme of the push: "If you're not seeing it in color, you're missing half the show!"



Walt Disney's newest standard character, Ludwig Von Drake, will be introduced to the public during the promotion campaign for the new NBC-TV series "Wonderful World of Color," which debuts Sunday, Sept. 24 (7:30-8:30 p.m. NYT).

WHAS-TV inflicted with 'Derby fever'

A panoramic fever chart of the contagious excitement that affects Louisville the first Saturday in May was drawn last week by WHAS-TV that city. The station devoted over four hours to diagnosis of the symptoms of Kentucky Derby Fever and to manifestations of the epidemic.

The symptoms were explored in a prime-time documentary Thursday (May 4), 9 to 10 p.m., sponsored by Brown & Williamson tobacco company, when viewers were shown the stable area of Churchill Downs, introduced to trainers, owners, jockeys and grooms and, of course, to the Derby hopefuls themselves. Prep races for the Derby were shown.

On Derby Day—Saturday—WHAS-TV telecast from the track from 2 to 5 p.m. Color and background, the running of the sub-feature, the Debutante Stakes, were prelude to the Derby preview and the actual running of the classic which WHAS-TV originated for CBS-TV.

The big switchover

They rolled out the red carpet complete with motorcade, parties, interviews and what have you—a real welcome—as WKRC-TV Cincinnati officially became an ABC-TV primary affiliate last weekend.

There were guests galore, mostly ABC-TV executives and stars including Oliver Treyz, president, ABC-TV; James C. Hagerty, vice president, news, special events and public affairs, ABC-TV; Julius Barnathan, vice president, affiliated tv stations; Robert Coe, vice president, tv station relations; Dick Clark, *American Bandstand;* Robert Conrad, Anthony Eisley, Connie Stevens, Ponci Ponce and Grant Williams, all *Hawaiian Eye.*

Climaxing the festivities was a press dinner in WKRC-TV's penthouse.

What's next?

They never said it couldn't be done—a bed rolling contest—but it was and with great success, according to KOFE Pullman, Wash., which originated it.

Nine hand-pushed beds were to negotiate the 8.2 mile course from Washington State U., Pullman, to the U. of Idaho, Moscow, for various prizes, with 15 full and part time KOFE staffers struggling to operate, judge and broadcast the strange marathon. Sponsor of the event was Shakey's, a pizza house.

The winner, Sigma Phi Epsilon fraternity, WSU, covered the distance in 47 minutes and three seconds, despite the fact that five of their fastest runners were competing in a varsity track meet at the same time. For their efforts, they received $75 in stereo records, a free dance and a trophy.

Indiana Radio Month award

An annual Radio Month Award to be presented to the Indiana radio station doing the "best over-all, consistant Radio Month promotion" during May has been announced by the board of Indiana Broadcasters Assn. Joseph C. Amaturo, WIRE Indianapolis, is Radio Month chairman. Ingenuity and consistent effort in all phases of station operation will be the determining points in judging entries. The IBA board said it hoped the award will play an important part in maintaining and increasing the respect of the general public for the services which radio performs in their daily lives.

USO show in U.S.A.

WBZ Boston sponsored and staged a two-hour USO variety show in honor of the organization's 20th anniversary. It was the first USO show in this country since World War II, according to the station.

To secure talent, WBZ scheduled auditions for amateurs in the New England area in which 3,000 applications were received. First prize was a contract by USO Camp Show Inc. to join an overseas unit.

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Sacramento always has been a leader in California history and development. Even in the pioneer days of Sutter's Fort it was the center of an area obviously destined for a great future. Sacramento, today, has fulfilled that early promise and is one of California's most prosperous markets. KFBK, the Beeline station in Sacramento, reaches the listeners who do the biggest share of the buying in this market.

Sacramento is one of the *five* important markets in Inland California and Western Nevada where Beeline stations reach more radio homes than any other combination of stations — *at the lowest cost per thousand.* (Nielsen, SR&D)

Better check the Beeline stations for your next campaign in this vital area.

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SACRAMENTO, CALIFORNIA
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE



BROADCAST ADVERTISING

Edward W. Murtfeldt, senior vp, Benton & Bowles Inc., N. Y., appointed executive vp. Mr. Murtfeldt, who started his career as messenger in 1929, has been with B&B since 1947. He became vp in 1951, was elected to board of directors in 1957, and was named senior vp following year. He also served Lord & Thomas & Logan (now Foote, Cone & Belding), Young & Rubicam, Columbia U. Press, and General Foods.


Mr. Frey

George Frey, vp in charge of network relations for Sullivan, Stauffer, Colwell & Bayles, resigns. Mr. Frey, who joined agency in 1956 following 32 years of service with NBC as network executive, most recently as vp in charge of tv network sales, will become consultant for agency.

Kenneth E. Runyon, vp and marketing director, Gardner Adv., St. Louis, elected to agency's board of directors.

Hugh Collett, executive assistant to president of Advertising Federation of America, joins American Assn. of Advertising Agencies as staff executive.


Mr. De Huff

Tom De Huff, on tv-radio commercial production staff of Cunningham & Walsh Inc., named director of commercial production. Mr. De Huff, who joined C&W eight years ago as writer-producer and has also served in program development and as tv account executive, succeeds **William La Cava,** who has joined Morton McConnachie Productions Inc., that city.

L. Benton Paschall named associate executive of Clifford Gill Agency, Beverly Hills advertising firm. Mr. Paschall had recently resigned from general manager's post at KWIZ Santa Ana, Calif.

Kenneth L. Striker, administrative manager, McCann-Erickson, Los Angeles, resigns effective June 1. No successor will be named, with Mr. Striker's duties divided among other employes.

Philip L. Worcester, production supervisor, Fuller & Smith & Ross Inc., N. Y., joins Ted Bates & Co., that city, as tv producer.

James C. Campbell, vp and Los Angeles manager of Field Research Co., joins Marplan, marketing service arm of McCann-Erickson, in Los Angeles as director of research services.

John J. Meskil, media director of McCann-Marschalk Co., New York, appointed vp of agency. He began his career in 1947 with media and research department of Grey Adv., N. Y., and in 1951 joined media department of Fletcher Richards, that city. He was promoted to media manager at Fletcher before coming to McCann-Marschalk in 1959.

LeRoy A. Emmerich, broadcast production manager, elected vp of Geyer, Morey, Madden & Ballard Inc. Mr. Emmerich joined agency as producer in 1953 after stint as independent producer, with agency as one of his clients. Formerly, he was time program manager of WKOX Framingham, Mass. He has been broadcast production manager since 1956.

Sidney McAllister, account executive for Wade Advertising, Chicago, named account supervisor. **David S. Williams** named media director, and **Bruce Collins,** previously with Tatham-Laird, appointed executive art director.

Jack Thompson, vp in charge of radio sales for Peters Griffin Woodward, appointed head of radio and tv sales development department of The Branham Co., New York.

Roger McGovern promoted to copy supervisor at Ketchum, MacLeod & Grove Inc., Pittsburgh. He had joined firm in 1956 as copy writer.

Joan Wilke, formerly with Tatham-Laird, Chicago, joins Advertising Counselors of Arizona, Phoenix advertising agency, as creative director.

Virginia Van Cleve, formerly with Don Kemper Co. and Compton Adv., Chicago, to copy department of John W. Shaw Adv., that city.

John C. Geran and **Robert H. Widmann** join Ben Sackheim Inc., N. Y., as copywriters. Mr. Geran was formerly in promotion department of *Newsweek* magazine, while Mr. Widmann was copywriter for Montgomery Ward.

Anita Fisher, formerly of Erwin, Wasey, Ruthrauff & Ryan, N. Y., joins Papert, Koenig, Lois Inc., that city, as copywriter.

Robert L. Gilbertson joins New York staff of Harrington, Righter & Parsons, after serving seven years in firm's Chicago office.



Knorr station managers meet

Robert M. Booth Jr., president of FCC Bar Assn., and Robert K. Richards, Washington pr counsel, addressed Knorr Broadcasting Corp. managers meeting held in Dearborn, Mich., April 21 and 22. Knorr stations, all in Michigan are: WKMH Jackson; WSAM Saginaw; WELL Battle Creek; WKMF Flint; WKMH Detroit. L to r above: Robert K. Richards, Richards & Assoc., Washington; Walter Patterson, executive vp of Knorr Broadcasting Corp.; Mrs. Fred A. Knorr, president of corporation; Robert M. Booth Jr., Washington.

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Get the FACTS from the Zenith Engineers who conceived and developed the FCC-Approved system!

Demonstrations every two hours, 10 a.m. to 8 p.m., Sunday through Wednesday, May 7-10, during the NAB Convention.

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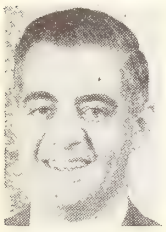
John R. Wright and **Peter R. Scott** join tv sales staff of The Katz Agency, N. Y. Mr. Wright was formerly with Peters, Griffin, Woodward, station rep, and Mr. Scott was timebuyer at Foote, Cone & Belding, N. Y., advertising agency.

Stanley F. Nelson joins Jack T. Holmes & Assoc., Fort Worth, Tex., as copy and plans chief.

Richard Hillman, formerly of Benton & Bowles, N. Y., joins Doyle Dane Bernbach, that city, as project director in research department.

Tom Tarbox, former *Arizona Republic* columnist, joins Curran-Morton, Phoenix, Ariz., advertising agency, as pr director.

THE MEDIA


Mr. Drilling

Joseph C. Drilling, executive vp and general manager of KJEO (TV) Fresno, Calif., to WJW-TV Cleveland as managing director succeeding **Benjamin B. Wickham** who resigned (WEEK'S HEADLINERS, April 24). Mr. Drilling, presently member of NAB tv board is also member of board of ABC-TV Affiliates Assn.

MARS CONTACTS CHICAGO

WLS is beaming thrilling sounds from MARS at mid-America . . . *look out World!* Audience response is tremendous, just as it has been in all the markets which are hosts to this friendly invasion of sound from MARS . . . 50 stations join MARS in 48 days. *A rating rampage!* Profit now by contacting MARS.

See Us at THE SHOREHAM

MARS BROADCASTING, INC.
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April landings on MARS: WABC, New York; WLS, Chicago; WHK, Cleveland; WXYZ, Detroit; KQV, Pittsburgh; WKWK, Wheeling; WIP, Philadelphia; WITH, Baltimore; WKBW, Buffalo; WBBF, Rochester; WPTR, Albany; WGH, Newport News; WMBR, Jacksonville; WCKR, Miami; WALT, Tampa; WLOF, Orlando; WHHM, Memphis; WKDA, Nashville; CHUM, Toronto; WSAI, Cincinnati; WISH, Indianapolis; WQXI, Atlanta; WOLF, Syracuse; KRUX, Phoenix; KIMN, Denver; WKY, Oklahoma City; WMEX, Boston; KXOK, St. Louis; KDEO, San Diego; KAFY, Bakersfield; KFXM, San Bernardino; KTKT, Tucson;
How'd ja like to join THIS club?

James H. Quello appointed vp and general manager of WJR division (WJR Detroit) of The Goodwill Stations Inc.; **A. Donovan Faust** named vp and general manager of WJRT division (WJRT [TV] Flint, Mich.) and **C. Thomas Garten** appointed vp and general manager of WSAZ division (WSAZ-AM-TV Huntington, W. Va.). Title of corporation changed at annual stockholders meeting in Detroit from WJR, The Goodwill Station Inc., to The Goodwill Stations Inc.

John F. Day, who resigned as news vice president of CBS News (BROADCASTING, Feb. 6), elected executive vice president of Pacifica Foundation and general manager of Pacifica's listener-supported WBAI (FM) New York. Non-profit organization also operates KPFA (FM) San Francisco and KPFK (FM) Los Angeles.

Leslie H. Peard Jr., general manager of KFRE-AM-TV and KRFM Fresno, Calif., elected to board of directors of CBS Radio Affiliates Assn., filling unexpired term of **Jay Wright,** formerly of KSL Salt Lake City.

John McAvity, assistant in sales service department, ABC-TV, appointed eastern sales service manager.

Charles R. Bergh appointed manager, central division, NBC-TV Spot Sales. Mr. Bergh has been salesman with eastern division, tv spot sales, having started as sales service supervisor with NBC in 1950 and then being promoted to salesman year later.

Arthur J. Johnson, manager, station sales, NBC-TV, named manager of co-op and network station sales and planning.

G. Pearson Ward, vp and general manager of KTTS-TV Springfield, Mo., presented Springfieldian Award, by local Chamber of Commerce on April 24.

B. L. Munson, account executive for WISM Madison, named manager of WHSM Hayward, both Wisconsin. **Bob Fraser** and **Jack Woofford** join station as sports and program director and music and news director, respectively.

Frank R. Brown, manager of KHUM (now KINS) Eureka, named station manager of KGGK-FM Garden Grove, both California.

Harry Trenner appointed director of KHJ-AM-TV Los Angeles and KFRC San Francisco, Don Lee Division stations of RKO General. Mr. Trenner joined corporate staff in December 1960, as director of western sales development for all RKO General stations.

George Finnegan and **John H. Bone** named general managers of WTVH Peoria and WTVP (TV) Decatur, Ill., respectively. Mr. Finnegan had been general sales manager for station, while Mr. Bone was commercial manager of WVUE (TV) New Orleans. **Clyde Dutton,** sales staff member of WTVH, promoted to sales manager.


Mr. Baker

George A. Baker, director-producer for NBC-TV Washington, named station manager of new etv station, that city. Mr. Baker had more recently worked with Greater Washington Educational Television Assn. in advisory capacity in production of Time for Science telecasts.

Robert C. Crager appointed general manager of WWBZ Vineland, N. J.

Jock Bliss, operations and program manager of WLAV-AM-FM Grand Rapids, Mich., appointed to supervise operations and programming for all five Michigan stations owned by Stevens-Wismer Broadcasting Inc. (WHLS-AM-TV Port Huron; WLEW Bad Axe [66⅔%]; WLAV-AM-FM Grand Rapids). **Van Griffin,** stations' chief announcer, has been named to take over duties of Mr. Bliss.

Gordon Fuqua named manager of catv system serving Man and Logan, and Bluefield, both West Virginia. Mr. Fuqua held similar post with Bluefield TV Cable Co. before its acquisition by National Theatres & Television Inc.

Bill Giddens, general manager of WANA Anniston, Ala., named commercial manager of WDNG, that city.

Ted Milligan named production manager in charge of programming for WCET (TV) Cincinnati, replacing **Charles Vaughn** who resigned to become program associate for National Educational TV & Radio Center, New York.

Clifford Slater, columnist for *Monterey County Democrat,* joins Kennedy-Hannaford Inc., Oakland and San Francisco, as copywriter.

James E. Uglum named program director of WTCN Minneapolis-St. Paul, succeeding **Jack Huston** who will devote all of his time to administrative duties as production coordinator. **Robert J. Reardon,** former regional sales director for WTCN-TV resigns to become executive vp and director of Otto

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in Southern California

*46 advertisers now in their 2nd to 21st continuous year

















The Music Stations for Southern California

24-hour simultaneous AM-FM at one low cost



KFAC AM-FM

PRUDENTIAL SQUARE
Los Angeles

Represented by The Bolling Co., Inc.

Bremer Co., operators of 40 banks in Montana, N. Dakota, Minnesota and Wisconsin.

Frank M. Monaghan, program director of WGBI Scranton, Pa., for past 29 years, resigns.

Betts Brauer named promotion director of WING Dayton. Miss Brauer was formerly associated with WRIT Milwaukee, as head of traffic and continuity department.

Joe Moffatt named director of public affairs of Shenandoah Life Stations Inc., operators of WSLS-AM-FM-TV Roanoke, Va. He had been news director of stations since June 1959 and previously to that had been newscaster. **C. S. Thompson Jr.,** news director of WHIS-TV Bluefield, W. Va., named to station's news staff.

Charles S. Williams, assistant advertising and sales promotion manager of WBZ Boston, named publicity director for WEEI, that city.

Edwin Moise, assistant producer for WWL-TV New Orleans, appointed public affairs director.

Tom Hooper and **Blake Kellogg** named operations managers for WKOW radio and WKOW-TV Madison, Wis., respectively.

Otto A. Goessl, advertising and promotion director for KELP-AM-TV El Paso, Tex., joins WYLD New Orleans.

Kenneth C. Miller appointed local sales manager of WFBR Baltimore. Mr. Miller has been on station's sales staff for past six years.

Robert L. Gilbertson, Harrington, Righter & Parsons, Chicago, joins that company's N. Y. sales staff.

Frederick L. Gilson, account executive for CBS Films, New York, named manager of Atlanta, Ga., office, succeeding **James Thrash,** who resigned to become manager of Television Advertising Representative's new office in Atlanta.

John A. McElfresh, account executive for CBS-TV Spot Sales in Chicago, to New York office in similar capacity.

Jerry Danford, account executive, WCBS-TV New York, named assistant general sales manager of station. At same time, **Richard Casper, Larry Gershman, John Ginway** and **Charles Warner** join outlet as account executives. Mr. Casper comes to WCBS-TV from WNTA-TV Newark-New York; Mr. Gershman was formerly of NTA, and Mr. Ginway was account executive with The Katz Agency. Mr. Warner was previously account executive for Avery-Knodel, N. Y.

Don Keck, account executive with KNBC San Francisco, to KABC-TV Los Angeles, in similar capacity.

Lue Stearns, formerly of Muzak Corp., and **Lionel Furst** of NTA, join WOR-TV New York, as account executives.

Tom Davis, former WFBM Indianapolis continuity writer, returns to station as account executive. Mr. Davis was account executive with *Columbus Dispatch,* Columbus, Ohio, in intervening period.

Charles Davis joins KABL Oakland, Calif., as account executive.

Helen Murray Hall resigns from NBC Hollywood, effective June 16. Miss Hall, who joined NBC in 1938, had been manager of advertising and promotion department for ten years.

Deborah Miller, administrative assistant to director of public affairs, WCAU-TV Philadelphia, promoted to associate producer. **Jerome P. Chamberlain,** production manager of WRVA-TV Richmond, Va., joins directing staff of station, replacing **Tony Verna,** who left to become director for CBS Sports.

Donald C. Kamin and **Jack L. Mohler** appointed account executives for Storer Television Sales Inc., newly formed tv station rep firm. Mr. Kamin had been in Chicago office of Storer Broadcasting Co. for past year, prior to which he had been with The Katz Agency. Mr. Mohler was eastern sales manager for Television Advertising Representatives for past two years.

Hal Abrams, account executive for WBBM-TV Chicago, joins CBS-TV Spot Sales, that city, in similar capacity.

John R. Mahoney, previously account executive for WRCV Philadelphia, to WCAU-TV, that city, in similar capacity.

Fritz Manes appointed account executive for KNBC San Francisco. He previously was with sales department of KFAX, that city, and prior to that was with sales staff of KAFE-FM Oakland.

William Ryan, account executive for WVOX New Rochelle, joins WINS New York, in similar capacity.

Marv Megison, chief time buyer for MacManus, John & Adams, Detroit, named account executive for KYA San Francisco.

Johnny Canton appointed program director for WNOW-AM-FM York, Pa. In addition to his new duties Mr. Canton will continue as air personality.

Warren S. Walden, news and sports director of WJAR-AM-TV Providence, R. I., promoted to pr director.

Betty Martin appointed personnel manager of KTTV (TV) Los Angeles. Mrs. Martin has been with station for four years.

Adrian Landis, production manager of special publications for North American Aviation, joins KHJ-TV Los Angeles as assistant to promotion manager.

Daniel J. Ruffo, for past year with Headley-Reed Co. and before that with Edward Petry & Co., both Chicago, to sales staff of Weed Television Corp., Chicago.

John Barnard, formerly of WFUN Huntsville, Ala., time sales staff, to WTVJ (TV) Miami sales department.

Joe Holstead, KOLE Port Arthur, Tex., elected president of United Press International Broadcasters Assn. of Texas, succeeding **Tom Ellis** of KONO, San Antonio. **Pat Endsley** of KWRD Henderson was elected vp.

Duane Bock, news director of KHQ-AM-TV Spokane, Wash., elected chairman of Inland Empire Associated Press Broadcasters Assn.

Fred Beard, WJDX Jackson, Miss., elected president of Mississippi Broadcasters Assn., succeeding **Hal McCarley,** WBLE Batesville. Others elect-

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NEW YORK 41 E. 42nd St., MUrray Hill 7-8437



DWIGHT PRATER (seated) was born in Sylacauga, Alabama, in 1917. He holds a Ph.D. in biophysics from the University of Pennsylvania and has been a Mobil employee since 1951. An accomplished oboist, Dr. Prater manages the Haddonfield (N.J.) Symphony Orchestra.

JIM WEI was born in Macao, 30 years ago. He joined Mobil after receiving his doctorate in chemical engineering from M.I.T. in 1955. Dr. Wei is also a classical music enthusiast and plays piano for relaxation.

WHAT DOES A CHEMICAL REACTION LOOK LIKE?

A MATHEMATICAL MODEL of one is shown in this picture. The model represents a reaction that takes place in oil refineries every day.

Using an "off-beat" branch of mathematics, illustrated by this three-dimensional model, these Socony Mobil scientists have recently made an important breakthrough in the field of theoretical physics. They found a way to describe exactly what happens to petroleum molecules during refining. It formerly took hundreds of expensive laboratory experiments to get this information.

Their discovery allows Mobil to control chemical reactions with precision. As a result, we can now "freeze" refinery processes at exactly the proper stage to obtain maximum amounts of the products we want most. This means better products for Mobil customers.

These scientists have probed deeply and successfully into the foundations of petroleum reactions. The full implications of their breakthrough extend far beyond the specific problems of petroleum refining. Their work has given scientists everywhere greater insight and understanding into a fundamental process of nature.

Mobil encourages its scientists to give full play to their research interests and abilities. Dwight Prater points out that "our discovery was in a field in which neither one of us specialized at college."

Mobil scientists also are free to explore ideas which may appear to have little immediate application to the company's operations. Jim Wei notes, however, that "many of these investigations pay off handsomely later on—for the company and for us."

Dr. Prater and Dr. Wei are two of the 1,500 men and women engaged in Mobil's $25,000,000-a-year research program—in which imagination is turned into ideas, and ideas into better products and processes.

Probing the far frontiers of science pays off not only for Mobil, but for everyone who does business with Mobil—customers, employees, licensees, and investors.

Mobil

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150 E. 42nd Street, New York 17, N. Y.

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EMI/US

Introduces Video Recording
Tape at NAB Booth 35

Now you've got freedom of selection in television recording tape — with the introduction of consistent, flawless Emitape. Developed by EMI Ltd., Great Britain — manufacturer of the world's first public TV system (in regular service by BBC in 1936). Proven in tens of thousands of hours of actual telecasting, Emitape is now available in the U.S. exclusively through EMI/US, with immediate availability through 28 strategic locations from coast to coast.

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If you don't get to the NAB show, let us send our part of the show to you . . . complete detailed literature on EMITAPE and other EMI/US broadcast equipment.

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1750 North Vine Street, Los Angeles 28, California

Please send complete literature on Emitape and other products of the EMI/US Broadcast Division.

Name_____
Title_____
Company_____
Address_____
City_____ Zone____ State_____

ed were **Jim Reese,** WGCM Gulfport, vp; **Joe Phillips,** WSSO Starkville, secretary-treasurer; **Duncan Whiteside,** WCBH University, executive secretary.

James E. Allen, general manager of WBZ-TV Boston, elected president of United Press International Broadcasters Assn. of Mass., succeeding **Gerry Harrison** of WLLH Lowell and WMAS Springfield, both Massachusetts.

Arden Swisher, KMTV (TV) Omaha, elected president of Nebraska Broadcasters Assn., succeeding **Harry Peck,** KODY North Platte. Others elected: **Robert E. Thomas,** WJAG Norfolk, vp, and **Richard Chapin,** KFOR Lincoln, secretary-treasurer.

Ed K. Smith, general manager of WCMB Harrisburg, Pa., elected president of Pennsylvania Associated Press Broadcasters Assn. Mr. Smith, who had been group's vp for past year, succeeds **Robert R. Williams,** manager of WHLM Bloomsburg. **Warren Weiner,** WRTA Altoona, was elected vp, and **Joseph Snyder,** Philadelphia AP bureau chief, was re-elected secretary.

John Galloway appointed office manager and traffic director of WOOK Washington.

Kenneth L. Yourd, for business and legal affairs, National Educational Television & Radio Center, resigns.

John C. Lennhoff appointed pr director of Connecticut Educational Television Corp. Until his appointment he managed membership services and trade development departments of Hartford Chamber of Commerce.

William E. Dixon appointed chief engineer for Southern Illinois U.'s new etv station WSIU-TV. He previously served in similar capacity for WCHS-AM-TV Charleston, and WWVA-AM-FM Wheeling, both West Virginia.

James Burke appointed director of news and public affairs of WGR-AM-FM-TV Buffalo. He has been associated with CBS News Div., most recently as managing editor.

Jim West, WBAL Baltimore air personality, to WITH, that city, as news and sports director. **Bob Jones,** WBAL air personality, to WJZ-TV, also Baltimore. Others leaving WBAL: Announcers **R. Alan Campbell,** (to WTTG [TV] Washington), **Fred Grey** and **Charles W. Johnson. Penny Burnett** of WBAL-TV sales department, also resigned to join WMAL Washington.

Geoffrey Fisher named news editor of KYW Cleveland. Mr. Fisher was newspaper reporter, writer and columnist with now defunct *Cleveland News,* and after that free lance writer and head of own pr firm.

Paul Lazzaro, formerly with Balaban & Katz theatre chain, Chicago, and before that announcer at WCOV Montgomery, Ala., to WBBM Chicago, as director of publicity for CBS Radio. He succeeds **Henry Roepken,** who joined news staff of WBBM-TV there.

Irving D. Holczer appointed advertising manager of Bulova Watch Co. He has been consumer products sales promotion manager since 1958.

Monroe Mendelsohn, director of tv promotion, MGM-TV, N. Y., will open commercial photography studio in that city.

Bob Jones joins WJZ-TV Baltimore staff, as host of audience participation program.

Charles R. Boyles named moderator of *Night Beat,* audience participation-discussion program of WHB Kansas City. Mr. Boyles who spent past four years with WKY Oklahoma City, replaces **Allen Shaw,** acting moderator, who resumes duties as news director.

Earl W. Clayton Jr., named automotive editor of KPHO Phoenix, Ariz.

Bruce Roberts, with program staff of WBBM-TV Chicago since 1951, named sports director.

Lester Keiter, former sports director, WMGM New York, joins WINS, that city, in similar capacity.

Frank Filesi joins WFAA Dallas as sports announcer and special events reporter. He previously was news director for KJIM Fort Worth.

John A. Parker, former Detroit and Houston free lance sports announcer, joins KOGO-AM-TV San Diego sports department.

Larry Krebs, Washington news photographer, joins WMAL-TV news and public affairs department. Mr. Krebs has been covering special assignments for station on free lance basis for past four years while operating own commercial studio.

Bill Jorgensen joins news staff of KYW-TV Cleveland. He previously was news director for WERE, that city.

Ted Bell named newscaster for KAYO Seattle, replacing **Bill Schonely,** who has been transferred to sales staff.

Forrest Boyd, previously news reporter for WLWI (TV) Indianapolis, to news staff of WIRE, that city.

Turnley Walker joins KCOP (TV) Los Angeles news staff.

Daniel Hackel joins news staff of WEWS (TV) Cleveland.

Richard D. Goddard named staff meteorologist for KYW-TV Cleveland.



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the 201 Vidicon for broadcast use operate without a cameraman! **the 203 4½" Image Orthicon** (with exclusive 5 position turret) produce noise-free pictures under lowest-key lighting conditions! **the 204 Color Vidicon** produce life-like color pictures under normal studio-lighting conditions!

TV cameras by EMI, Ltd., Great Britain — developers of the world's first public TV system, in regular service by the BBC in 1936! Now marketed in the U.S. exclusively by EMI/US, with immediate sales and technical service from coast to coast. A complete line of superb broadcast equipment including Emitape for video recording.

See EMI/US at NAB Booth 35A...or write for complete details.

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Please send complete literature on the following:

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☐ Emitape for Video Recording

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City _____ Zone ____ State _____

Jimmy Lundsford joins WSM-TV Nashville, Tenn., as news photographer-reporter.

Hal Moore rejoins WRCV Philadelphia as air personality. Mr. Moore, who was program director for WCBS New York, replaces **Tom Reddy,** who resigned to operate station in Michigan.

Jud Collins, WSM-TV Nashville newscaster, appointed to newly created post of supervisor of announcers. Mr. Collins will continue his announcing duties in conjunction with his new assignment.

Paul Sidney named announcer and air personality for WLIS Old Saybrook, Conn.

Jack Armstrong, Bob Montgomery and **Mark Roberts** join WCRO Johnstown, Pa., as air personalities.

Lee Davis, formerly with WHYE Roanoke, Va., and **"Chip" Allen** of KDEO El Cajon, Calif., joins WAMS Wilmington, Del., as air personalities.

Ken Tanner, announcer-air personality with WHYE Roanoke to WRNL Richmond, both Va., in similar capacity.

Kirby Scott, formerly air personality with WKVA Lewiston and WHGB Harrisburg, to WARM Scranton, all Pennsylvania, in similar capacity.

PROGRAMMING


Mr. Culverhouse

Keith A. Culverhouse, former assistant director of operations, advertising and sales promotion, CBS-TV, joins MGM-TV, N. Y., as director of sales promotion. Before his association with CBS-TV Mr. Culverhouse was director of sales development and later director of sales promotion and presentations for Television Bureau Of Advertising.

N. L. Rogers, for past nineteen years with Frederic W. Ziv Co. and Ziv-UA as sales manager, named vp in charge of Telemat technical film division (film advertising and animated cartoon production firm) Los Angeles. **Walter O. Miller,** field sales manager in special projects division of Ziv-UA, joins as vp in charge of eastern sales department. **Coleman Scott,** formerly with ITC and Frederic W. Ziv, joins as sales manager for central division, and **Niles Lish** named account executive for western area.

John M. Lisha, vp-economist of National Theatres, division of National Theatres & Television, has resigned to return to private practice as economist and financial consultant.

Lou Falkoff and **Aaron Ray** appointed operations manager and administrative assistant to corporate officers of Bonded Tv Film Service, division of Novo Industrial Corp., New York, providing tv film service to advertising agencies and film distributors. **Ben Rachlis** appointed midwest sales manager. Before joining company he was with *Television Age* and prior to that, was associated with NBC.

Morris Weinstein, sales manager, United Artists Corp., Detroit, appointed Detroit branch manager.

George Lemaire named executive assistant to Robert Weitman, vp in charge of production at MGM-TV. Mr. Lemaire has been with MGM for three years.

Barbara Wilkens, formerly of WNTA-TV New York, joins Trans-Lux Corp., that city, as director of publicity and sales promotion.

Rudy Petersdorf, formerly of Desilu Inc., joins National Telefilm Assoc., Beverly Hills, Calif., as director of business administration for that office.

Jack Graham, who at one time served Kenyon & Eckhardt, N. Y., joins Bill Sturm Studios Inc., that city, as account executive.

William O. Humphreys, formerly of Warner Bros., N. Y., joins Seven Arts Associated, Chicago, as account executive.

David Karp, novelist and tv writer, signed to author opening two episodes of *Cain's Hundred* series for MGM-TV.

EQUIPMENT & ENGINEERING

Leslie H. Warner, director, General Telephone & Electronics Corp., N. Y., elected president, succeeding **Don G. Mitchell,** elected board vice chairman. man.

James J. Clerkin Jr., executive vp, Comptometer Corp., N. Y., joins General Telephone & Electronics International, that city, as president, effective June 1.

R. Paul Comstock Jr., formerly of Textron Electronics, named to newly created post of vp, director of marketing of ITA Inc., Lansdowne, Pa.

Sidney Harman, president of Harman-Kardon, New York manufacturer of high fidelity instruments and components for data processing, appointed executive vp of Jerrold Electronics Corp., Philadelphia, as result of merger of companies.

Reginald A. Young, manager of Sylvania Electric Products Inc., receiving tube plant in Mill Hall, Pa., appointed manager of subminiature receiving tube plant in Burlington, Iowa, succeeding **Eugene E. Broker,** who was named general manufacturing manager of company's parts division.

L. Donald Cole and **E. Gordon Burlingham** promoted to manager of marketing services and manager of distribution services of CBS Electronics, respectively. Mr. Cole was formerly sales service manager and Mr. Burlingham was manager of warehouse administration.

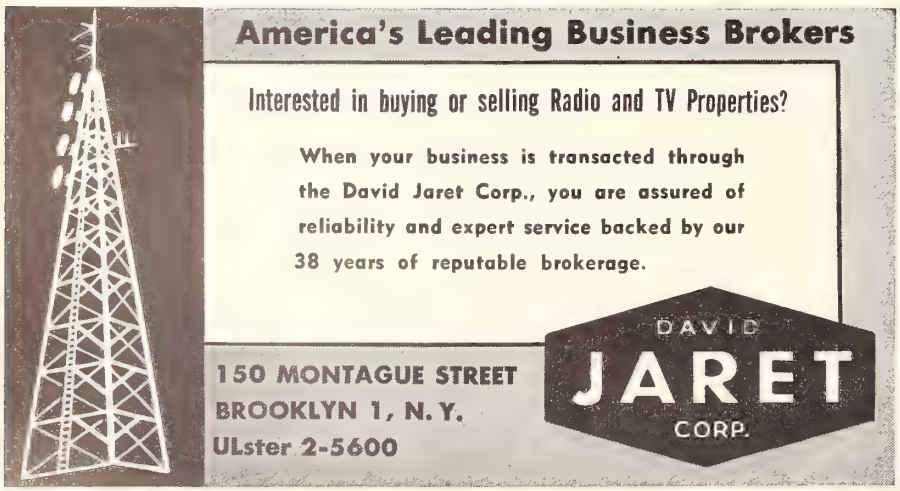
Tucker P. Madawick appointed manager of industrial design, home instruments, RCA sales corporation, Indianapolis. Mr. Madawick, who also heads advanced design and styling center, had previously served as manager of industrial design, tv products.

Martin S. Albert appointed district sales engineer, semiconductors, for Long Island and New York City areas, for CBS Electronics.

Alvin Barshop, sales manager, Granco Div., Du Mont Emerson Corp., Jersey City, N. J., named sales manager of newly-acquired Telectro Div. He will administer both divisions.
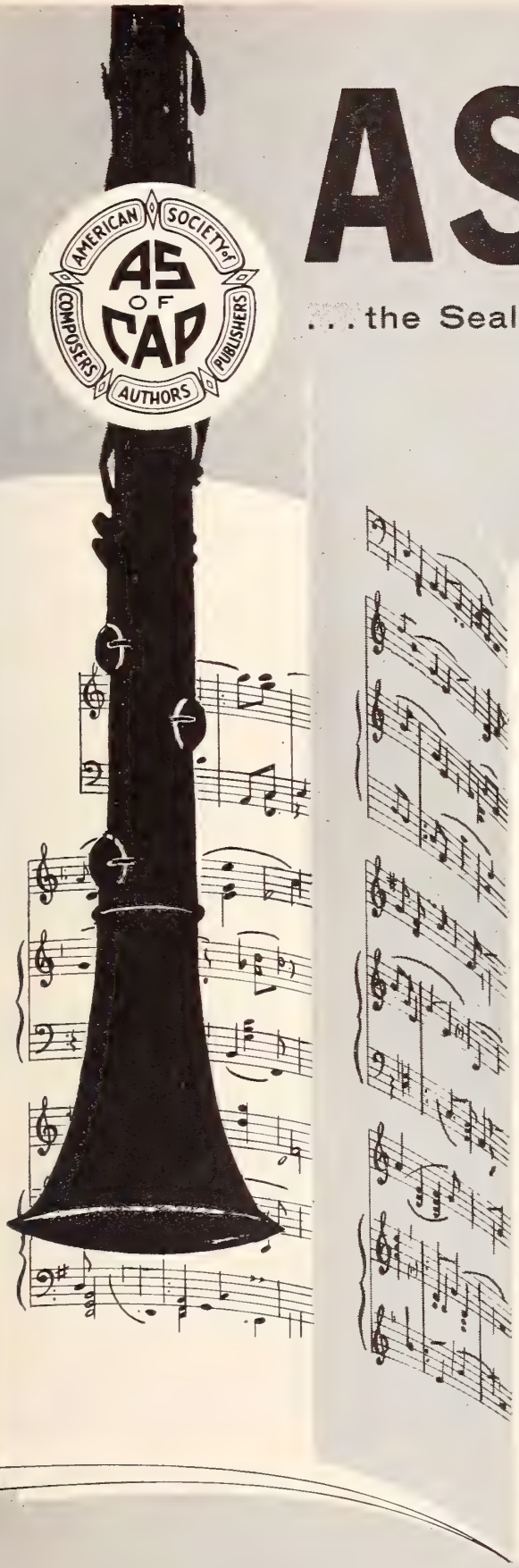
Robert S. Putnam joins Pacific Semiconductors, Inc., subsidiary of Thompson Ramo Woolridge Inc., as manager of industrial relations. Mr. Putnam succeeds **Joseph C. Ross,** recently appointed division manager, Micro-Electronics.

Sam Mumford, research analyst for



ASCAP

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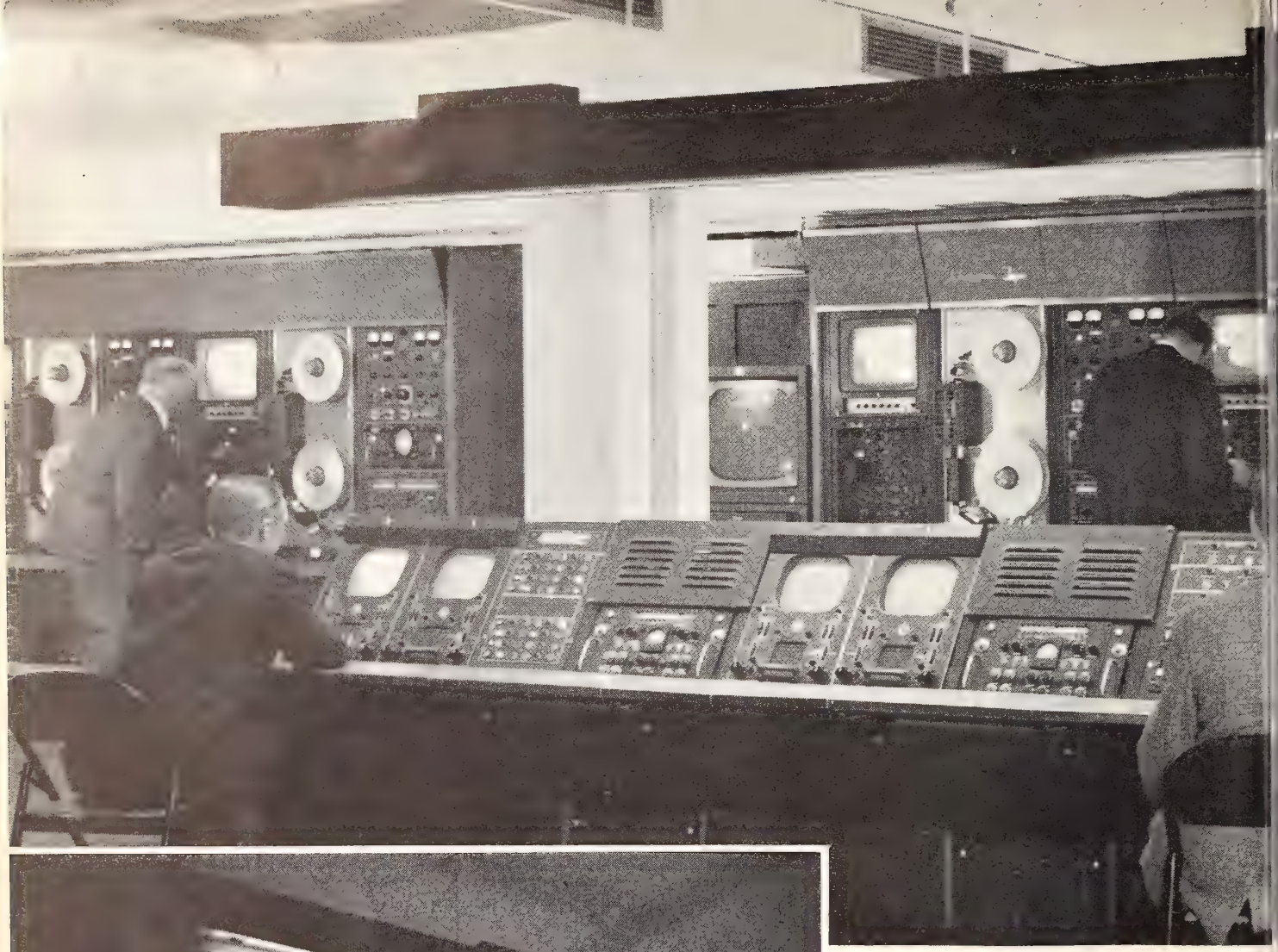


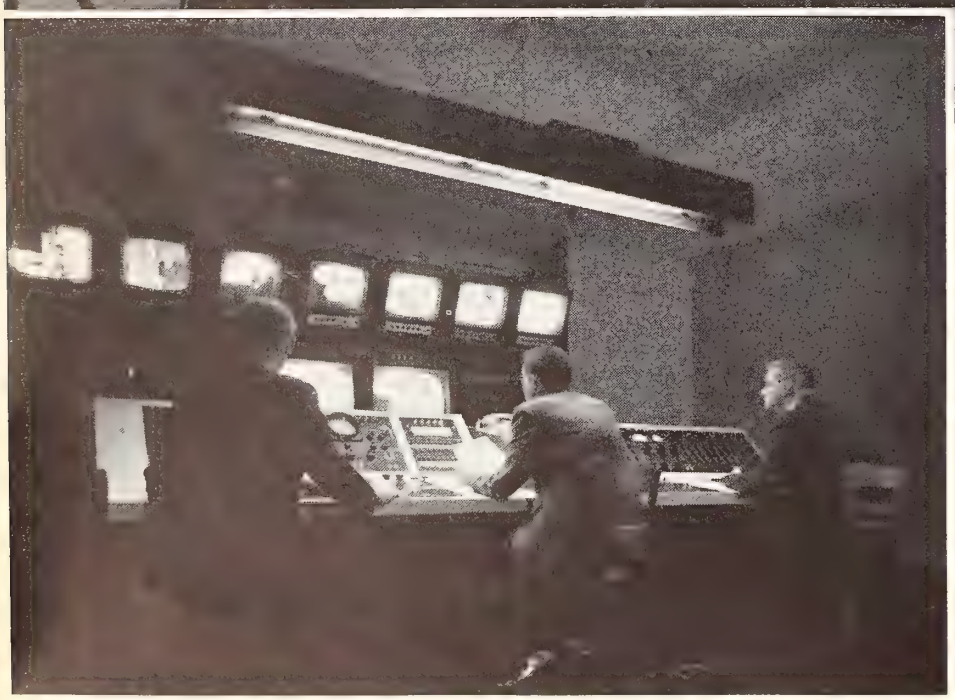
The Seal of the American Society of Composers, Authors and Publishers on music is a *mark of distinction.* It may only be used by members of ASCAP. It is the hallmark of the skilled professional whose talents create the top tunes of television, radio and records, the song hits of Broadway and Hollywood and the finest in the fields of classical and religious music. It is the seal of public approval.

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SERVICE PAR EXCELLENCE. Unparalleled tape editing service is furnished by Reeves' eight RCA TV Tape Recorders for clients who give them their toughest jobs. It means the finest electronic editing from a variety of sources—tape, slides, films. The producer has at his command every technical convenience possible. He can count on top quality . . . the economy of single-camera, scene-by-scene shooting . . . plus flexibility and simplicity in electronic mixing.

BUSINESS BUILDER. Reeves reports they have built their business through the superiority of results they get with RCA TV Tape Equipment. Key to this is the RCA "Pix-Lock." Using this new equipment they can assure roll-free pictures in switching and provide commercially perfect fades, dissolves and a full range of special effects. In addition "Pix-Lock" improves original picture quality of tapes they receive for editing. These amazing electronic facilities allow them to turn out the most salable tapes with the greatest production facility and technical perfection.

You, too, can get the superb pictures that will produce repeat business from your clients, plus the technical excellence that will make the tough jobs less arduous. Call the RCA Representative—with confidence, for the best in matched equipment and service. Or write to RCA, Broadcast and Television Equipment, Dept. UB-22, Building 15-5, Camden, N. J.



We get the tough jobs because we have RCA TV Tape!"

...says Bob Byloff, Reeves Studios, New York

We're often called upon to edit a production that picks up n clips and tapes from several sources, combining them th tape, film and live pickup. The technical excellence of CA TV Tape Equipment gives us an edge on the really mplicated assignments. We find our RCA TV Tape cilities give us the ability to actually improve on the ality of tapes, regardless of origin. With RCA TV Tape, job is too tough to tackle!"

More and more producers and stations are now using RCA TV Tape Systems. They get superior results from a com pletely matched line of equipment. The system include TV Tape Recorders, Studio Cameras, Film Cameras, Pro jectors, Monitors, Switching and Special Effects . . . matche both electrically and mechanically to work together. RC makes it feasible to get everything from a single reliabl source . . . equipment that is built and operated accordin to proved broadcast procedures . . . backed up by to engineering counsel and service everywhere.

RCA®

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

North American Aviation, named technical service engineer for west coast area of Prodelin Inc., Kearny, N. J., designers and manufacturers of antennas and transmission line systems.

George A. Wilde, senior sales engineer for CBS in eastern U. S., joins Eitel-McCullough, in similar capacity. Mr. Wilde has been assigned to New York sales office.

INTERNATIONAL

Fred W. Arenburg, program manager of CHNS Halifax, N. S., to station general manager, succeeding **Gerry Redmond,** who has resigned. Mr. Redmond started with CHNS about 1930, became manager in 1945, general manager in 1952. Mr. Arenburg started with CKBW Bridgewater, N. S., joined CHNS in 1954, became program manager in 1959.

Karl H. Kruger, sales manager, Unilad Artists Corp., Frankfort, Germany, named general manager, for that country.

Martha Holmes, formerly of Stowe & Bowden, Manchester, England, joins Kenyon & Eckhardt, Toronto, as copywriter.

ALLIED FIELDS

Paul M. Segal announced last week that **Robert J. Jacobi** has become associated with his Washington law firm specializing in communications practice. Mr. Jacobi, graduate of Washington & Lee U., joined FCC Office of Opinions and Review in November 1958 and since April 1960 has been attorney in hearing division of Broadcast Bureau.


Mr. Marmet

Robert A. Marmet and **Edwin R. Schneider Jr.,** formerly of Segal & Marmet, have announced formation of partnership to continue practice of law. Offices will be at 1820 Jefferson Place, N. W., Washington. Telephone Federal 8-3464.

DEATHS

David Jaret, 71, founder and president of station brokerage firm bearing his name, died April 29 at his home in Brooklyn, N. Y., after illness of six months.

Charles H. Tracy, 55, cameraman for WBBM-TV Chicago since 1950, died April 26 following heart attack.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: April 27 through May 3. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

APPLICATION

Redding, Calif.—Redding-Chico Television Inc. vhf ch. 9 (186-192 mc); ERP 116 kw visual, 58 kw aur.; ant. height above average terrain 3,606 ft., above ground 191.5 ft. Estimated construction cost $333,851, first year operating cost $260,000, revenue $260,000. P.O. address P. O. Box 960. Studio location Redding, Calif. Trans. location Shasta Bally Mountain, 14 miles west of Redding. Geographic coordinates 40° 36′ 04″ N. Lat., 122° 39′ 02″ W. Long. Trans. GE TT32B, ant. GE TY-53-A. Legal counsel Dempsey & Koplovitz, Washington, D. C. Consulting engineer Ronald H. Culver, Washington, D. C. Principals include **Robert C. Burris** (20%), **John A. Spann** (5%), **Redwood Bcstg. Co.** (20%), **Frank M. Crawford** (10%), **Richard C. D. Bell** (10%), **G. Edward Goodwin** (12.5%), **William B. Smullin** (12.5%). Mr. Burris was vp and manager, KEYT (TV) Santa Barbara, Calif.; Mr. Spann is attorney; Mr. Crawford is partner in lumber company; Mr. Goodwin is in motel and restaurant business; Mr. Smullin is in trucking and has interest in Redwood Bcstg.; Mr. Bell is president and part owner of KEYT. Redwood is licensee of KIEM-AM-TV, KRED-FM Eureka, Calif. and has part interest in other stations. Ann. May 2.

Existing tv stations

ACTIONS BY FCC

KSBY-TV ch. 6 San Luis Obispo, Calif.—Granted application to increase vis. ERP from 15.5 kw to 100 kw, change type trans., ant. and equipment, and increase ant. height from 1,260 ft. to 1,570 ft. Action May 3.

■ By memorandum opinion and order, commission modified cp of Connecticut State Board of Education to specify trans. location of station WEDH (ch. *24) Hartford, Conn., at exact ant. location of tv station WHCT (ch. 18) at Deercliff Road, 3.85 miles southeast of Avon Village. Board did not request a hearing on show cause order and acquiesced to proposed mod. of its cp to specify location selected by commission since it meets all rule requirements and could be used by both stations. However, in event board should later determine that proposed site is not suitable or available for its purpose, it may then file appropriate application for mod. Commissioner Craven not participating. Action May 3.

CALL LETTERS ASSIGNED

KTAR-TV Phoenix, Ariz.—KTAR Bcstg. Co., changed from KVAR (TV).

WCCB (TV) Augusta, Me.—Pine Tree Telecasting Corp., changed from WPTT (TV).

New am stations

ACTION BY FCC

Carrington, N. D.—Central Bcstg. Co. Granted 1600 kc, 500 w D. P.O. address 590 Fourth Ave., S., Carrington. Estimated construction cost $28,816, first year operating cost $50,000, revenue $60,000. Equal one-third owners are **F. W. Carr,** appliance retailer; **Judson D. Tracy,** restauranteur; and **Claire Ihringer,** motel operator. Action May 3.

APPLICATIONS

Alisal, Calif.—KRKC Inc. 1570 kc, 250 w-D. P.O. address Box 1167, King City, Calif. Estimated construction cost $19,872, first year operating cost $36,000, revenue $42,000. Sole owner **Robert T. McVay** is president and owner of KRKC King City, Calif. and 50% owner of KGEN Tulare, Calif. Ann. May 2.

Baraboo, Wis.—Baraboo Bcstg. Corp. 740 kc, 250 w-D. P.O. address 2424 Mt. Vernon Road, Cedar Rapids, Iowa. Estimated construction cost $24,717, first year operating cost $30,000, revenue $36,000. Principals include **George N. Schulte** (32%), **Samuel Miller** (28%), **George A. Martiny** (10%) and others. Rev. Schulte is faculty member of Loras College, Dubuque, Iowa. Mr. Miller is Washington attorney. Mr. Martiny is in insurance and real estate. Ann. May 2.

Existing am stations

APPLICATIONS

KRKC King City, Calif.—Cp to change frequency from 1570 kc to 1490 kc, change hours of operation from D to unl. using power of 250 w, 1 kw-LS and install new trans. Ann. May 2.

KWIP Merced, Calif.—Cp to increase power from 500 w to 1 kw and install new trans. (1580 kc). Ann. April 28.

KDZA Pueblo, Colo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. May 2.

WONN Lakeland, Fla.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. April 28.

WTHR Panama City Beach, Fla.—Cp to change ant.-trans. and studio location and change station location from Panama City Beach, Fla. to Panama City, Fla. (1480 kc). Ann. April 28.

EDWIN TORNBERG
& COMPANY, INC.

Negotiators For The Purchase And Sale Of
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Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
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Saves Money,

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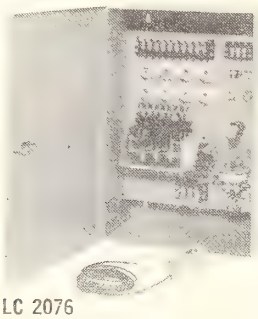
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KANE New Iberia, La.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc). Ann. April 28.

WWPA Williamsport, Pa.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. April 28.

KSOX Raymondville, Tex.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc). Ann. May 2.

WEER Warrenton, Va.—Cp to change frequency from 1490 kc to 1250 kc, increase power from 250 w to 1 kw, install new trans. and make changes in ant. (increase height). Ann. May 2.

KWOR Worland, Wyo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. April 28.

CALL LETTERS ASSIGNED

KAIR Tucson, Ariz.—KAIR Bcstg. Inc., changed back from KEGB.

WKMK Blountstown, Fla.—James B. Childress

WZRH Zephyrhills, Fla.—Zephyr Bcstg. Corp.

WPFE Eastman, Ga.—Farnell O'Quinn.

WMEW Baltimore, Md.—Radio Americana Inc.

KTCR Minneapolis, Minn. — Hennepin Bcstg. Associates.

WPYB Benson, N. C.—George G. Beasley.

WJRM Troy, N. C.—Montgomery County Bcstg. Co.

WORG Orangeburg, S. C.—Radio Orangeburg Inc., changed from WBPD.

KNWC Sioux Falls, S. D.—Northwestern College, changed from KIHO.

WHHV Hillsville, Va.—Carroll Bcstg. Co.

KVOW Riverton, Wyo.—Riverton Bcstg. Co. Inc., changed from KWRL.

New fm stations

ACTIONS BY FCC

Franklin, Ind.—Howell B. Phillips. Granted 95.9 mc, 790 w unl. Ant. height above average terrain 115 ft. P.O. address 317 Gilbert St., North Vernon, Ind. Estimated construction cost $7,950, first year operating cost $18,000, revenue $30,000. Mr. Phillips is work unit conservationist. Action May 3.

Norwich, N. Y. — Radio Norwich Inc. Granted 93.9 mc, 3.2 kw. Ant. height above average terrain 250 ft. P.O. address 14 S. Broad St. Estimated construction cost $12,561. Fm application will duplicate WCHN Norwich, N. Y. Action May 3.

Mt. Pleasant, Tex.—Mt. Pleasant Bcstg. Co. Granted 96.1 mc, 3.1 kw. Ant. height above average terrain 195 ft. P.O. address Box 990. Action May 3.

APPLICATIONS

Cedar Rapids, Iowa—Don-Lo Bcstg. Co. Inc. 98.1 mc, 4.19 kw. Ant. height above average terrain 242 ft. P.O. address 1010 North Ave., Sheboygan, Wis. Estimated construction cost $12,340, first year operating cost $5,000, revenue $5,000. Principals include **John D. Harvey** (38%), **W. R. McClenahan** (30%), **David D. Daly, Clifford R. Schneider** and **Gunner B. Johnson** (10% each). Mr. Harvey was vp of WOSH Oshkosh, Wis., until Sept. 1960. Mr. McClenahan was general manager, KWEB Rochester, Minn., until Dec. 1960. Drs. Daly and Schneider are surgeons. Mr. Johnson is in floor-covering business. Company has applied to buy cp of KHAK Cedar Rapids. Ann. April 28.

Flint, Mich.—Valley Broadcasting Co. 107.9 mc, 29.6 kw. Ant. height above average terrain 160 ft. P.O. address 740 South Saginaw St. Estimated construction cost $14,804.65, first year operating cost $20,000, revenue $35,000. Principals are **Clarence E. Rhodes, Philip R. Munson, John P. McGoff** (33⅓% each). Mr. Rhodes is 25% owner and station manager, WAMM Flint; he owns ⅓ of golf range. Mr. Munson is 25% owner and general manager of WAMM; he owns ⅓ of record shop. Mr. McGoff is president and minority stockholder, WSWM-FM East Lansing and WDCQ-FM Midland, both Michigan. Ann. April 28.

Minneapolis, Minn.—Charles B. Pearsons & Assoc. 102.5 mc, 3.75 kw. Ant. height above average terrain 76 ft. P.O. address 3702 East Lake St. Estimated construction cost $13,602, first year operating cost $16,400, revenue $16,500. Sole owner **Charles B. Pearsons** is broadcast consulting engineer. Ann. April 28.

Leesburg, Va.—WAGE Inc. 97.5 mc, 3.72 kw. Ant. height above average terrain 1,090 ft. P.O. address Spring Hill Farm, Hamilton, Va. Estimated construction cost $14,055, first year operating cost $20,000, revenue $25,000. **William T. Stubblefield,** sole owner, owns WAGE Leesburg. Ann. April 28.

Existing fm stations

ACTIONS BY FCC

■ Following fm stations were granted SSA to engage in multiplex operations: WKUL-FM Cullman, Ala., and WARF-FM Jasper, Ala., and granted application of KXQR Fresno, Calif. to add additional subcarrier frequency of 67 kilocycles, continuing to provide background music service; conditions. Action May 3.

CALL LETTERS ASSIGNED

KPPC-FM Pasadena, Calif. — Pasadena Presbyterian Church.

KRKS-FM Ridgecrest, Calif.—Ridgecrest Bcstg. Co.

KFMZ (FM) Stockton, Calif.—KWG Bcstg. Co., changed from KWG-FM.

WBLK-FM DeKalb, Ill.—DeKalb Radio Studios Inc.

WHGR-FM Houghton Lake, Mich.—Sparks Bcstg. Co.

WADY (FM) Buffalo, N. Y.—Adver-Cast Inc.

WEOK-FM Poughkeepsie, N. Y.—Hudson Valley Bcstg. Corp.

WHIZ-FM Zanesville, Ohio—Southeastern Ohio Bcstg. System Inc.

KWFS-FM Eugene, Oreg. — Willamette Family Stations Inc.

WEZN-FM Elizabethtown, Pa.—Colonial Bcstg. Co.

WCLE-FM Cleveland, Tenn.—Southeastern Enterprises Inc.

KVIL-FM Highland Park-Dallas, Tex.—University Adv. Co.

KLVL-FM Pasadena, Tex.—Felix H. Morales.

Ownership changes

ACTIONS BY FCC

WKLF Clanton, Ala.—Granted (1) renewal of licenses and (2) transfer of control from **J. K., John S.** and **Evan W. Robinson** to **J. B. Lawrence, J. T. O'Neal** and **James Harold Dennis**; consideration $61,200. Action May 3.

WGTA Summerville, Ga.—Granted (1) renewal of license and (2) assignment of license and cp to **Tri-State Bcstg. Co.** (William B. Farrar). Tri-State was licensee prior to Oct. 17, 1960 and was owned equally by Mr. Farrar and E. C. Pesterfield; consideration $60,500 by Mr. Farrar for 100% of stock sold at public auction March 14; Mr. Pesterfield will be paid $30,250 for his interest. Chmn. Minow not participating. Action May 3.

WASK LaFayette, Ind.—Granted acquisition of positive control by **Henry Rosenthal** through purchase of additional stock from **D & B Equipment Corp.** and **Alvin H. Huth**; consideration $40,500. Action May 3.

KIOA Des Moines, Iowa—Granted assignment of licenses to **Star Bcstg. Inc.** (George A. Bolas, president); consideration $600,000. Action May 3.

KTOO Henderson, Nev.—Granted assignment of license to **KTOO Bcstg. Inc.** (Alex M. Victor, president, director and general manager but owns no stock, owns KSEA San Diego, Calif.); consideration $110,000. Mr. Victor will lend licensee $15,000 and will receive 50% voting stock without additional consideration at such time as present stockholders have been repaid amount they have invested for capital stock of assignee. Action May 3.

WUTV (TV) Charlotte, N. C.—Granted relinquishment of positive control by **Hugh A. Deadwyler, Frank P. Larson Jr.** and **C. J. Hawes** through sale of stock to **R. E. Redding, D. L. Phillips, Franklin Brown** and **L. W. Coppala**; consideration $34,000. Station has been off air since March 1955 but has obtained permission to rebroadcast programs of educational station WUNC (TV) Chapel Hill, Action May 3.

WARC Milton, Pa.—Granted assignment of cp to **WMLP Inc.** (WMLP Milton); consideration $7,250; conditioned that license for WMLP be surrendered to commission for cancellation simultaneously with commencement of operation by WARC. John S. Booth, assignee president and 99.5% owner, has interests in WCHA-AM-FM Chambersburg, and WBRX Berwick, both Pa., and WAQE Towson, and WAQE-FM Baltimore, Md. Ann. May 3.

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WMYB Myrtle Beach, S. C.—Granted assignment of licenses to **Golden Strand Bcstg. Co.** (Ralph C. Price, James G. W. MacLamroc and Hugh E. Holder own WKIX-AM-FM, Raleigh, N. C.); consideration $150,000. Action May 3.

KINT El Paso, Tex.—Granted relinquishment of positive control by **Odis L. Echols Jr.**, through sale of 280 shares of stock to **G. E. Miller and Co** (KBUY Amarillo, and KOKE Austin); consideration $6,500. Action May 3.

KTUE Tulia, Tex. — Granted transfer of control from **Marshall** and **Clint Formby** and **Graddy Tunnell** to **W. A. Amburn, George J. Jennings Jr.**, and **Sidney G. Hooper**; consideration $65,000. Action May 3.

APPLICATIONS

KMER (FM) Fresno, Calif.—Seeks assignment of cp from **Edward W. Stokes Sr.** to **William Wentworth Auxier, John Paul Breznik, Robert E. Stofan** and **Robert W. Dobbins** for 10% of proposed station or $1,000. Mr. Dobbins is getting 15%, others 25%. Mr. Auxier is general manager, KSFM (FM) Sacramento; Mr. Breznik is station manager of KSFM; Mr. Stofan is president and chief engineer, KSFM. Mr. Dobbins is tv engineer. Ann. May 2.

WDCL Tarpon Springs, Fla.—Seeks assignment of license from **Clearwater Bcstg. Corp.** to **Consolidated Communities Corp.** for $250,000. Buyer owns WMBM Miami, Fla. Ann. May 2.

KOHO Honolulu, Hawaii—Seeks sale of 2,094 shares (of 3,183 outstanding) in **Cosmopolitan Bcstg. Corp.** to **The Hawaii Times Ltd.** Sellers are **Shinichiro Nishikata** (1,094 shares) and **Isao Murakami** (1,000 shares). Price $18,846 ($9 per share). Ann. April 25.

WKOP-AM-FM Binghamton, N. Y.—Seeks sale of 1,530 shares of stock in **The Binghamton Bcstrs. Inc.** from **Frank H. Altdoerffer** (39%), **Daniel Helms, Mary Helms, Gary Fleming, Louise Fleming, George Richards, Barbara Richards, Richard M. Hunter** and **Marth Hunter** (3% each) to **Andrew Jarema** (now holds 45%). Mr. Jarema, station manager will hold 91% after sale. Price for 1,530 shares: $200,000. Sale is contingent on FCC grant of permission to Mr. Altdoerffer to give stock to other sellers (his four daughters and four sons-in-law). Ann. May 1.

WNOS-AM-FM High Point, N. C.—Seeks sale of all stock in **Doss Bcstg. of North Carolina Inc.**, from **Charles E. Doss** (75%) and **J. W. McClain** (25%) to **William D. Benton, Archie Laney, Frank Funderburk**, and **Robert I. Smith** (25% each) for $122,500 less outstanding amount of notes payable. Mr. Benton is secretary and treasurer; Messrs. Laney and Smith, vice presidents, and Mr. Funderburk, president of WMAP Monroe, N. C. Ann. May 2.

KXMB-TV Bismarck, N. D.—Seeks assignment of license from **North Dakota Bcstg. Co. Inc.** to **WXMB-TV Inc.** Latter company is subsidiary of former with same ownership. No financial consideration involved. Ann. April 28.

Hearing cases

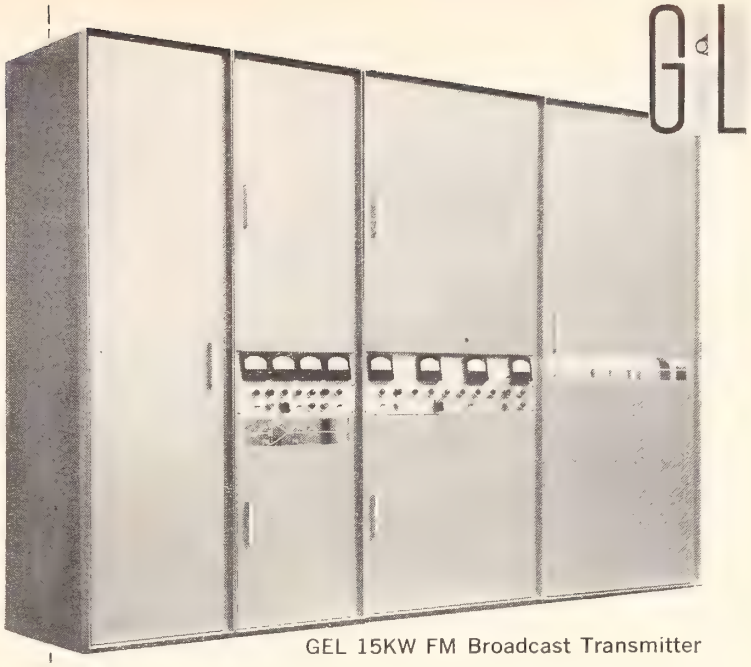
FINAL DECISIONS

■ By decision, commission granted application of Tri-Cities Bcstg. Co. for new am station to operate on 920 kc, 500 w, D, DA, in Granite City, Ill., and denied applications of Madison County Bcstrs. and East Side Bcstg. Co. for same facilities. Chrm. Minow not participating; Comr. Craven dissented. March 21, 1960 initial decision looked toward this action. Action May 3.

■ By memorandum opinion and order, commission denied petition by the Dodge City Bcstg. Inc., for reconsideration of Oct. 14, 1960 decision which denied its application for new am station to operate on 600 kc, 500 w, U, DA-2, in Liberal, Kan. Chmn. Minow not participating. Action May 3.

INITIAL DECISIONS

■ Hearing examiner Charles J. Frederick issued initial decision looking toward (1) granting applications for increased daytime power from 250 w to 1 kw, continued nighttime operation with 250 w to Fredericksburg Bcstg. Corp. (WFVA) Fredericksburg, Va., Keystone Bcstg. Corp. (WKBO) Harrisburg, Pa., and Maryland Bcstg. Co. (WITH) Baltimore, Md., on 1230 kc, and Hagerstown Bcstg. Co. (WJEJ) Hagerstown, Md., on 1240 kc, each conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw, and WKBO with added engineering conditions; (2) granting WKBO requested waiver of sect. 3.188 (d) of rules; and (3) favoring applica-


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tion of Lamar A. Newcomb for increased power of station WFAX Falls Church, Va., from 1 kw to 5 kw, on 1220 kc, D, but holding application in hearing status without final action until entry into force of U.S.-Mexican Agreement, 1957. Action May 2.

■ Hearing examiner Forest L. McClenning issued initial decision looking toward granting application of Newport Bcstg. Co. for new am station to operate on 730 kc, 250 w, D, with engineering condition, in West Memphis, Ark., and denying similar application of Crittenden County Bcstg. Co. Action May 2.

■ Hearing examiner Millard F. French issued initial decision looking toward granting application of Greene County Bcstg. Inc., for new am station to operate on 1450 kc, 250 w, unl., in Greeneville, Tenn. Ann. May 3.

■ Hearing examiner Thomas H. Donahue issued initial decision looking toward denying applications of The Bible Institute of Los Angeles Inc., to increase ERP of KBBI (FM) Los Angeles, Calif., on 107.5 mc from 19.5 kw to 33.95 kw, ant. height from 175 ft. to 2,783.6 ft., and change trans. location, and Benjamin C. Brown for a new class B fm station to operate on 107.7 mc, ERP 5.4 kw and ant. height 47 ft., in Oceanside, Calif. Ann. May 3.

■ Hearing examiner H. Gifford Irion issued initial decision looking toward granting applications of WDSR Bcstg. Inc. (WDSR) Lake City, Fla., and Daytona Beach Bcstg. Corp. (WROD) Daytona Beach, to increase daytime power from 250 w to 1 kw, continued operation on 1340 kc with 250 w-N, each conditioned to accepting such interference as may be imposed by other existing 250 w class IV stations in event they are subsequently authorized to increase power to 1 kw, and Duane F. McConnell for new station to operate on 1340 kc, 250 w, U, in Clermont, Fla. Ann. May 3.

■ Hearing examiner Annie Neal Huntting issued initial decision looking toward granting application of Newton Bcstg. Co. for new am station to operate on 1550 kc, 10 kw, D, in Newton, Mass., and denying application of Transcript Press Inc., for new station on same frequency with 5 kw, D, in Dedham, Mass. Action May 3.

■ Hearing examiner Herbert Sharfman issued initial decision looking toward granting applications of Booth Bcstg. Co. (WIBM) Jackson, Mich., Stevens-Wismer Bcstg. Co. (WHLS) Port Huron, Mich., Midwestern Bcstg. Co. (WATZ) Alpena, Mich., WPAR Inc. (WPAR) Parkersburg, W. Va., Dover Bcstg. Co. Inc. (WJER) Dover, Ohio, and Cleveland Bcstg. Inc. (WLEC) Sandusky, Ohio, to increase daytime power from 250 w to 1 kw, continued operation on 1450 kc with 250 w-N, each conditioned to accepting such interference as may be imposed by other class IV stations in event they are subsequently authorized to increase power to 1 kw, and Chief Pontiac Bcstg. Co. (WPON) Pontiac, Mich., to increase daytime power from 500 w to 1 kw, continued operation on 1460 kc, 1 kw-N, DA-N. Action May 3.

OTHER ACTIONS

■ By order, commission dismissed as moot petition by Gerity Bcstg. Co. to sever from consolidated hearing and to grant without hearing its application to increase daytime power of station WABJ Adrian, Mich., on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w. Initial decision in this proceeding was issued April 19. Action May 3.

■ By memorandum opinion and order, commission took following actions on pleadings by Palmetto Bcstg. Co. in proceeding on its applications for renewal of license of station WDKD Kingstree, S. C., and license to cover cp (1) granted motion for production of information to extent of directing Broadcast Bureau to make available to WDKD for reproduction all tape recordings of program material broadcast by it in bureau's possession; (2) granted motion to clarify or for bill of particulars to extent of amending hearing issue to determine whether licensee maintained adequate control or supervision of programming material bcst. over its station during period of its most recent license renewal; (3) granted petition for enlargement of issues to extent of determining manner in which programming bcst. during period of most recent license renewal has met needs of areas and populations served by station; (4) denied petition for review of chief hearing examiner's denial to move hearing from Kingstree to Washington, D. C.; and (5) denied petition to stay proceeding. Action May 3.

■ By memorandum opinion and order, commission denied petition by Seven Locks Bcstg. Co. Potomac-Cabin John, Md., for enlargement of issues as to availability of trans. site proposed by Tenth District Bcstg. Co. McLean, Va., in proceeding on their applications for new am stations. Comr. Ford not participating. Action May 3.

■ By memorandum opinion and order, commission denied petition by United Television Co. of New Hampshire for reconsideration of Feb. 2 order which designated for hearing its application for mod. of cp of station WMUR-TV (ch. 9) Manchester, N. H., to change trans. location from about 6.5 miles west of city to about 17 miles southeast in direction of Boston, make changes in ant. system and reduce ant. height from 1,030 ft. to 520 ft., insofar as it made Outlet Co. (WJAR-TV) Providence, R. I., party to proceeding. Action May 3.

■ By memorandum opinion and order, commission denied petitions by North Platte Bcstg. Co. Inc. (KODY) North Platte, and Cornbelt Bcstg. Corp. (KFQR) Lincoln, Nebr., to make effective immediately those parts of the March 7 initial decision applicable to their applications for increased daytime power. Comr. Bartley not participating. Action May 3.

■ By order, commission granted joint petition for reconsideration by five applicants, and rescheduled oral argument for June 2 in Moline, Ill., tv ch. 8 comparative proceeding. Comr. Craven not participating; Comr. Cross dissented. Action May 3.

James V. Perry, Grove City, Pa.; Quests Inc., Ashtabula, Ohio—Designated for consolidated hearing applications for new daytime am stations to operate on 1600 kc—Mr. Perry with 500 w and Mr. Quests with 1 kw; made WHLL Wheeling W. Va., party to proceeding. Action May 3.

The Y T Corp., Palo Alto, Calif.—Designated for hearing application for a new class A fm station to operate on 99.3 mc; ERP 880 w; ant. height minus 120 ft.; made KCBS-FM and KNBC-FM, both San Francisco, parties to proceeding. Action May 3.

Robert E. and Marcella Podesta, Santa Clara, Calif.—Designated for hearing application for new class B fm station to operate on 103.3 mc; ERP 1.67 kw; ant. height 568 ft.; made KGO-FM San Francisco, party to proceeding. Action May 3.

Routine roundup

Commission is advising all am, fm and tv broadcast stations that it is anticipated that initial test of new Conelrad teletype alerting system, employing facilities of Associated Press and United Press International radio press teletype networks, will be conducted on Sunday, May 14, 1961 at 8:30 P.M. EST.

Effective May 17, 1961, this system will supplement existing radio monitoring method used to disseminate Conelrad Radio Alert Message.

Licensees of all am, fm and tv broadcast stations are required to continue to comply with existing requirement for installing and maintaining radio alert receivers and requirement for transmitting Conelrad Attention Signal and Radio Alert Message in accordance with FCC rules and regulations.

Use of special Conelrad alerting telephones presently installed at certain broadcast stations will be continued for limited time.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of May 2

KXAB-TV Aberdeen, S. D.—Granted assignment of licenses to South Dakota Television Inc.

KEDD Dodge City, Kan.—Granted mod. of cp to make changes in DA pattern (MEOV).

Actions of May 1

WLDB Atlantic City, N. J.—Granted change of remote control authority.

KATV (TV) Little Rock, Ark.—Granted cp to change ERP to vis. 316 kw, aur. to 158 kw, change type ant. and make other equipment changes; ant. 990 ft.

KTWO-TV Casper, Wyo.—Granted cp to maintain trans. incorporated in BLCT-802 as auxiliary trans. at main trans. site.

KTVT (TV) Fort Worth, Texas—Granted cp to change ERP to vis. 220 kw DA, aural to 110 kw DA, make changes in ant. system and minor equipment changes; ant. height 1,020 ft.

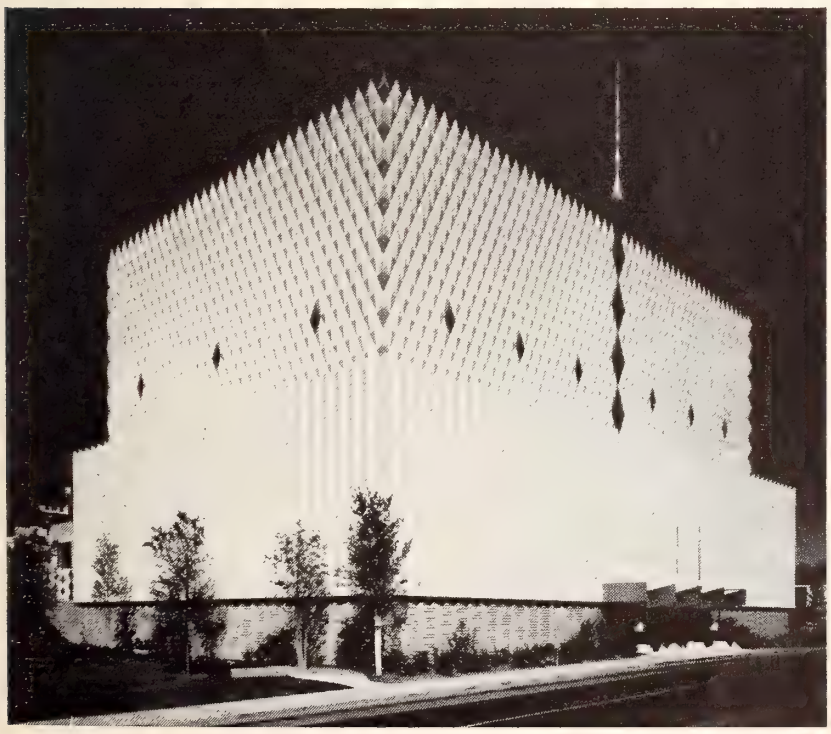
Actions of April 25

■ Granted cps for following new vhf tv translator stations: Lovell Byron Cowley tv Lovell, Wyo., on ch. 12 to translate programs of KOOK-TV (ch. 2), Billings, Mont. Broadus TV Club, Broadus, Mont., on ch. 10 to translate programs of KOOK-TV (ch. 2) Billings, Mont., and on ch. 6 to translate programs of KOOK-TV via the ch. 10 translator station; Wyodak TV Assn., Wyodak,



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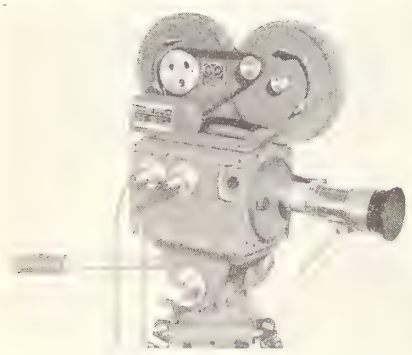


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- New "All Weather" Amplifier, Model MA-11, will perform perfectly under any climatic conditions—0° to 140°F.—at the freezing South Pole or the broiling Sahara Desert, without affecting its temperature compensated 14 transistor circuitry or frequency response of 50 to 12,000 cycles. Weighs only 5 lbs.
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Wyo., on ch. 8 to translate programs of KTWO-TV (ch. 2) Casper, Wyo.; Gillette TV Assn., Gillette, Wyo., on ch. 4 to translate programs of KTWO-TV via Wyodak ch. 8 translator station; Alex Radio & TV, Monticello, Ky., on ch. 13 to translate programs of WBIR-TV (ch. 10) Knoxville, Tenn.; Sundance Community TV Assn., Sundance, Wyo. on ch. 12 to translate programs of KOTA-TV (ch. 3), Rapid City, S. D.; and on ch. 9 to translate programs of KTWO-TV (ch. 2) Casper, Wyo.; Town of Powell, Powell, Wyo., on ch. 5 to translate programs of KGHL-TV (ch. 8) Billings, Mont.; and on ch. 12 to translate programs of KOOK-TV (ch. 2), Billings, Mont.

R. F. Edouart, Malibu Riviera and Malibu, Calif.—Granted cps for 2 new uhf tv translator stations on ch. 70 to translate programs of KNXT (ch. 2) Los Angeles, Calif., and on ch. 80 to translate programs of KTTV (ch. 11) Los Angeles, Calif.

■ Waived Sect. 4.709 (b) of rules and granted special temporary authority for following vhf tv repeater stations: Spray Community T. V. Inc. chs. 7 and 3 Spray, Ore., and ch. 10 Twickenham, Ore. (KOIN-TV ch. 6 Portland, Ore.)

Actions of April 28

KOOL-TV Phoenix, Ariz.—Granted cp to change type trans. and make change in other equipment.

KBMT (TV) Beaumont, Tex.—Granted mod. of cp to change trans. location to 445 ft. west of present proposed site and change coordinates.

WMRT-FM Lansing, Mich.—Granted extension of completion date to June 1.

Actions of April 27

WLOX Biloxi, Miss.—Granted license covering increase in daytime power and installation of new tran.

KRLD-FM Dallas, Tex.—Granted license covering change in ERP, ant. height, trans. location, installation of new ant. and changes in ant. system; and mod. of license to operate trans. by remote control.

WPAP Fernandina Beach, Fla.—Granted mod. of license to change studio location and operate trans. by remote control.

WKCW Warrenton, Va.—Granted mod. of license to change studio location and remote control point.

WFPG Atlantic City, N. J.—Granted cp to change ant.-trans. location and make changes in ant. (decrease height) and ground system.

WKZO-TV Kalamazoo, Mich.—Granted cp to install auxiliary trans. new main trans. and ant. location at new main trans. and ant. location.

WTIP Charleston, W. Va.—Granted mod. of cp to change ant.-trans. location and make changes in ant. system; condition.

WBNB-TV Charlotte Amalie, St. Thomas, V. I.—Granted mod. of cp to change ERP to vis. 2.5 kw and aur. to 1.26 kw; type transmitters; type ant., and make changes in equipment; ant. height 1,600 ft.

WKZO-TV Kalamazoo, Mich.—Granted mod. of cp to change type trans. and make other equipment changes.

WJDX-FM Jackson, Miss.—Granted mod. of SCA to change sub-carrier frequencies from 49 kc and 67 kc to 42 kc and 67 kc and make changes in equipment.

WVTS (FM) Terre Haute, Ind.—Granted mod. of SCA to delete 41 kc sub-carrier and retain 67 kc sub-carrier for background music service on multiplex basis.

KSKI Sun Valley, Idaho—Granted authority to operate between hours of 7 a.m. and 7 p.m. for period ending Aug. 15.

KCSR Chadron, Neb.—Granted extension of authority to Aug. 1 to sign-off at 6 p.m., MST, pending granting of authority for specified hours.

WSTV-TV Steubenville, Ohio—Granted extension of completion date to Aug. 16.

Actions of April 26

KWME-FM Walnut Creek, Calif.—Granted assignment of license to **Eugene N. Warner** and **F. Wellington Morse.**

WXAL Demopolis, Ala.—Granted acquisition of positive control by **W. M. Jordan** through purchase of stock from **T. H. Gaillard Jr.**

WTHG Jackson, Ala.—Granted acquisition of positive control by **T. H. Gaillard Jr.** through purchaes of stock from **W. M. Jordan.**

WRVA Richmond, Va.—Granted cp to install new trans.

Action of April 24

KEBE Jacksonville, Tex.—Remote control permitted.

ACTIONS ON MOTIONS

■ Commission on April 25 granted petition by Meredith Syracuse Television Corp. (WHEN-TV) Syracuse, N. Y., and extended from April 28 to May 12 time to file reply comments in Syracuse and Rochester, N. Y., tv rulemaking proceedings.

By Commissioner Robert T. Bartley

■ Granted petition by Broadcast Bureau and extended to May 1 time to respond to petition by Interstate Bcstg. Co. to clarify or enlarge issues in proceeding on applications of Saul M. Miller for am facilities in Reading, Pa., et al. Action May 2.

By Commissioner Frederick W. Ford

■ Granted petition by Wilmer E. Huffman and extended to May 8 time to file exceptions to initial decision in proceeding on his application and those of Francis C. Morgan, Jr., and Pier San Inc., for am facilities in Pratt and Larned, Kan. Action April 28.

By Commissioner Rosel H. Hyde

■ Granted petition by Broadcast Bureau and extended to May 5 time to respond to (1) "Joint Petition for Review of Order Refusing to Reopen Record"; (2) "Petition for Review of Hearing Examiner's Memorandum Opinion and Order" and (3) exceptions to initial decision in proceeding on applications of Creek County Bcstg. Co., for am facilities in Sapulpa, Okla., et al. Action April 28.

■ Granted petition by Broadcast Bureau and extended to May 5 time to respond to petition by Tropical Telecasting Corp., and Nueces Telecasting Co. to enlarge issues in Corpus Christi, Tex. tv ch. 3 proceeding. Action April 28.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled hearings in following am proceedings on dates shown: July 12: Strafford Bcstg. Corp. (WWNH) Rochester, N.H.; July 18: WXEN Xenia, Ohio, et al; and July 19: Lynne-Yvette Bcstg. Co. and John T. Williams for am facilities in Albany and Americus, Ga. Action April 26.

■ Issued corrected order to show Burlington Bcstg. Co., Burlington, N. J., as petitioner. Action April 21.

■ Granted joint request by Fort Wayne Bcstg. Co., Fort Wayne, Ind., Michigan Bcstg. Co. (WBCK), Battle Creek, Mich., Mt. Vernon Radio and Television Co. (WMIX), Mt. Vernon, Ill., and Radio 940, South Haven, Mich., for approval of agreement whereby Fort Wayne would be paid $3,000 by other applicants for partial reimbursement of expenses incurred in connection with its application for new am station to operate on 940 kc, 1 kw, DA, D, in Fort Wayne, in return for which it has agreed to amend to specify 1090 kc, in lieu of 940 kc, thus removing the conflict with other applications involved in Dockets 13222 et al); granted Ft. Wayne's petition for leave to amend accordingly and removed amended application from hearing status and returned it to processing line. Action April 25.

■ Granted petition by E. C. Gunter to extent that it involves dismissal of petitioner's application but dismissed application with prejudice and retained in hearing status application of Abilene Radio and Television Co. both for new tv stations to operate on ch. 3 in San Angelo, Texas. Action May 2.

■ Scheduled hearing for July 6 in proceeding on am applications of WGRY Inc. (WGRY) Gary, Ind., et al. Action April 20.

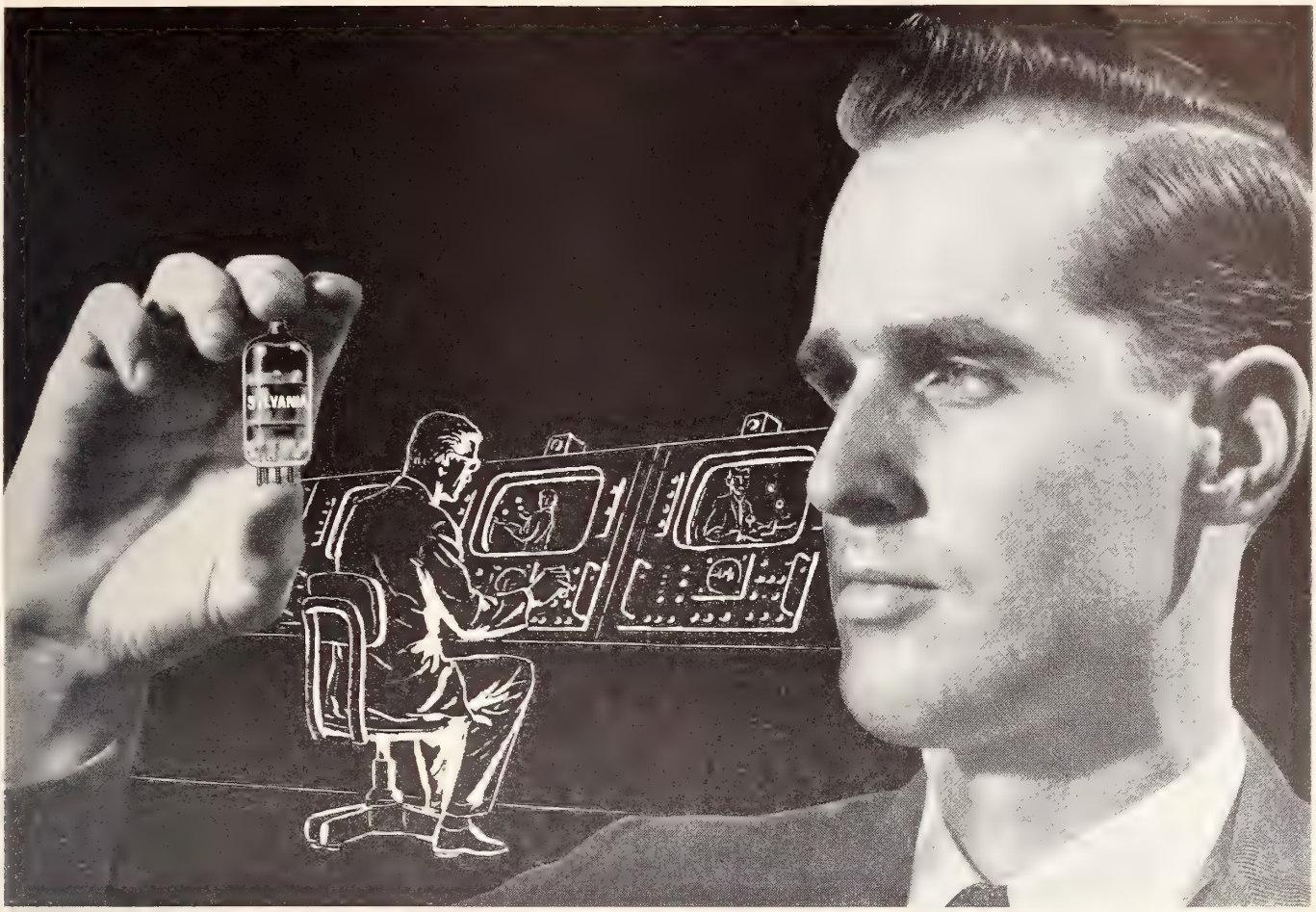
■ Granted joint petition by Valley Bcstrs. and Santa Fe Bcstg. Co., applicants for new am stations to operate on 970 kc, 1 kw, D, in Espanola and Santa Fe, both New Mexico, for approval of agreement whereby Valley would pay Santa Fe $2,500 for expenses incurred in connection with latter's application in return for its withdrawal; dismissed Santa Fe's application with prejudice; retained in hearing status Valley's application to be subject of further proceeding and initial decision by Hearing Examiner. Action April 27.

By Hearing Examiner Basil P. Cooper

■ Granted motion by applicant and continued from May 1 to May 15 date to file petition for leave to amend, from May 15 to May 29 for notification of witnesses desired for cross-examination and from May 22 to June 5 for evidentiary hearing in proceeding on application of Edward Walter Piszczek & Jerome K. Westerfield for new fm station in Des Plaines, Ill. Action May 1.

■ Pursuant to agreements reached at April 28 prehearing conference, continued evidentiary hearing from June 5 to June 8 in proceeding on am application of Sunshine State Bcstg. Co. Inc. (WBRD) Bradenton, Fla. Action May 1.

■ Pursuant to ruling on record of April



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GENERAL SYSTEM

26 evidentiary hearing, granted joint petition by Martin Theatres of Georgia, Inc. (WTVM [TV]) and Columbus Bcstg. Co. Inc. (WRBL-TV) Columbus, Ga., for leave to amend their respective applications to reduce the over-all height above ground of proposed structure from 1,760 ft. to 1,749 ft. and in turn the over-all height above mean sea level from 2,260 ft. to 2,249 ft. Action April 26.

■ Granted petition on behalf of all the carriers parties in matter of formula for distribution by Western Union Telegraph Co. of telegraph traffic destined to points in Canada and continued from April 24 to June 6 date for exchange of information called for in transcript at pages 113-116, and from May 2 to June 13 for further prehearing conference. Action April 24.

By Hearing Examiner Thomas H. Donahue

■ Corrected April 24 order to deny, rather than dismiss, for want of prosecution application of Elias and Robinson for am facilities in Glen Burnie, Md. Action May 1.

■ Issued order formalizing oral ruling made by hearing examiner on April 27 that effective on that date the unopposed "Joint Petition of Inter-Cities Broadcasting Co. and Peoples Broadcasting Corp. for Extension of Hearing Date" is granted, and continued hearing from April 28 to May 19 in proceeding on application of Inter-Cities Bcstg. Co. for am facilities in Livonia, Mich. Action May 1.

■ Denied motion by Palmetto Bcstg. Co. (WDKD) Kingstree, S. C., to continue hearing in proceeding on its application for renewal of license and for license to cover cp. Action May 1.

■ On own motion, held in default Horrace J. Elias and Irving E. Robinson, d/b as Elias and Robinson and dismissed for want of prosecution their application for am facilities in Glen Burnie, Md.; application was consolidated for hearing with Dockets 13934 et al. Action April 24.

■ Upon request of respondent and with concurrence of Broadcast Bureau, rescheduled April 28 prehearing conference for April 26 in proceeding on application of Palmetto Bcstg. Co., for renewal of license of station (WDKD), Kingstree, S. C., and for license to cover cp. Action April 25.

By Hearing Examiner Asher H. Ende

■ On own motion, scheduled prehearing conference for May 9 in proceeding on applications of Sands Bcstg. Corp., for am facilities in Indianapolis, Ind., et al. Action April 25.

■ On own motion, scheduled prehearing conference for May 8 in proceeding on application of Shenandoah Life Stations Inc. (WSLS-FM) Roanoke, Va. Action April 25.

By Hearing Examiner Charles J. Frederick

■ Upon request of Anderson Bcstg. Corp. (WHBU) Anderson, Ind., applicant in consolidated am proceeding with the consent of all other parties, continued from April 28 to May 4 time to file proposed findings and from May 9 to May 15 for replies. Action May 1.

■ Because a number of counsel were absent from April 26 hearing and should have positive notice of agreements reached on record of proceeding on am applications of WBVP Inc. Beaver Falls, Pa., et al, ordered that proposed findings shall be due on or before May 26 and replies on or before June 7. Action April 26.

■ Continued May 9 hearing to June 8 in proceeding on application of Columbia River Broadcasters Inc., for am facilities in Mount Vernon, Wash. Action April 26.

■ Granted motion by Robert B. Brown and continued from May 3 to May 12 date for exchange of engineering exhibits and from May 17 to May 22 for notification of witnesses in proceeding on his application for am facilities in Taylorsville, N. C., et al. Action April 26.

By Hearing Examiner Walther W. Guenther

■ Granted petition by Broadcast Bureau and extended from April 28 to May 9 time to file proposed findings, and on own initiative extended from May 9 to May 19 time to file replies in proceeding on am applications of Radio Carmichael, Sacramento, Calif., et al. Action April 28.

■ For reasons which will appear in transcript of April 24 further hearing petition of Metropolitan Bcstg. Corp. was granted and amendment accepted to reflect new name, MetroMedia, Inc., in Wilmington, Del., tv ch. 12 proceeding. Action April 26.

By Hearing Examiner Isadore A. Honig

■ Issued memorandum formalizing announcement of ruling made by hearing examiner at April 25 hearing conference (Session 2) denying, for reasons stated in record, letter request by Blue Island Community Bcstg. Co. Inc., to require applicant Evelyn R. Chauvin Schoonfield to make available for inspection and reproduction certain documents and materials in proceeding on their applications for fm facilities in Blue Island and Elmwood Park, Ill. Action April 28.

■ On own motion, scheduled a prehearing conference for May 23 in proceeding on applications of WEXC Inc., for a new am station in Depew, N. Y. Action May 1.

■ On own motion, and with consent of parties, continued June 12 hearing for July 11, and scheduled certain procedural dates in proceeding on am applications of Kenneth G. and Misha S. Prather, Boulder, Colo., et al. Action April 26.

By Hearing Examiner Annie Neal Huntting

■ Scheduled prehearing conference for May 18 in proceeding on am applications of WXEN Xenia, Ohio, et al. Action May 1.

By Hearing Examiner H. Gifford Irion

■ Granted request by Sugarland Bcstg. Co. and continued April 28 hearing to May 24 in proceeding on its application for new am station in Okeechobee, Fla., et al. Action April 27.

■ Granted motion by Herbert Muschel and continued May 1 hearing to May 25 and advised parties to be prepared to present any rebuttal testimony on that date in proceeding on Muschel's application for fm facilities in New York, N. Y. Action April 27.

■ Granted petition by Broadcast Bureau and extended from April 25 to May 16 date to file proposed findings in proceeding on fm applications of G. Stuart Nixon, San Jose, and Franklin Mieuli (KHIP) San Francisco, Calif. Action April 25.

By Hearing Examiner David I. Kraushaar

■ Granted motion by Marietta Bcstg. Inc. (KERO-TV ch. 10), Bakersfield, Calif., to extent of rescheduling April 26 prehearing conference for May 4, and continuing May 1 hearing to May 17 and ordered parties to exchange among each other (with copies to examiner) copies of such written or documentary proof they reasonably expect to present in evidence during hearing by 5 p.m., May 12, in proceeding on Marietta's application. Action April 26.

■ On own motion, scheduled prehearing conference for May 12 in proceeding on am applications of WGRY Inc. (WGRY) Gary, Ind., et al. Action April 25.

■ On own motion, scheduled oral argument for April 25 on motion by Marietta Bcstg. Inc. (KERO-TV ch. 10), Bakersfield, Calif., for continuance in proceeding on its application. Action April 25.

By Hearing Examiner Jay A. Kyle

■ Upon request by Jackson Bcstg. & Television Corp. (WKHM) Jackson, Mich., and with concurrence of other parties, rescheduled prehearing conference scheduled for 10 a.m., April 28, for 9 a.m., on that date in proceeding on its am application. Action April 27.

■ Pursuant to April 27 prehearing conference, continued May 19 hearing for July 6 in proceeding on am application of Parks Robinson (WISV) Viroqua, Wis. Action April 27.

■ Scheduled prehearing conference for May 8 in proceeding on am applications of Pee Dee Bcstg. Co. (WLSC) Loris, S. C., et. al. Action April 25

By Hearing Examiner Forest L. McClenning

■ Granted motion by Beacon Bcstg. System Inc. and continued April 25 hearing to June 27 in proceeding on its application and that of Suburban Bcstg. Co., Inc., for am facilities in Grafton-Cedarburg, and Jackson, Wis. Action April 24.

■ Granted petition by Broadcast Bureau and extended from April 24 to May 2 time to file proposed findings and conclusions on air hazard issue in proceeding on applications of Beacon Bcstg. System Inc. and Suburban Bcstg. Co. Inc., for am facilities in Grafton-Cedarburg and Jackson, Wis. Action April 26.

■ Denied petition by Gila Bcstg. Co. for continuance of hearing, and pursuant to oral request of parties, scheduled further prehearing conference for May 4 in proceding on Gila's applications for renewal of licenses of stations KCKY Coolidge, Ariz., et al. Action April 28.

By Hearing Examiner Herbert Sharfman

■ Issued Memorandum of Ruling made at April 20 further prehearing conference in consolidated am proceeding, severing from proceeding and making them separate unit applications in Group I—Robert F. Neathery, Fredericktown, Mo., Paducah Bcstg. Co. Inc. (WPAD) Paducah, Ky., and WPFA Radio, Inc. (WCVS) Springfield, Ill., and scheduled further prehearing conference for May 2. Action April 28.

■ Granted motions by WSAZ Inc. and American Telephone and Telegraph Co. and corrected as proposed transcript in proceeding on complaint by WSAZ Inc. (WSAZ-TV) Huntington, W. Va., alleging that AT&T has charged a greater compensation for use of program transmission channels between Columbus, Ohio, and Huntington, than is specified in applicable tariffs. Both movants include among their suggestions proposed correction to Page 119, Line 7, either of which is valid, but since complainant's proposal is rhetorically preferable it is accepted. Action May 1.

■ Granted motion by WDUL Tele. Corp. (WHYZ-TV) Duluth, Minn., and corrected the transcript as proposed in proceeding on its application. Action May 1.

■ Upon request by applicant and without objection by Broadcast Bureau, continued certain procedural dates, and continued hearing from May 3 to May 10 in proceeding on application of College Radio for am facilities in Amherst, Mass. Action April 25.

■ Upon request by Broadcast Bureau and without objection by other parties, further extended from April 25 to April 28 and from May 9 to May 12 time to file proposed findings and replies, for Group II-A of consolidated am proceeding in Dockets 13010 et al (Mid-America Bcstg. System, Inc., Highland Park, Ill., et al). Action April 26.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by KCRA Inc., to sever from other applications in consolidated am proceeding in dockets 12651 et al its application for am facilities in Sacramento, Calif., and retained application in hearing status awaiting issuance of initial decision. Action April 28.

License renewals

■ Following stations were granted renewal of license: WORA-TV Mayaguez, P. R., and WRIK-TV Ponce, P. R. Action May 3.

■ The following stations were granted renewal of license on May 3. Chrm. Minow not participating: KBTA Batesville, Ark.; KCON Conway, Ark.; KFFA Helena, Ark.; KHOG Fayetteville, Ark.; KPLC Lake Charles, La.; KPLC-TV, Lake Charles, La.; KSLO Opelousas, La.; KTLO Mountain Home, Ark.; KWAK Stuttgart, Ark.; WELZ Belzoni, Miss.; WJBO Baton Rouge, La.; WMPA Aberdeen, Miss.; WROX Clarksdale, Miss.; WSLI Jackson, Miss.; KMLB-FM Monroe, La.; WGAA Cedartown, Ga.; WRWJ Selma, Ala.; WGSV Guntersville, Ala.; WJAZ Albany, Ga.; WKWF Key West, Fla.; WVNA Tuscumbia, Ala.; WKLY Hartwell, Ga.; WMFC Monroeville, Ala.; WOLS Florence, S. C.; WJOT Lake City, S. C.; WGTN Georgetown, S. C.; WROS Scottsboro, Ala.; WYZE Atlanta, Ga.; WYDE Birmingham, Ala.; WZOB Fort Payne, Ala.; WCHP Tuscumbia, Ala.; WCOV-TV Montgomery, Ala.

Rulemakings

■ By order, commission amended Conelrad rules for broadcast stations (Part 3) to include (1) provision that Conelrad Radio Alerts are now initiated and terminated by Commander-in-Chief North American Air Defense Command (instead of commanding officers at various Air Defense Centers as formerly); (2) means for using nationwide teletype networks of Associated Press and United Press International to transmit Conelrad Radio Alert to approximately 90% of all broadcast stations; (3 and otherwise bring these rules up to date, effective June 5. At same time, it adopted revised Conelrad Manual for Broadcast Stations, which deals with broadcast operations in national emergency to (1) include provisions of amended rules, (2) set forth expanded mode of operation to minimize use of their transmissions as navigational aids by hostile aircraft, guided missiles and other devices, and otherwise improve functioning of Emergency Broadcast System, (3) add new section dealing with advent of State Defense Networks (FM), and (4) add provisions to cover activities of National, State and Local Industry Advisory Committees, and also Technical Arrangements To Insure Continuity of Emergency Broadcast System During Conelrad Radio Alert and Period Following Issuance of Conelrad all clear. Ann. April 28.

OPTION TIME

■ By further notice of proposed rulemaking to consider basic question of whether practice of time optioning by tv broadcast stations is contrary to public interest and should be prohibited, Commission invites interested parties to file comments and participate in oral argument on following issues:

(a) Whether time optioning, apart from its legality *vel non* under antitrust laws, is in public interest, and


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NAB Convention Exhibit 15

(b) If time optioning should be found to be contrary to public interest, what form of rule should be promulgated to effectuate its prohibition.

All submissions or arguments by parties to this proceeding or by persons acting in behalf of such parties must be made in written comments or other appropriate pleadings or at oral arguments. No reply briefs or comments may be filed unless specifically requested or authorized by Commission.

Commission will schedule dates for filing of comments, for oral argument, and for filing of appearances, by further order subsequent to a remand by Court of Appeals of *Times-Mirror Bcstg. Co.* v. *United States Case* which was requested by the Commission.

By separate order, Commission stated that, effective upon remand by court, and until further order of Commission, option time rules as amended effective Jan. 1, 1961 shall remain in effect, and, to that extent, amended its April 19 order accordingly. (These rules permit 2½ hours within each segment of broadcast day for tv network optioning.)

■ Comr. Cross had dissenting statement to issuance of further notice of proposed rulemaking. Action May 3.

■ By report and order, Commission amended sect. 1.354 of its procedural rules so as to group together for processing and simultaneous consideration, without designation for hearing, all applications filed by existing 250 w class IV am stations requesting increase in daytime power which involve interlinking interference problems only, regardless of their respective dates of filing. By this amendment, it is expected that disposition of some 340 class IV applications now on file and those to be filed in future can be expedited and present backlog on processing line can be diminished.

■ Commission invites comments to Notice of Proposed Rule Making looking toward amending tv table of assignments to add ch. *46 for educational use in Lexington, Ky., as petitioned for by National Educational Television and Radio Center. It would involve deleting commercial ch. 46 from Bristol, Tenn.-Va. and substituting ch. 75, and substituting ch. 80 for ch. 60 in Richmond, Ky. Alternative proposal by petitioner to assign ch. *47 to Lexington was denied because it conflicts with proposals in Louisville, Ky., rulemaking.

■ By supplemental report and order, the commission amended tv table of assignments to substitute ch. 20 for ch. 53 in Waterbury, Conn., and, at same time, modified authorization of WATR Inc.'s station WATR-TV in that city to specify operation on ch. 20 instead of ch. 53; conditions. Action May 3.

PETITIONS FOR RULEMAKING FILED

Sec. 3.606—Northern California Educational Television Assoc. Inc., Redding, Calif. (4-21-61) Requests reservation of television ch. 9 for non-commercial, educational use at Redding, California. Ann. April 28.

Sec. 3.606—KTVE Inc., KTVE (TV), El Dorado, Ark. (4-24-61) Requests amendment of rules to "hyphenate" communities of El Dorado, Ark. and Monroe, La., for television allocation purposes by making following proposed changes:

Present	
El Dorado, Ark.	10—, 26—
Monroe, La.	8+, 13*, 43+
Proposed	
El Dorado, Ark.	26—
(See also Monroe, La.)	
Monroe, La.	8+, 10—, 13*
El Dorado, Ark.	
Monroe, La.	43+

NARBA notifications

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to recommendations of the North American Regional Broadcasting Agreement engineering meeting.

580 kc.

NEW Baie Comeau, P. Q. (Hauterive)—5kwD/2.5kwN, DA-2, unl. III EIO 4-1-62.

600 kc.

CJOR Vancouver, B. C.—10kw, DA-1, unl. III NIO with increased power.

1150 kc.

CKTR Three Rivers, P. Q.—10kwD/1kwN, DA-2, unl. III NIO with increased daytime power.

1280 kc.

NEW Melfort, Sask.—1kw, DA-1, unl. III EIO 4-1-62.

1330 kc.

NEW Tisdale, Sask.—10kw, DA-1, unl. III EIO 4-1-62.

Sponsor identification rules

■ Following are proposed changes in Sec. 3.654 of FCC rules, concerning sponsor identification:

(a) When a television broadcast station transmits any matter for which money, services, or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, such station, the station shall broadcast an announcement that such matter is sponsored, paid for, or furnished, either in whole or in part, and by whom or on whose behalf such consideration was supplied: Provided, however, that "service or other valuable consideration" shall not include any service or property furnished without charge or at a nominal charge for use on, or in connection with, a broadcast unless it is so furnished in consideration for an identification in a broadcast of any person, product, service, trademark, or brand name beyond an identification which is reasonably related to the use of such service or property on the broadcast.

(b) The licensee of each television broadcast station shall exercise reasonable diligence to obtain from its employees, and from other persons with whom it deals directly in connection with any program matter for broadcast, information to enable such licensee to make the announcement required by this section.

(c) In any case where a report (concerning the providing or accepting of valuable consideration by any person for inclusion of any matter in a program intended for broadcasting) has been made to a television broadcast station, as required by Sec. 508 of the Communications Act of 1934, as amended, of circumstances which would have required an announcement under this section had the consideration been received by such television broadcast station, an appropriate announcement shall be made by such station.

(d) In the case of any political program or any program involving the discussion of public controversial issues for which any films, records, transcriptions, talent, scripts, or other material or services of any kind are furnished, either directly or indirectly, to a station as an inducement to the broadcasting of such program, an announcement shall be made both at the beginning and conclusion of such program on which such material or services are used that such films, records, transcriptions, talent, scripts, or other material or services have been furnished to such station in connection with the broadcasting of such program: Provided, however, that only one such announcement need be made in the case of any such program of 5 minutes' duration or less, which announcement may be made either at the beginning or conclusion of the program.

(e) Any films broadcast by any television station which were photographed for commercial exhibition after the effective date of this subsection shall, in the absence of an adequate showing to the contrary, be presumed to have been intended for television exhibition.

(f) The announcement required by this section shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised, or from whom or in whose behalf such services or other valuable consideration is received, or by whom the material or services referred to in paragraph (f) of this section are furnished. Where an agent or other person contracts or otherwise makes arrangements with a station on behalf of another, and such fact is known to the station, the announcement shall disclose the identity of the person or persons in whose behalf such agent is acting instead of the name of such agent.

(g) In the case of any program, other than a program advertising commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or services referred to in paragraph (f) of this section are furnished, by a corporation, committee, association or

Continued on page 171

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by

Manos Hadjidakis

Best Song of 1960 as performed in the motion picture "Never On Sunday"

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RADIO

Help Wanted—Management

Wanted: Manager with small to medium market experience for Indiana independent daytime station. Prefer past managerial experience but will consider anyone with high sales experience and ability to get along with people. Send all replies to Box 104F, BROADCASTING.

Manager for medium to small market with heavy emphasis on sales. Box 238F, BROADCASTING.

Sales manager for metropolitan market. Personal sales success essential. Box 239F, BROADCASTING.

Wanted, station manager for 250 fulltime for south Texas town of over ten thousand. Salary plus percentage. First license beneficial. Box 247F, BROADCASTING.

Eastern sales manager for commercial recording corporation. Excellent immediate opening for man with thorough knowledge of radio advertising agency operation to open New York office for expanding progressive recording corporation. Will travel eastern area. This man is presently engaged in radio sales in New York City. Automobile furnished. Substantial draw. Right man will earn in excess of $20,000 first year. Contact Dick Morrison, Circle 6-0695, N.Y.C. May 11 through May 16.

Assistant manager for OK Group stations in mid-south and gulf coastal areas. Must have had radio sales experience. Opportunity for advancement to managership. Salary range from $7500 to $10,000 a year plus override on sales and fringe benefits. Write giving full details. Stanley W. Ray, Jr., 505 Barrone St., New Orleans, La.

Sales

Baltimore—Good money and top future for salesman who is looking upward. Multiple chain. Box 756E, BROADCASTING.

Salesman—Southwest, medium market. Excellent opportunity with aggressive station. Established accounts. Box 197F, BROADCASTING.

Opportunity for national sales manager top rated station midwest medium market. Send full resume, sales record, to Box 199F, BROADCASTING.

Salesman: For single station small market. A good opportunity to settle down. Salary commensurate with experience. Contact assistant general manager, KAOL, Carrollton, Missouri. Phone 27.

Creative salesman for America's beauty spot. 145,000 market. Good draw against commission. This is no place for beginners. You'll sell a quality good popular music format plus the greatest coverage against four competitors. If you are experienced, capable; air mail photograph, personal resume and past sales information. J. D. Hill, Box 764, KSSS, Colorado Springs, Colorado.

Sales representative. New radio station, WSOR, Windsor, Connecticut, write or call general manager.

Announcers

Announcer with first class ticket, maintenance is secondary. Box 928D, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Modern radio in Florida's fastest growing area, central Florida's east coast . . . has immediate opening for announcer engineer, emphasis on announcing. Box 169F, BROADCASTING.

Wanted—Best young dj in modern radio! We're not top 40—but we're a leading "live wire" operation in major Michigan market. Send details and tape to Box 170F, BROADCASTING.

Announcer—DJ with good commercial delivery. Educated, reliable, industrious. Production station, medium market. Resume and tape. Box 198F, BROADCASTING.

Florida daytimer near Cape Canaveral needs two announcer-salesman and one announcer with first phone. Two years of experience or more necessary. Send tape and resume. Box 231F, BROADCASTING.

Negro dj. Strong, experienced air personality for major midwest market. Tape and resume. Box 243F, BROADCASTING.

Wanted, experienced announcer-salesman. Hard worker can make $600-$700 a month. Must be family man. Personal interview required. K-GRL, Bend, Oregon.

Top kilowatt independent in the beautiful inter-mountain area needs a good, live morning man who wants to make more money. If you have sales experience, this market of 150,000 will be your meat. Rush tape, resume and snapshot to Gene Riesen, General Manager, KUPI, Box 2557, Idaho Falls, Idaho.

Immediate opening in stable mid-western city for experienced announcer/production man. Good salary plus benefits. Rush tape, resume, photo to Program Director, WANE Radio, Ft. Wayne, Indiana.

Experienced staff announcer needed by leading independent music news operation. Forward full details, tape. WASA, Havre de Grace, Md.

Announcer with first class ticket. Sixty miles from New York City. WBNR, Beacon, New York.

Philadelphia area. Announcer experienced who can also write local news. All fringe benefits. WCOJ, Coatesville, Pennsylvania.

Experienced announcer-engineer 1st class. No maintenance required. Heavy on general announcing. Some sports included. Send all including audition tape. WFHR, Wisconsin Rapids, Wisconsin.

Florida daytimer needs announcer immediately. Adult music station, no screamer. Send resume, tape, recent photo, and salary requirements, to WFTW, Box 10, Ft. Walton Beach, Florida.

Opening for staff announcer. Must be good at news, doing national news and commercials and must be interested in adult music. No dj's need apply. Starting salary from $85 a week depending upon background and experience. Must have details of experience, present salary, availability. Prefer personal interview but must have tape. Apply WGHQ, Box 427 Uptown P. O., Kingston, N. Y.

Dynamic newsman, we have one, now we want another . . . beepers, re-write, fast pace. Tape, resume to Bill Towre, WMEX, Boston 15, Mass.

Help Wanted—(Cont'd)

Announcers

WKLO in Louisville does not have a disc jockey opening. If you are a top man in a medium market or a man in a large market desiring a change, send a tape and a full resume to Ken Rowland, News and Program Director. Why? Our men, about one every six months, do move on, but invariably up. WKLO is proud of each and every one of them! If you have seasoned experience—three years at least—we would like to hear from you.

Staff announcer, must be able to run board and do a good air job. Send tape, picture and background plus salary wanted to Manager, WMOK, Metropolis, Illinois.

Progressive, production-minded station desires first ticket announcer. Salary open. New building, new Collins equipment. Home on premises available is desired. WMVO, Mount Vernon, Ohio.

Florida gulf coast, tight board good news, multi station daytime affiliate. Salary based on ability. Call WNUE, Ft. Walton Beach, Florida.

Announcer with first class ticket for 1 kw daytime station. Please send details first letter to WONG, Box 451, Oneida, New York.

Announcer, with first class ticket (no maintenance) for one kw daytime station soon to go on air in eastern Pennsylvania. Good future and salary for capable young man. Send tape and resume to WYNS Lehighton, Pennsylvania.

Announcer for West Indies commercial station broadcasting in English and French. Canadian citizen preferred. Need not be bi-lingual but must announce in English. Send tape and resume. Radio Caraibes, Castries, St. Lucia, B.W.I.

Technical

Immediate opening for experienced chief. Montana kilowatt with remote control needs man that can assume full responsibility for technical end. Station has excellent equipment. Applicant must have executive ability and be strong on maintenance. Send resume including credit, character references, plus picture. Box 842E, BROADCASTING.

Two men phone 1st—Great Lakes area one combination for radio—other tv excellent opportunity to gain experience. Box 994E, BROADCASTING.

Chief, good maintenance—experienced announcer. Job security and respected spot in well-managed, conservative, sound operation. Ideal small Colorado community life. Box 131F, BROADCASTING.

Chief engineer for top flight am-fm operation in large market. Must be experienced with directional antenna, have good electrical education and ability to handle men. Box 188F, BROADCASTING.

Chief engineer/announcer, first class ticket, quality voice for 5000 watt quality operation in sunny Florida. Position available immediately. Box 214F, BROADCASTING.

Florida gulf coast, combination first phone, strong on tight board. Multi-station daytime affiliate. Salary based on ability, call WNUE, Ft. Walton Beach, Florida.

Help Wanted—(Cont'd)

Production—Programming, Others

Newsman for dominant middlewestern independent with experience in writing and delivering local news. You'll work with six mobile units. Box 961E, BROADCASTING.

Newsman midwest radio-tv operation has opening for sharp morning newsman able to handle both reporting and on-air work. Box 130F, BROADCASTING.

Immediate opening for local news editor and news director. Must gather, write, edit, produce and announce local news broadcasts. This is not a 40-hour a week job. Will only hire on basis of personal interview or tape. Maximum starting salary $110 to $115 a week. 1000 watt daytime station going 5000 watt immediately. Write WGHQ, Box 427 Uptown P. O., Kingston, N. Y.

RADIO

Situations Wanted—Management

General manager—18 years all phases radio and television—hard working 38 year old family man—heavy radio sales. Last six years manager/commercial manager same company. College degree-excellent references-west preferred. Box 895E, BROADCASTING.

General manager available due to station sale. Fifteen years experience includes every department. Nine years full management small-medium competitive markets. Family man in mid 30's. Excellent references. Box 918E, BROADCASTING.

General manager. Northeast only. Know all phases of radio—if you're looking for a hard worker and producer, I'm your man. Box 942E, BROADCASTING.

California broadcasters. Top caliber manager-sales manager now operating successful midwest station desires challenging opportunity. Sincere, responsible family man with ability to offer you an efficient, profit-making progressive station. Investment opportunities considered. Box 991E, BROADCASTING.

Versatile, young, family-man. 9 years experience, management, sales, program dir. play-by-play, morning show personality. Looking for responsible position with profitable future any phase radio-tv. Will reply to all inquiries, prefer Virginia, Carolinas, Florida. Box 126F, BROADCASTING.

Station sale imminent. 39 year old general-sales manager available shortly after June 1st. Top record, top references, 20 years experience. Desire personal interview. Box 162F, BROADCASTING.

Offering 10 years experience all phases radio to growing organization. Currently earning $8,000 in sales. Desire managerial position. Box 203F, BROADCASTING.

Have $4000—Aggressive salesman 6 years experience plus sports, news, dj—25—married. Desire interest in small market station. All replies confidential. Box 204F, BROADCASTING.

Efficiency consultant . . . Expert on problem or new stations. Will find the weak points of your property and set it as an efficient, well-organized operation. 12 years experience in radio programming, sales, effective administration. Period of consulting will be mutually decided upon evaluation. Available in 3 weeks. Write Box 205F, BROADCASTING.

Owners, losing money . . . want to retire without worry. This management, sales, production team changes loss to profit. Will manage your station into money maker. Made present station number one, increased billing over 150%. Seek profit sharing agreement with owner, with option to buy all, or part. Replies confidential. Box 211F, BROADCASTING.

Excellent radio background dates back 19 years, licensed, family man. Box 218F, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Radio executive. Twenty years experience all phases. Have ability, initiative, experience, education. Available immediately. Box 220F, BROADCASTING.

Assistant manager, administrative assistant, program manager, other executive. 13 years experience radio-tv. Familiar current industry, labor and government matters. Trouble shooter. Now operations manager major market 50 kw. 28, family. Box 225F, BROADCASTING.

Texas—Native son, age 31, left lone star state three years ago to manage metropolitan station elsewhere. Outstanding record. Best Texas trade references. For details write Box 226F, BROADCASTING.

General manager—Fully experienced in all phases of radio in competitive market. Stable, family man, age 33. Ten years radio, six-management. Box 237F, BROADCASTING.

Sales/management: Fifteen years management and sales management experience; four stations, top markets, with figures to substantiate my billing record of 40 to 50% of station gross—available. No phony—available because my station sold. Desire your interview at convention. My industry references attending. Contact this box. Box 242F, BROADCASTING.

Looking for station wishing to improve its ratings. 12 years experience. Employed top station-major market. Opportunity, location as important as money. Box 254F, BROADCASTING.

Manager-program manager-radio-tv. Strong sales and programming, six years network tv producer-director. Local and regional sales. No genius, but hard worker with thorough knowledge of broadcasting. Box 258F, BROADCASTING.

Profit-minded manager looking for the opportunity of managing your station. Prefer one or two station market in midwest. 8 years sales experience. Box 259F, BROADCASTING.

Small market manager. Experienced all phases announcing. Civic minded. Top references. Will consider #2 spot. Tv experience, announcing, directing. Available immediately. Warren Hewitt, Beardstown, Illinois.

Sales

June graduate with B.S. degree seeking sales position in New England. Experienced in production, announcing, and some sales. Top references. Box 979E, BROADCASTING.

Straight commission closer billing $800 week. Needs larger midwest market. Box 176F, BROADCASTING.

Experienced, personality dj. College grad, married, will also sell, write copy. Box 223F, BROADCASTING.

Man Friday, $ales, copy, production, air work, management and $ales, $ales, $ales, experienced, record in $ales, no booze, permanent, resume and tape . . . Box 236F, BROADCASTING.

Experienced sales-announcer wants permanent location good sales—strong on news-sports, adult programming. Box 248F, BROADCASTING.

Man in early 30's now selling fulltime in New Mexico desire to relocate in California. Can do announcing and selling or do single. Have third phone—what have you. Contact Bob Lee, 2113 LaVeta Drive, N.E., Albuquerque, New Mexico. Telephone 256-4279.

Announcers

Veteran, 27, single, wishes start in radio. college student, available summer, sincere willingness cooperate work and learn all phases radio work, will send tape, commercials, news, comedy; picture. Box 901E, BROADCASTING.

Situations Wanted (Cont'd)

Announcers

Top radio personality for Connecticut, New Jersey, New York. Working now. Box 955E, BROADCASTING.

Colored announcer dj—fast board, news, broadcast school grad. Rock, pop or jazz. Family man. Box 967E, BROADCASTING.

Top rated, personality, dj. College, experience, first phone. Give complete details. Box 998E BROADCASTING.

Energetic young announcer wishes to relocate in metro market with swingin' station. Married . . . education . . . experienced in dj shows (all types music); news; sports play-by-play; personal appearances. Box 729E, BROADCASTING.

Experienced radio personality ready to move to major north-eastern market. Want adult operation dedicated to programming in the public interest. Box 124F, BROADCASTING.

Need a good, smooth, first phone morning man? Ten years experience. $110, for forty hours. Box 179F, BROADCASTING.

Beginner with potential seeks announcing position. Slight experience, trained voice, broadcasting school. Some college, third phone. Box 183F, BROADCASTING.

Six years staff experience, country and pop. Thirty. Been present station two years. Hard worker, dependable. Would like to work 50 or sixty hour week, with commensurate pay. Prefer New York area or California, but will consider anything. Native Texas. Box 187F, BROADCASTING.

First ticket . . . five years experience . . . top news and play-by-play sports . . . can handle dj shows, sales, copywriting . . . most versatile, capable, hard working. Stable, married, veteran . . . three years on present job. Feel stalemated, frustrated and ready to make good move with future. Money important, but not sole consideration. Request management be sincere, honest in reply. Box 189F, BROADCASTING.

Here's your summer man: Experience on 50 kw network operation (including tv) and AP bureau radio desk. Presently on 5 wk top 40. Prefer Iowa, midwest. Let's trade—superior work for senior year tuition. Box 190F, BROADCASTING.

Former WNEW, New York and KSFO, San Francisco staffer, now freelancing Hollywood, wishes return to major station deejay or newscasting. Box 194F, BROADCASTING.

2 experienced announcers ready to move to better position, alone or together. Tight board, dependable. Network station. Box 196F, BROADCASTING.

South! West! Negro announcer-dj. Ready to settle. Congenial, versatile, worker. Box 201F, BROADCASTING.

Ambitious adult morning man now sold solid desires opportunity for advancement and more money. Knows variety and bright listenable music. Mature commercial approach, strong newscaster. Six years radio, year tv. Family—veteran. Include pertinent details. Florida or Virginia into northeast. Box 210F, BROADCASTING.

Middle-of-the-road deejay seeks middle market (15-50,000) in midwest. 3 years experience. Permanency desired. Box 213F, BROADCASTING.

Bud Baldwin, professional blabbermouth and dj on WHIO and WING, Dayton, Ohio for 20 years. Would like to make change. Box 215F, BROADCASTING.

Sports director nine years experience play-by-play. Finest references. Box 216F, BROADCASTING.

Has experience plus ratings and references now employed; wants greener pastures. Tape, resume on request. Box 219F, BROADCASTING.

Rated # 1 in major N. E. market. Fast-paced dj desires relocation mid-June. Tight production, copy. Young, ambitious, willing to learn your way. Box 260F, BROADCASTING.

Situations Wanted (Cont'd)

Announcers

Versatile dj, experienced large suburban market. Can build strong following. Desires connection with good originator. Box 233F, BROADCASTING.

Announcer-dj experienced, married, want to settle down, bright sound. Good, tight board, willing to relocate. Box 234F, BROADCASTING.

Experienced, quality announcer, progressive station, not afraid to "create sound." $110 minimum. Box 235F, BROADCASTING.

Quality announcer-dj—strong news, experienced, college grad, young, ambitious, sincere. Box 240F, BROADCASTING.

Serious or good music stations: 7 years experience pd-announcer-news. Excellent references. Locate New England. Tape-resume. Box 244F, BROADCASTING.

Negro announcer, personality . . . good popular music . . . can make money for your station. Experienced . . . pleasant style . . . good production . . . versatile . . . travel. Box 246F, BROADCASTING.

Available now! Top 40 personality dj—highest rating: 52.1. Resigned after two years with top chain. Box 250F, BROADCASTING.

Announcer-dj. Young man with musical background and fine personality, something radio needs, seeks employment with a "live" station. Resume, tape, picture available. Box 257F, BROADCASTING.

Announcer. 3½ years Chicago. Any location now. Bass voice. Contact Lou Vale, Crawford 7-8169, Chicago or Box 200F, BROADCASTING.

Announcer with 1st phone seeks employment in southern college or university town. Some experience with availability now. Contact John T. Archer, 6023 La Vista, Dallas, Texas. TA 6-3620.

Negro announcer—experienced, 30, married, smooth delivery, travel anywhere. Julius Gray, 5618 Wabash, Chicago, Illinois, Butterfield 8-8530.

Peter Gunn? No, Duane Gunn! Young, married, dj-announcer wants to settle down. 4733 Burchfield, Lansing, Michigan, Tel. No. 88-29725.

Look—experienced announcer with 1st phone, 26, college, stable family man. Recent experience, maintenance, production, copy. Want some sales. Seek an adult-minded station, no hysteria, no rock. Available now for a station in the west. Hamilton, Box 3961, Carmel, California, MA 4-6553.

Sports announcer, 3 years experience, play-by-play. Well rounded in all phases of radio, runs own board, any location. George Hedges, c/o Mrs. Wileman, 3401 N. Marshfield, Chicago, Illinois.

Announcer, first phone, combo man, experienced. Will locate anywhere. Paul E. Kidd, Jr., 1926 Palm Grove, Los Angeles, California.

Announcer-dj, tight format, good on news, will travel. Emmett Ramsey, 110 Chestervill, Av., Cardington, Ohio.

Does eastern fm station need experienced announcer, specializing in well paced, listenable jazz shows—thoroughly familiar with classics. 35 years old, married, dependable. References. Bob Shields, 24 Grove St., New Milford, Conn., ELgin 4-4563.

Technical

Do you want your engineering department backed by benefit of 25 years construction, maintenance, operation from one to fifty kilowatts? Florida chief engineer desires to join engineering department of progressive growing Florida station as head or staff. Box 117F, BROADCASTING.

First phone, experienced in am, fm & tv. Excellent references. Maintenance—primary. Box 193F, BROADCASTING.

Situations Wanted (Cont'd)

Technical

Experienced 1st phone announcer desires to improve engineering. Available immediately—call C. F. at CH 6-3541, 507 Mills, Bainbridge, Georgia.

First phone disc jockey with plenty of engineering experience. Music and news. Chief engineer experience. Bachelor, have car. $100 per 40 hour week. Write or wire: Downie, Box 151, Milford, Delaware.

Chief 7 years experience, good announcer. Directional experience. Lousy references, but finally got divorce. Looking for a break good man in right operation. "Engineer," 281 Webb St., South Plainfield, N. J. PL 7-0360.

Summer position in northwest by CREI student. First phone, experience: studio and transmitter 10 kw DA. Fred Klimes, 7835 16th St., N.W., Washington 12, D. C. RA 6-8563 after 7:00 p.m.

Situations Wanted (Cont'd)

Technical

Recent 1st phone desires first position as engineer. George Warner, 694 W. 10th, Eugene, Oregon.

Production—Programming, Others

Announcing school and college grad seeks start in radio news-gathering, writing, broadcasting. Box 145F, BROADCASTING.

Proven to be the finest in programming and promotion, experienced. Best references. Box 181F, BROADCASTING.

Energetic professional programming, production and performing team seeking slot with forward-looking, paying operation in important market. Together or separate. Box 182F, BROADCASTING.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s) _____

☐ **TF** (until forbid)

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payment in advance)

☐ **Help Wanted**—25¢ per word—$2.00 minimum

☐ **Display ads** $20.00 per inch—STATIONS FOR SALE advertising require display space

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ **All other classifications** 30¢ per word—$4.00 minimum

(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

SITUATIONS WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

FOR SALE

☐ equipment

WANTED TO BUY

☐ stations
☐ equipment

ADDITIONAL CATEGORIES

☐ Instructions
☐ Business Opportunity
☐ Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed $ ☐ **Bill**

Situations Wanted (Cont'd)

Production—Programming, Others

Fine arts program director/announcer seeks larger city and opportunity for creative expression. Mature voice—extensive serious music background—8 years experience. Box 185F, BROADCASTING.

Now pd. Want to advance to news and programming. Willing worker. Salary open. Prefer small/medium market. Available now for best offer. Adult music. Box 192F, BROADCASTING.

Award-winning news director wants to relocate in a major market. 14 years experience. Box 207F, BROADCASTING.

P.D. No. 1 station in competitive midwestern market, college degree, major market experience all phases, highest references. Seeks responsible organization with future for hard working dedicated broadcaster. Box 209F, BROADCASTING.

Attention Texas and southwest. Triple award winning news director with successful sales record also announce. Ultimate goal-manager-owner. Will accept nominal salary for opportunity with solid future. Available now. Box 222F, BROADCASTING.

Continuity, promotion, strong production. Young man, 6 years broadcast/advertising experience. Strong addition to your staff. Samples, details on request. Box 224F, BROADCASTING.

News editor—reporter. Ten years covers writing, editing, reporting, producing. Seeking major market east of Mississippi. Excellent references. Tape. Box 227F, BROADCASTING.

Copywriter: Employed small town fellow, Minneapolis trained, wants to write and produce copy in corn or cotton belt town. No tv. Box 228F, BROADCASTING.

Present program director and air personality with fourteen years experience, seeking a more challenging market. Nothing fast-paced. Personal, sincere approach. Family man. Box 241F, BROADCASTING.

Mr. manager—Need professional help modernizing production and programming? This talented team ready! Together or separate. Major markets. Box 253F, BROADCASTING.

Experienced newsman. Employed top station-big market. 12 years experience radio-tv. A pro. Box 255F, BROADCASTING.

Skilled copywriter and woman broadcaster with 16 years experience in writing, production, broadcasting, women's programs, desires position in radio or tv combining copy or production with some broadcasting. Box 554, Ketchum, Idaho.

Wanted position in news department in major midwestern market. Past 18 months news director of small metro station—want larger radio and/or tv. Young, college, experienced in gathering, writing and airing. Dell Richards, 8728 Newton Drive, Overland Park, Kansas. NIagara 2-5982.

World's best male traffic manager wants change. Insurmountable problems my specialty. If you can afford the very best, write Box 308E, BROADCASTING.

TELEVISION

Help Wanted—Announcers

Combination announcer-director. Strong on announcing and appearance. $80 base. Eastern United States. Send tape, photograph, and resume. Box 103F BROADCASTING.

Announcer/cameraman wanted by No. 1 tv station in Las Vegas, Nevada. Must be versatile, all-round production man, strong on voice and production ability. Send tape, photo, and resume first letter. Immediate opening. Address: KLRJ-TV, Box 550, Las Vegas, Nevada.

Help Wanted—(Cont'd)

Technical

Wanted: One transmitter operator and one transmitter maintenance engineer for mountain top operation. Engineer must be familiar with GE equipment. Send resume to Chief Engineer KMSO-TV, 340 West Main, Missoula, Montana.

TV summer studio relief 2nd class license minimum. Contact: Mr. Merritt, C. E., WICS-TV, Springfield, Ill.

We need an experienced man for general maintenance—channel 11 RCA transmitter, studio camera, control room, projection room, and microwave links. You will have help and supervision and will be oriented in the job but will not be trained. No watches. Asst. chief for the right man. $125.00 per week. Also control room operator, 1st phone, no experience, $86.42, 44 hours. R. W. Caughey, WINK-TV, Fort Myers, Florida. Phone EDison 4-1131.

Qualified engineer with considerable experience in building tv stations to erect Channel 21 in California and remain on staff as chief. Excellent pay and climate. Available June 1. Send qualifications and referrals to: Harold Gann, 2300 So. Union, Bakersfield, California.

Production—Programming, Others

Promotion manager, man or woman, wanted by area's number one television station, medium size southeastern market. Qualifications: Take charge station's promotion department, including on the air, newspaper, billboards, and above all, market and station promotion including market research and preparation of market and station sales presentations. If you have the ideas, and the follow through, this is the place for you. Working conditions and employee benefits excellent. Please send resume, salary requirements and photo. Box 899E, BROADCASTING.

Art director—Southeastern capital city vhf seeks man experienced in television art to assume responsibility for all art work, scenic design and to direct photographer. Must be creative and ambitious. Attractive company benefits, pleasant working conditions at multiple ownership station. Please submit resume, recent photo, references and salary requirement to Box 992E, BROADCASTING.

Top photo journalist with at least five years experience all phases of newsfilm and stills for aggressive news station in major midwest city. Good future and pay for mature, talented go getter. Send photo and background to Box 229F, BROADCASTING.

Half-time television news instructor needed, beginning September. Can take graduate work. School of Journalism, University of Iowa. Iowa City.

TELEVISION

Situations Wanted—Sales

Experienced tv sales manager, top billing, with outstanding record and best of references. Desire association with station offering opportunity for advancement to sales manager, or will fill sales manager opening now. Box 177F, BROADCASTING.

Announcers

Started green as booth announcer two years ago. Am now continuity director and leading personality in medium market. Bursting to get into large market or chain where I can grow. Prefer northeast, but location secondary to future. Box 180F, BROADCASTING.

Thoroughly experienced tv staff man commercials and news. Seeks move. Box 115F, BROADCASTING.

Situations Wanted (Cont'd)

Technical

Recent tech grad first ticket, interested in learning tv transmitter operation or maintenance. Permanent position desired, sober, dependable. Far western states area or will relocate anywhere. Box 195F, BROADCASTING.

West or west coast. AM, fm, tv. Experienced: Standard vhf, DuMont, uhf, maximum power transmitters; Sarkes microwave; RCA, Gates am transmitters. First phone, genuine work horse on maintenance. Age 31. Box 208F, BROADCASTING.

No United Nation's diplomat but have put out many brushfires worldwide for television broadcasters. All phases. Planning, installation, start up, proofs, and operational instruction. Desire position broadcasting or allied fields. Foreign or domestic. Contact Box 245F, BROADCASTING.

Production—Programming, Others

Producer-director—Immediate availability. 7 years same company. Do one-man board, familiar all phases. Top references, high credit and no drifter. Want organization with future. Box 848E, BROADCASTING.

Promotion—all phases. Strong on copy; good on layout; great on ideas! Will head up small station's department—or work well as number two man in larger operation. Write for fact-filled resume. Box 175F. BROADCASTING.

Started green as booth announcer two years ago. Am now continuity director and leading personality in medium market. Bursting to get into large market or chain where I can grow. Prefer northeast but location secondary to future. Box 180F, BROADCASTING.

Editor-Been away, want back. Radio or tv, news or sports. Gather, write, edit, some photography. Journalism graduate, limited experience. Prefer far west. Employed, available July 1. Box 202F, BROADCASTING.

Looking for an energetic young man capable of handling all phases of tv production? I'm your man. 4½ years experience in directing and producing. Resume and references excellent. Box 249F, BROADCASTING.

News director. On-camera, legislature, special events, SOF, 12 years. Box 252F, BROADCASTING.

FOR SALE

Equipment

GE 3 kw fm transmitter, presently set for operation at 1500 watts. 250 watt driver in excellent condition. Amplifier ready to go at 1500 watts. Simple conversion to full 3 kw. Can be multiplexed. Complete for $1500.00. Box 230F, BROADCASTING.

Rust remote control system, Series E. 5 years old; good condition. KATI, Casper, Wyoming.

Used RCA-4C amplifier, Gates 6 position mixer, 4 Collins 6B pre-amps., 2 Collins 409C power supplys, $75.00. WNLC, New London, Connecticut.

Tower—immediate delivery—Utility heavy duty 185′ with lighting kit—dismantled—ready for shipment. WOKJ, Box 2667, Jackson, Miss. FL 4-4096.

Transmitter and towers . . . get on the air $750 down! Will finance rest over 5 years. Good western 1 kw and 180′ galvanized type 300 heavy Windcharger tower, dismantled. Also 180′ lighter tower dismantled in Louisiana for $600. Gordon Allen, 533 Lincoln South, Salem, Oregon.

Thermometer, remote, electrical; enables announcer to read the correct outside temperature from mike position. Range 0-120 deg F. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, California.

AM, FM, TV terminal equipment including monitors, 5820, 1850A and power amp tubes. Electrofind, 440 Columbus Ave., N.Y.C.

FOR SALE

Equipment—(Cont'd)

New! 2000MC microwave receivers. 11MC bandwidth. Includes 6' dish. $595.00! Electrosales, 2510 You Street, Sacramento, California.

Will accept best offer for one 600 ft. and two 175 ft. guyed towers, standing. Immediate removal of towers and foundations required. Write Paul Cram, 1028 Stumpf Blvd., Gretna, Louisiana or call New Orleans, FOrest 1-2224.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

George Kim & Son. Tower-painting, repairing, erection and demolishing. Ebensburg, RD#2, Pennsylvania.

Rigid transmission line, Andrews 1⅝" No. 551-3. New, unused, with hardware and fittings. Tremendous savings. Write for stock list. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Stations

Experienced radio man desires small profitable station in the mid-south. Correspondence confidential. Box 900E, BROADCASTING.

Experienced radio man would like to purchase profitable radio station in the mid-south. All correspondence confidential. Box 116F, BROADCASTING.

Experienced California radio man has backer, wish to purchase station. Any size market considered. Replies confidential. Box 212F, BROADCASTING.

Experienced broadcaster desires participating ownership or lease-purchase of west coast CP or station. Box 217F, BROADCASTING.

20-30 M available to purchase working interest in small station. 15 years experience. Director operations local N.Y.C.—tv station, staff CBS and NBC. Desire N.Y., N.J., Conn. area. Box 232F, BROADCASTING.

Equipment

Used Schafer model 1200-GMA automation system playbacks; preparation and control unit. Box 139F BROADCASTING.

FM transmitter 3 or 5 kw and associated equipment such as coax, antenna bays, monitors, etc. Must be in A-1 condition. Send full particulars to Box 167F, BROADCASTING.

Presto radius equalizer, type 161A to fit 6N table. Please advise prices and condition. Box 184F, BROADCASTING.

FM station frequency modulation monitor. Please advise best cost. Box 221F, BROADCASTING.

200, 300, 400 ft. steel towers heavy duty. Telechrome sweep generator, stabilizing amplifiers. Western Microwave, Box 691, Livingston, Montana.

Used tv station equipment. VHF. With remote telecasting equipment, if available. Top prices. Columbia Electronics, 4365 West Pico Blvd., Los Angeles 19, Calif.

INSTRUCTIONS

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

FCC first class license twelve weeks. PCIT, Woodburn, Oregon, YUkon 1-1066.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC first class license in 5 or 6 weeks. Instruction eight hours a day, five days a week. No added charge if additional time or instruction needed, as license is guaranteed for tuition of $300.00. Professional announcing training also available at low cost. Pathfinder Method, 5504 Hollywood Blvd., Hollywood, California. Next classes June 5th and July 31.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 21. August 30, October 25. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California "Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course."

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for first phone. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

BUSINESS OPPORTUNITY

Capital wanted ($60,000) to establish music/radio programming trade magazine. Market ready. Active participation welcomed. Box 186F, BROADCASTING.

MISCELLANEOUS

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592. Huntsville, Alabama.

Commissionable rates wanted! Radio, television. Evangelisitic churches individually pay station. After collection station pays Gospel Broadcasters-Telecasters, Schell City, Missouri.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Comedy for radio performers! Not just lines but material tailored for deejays. "Deejay Manual," a complete gagfile sampler of "radio" comedy. $5.00—Show-Biz Comedy Service (Dept. DJ), 65 Parkway Court, Brooklyn 35, N. Y.

RADIO

Help Wanted—Management

SALES EXECUTIVES WANTED

Community Club Awards, prestige radio and TV promotion, realigning territories. Openings: Northwest, Inter-Mountain area, Midwest, Southwest and Ohio-Kentucky area. Full time travel, home weekends. Training at New York office. $200 week advance 90 day trial. $7,500 salary plus commission thereafter. $25,000 + potential. Major medical, other benefits. Salesmanship, showmanship, poise, personality, good appearance a necessity. Performance applicants CCA station experience. Detailed resume, pix first letter. Personal interview at NAB Convention, Mayflower Hotel, Washington, D. C.; or Box 537, Westport, Conn. Phone CApital 7-0841.

Announcers

ANNOUNCER-PRODUCER

With heavy top forty, formula background who wants to try hand with better programming for adult-oriented station in major midwestern market of 750,000. We'll need your resume, picture, and tape on first reply. Salary open. Professionals only need apply.

Box 953E, BROADCASTING

Production—Programming, Others

PERSONALITIES

Move up to Top-Rated station in Top 20 market. We need two experienced personalities. Must have mature voices. Send picture, resume, tape to:

Box 206F, BROADCASTING

NEWS DIRECTOR

Top quality authoritative voice, experienced writer and reporter. Must be able to write and air editorials and commentary. Adult programmed station in major midwestern market of 750,000. Salary open. Send complete resume, picture, tape immediately. Very fine opportunity.

Box 952E, BROADCASTING

RADIO

Situations Wanted—Announcers

MORNING PERSONALITY

Highest rated of all shows in top 30 market. No 1 without raunchy music. Voice-track inserts, comedy bits, a happy show. Major markets *only*.

Box 191F, BROADCASTING

FOR SALE

Equipment

STOP—LOOK (inspect)—and ORDER your MOSELEY Model SCG-2 Subcarrier Generator for FM multiplexing. On display at BOOTH 35B, NAB Convention or write for Bulletin #203.

MOSELEY ASSOCIATES

4416 Hollister Ave. P. O. Box 3192
Santa Barbara, California

WANTED TO BUY

Stations

$100,000
CASH AVAILABLE

To use as down payment for all or 50% of fulltime radio station. Prefer middle to large market within 90 minutes flying time from New York City. Will assume active management, principals only. All replies confidential.

Box 868E, BROADCASTING

EMPLOYMENT SERVICE

JOB HUNTING?

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application NOW

WALKER EMPLOYMENT SERVICE

Broadcast Division
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

FOR SALE

School

FOR SALE
ANNOUNCER'S SCHOOL

East Coast major market. Money Maker. Working announcers as instructors. Good enrollment; can be expanded. Now running absentee. Member Better Business Bureau, Bd. of Trade, etc. $35,000 cash required.

Box 983E, BROADCASTING

STATIONS — FOR SALE

SOUTHERN OHIO

Major market, outstanding daytime facility. $130,000. 29% down. Qualified principals only.

Box 898E, BROADCASTING

Group wishing to purchase radio stations interested in joining experienced operator manager who would like to expand.

Box 147F, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

CONFIDENTIAL NEGOTIATIONS
For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida

W. B. GRIMES & CO.
2000 Florida Avenue, N.W.
Washington 9, D. C.
DEcatur 2-2311

Ala	medium	fulltime	$ 65M	22dn
Ariz	metro	regional	300M	29%
Calif	small	1kw-D	175M	29%
Fla	medium	fulltime	175M	29%
Ga	single	fulltime	175M	29%
Ind	single	regional	125M	cash
Idaho	medium	daytimer	90M	29%
Iowa	single	fulltime	87M	25dn
La	metro	fulltime	315M	29%
Miss	single	daytimer	40M	15dn
N.C.	medium	fulltime	150M	terms
N.Y.	single	fulltime	48M	cash
N.D.	medium	daytimer	90M	29%
Ohio	single	daytimer	120M	29%
Ore	medium	fulltime	117M	terms
S.C.	single	daytimer	75M	20dn
Tenn	single	daytimer	65M	29%
Texas	metro	daytimer	225M	terms
Va	single	daytimer	80M	25dn
Wash	metro	daytimer	100M	29%

And Others

NAB Convention, Sheraton Park, Suite B-123-5

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

2 BROADCASTING STATIONS

For sale in large city. Inquire at GUARANTEE RADIO BROADCASTING CO., 1314 Iturbide St., Laredo, Texas.

GUNZENDORFER

LAS VEGAS, $100,000 with *$29,000* down for adult daytimer with F.M. grant. *"A GUNZENDORFER exclusive."*

ARIZONA. $65,000 with *$10,000* down and easy payout for 500 watt daytimer. *"A GUNZENDORFER exclusive."*

CALIFORNIA. *$31,900* down for 1 KW daytimer. Asking $110,000.

WILT GUNZENDORFER AND ASSOCIATES

8630 W. Olmypic, Los Angeles 35, Calif.
Licensed Brokers *Financial Consultants*

Tex. major $200,000—Tex. fulltime medium $160,000—Tex. regional $60,000—Georgia major $225,000—La. major $97,500—La. medium fulltime $85,000—Miss. fulltime $50,000—Miss. day $45,000—Alabama major regional $275,000—New Mex. fulltime regional $300,000—Virginia major $215,000—Fla. major $240,000—Fla. 5 kw $225,000—Fla. medium 5 kw $195,000—Fla. regional $160,000—Fla. medium 1 kw $135,000—Fla. secondary $125,000—Fla. major 1 kw $120,000—Fla. small $50,000—Southern major TV-Radio $4,000,000. Others! PATT McDONALD, Box 9266, GL 3-8080, AUSTIN, TEXAS.

STATIONS FOR SALE

Suite F-350-2
Sheraton Park Hotel

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

NEED HELP?

LOOKING FOR A JOB?

SOMETHING TO BUY

OR SELL?

For Best Results

You Can't Top A

Classified Ad

in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 162

other unincorporated group, the announcement required by this section shall disclose the name of such corporation, committee, association or other unincorporated group. In each such case the station shall require that a list of the chief executive officers or members of the executive committee or of the board of directors of the corporation. committee, association or other unincorporated group shall be made available for public inspection at *the studios or general offices* of one of the television broadcast stations carrying the program.

(h) In the case of programs advertising commercial products or services, an announcement stating the sponsor's corporate or trade name or, where it will serve the requirements herein, the name of the sponsor's product, shall be deemed sufficient for the purposes of this section and only one such announcement need be made at any time during the course of the program.

(i) Commission interpretations in connection with the foregoing rules may be found in the commission's public notice entitled "Applicability of Sponsorship Identification Rules" and such supplements thereto as are issued from time to time.

Following are recent examples of FCC interpretations of above rules:

■ An automobile manufacturer or dealer furnishes to a producer of television programs a number of automobiles with the understanding that the producer will use them, or some of them, in some of his programs which call for the use of automobiles; and that the automobiles may be used for other business purposes in connection with the programs, such as transporting the cast, crew, equipment and supplies from location to location or transporting executive personnel to business meetings in connection with the production of the programs. There is no understanding that there will be any identification on the television programs beyond an identification which is reasonably related to the use of the automobiles on the programs. No other consideration is involved. Under such uses, no announcement is required.

■ (a) A hotel permits a program to originate from its premises and furnishes hotel services, such as room and board, for cast, production and technical staff, and also furnishes other elements for use in connection with the programs to be broadcast, such as electricity and cable connections, free of charge, and with no other consideration. There is no understanding that there will be an identification of the hotel on the program beyond that reasonably related to the use made of the hotel on the program. No announcement is required.

(b) If the hotel pays money or furnishes free or at a nominal charge any services or items which are not for use on or in connection with the program (e.g., furnishing free or at a nominal charge room and board for the producer for any period of time not related to the production of the program at the hotel site), an announcement is required.

■ Does Sec. 317 as amended on Sept. 13, 1960 apply to programs or portions of programs produced or recorded prior to Sept. 13, 1960?

No, unless valuable consideration was provided to a broadcast station (rather than to a producer or other person) for the program or the inclusion of any program matter therein and the program was broadcast after said date.

■ A station broadcasts spot announcements which solicit mail orders from listeners. The sponsor is merely referred to in the announcements and in the mail order address as "Flower Seeds" or "Real Estate" or "the Record Man." Such a reference to the sponsor of the announcements is insufficient to constitute compliance with the Commission's sponsorship identification rules because it is limited to a description of the product or service being advertised. The announcement requirement contemplates the explicit identification of the name of the manufacturer or seller of goods, or the generally known trade or brand name of the goods sold. (See commission notice entitled "Sponsor Identification on Broadcast Stations," FCC 50-1207, 6 R.R. 835).

■ A station broadcasts "teaser" announcements utilizing catch words, slogans, symbols, etc., designed to arouse the curiosity of the public by telling it that something is "coming soon." The sponsor of the announcements is not named therein, nor is any generally known trade or brand name given, but it is the intention of the station and the advertiser to inaugurate at a later date a series of conventional spot announcements at the conclusion of the "teaser" campaign. Announcements of this type do not comply with the Commission's sponsorship identification rules. All commercial matter must contain an explicit identification of the advertiser or the generally known trade or brand name of the goods being advertised. (See Memorandum Opinion and Order In the Matter of Amendment of Sec. 3.119(e) of the commission's rules, FCC 59-939, 18 R.R. 1860.)

■ A station carries an announcement (or program) on behalf of a candidate for public office or on behalf of the proponents or opponents of a bond issue (or any public controversial issue). At the conclusion thereof, the station broadcasts a "disclaimer" or states that "the preceding was a paid political announcement." Such announcements *per se* do not demonstrate compliance with the sponsorship identification rules. The rules do not provide that either of the above-mentioned types of announcements must be made, but they *do* provide in such situations that an identification be broadcast which will fully and fairly disclose the true identity of the person or persons by whom or in whose behalf payment was made. If payment is made by an agent, and the station has knowledge thereof, the announcement shall identify the person in whose behalf such agent is acting. If the sponsor is a corporation, committee, association or other group, the required announcement shall contain the name of such group; moreover, the station broadcasting any matter on behalf of such group shall require that a list of the chief officers, members of the executive committee or members of the board of directors of the sponsoring organization be made available upon demand for public inspection at the studios or general offices of the station.

■ Must the required sponsorship announcement on television broadcasts be made by visual means in order for it to be an "appropriate announcement" within the meaning of the commission's rules?

Not necessarily. The commission's rule does not contain any provision stating whether aural or visual or both types of announcements are required. The purpose of the rule is to provide a full and fair disclosure of the facts of sponsorship, and responsibility for determining whether a visual or aural announcement is appropriate lies with the licensee.

■ (a) A trade association furnishes a television station with kinescope recordings of a Senate committee hearing on labor relations. The subject of the kinescope is a strike being conducted by a labor union. The station broadcasts the kinescope on a "sustaining" basis but does not announce the supplier of the film. The failure to make an appropriate announcement as to the party supplying the film is a violation of the commission's sponsorship identification rules dealing with the presentation of program matter involving controversial issues of public importance. Moreover, the commission requires that a licensee exercise due diligence in ascertaining the identity of the supplier of such program matter. An alert licensee should be on notice that expensive kinescope prints dealing with controversial issues are being paid for by someone and must make inquiry to determine the source of the films in order to make the required announcement. A station which has ascertained the source of kinescopes is under an additional obligation to supply such information to any other station to which it furnishes the program.

(b) Same situation as above, except that the time for the program is sold to a sponsor (not the supplier of the film) and contains proper identification of the advertiser purchasing the program time. An additional announcement as to the supplier of the films is still required, for the reasons set forth above.

(c) Same situation as in (a) and (b), above, except that only *excerpts* from the film are used by a station in its news programs. An announcement as to the source of the films is required.

■ A church group plans to film the proceedings of its national convention and distribute film clips "dealing with numerous matters of profound importance to members of (its) faith" in order to "disseminate to the American people information concerning its objectives and programs." The group requests a general waiver under sec. 317(d) of the Communications Act so that it need not "waste" any of the short periods of broadcast time donated to it by making sponsorship identification announcements. In the below-cited case, the commission did not grant such a waiver because of the absence of information indicating that the subject matter of the clips was not controversial and because the alleged "loss" of a few seconds of air time was not of decisional significance vis-a-vis congressional and commission policy relating to issues of public importance.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING May 4

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,531	43	132	802
FM	794	72	200	123
TV	486[1]	56	86	98

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING May 4

	VHF	UHF	TV
Commercial	464	78	542
Non-commercial	38	17	55
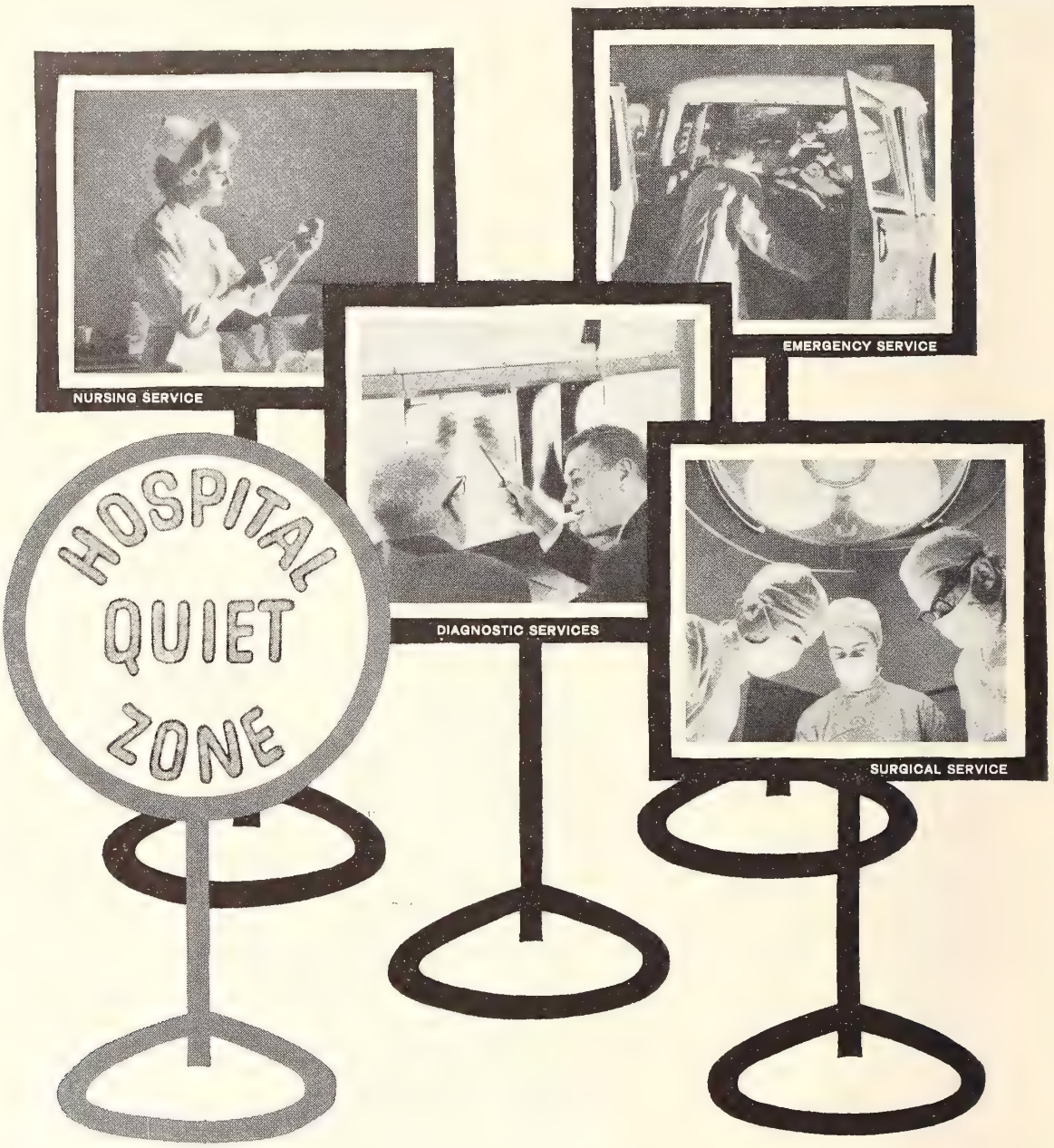
COMMERCIAL STATION BOXSCORE

Compiled by the FCC (March 31, 1961)

	AM	FM	TV
Licensed (all on air)	3,530	791	486[1]
Cps on air (new stations)	31	65	55
Cps not on air (new stations)	150	206	89
Total authorized stations	3.711	1,062	641
Applications for new stations (not in hearing)	560	71	25
Applications for new stations (in hearing)	196	24	54
Total applications for new stations	756	95	79
Applications for major changes (not in hearing)	510	57	35
Applications for major changes (in hearing)	208	4	16
Total applications for major changes	718	61	51
Licenses deleted	1	0	1
Cps deleted	1	3	0

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

NOTICE TO EDITORS — For more than 30 years, Metropolitan Life has sponsored advertising messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors) free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.



DO YOU KNOW WHAT YOUR HOSPITAL OFFERS YOU?

To all of us, a hospital is a familiar and reassuring landmark—a place we know we can depend on when we're sick or injured.

One out of eight of us requires hospital care every year. This means that our hospitals have a heavier load than ever before—their staffs busier—their problems more complex.

But many of us do not know what hospitals are really like. It is remarkable how they manage to run so smoothly and efficiently 24 hours of every day and are able to provide such a wide variety of skills and services under one roof.

Our hospitals need your help and support. During National Hospital Week—May 7th to 13th—visit and talk to the people who run your hospital. Ask if there is a volunteer job you could do.

A good, modern hospital is vital to the health of your community. Support it in every way you can. Every hospital—large or small—becomes a better hospital with your support.

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THE LIGHT
THAT
NEVER FAILS

OUR RESPECTS to John Lawrence Perry, NAB

An 'extra mind' for researching, writing, analyzing

One of the most active figures at the NAB convention will be one of the least visible to delegates.

"Just call me an adjunct," said John Lawrence Perry, assistant to NAB President LeRoy Collins.

John has absolutely no official role at NAB or at the convention. But there's little of importance that happens without the benefit of his background participation.

Any attempt to block out John Perry's job at NAB on a corporation structural chart will end up with some sort of a dotted line leading sideways into a floating box that merely says "John L. Perry, assistant."

But any attempt to belittle the importance of his work would seriously distort the facts of NAB life. Perhaps the best explanation is given by Gov. Collins: "He serves as my personal assistant but not in an administrative staff capacity. He gives me an extra mind for researching, writing and analyzing. He observes meetings I cannot attend and serves importantly as my liaison when necessary."

In The Middle ▪ And where does this leave John Perry? Right in the middle of just about everything of a policy-level nature that happens around the association's Washington headquarters —the only staff executive with an across-the-board interest.

This youngish aide to Gov. Collins has just the right educational, professional and temperamental qualities for the job. He has an extensive scholastic background, experience in the niceties of politics and the gold-fish-bowl type of living inherent in Gov. Collins' career, and an extraordinary ability to listen patiently and to catch on in a hurry.

But John Perry's most valuable trait probably is his knack of listening with four ears—his and the Governor's. This is backstopped by five-years experience in the art and science of acting as an extra mind, or adjunct, to this statesman turned trade association president.

John readily flashes a toothy smile that accompanies mild torrents of thoughts uttered in a husky monotone with the aid of homely but graphic figures of speech. "It's a problem of getting a foot in the dollar door," he will observe, hitting direct at a problem in the manner of the trained reporter—and he was well trained in journalism (master's degree in journalism at Northwestern U.).

He likes figures of speech, but he likes them technically above reproach. "That hind teat business just isn't so," he once observed. "Take a look at a cow and you'll see the most milk above the rear teats. The one who gets the hind teat is getting the best of the deal."

The Beginning ▪ Which is a long way off from the reasons for the presence of this youngish (aged 31) man at Gov. Collins' elbow. The Collins-Perry alliance began after the 1954 gubernatorial campaign in Florida. Reporter Perry, covering for the *St. Petersburg Times*, did a series of depth stories about LeRoy Collins and other candidates, using an intensive telephone technique to make his contacts. After the election, he covered the legislative session. Gov. Collins, impressed by this journalism, persuaded John to join his staff as an assistant for speech research. This job reached a peak in the 1956 campaign, when all the research and help provided by John was an important factor in the successful election.

As state problems developed more international aspects in the late 50's, John's job became broader in scope. Gov. Collins, for example, sent him to the UN as an observer during the Suez crisis. Then in 1959 John figured the governor, as chairman of the National Governors' Conference, and other U. S. governors should have a chance to see how Russia's provinces or republics are governed. The idea was a hit. Nine governors (and John Perry as well as other staff aides) explored Russia, going far into the interior.

That autumn John moved to New York as assistant to the president of Learning Resources Institute and Midwest Council on Airborne Television Instruction, non-profit, endowed organizations. There he launched two educational projects and then returned to Gov. Collins, who called him back in February 1960 to help in the conduct of national affairs.



Mr. Perry
He's just an 'adjunct'

Came the Democratic Los Angeles convention, and Gov. Collins became an internationally famous figure as permanent chairman. His skill on the convention rostrum had the benefit of extensive Perry research into the obligations and behavior patterns of past chairmen.

Reunion ▪ After the nomination, Candidate John F. Kennedy asked Gov. Collins to serve as chairman of the campaign speakers bureau. John Perry resigned to become consultant on the midwest etv airborne project at Purdue U. But when Gov. Collins was elected Oct. 10 to the NAB presidency, he sent for John and the team soon went into action again. John went to work at NAB Dec. 1; the governor was getting ready for his new post, but finished out his Florida term Jan. 3.

A native of Knoxville, Tenn., John was reared in Florida and attended the U. of Florida. He received his journalism degree at Northwestern U. in 1950, his master's a year later. After serving as a reporter in Buffalo, he returned to Florida via the *Tampa Tribune*, moving to the *St. Petersburg Times*. He holds several awards for reporting.

A neat dresser, he has a slumber-proof haircut—a sort of ultra-short crew job with a part and touch of curl. His cheeks are ruddy; they light up at any mention of Florida.

The combination of loyalty, patience in research, attentive listening, easy grasp of intricate problems, mastery of the written word and willingness to serve in anonymity equip John with the qualities needed by a swift-moving man of the Collins type.

Right now, with the advance preparation for the NAB convention out of the way, John is concentrating on the NAB reorganization plan. He's working closely with the governor's special consultant, Robert K. Richards.

It's not just a job for John. He can make a good deal more money elsewhere. But his NAB post has personal rewards and he is proud to be associated with broadcasting as a public service industry—even as an adjunct, as he puts it. In any case, he's an important adjunct. Don't underrate him.

This week

IT has become a habit to label each annual convention of the NAB as fraught with more problems and more dangers to free broadcasting than any preceding one. It is of course true that as broadcasting has grown so have its problems.

The 39th annual convention in Washington this week needs no rhetorical embellishments. It *is* the most critical in history.

Since the convention a year ago, a new President of the United States has assumed office and has established landmarks in his use of radio and television as well as in their proposed regulation. A new chairman has taken over at the FCC and has rushed pell mell into program control as part of a new era of crack-down regulation. A strong new association president officiates at the NAB and has some broadcasters wondering whether there are two FCCs.

These influential gentlemen will make their first appearances before an NAB convention. They espouse new philosophies conforming to the New Frontier. NAB's new president, LeRoy Collins, while on the other side of the regulatory fence, is a New Frontiersman in his concepts.

There will be interest aplenty for every broadcaster and every buyer of broadcast advertising. One cannot foretell what President Kennedy will say in his appearance today. It should be noted, however, that in his first 100 days in office he has said something newsworthy and germane to every group he has addressed, whether off-the-cuff or in a full-dress speech.

FCC Chairman Newton N. Minow, in his less-than-100 days in office, hasn't held back in word or deed. If his motive has been to frighten broadcasters he has succeeded to an alarming degree. He goes to bat both in a formal address on Tuesday and as the FCC's anchor man in the panel discussion on Wednesday.

Gov. Collins has telegraphed his punches in his advocacy of NAB-arbitrated "blue ribbon" programming, crackdowns on rating services and assumption of full control as spokesman for broadcasting, the networks notwithstanding.

Broadcasters will get their answers at first hand. It may be that nothing really happens at NAB conventions. But they do set the tone for the future—and for the NAB board which has plenary powers and meets again next month.

This week should start an agonizing reappraisal of life under the New Frontier and under a new kind of NAB president.

FCC-packing plan

THE plan sent to Congress by President Kennedy isn't a simple proposal to reorganize the FCC and thereby save time and money. It is a measure to pack the FCC and thus destroy its bi-partisan character, contrary to the clear intent of Congress.

The plan would vest in the chairman the power to assign commissioners and staff members as he sees fit. The chairman—any chairman—could pick a "division" or a panel of fellow commissioners who saw eye-to-eye with him on a policy matter of great significance. Newspaper ownership, or program controls, for example. It would make puppets of other commissioners.

Couple this authority with the requirement that the chairmen of all of the independent agencies report monthly direct to the President. What member of a commission interested in retaining his job would dare defy a chairman maintaining direct and consistent liaison with the White House and armed with the authority to assign whomever he likes to whatever he wishes?

If the administration is interested in saving time and money, it could better achieve the result by actually making the FCC a one-man body. It could name a single administrator and perhaps provide for a direct appeal to an appropriate court or a judicial body specializing in communications. With legalized one-man control, Congress would know whom to hold accountable.

Admittedly there are some desirable features in the plan. The Reorganization Act of 1949, however, provides that a plan must be accepted *in toto*. It cannot be amended. If Congress fails to act in 60 days from April 27, the plan will become effective.

We hope that Congress will veto Reorganization Plan No. 2 covering the FCC. It might indicate the kind of reorganization it would accept which should be one minus the provision that would make Charlie McCarthys of six of the seven commissioners. Then the White House could try again.

Toward hemispheric freedom

LAST weekend more than 100 delegates to the Inter-American Assn. of Broadcasters met in Washington preparatory to attending this week's NAB convention. They were not a happy group. They were pre-occupied with the Cuban debacle which saw free broadcasting snuffed out by Castro in the Communistic pattern.

The IAAB has been a militant voice in seeking to preserve the freedom and integrity of broadcasting in our hemisphere. Its membership is made up entirely of "American Plan" free enterprise broadcasters. Herbert Evans, president of Peoples Broadcasting Corp., is our IAAB delegate, having given freely of his time after succeeding Gilmore Nunn of Lexington, Ky., who for many years maintained liaison as a personal endeavor.

We have a common bond with the broadcasters of Latin America and of Canada. Their problems are our problems.

Among the delegates is Goar Mestre, whose CMQ radio and television networks were commandeered by Castro. Senor Mestre, a courageous broadcaster whose high principles won him acclaim, was a founder and former president of IAAB. We, along with all IAAB nations, look to the day when Senor Mestre and his family can return to a free, democratic Cuba to resume operations under the "Inter-American" plan of free enterprise.



Drawn for BROADCASTING by Sid Hix

"I said, 'Auntie, we've got a clever chief engineer who can fix your radio better than any old service man.'"

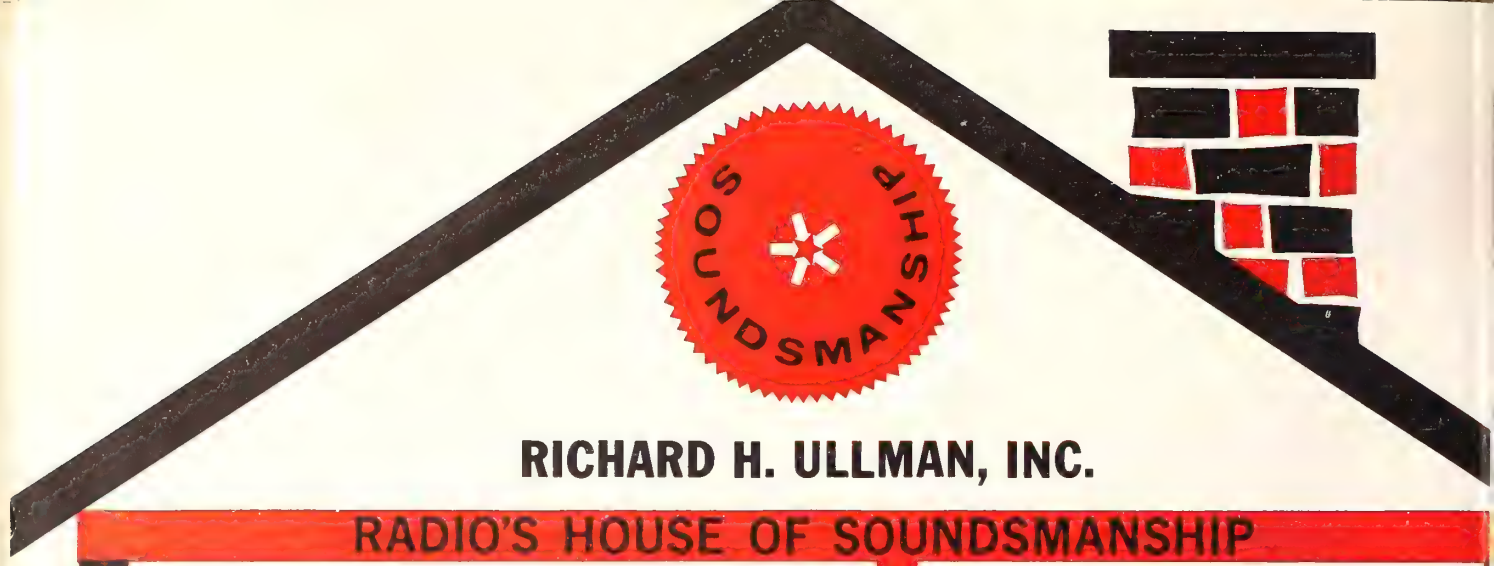
CREATIVITY . . . wfmy-tv creates sales in the nation's 44th market*

Working with many elements, the craftsman creates an object of beauty . . . as in this Chief's head dress. In the Industrial Piedmont, WFMY-TV has proven its ability to work with many elements to create greater sales and profits for you among 2.3 million customers who have 3.2 billion dollars to spend annually.

In the nation's 44th market*, depend on WFMY-TV to sell your customers . . . call your H-R-P rep today.

*Source: Television Magazine, 1960 Data Book





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35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

MAY 15, 1961

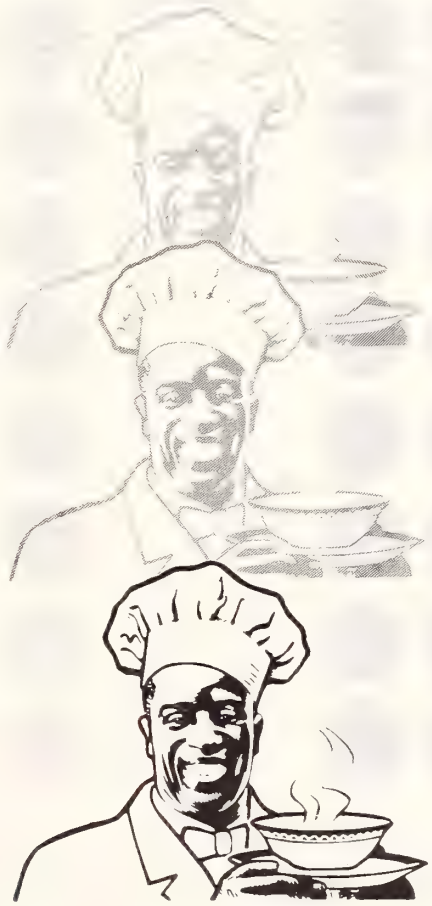
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EXCLUSIVELY...SPOT RADIO

"*CREAM OF WHEAT" cereal utilizes the efficiency and flexibility of spot radio for increasing its total share of the hot cereal market.

Why? . . . Because spot radio sells the cereal market at just the right times and in just the right market areas.

Spot radio, the exclusive "Cream of Wheat" advertising medium,can work for you too . . . your H-R man will sell you now.

*Through BBD&O, Minneapolis

H-R Representatives Inc.

WTREFFIGIES
Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!

TV Critic

(MALICE IN WONDERLAND)



#5 WTReffigy TV SERIES FROM WHEELING, WEST VIRGINIA

Scan Zoo Animals, Inc., Los Angeles, California

Important . . . WTRF-TV Wheeling Market . . . Dominant in Rich
Booming Wheeling-Steubenville Industrial Ohio Valley . . . 2½ Million
People spending 1¾ Billion Dollars Annually . . . 7500 Retail Outlets.
Tops in Sales . . . Service . . . Results! Better Buy . . .
WTRF-TV Wheeling!

wtrf NBC tv

316,000 watts NBC network color

CHANNEL 7

WHEELING 7, WEST VIRGINIA

Represented Nationally by George P. Hollingbery Company



Prime Target: DECISION MAKER (In Baltimore!)

The young mother above is a DECISION MAKER. In most cases—it is she who decides WHAT and WHERE to buy. Food, clothing, items for a growing youngster, a new car, a new home, time and money-saving services—all come under mother's scrutiny as the budget-wise administrator of family finances.

Mothers are typical of the WCBM Adult-Level Audience—DECISION MAKERS who are *prime targets* for your sales message—on the station they listen to most—WCBM Radio in Baltimore!

WCBM

A CBS RADIO AFFILIATE

10,000 Watts on 680 KC & 106.5 FM, Baltimore 13, Md.

PETERS, GRIFFIN, WOODWARD, INC.

Exclusive National Representatives

Get the LION'S share...



...of the Dallas - Ft.Worth market with Channel 4

KRLD-TV reaches more homes in the great Dallas - Ft. Worth market than any other station.

The March 19, 1961, Nielson Station Index shows KRLD-TV's average number of homes reached per quarter-hour in the six summarized time periods to be 42.2% greater than Station B, 55.4% greater than Station C and 183.3% greater than Station D.

Reach the Dallas-Ft. Worth Market EFFECTIVELY with Channel 4

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

NAB breakaway?

Portents of "rump" movement looking for creation of protective association of broadcasters growing out of dissatisfaction with position taken by NAB's new president, LeRoy Collins, were seen shortly after adjournment last Wednesday. Dissident broadcasters contended NAB was taking threats of FCC's new chairman, Newton N. Minow, lying down.

While there were clear signs of dissatisfaction press time Friday, no movement had been mounted. There was some conversation of "special convention" of dissatisfied broadcasters if affirmative steps were not taken promptly to resist what was felt to be NAB inertia.

Post-Minow gloom

In wake of last week's bombastic NAB convention came gloomy observations on both radio and tv station values. There was also notion that broadcasters would be spending vastly more for hearings and litigation if FCC implements Minow program. Station values, experts said, will drop if more properties go on market. And many broadcasters openly observed that they might find it advantageous to dispose of their properties and go into business with less headaches and better profit potentials.

White House liked Minow

Bombshell delivered to NAB delegates by FCC Chairman Newton N. Minow was not sent to White House in advance or cleared by Administration. It's reported, however, that reaction from 1600 Penna. Ave. was "most favorable" with complete backing for chairman's views. Chairman's ultimatum was principally work of Mr. Minow himself and his chief assistant, Tedson J. Meyers, former ABC attorney.

3-Ms seek stations

Minnesota Mining & Manufacturing Co., which has been in broadcasting since April 1960 when it bought Mutual network, has begun active search for radio stations to buy. Mutual owns no stations. 3-Ms has decided that owned stations would bolster clearances and broadcast profits.

Back again

Persistent man is James V. Bennett, federal director of prisons. He started fight against *The Untouchables* months ago, claiming Prison Bureau officials were maligned in Al Capone segments. Play had been taken away from Mr. Bennett when Italian-Americans charged in to de-latinize names of characters. Tomorrow (Tuesday), however, Mr. Bennett continues his campaign; he's set to meet with all FCC commissioners to discuss crime program.

Hold her, Newt

FCC will not find it easy to hold renewal hearings in field to allow local citizenry to air gripes. While there's nothing legally to prevent Commission from holding local hearings, it's question of how long its money will last and whether it can get special funds for this purpose. Indications are it won't. FCC's present budget of $12 million would have to be tripled, at least, to enable it to hold field hearings on all renewals.

No less personage than Chairman Warren G. Magnuson (D-Wash.) of Senate Commerce Committee last week expressed misgivings to constituent broadcasters about this phase of Minow crusade. Senator Magnuson also is chairman of Subcommittee on Independent Offices Appropriations before which FCC would have to take its case.

Standby censorship

Although Kennedy administration has backed away from notion of invoking voluntary censorship (story page 27), its interest in subject has not evaporated. Government officials met last week with Byron Price, who headed World War II Office of Censorship and is now living in retirement. Meeting resulted in decision to update stand-by code of voluntary censorship which has been on books since 1958 (BROADCASTING, May 8).

British ad tax

British program contractors have advised their customers that recently-imposed 10% excise tax on all tv advertising will be passed along to them. Duty will be added to all invoices after May 1, subject to adjustment if government amends new law. Program companies are responsible for collecting duty and passing it along to government.

Big push on etv

Several "crash" programs now are being pushed in FCC's Broadcast Bureau under direct mandate of Chairman Newton N. Minow. One getting top priority is staff document on ways of securing vhf educational tv in New York and Los Angeles. Staff's work is scheduled to be presented this week with special meeting on subject called by chairman for next Friday (May 19).

Automators' plight

Rosy glow that filled hearts of exhibitors of automation equipment at intense interest of broadcasters in their "A" automatic gear faded to pale green when they began hearing broadcasters' reactions to FCC Chairman Minow's speech. Operations' thinking was that if FCC wants more local and live programming—even though he was talking about tv—maybe they better not invest too heavily in complete automation.

Cheaper etv network

Interesting project that National Educational Television & Radio Center is exploring involves economical way of interconnecting its 51 etv affiliates into network that would hold down distribution costs. NETRC is looking into possibility of using telephone company facilities in "off hours" (11 p.m.-3 a.m.) and having affiliates tape programs for use following day. All stations are, or soon will be, equipped with tape recorders.

Separation of functions

Although he didn't say so in his formal speech or even in his answers at the NAB-FCC forum last week, Mr. Minow espouses a separation of functions at FCC. He feels FCC can't act as both administrative and judicial body. He would prefer to see purely administrative commission, with judicial functions handled by appellate board or court not unlike that which functions in aeronautical field.

Just when Mr. Minow will officially declare his views isn't indicated. More than likely he will do so at hearing before one of congressional committees, or possibly in recommendations to President Kennedy. He has told confidants that almost with each passing week he sees greater need for separation of functions, both because of FCC work-load and necessity of maintaining delicate balance.

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FRESH AIR



America is a young place that never had an adolescence. From the sunny, July morning in Philadelphia when those men from the 13 Colonies signed Mr. Jefferson's document, we have been a world power facing adult problems.

The world has grown smaller. The power greater. Scales have tipped. Now our smallest action stirs a schoolroom in the Himalayas, echoes down a rural road in Africa, rouses a political meeting in . . .

Wherever peace and freedom are an issue, we are too. But what do others think? Are we a tyranny or final hope? Friend or blundering giant? Thomas Jefferson's ideal or a materialistic dealer? What do they think?

The CBS Owned Radio Stations recently brought fresh air to this question in a series of four programs called "The Anatomy of Freedom." To see ourselves as the new generations in Asia, Europe and the rest of the world see us, WCAU—CBS Radio in Philadelphia — commissioned Dr. William W. Tomlinson, Vice President of Temple University, to circle the globe and seek out the views of men and women of stature both in the United States and abroad, who are aware of the danger to free men everywhere should America falter in its course under the soft oppression of indifference and neglect.

The manager of each of the seven CBS Owned Radio Stations across America personally introduced the first broadcast on his own station. CBS news analyst, Robert Trout, was narrator for the series. What we heard was not all pleasant:

"I must admit that America hasn't so much spiritual appeal—spiritual attraction—to the young people in general in Japan . . ."*

". . . I believe that I express the Asian point of view when I say, that to us—what is important is not so much which nation sends the first rocket to the moon . . . to us, what is important is, which nation organizes its house best . . . and shows respect for the fundamental human values more than any country. That to us is the nation that will lead, and should lead and must lead the world."**

These ideas were aired on "The Anatomy of Freedom" over the CBS Owned Radio Stations. Idea broadcasting that keeps the air fresh with adult, informative programming. Which is why people really listen to

THE CBS OWNED RADIO STATIONS: WCBS NEW YORK, WBBM CHICAGO, KNX LOS ANGELES, WCAU PHILADELPHIA, WEEI BOSTON, KCBS SAN FRANCISCO, KMOX ST. LOUIS

*DR. KAORO MATSUMOTO, PROFESSOR OF POLITICAL HISTORY AT WASADA UNIVERSITY, ON "THE ANATOMY OF FREEDOM." **PHILIPPINE AMBASSADOR CARLOS P. ROMULO, ON "THE ANATOMY OF FREEDOM."

WEEK IN BRIEF

It's all over, folks. There hasn't been so much to talk about at an NAB convention, or after adjournment, in 20 years; or so much pot-shooting at broadcasters. Most everyone got into the act, including NAB's head, Gov. LeRoy Collins, and FCC Chairman Newton N. Minow. President Kennedy delivered an important address on communications and the right of the people to know. He introduced America's astronaut, Comdr. Alan B. Shepard Jr. See . . .

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Time is limited as Capitol Hill considers proposals to reorganize federal agencies, since White House plans go into effect within 60 days unless opposed. James M. Landis, JFK adviser, heard by Harris group. See . . .

LANDIS ON HILL GRILL . . . 92

All's not perfect in government, either. Chairman Harris will hold hearings June 6-9 on legislation to halt backdoor peddling of influence on the FCC and other agencies, and to stop off-the-record shenanigans. See . . .

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From Phoenix, Ariz., to Keene, N. H., and on to the African bush and India. There you have Main St. USA, taking the electronic perspective, according to U. S. Information Agency and Voice of America. See . . .

MAIN STREET USA GETS LONGER . . . 97

Sentiment still seeps into the American way of life, and the Home Testing Institute's study (TvQ) for April seems to prove it as "Sing Along With Mitch" is a favorite even if it hasn't the highest numbers. See . . .

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The styles for consumer electronic equipment were displayed by RCA last week, based on prototypes. Pocket-size color tv sets and other versions of chromatic video were displayed as well as tricky stereo. See

RCA'S STYLES OF FUTURE . . . 99

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Most stations have awards. Some organizations hand out awards to ALL stations whether they earn them or not. But the Omaha Area Radio/TV Council is not one of these gift-award organizations. Instead it honors Omaha television stations for outstanding L O C A L programming. The Council judges stations they live with every day. Members vote to select the best local programs they have seen. Last week KMTV earned 13 of the Council's 16 Gold Frame Awards for 1961. The categories were News, Education, Religion, Children and Youth, Sports, Public Service, Classical Music, Non-Classical Music and Special Programs. The Omaha Area Radio/TV Council has been making awards since 1957, and in those five years KMTV has earned 31 Gold Frames. The other Omaha stations combined have earned nine. In experience, programming, ratings and acceptance by viewers, a station is as good in New York as it is in the home town. Petry can give you even more reasons why **KMTV-3 IS BIG IN OMAHA AND LINCOLN.**

Talk not unfair, says FCC's Minow

FCC Chairman Newton N. Minow said last Friday (May 12) that his speech earlier in week at NAB convention (see story, page 58) contains nothing unfair to broadcasting industry. He said he appreciates criticism but would like to have it directed more "to what I said and not what I am."

He said no one has challenged validity or merits of his position and he welcomes opportunity to discuss substance of his position individually with broadcasters. FCC chairman said he has been praised privately for his position by many broadcasters but that same men publicly condemned his Tuesday speech.

Mr. Minow made his remarks to newsmen in studios of WTOP-TV Washington immediately after taping program, *Washington Conversation*, aired yesterday (Sunday) on CBS-TV (12-12:30 p.m., EDT). During interview by CBS-TV's Paul Niven, Mr. Minow said he was surprised by tremendous reaction to speech because he said nothing he had not expressed before publicly. He reported "friendly response" to his talk in Congress.

Industry should make its own improvement of programming from within, Chairman Minow stated, in again disavowing any intention of censorship. He praised leadership of NAB President LeRoy Collins.

Color tv has "a very bright future," FCC chairman said and predicted all programming will be in color within next 10 years. He saw "hopeful trend" for advertisers to sponsor more and more public affairs in future and said he is opposed to idea of government-supported educational tv network.

Minow draws reactions from McGannon, Rogers

Two group operators commented May 12 on FCC Chairman Newton N. Minow's speech to NAB convention.

Donald H. McGannon, president of Westinghouse Broadcasting Co.: "It has focused all our attention on the critical issue—What are the measurable standards of the qualitative tv program? This involves mutual examination and expression from the FCC, critics, public, broadcasters and intellectuals."

Lawrence H. Rogers II, operations vice president of Taft Broadcasting Co.: "In response to Chairman Minow's challenge to our creativity we will increase the tempo of our original programming on all stations. As a first step we will increase the significance of tv programs for children in the area of news and special events. By June 5 each Taft station is directed to start a special daily news program in the 5 p.m. area, with visual aids and interpretation. We will approach the same subject in radio."

Minow's mailbag

FCC Chairman Newton N. Minow has received almost 800 letters and telegrams from the public following his speech at the NAB convention. All but two, an FCC source said Friday, complimented him for his stand.

Branham leaving radio-tv, Campbell plans new firm

Branham Co., New York, which has been functioning as both newspaper and radio-tv representative, reported last Friday (May 12) it is relinquishing its broadcast division at end of June, and new organization will be formed by present broadcast personnel of Branham. Thomas B. Campbell, Branham vice president, will become president of radio-tv representative company. New name and change in business address will be announced later. Branham Co. will continue in newspaper representation business.

AB-PT's stock drops

ABC-Paramount Theatres dropped from 57⅜ on Monday (May 8) to 54¼ on Friday (May 12) on New York Stock Exchange following FCC Chairman Newton N. Minow's speech criticizing tv programming. RCA stock rose slightly during week, while CBS Inc. was off by ¾. ABC-Paramount Theatres closed at 57⅜ on Monday, 56¾ on Tuesday, 55½ on Wednesday, 54½ on Thursday and 54¼ on Friday. Corresponding closings for RCA were 64, 64⅝, 64⅛, 64⅞ and 64⅞; CBS Inc.'s were 39¾, 39⅞, 39¾, 39⅝ and 39.

NLRB finds against WINS

WINS New York was directed May 12 by National Labor Relations Board not to refuse to bargain collectively with International Brotherhood of Electrical Workers; not to modify holiday wage rates and not to restrain employes in self-organization. Board ordered station to restore sums ranging from $18.50 to $37 to 14 employes for loss of holiday pay. Order was based on stipulation by station and union.

Airborne etv to begin in Midwest this week

After technical delays since mid-January, Midwest Program on Airborne Television Instruction begins on air experimental programming today (May 15) with service to six-state midwest area including potential in-school audience of five million children in 13,000 schools.

Test pattern runs last week showed effective coverage radius ranging 150-200 miles. Operating from Purdue U., MPATI is using special plane to transmit video tape programs on uhf chs. 72 and 76. Educational station WTTW (TV) Chicago (ch. 11) also will carry Monday-through-Thursday morning schedule, to run through June 1 with regular programs to start in fall.

Senators ask testimony from four network heads

Heads of four major networks have been invited to appear before Senate subcommittee considering legislation to regulate and finance political campaigns.

Chairman Howard W. Cannon (D-Nev.) of Senate Elections Subcommittee, said Friday officials will be questioned on proposal that stations be required to grant free time to political candidates.

Industry officials invited to testify are NBC Chairman Robert Sarnoff, CBS President Frank Stanton, ABC President Leonard Goldenson and MBS President Robert F. Hurleigh.

Hearing was recessed Friday with no date set for resumption.

Directors get network offer

Radio-tv networks made what they consider their "final contract offer" to Directors Guild of America last Friday (May 12). DGA officials told network negotiators they would consider proposal and give their reply in one week. Details of offer were not available. DGA's contract expired last Dec. 31, but members have remained on job pending completion of negotiations.

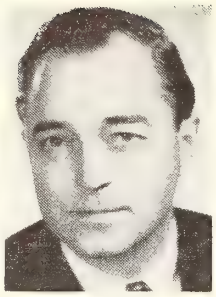
Conelrad alerting test

First test of new Conelrad alerting system via AP and UPI teletype cir-

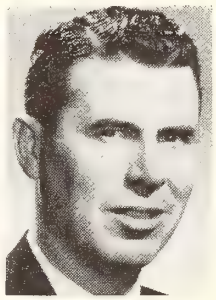
more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Welch


Mr. Coyle


Mr. Vitriol


Mr. Cantwell

Jack Cantwell, Douglas Coyle, Herbert Vitriol and **Barrett Welch,** vps and management supervisors of Sullivan, Stauffer, Colwell & Bayles, N. Y., elected senior vps. Promotion of four executives, all of whom have top-level account responsibilities, brings number of senior vps at SSCB from two to six. Mr. Cantwell, formerly vp and management supervisor of Compton Advertising, N. Y., joined SSCB last fall. Mr. Coyle had been vp and account supervisor of Kenyon & Eckhardt, N. Y., before moving to SSCB in December 1958. Mr. Welch, on SSCB staff for 12 years, formerly was director of marketing and research of Foote, Cone & Belding, N. Y. Mr. Vitriol has been with SSCB nine years and earlier was vp, marketing research and media, of Grey Adv., N. Y.

Jules Bundgus and **L. E. Miller** join Ted Bates, N. Y., as senior tv supervisor on Colgate-Palmolive account, and as vp and account supervisor on C. Schmidt & Sons (ale and beer) respectively. Mr. Bundgus, who was formerly vp and director of radio-tv, Kastor, Hilton, Chesley, Clifford & Atherton, N. Y., also served Lennen & Newell, that city, as supervisor of network tv programs. Mr. Miller was formerly vp, director and account supervisor at J. M. Mathes, and senior vp and management account supervisor at Lennen & Newell.

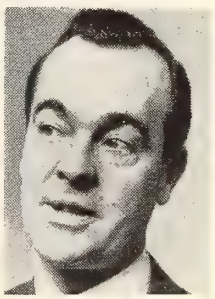

Mr. DePierro

Anthony C. DePierro, vp in charge of media, Geyer, Morey, Madden & Ballard, N. Y., elected to board of directors. Mr. DePierro rejoined GMM&B last year as vp and was appointed to media post in July 1960. His earlier association with agency was in 1948-52, as vp and media director, position he also filled at Lennen & Newell, N. Y., during 1952-59. Mr. DePierro was media director at Buchanan & Co. for four years, and before that, from 1940 to 1944, director of research and media at Paris & Peart.

Vincent J. Daraio, vp, Hicks & Griest, N.Y., placed in charge of radio and tv, succeeding **Theodore J. Grunewald,** senior vp, who will concentrate on management responsibilities for group of accounts. Mr. Daraio joined Hicks & Greist in 1954 as timebuyer and became vp last October. He is food account supervisor and retains that assignment. Mr. Grunewald, one of agency principals, became senior vp last year.

Resignation of **Edmund C. Bunker,** corporate vp in Washington of CBS Inc., and appointment of **Theodore (Ted) F. Koop** as his successor, will be announced shortly by President **Frank Stanton.** Mr. Bunker on May 15 will join Basic Products Corp. of Milwaukee, as executive vp of its Froedtert Malting Division. Mr. Koop, for past three months general manager of CBS corporate office in Washington under Mr. Bunker, had transferred from CBS News Washington. He is veteran of 13 years with CBS News and prior to that had been with *National Geographic* Magazine and with Associated Press as news editor of Washington bureau. Mr. Bunker in his new post, returns to Milwaukee, where he had been manager of uhf station WXIX under CBS ownership from 1954 to 1957. He is veteran of 12 years with CBS in various sales and executive capacities. As executive vp of BPC's Froedtert Malting Division he will be in charge of national sales and operations of firm which produces malt for national breweries and is engaged only in wholesale field.


Mr. Koop


Mr. Bunker

For other personnel changes of the week see FATES & FORTUNES

cuits was scheduled to take place yesterday (May 14) with 4,500 am, fm and tv stations involved. This is first of weekly shakedown tests using new links for alerting broadcasters. System is expected to become permanent after July 1, when present telephone hot line from Colorado Springs air defense command to 450 key Conelrad stations is superseded by AP-UPI circuits.

WSOK sold for $221,000

Sale of WSOK Savannah, Ga., was announced Friday, subject to FCC approval. Station was sold by Albert T. Fisher Jr. to Joe Speidel III for $221,000 gross price. Mr. Speidel owns WOIC Columbia, WPAL Charleston, WYNN Florence and WWBD Bamberg, all South Carolina. WSOK is 250 w on 1230 kc. Broker was Blackburn & Co.

Bennett's network bill

Bill empowering FCC to license and regulate tv networks was introduced by Rep. John B. Bennett (R-Mich.), ranking minority member of House Commerce Committee.

Under bill (HR 7003), networks would be required to "provide balanced program structure." Another provision would prohibit networks from restricting stations in their use of programs from other sources.

Measure is identical to one Rep. Bennett offered in last session.

Tuckersharpe to D&C

U. S. Tobacco has assigned advertising for new subsidiary, Tuckersharpe Pen Co., Richmond, to Donahue & Coe Inc., N. Y. Parent company recently appointed Donahue & Coe to handle several of its tobacco products. Media plans for Tuckersharpe will be announced after completion of market studies involving consumer pen and pencil preferences. Radio campaign for tobacco products is expected to break soon.



Turning an idea into reality — that's the creativity that distinguishes each Jefferson Standard radio & television station. The first station in the south to televise open-heart surgery (in prime evening time) was Charlotte's WBTV. An alert refutation of Radio Moscow propaganda is originated by WBT Radio and supplied to 14 major U.S. radio stations. WBTW created & telecast an illuminating program on medical use of hypnosis. In programming, public service, selling, creative action is standard with the Jefferson Standard stations. One reason why each is the audience leader in its area. One reason why...

Jefferson Standard stands out in creative circles

Picture of Success!

Sergeant Bilko and his platoon continue to be the biggest comedy click in all syndication.

The latest developments: five-star ratings in markets coast-to-coast (138 areas sold to date!) including Knoxville (24.5), New York (18.2), Columbia (48.0), Shreveport (23.9), Norfolk (24.1), Rapid City (48.7), St. Louis (15.8), Bangor (24.1). And a regiment of v.i.p. sponsors: Coca-Cola, Ronzoni, Dial Soap, New York Telephone, Gallo Wines, American Stores, Anheuser-Busch, Brylcreem and others.

Positive sales action in your area? It's a snap! Order 138 Bilko half-hours from CBS Films

"... the best film programs for all stations." New York, Los Angeles, Chicago, Detroit, Boston, St. Louis, Atlanta, Dallas and San Francisco. Canada: S. W. Caldwell Ltd.



Source: Latest Nielsens


US



YOU CAN QUOTE ME . . .

"We select the WLW Radio and TV Stations for advertising MY-T-FINE Puddings and SWEL Frosting Mix because they offer the big three—programming, audience, promotion . . . all important to an advertiser and agency in wrapping up a SWEL time package with MY-T-FINE results!

Jeanette LeBrecht

Jeanette LeBrecht,
Vice President, Media
Grant Advertising, Inc.,
New York

Call your
WLW Representative . . .
you'll be glad you did!



Crosley Broadcasting Corporation,
a division of **Avco**

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

MAY

May 1-31—**National Radio Month.**

May 15-27—**The First International Festival of Television Arts & Sciences,** Montreux, Switzerland. The festival is divided into three parts: (1) May 22-27—**Television Contest** (telecasts from all countries wishing to participate will be judged; (2) May 17-21—**Television Symposium** (technical papers and speakers), and (3) May 15-27—**Television Equipment Trade Fair** (display of latest equipment). Information available from: Festival committee, 8 Grand Rue, Montreux, Switzerland.

May 16—13th annual **Alfred P. Sloan Radio-Television Awards for Highway Safety.** Waldorf-Astoria, New York. Banquet 7 p.m.

May 16—**National Academy of Television Arts & Sciences,** 13th annual **Emmy** awards presentation. NBC-TV, 10-11:30 p.m. (EDT), originating from New York and Los Angeles.

*May 17—**New Jersey Broadcasters' Assn.,** spring meeting. Rutgers U. Luncheon speaker: Dr. Mason Gross, Rutgers president. Panel discussion of "Program Problems in Relation to Current FCC Policy and Procedure," with Robert M. Booth Jr., president Federal Communications Bar Assn.; Howard Bell, NAB vice president, and Tom Wall, Dow, Lohnes & Albertson.

May 17-19—**Kentucky Broadcasters Assn.,** spring meeting. Brown Hotel, Louisville.

May 18—**Minnesota Broadcasters Assn.,** annual business meeting. Dyckman Hotel, Minneapolis.

May 19—**Arizona Broadcasters Assn.,** spring meeting. Ramada Inn, Tucson.

May 20—**California AP Tv & Radio Assn.,** annual meeting. Paso Robles Golf & Country Club, Paso Robles.

May 20-24 — **Assn. of Independent Metropolitan Stations,** spring meeting. Broadmoor Hotel, Colorado Springs, Colo.

May 22-24—**National Symposium on Global Communications,** Institute of Radio Engineers. Hotel Sherman, Chicago.

May 23—**Los Angeles Advertising Women,** annual awards banquet, Beverly Hilton Hotel, Beverly Hills, Calif. "Lulu" awards will be presented to women producers of outstanding advertising during 1960.

May 24—**Broadcast Adv. Club of Chicago,** luncheon meeting. To be addressed by CBS Inc. President Frank Stanton. Grand Ballroom, Sheraton-Towers, Chicago.

May 25—**Chicago Unlimited** salute to AFTRA. Grand Ballroom, Sheraton Towers Hotel, Chicago.

May 25-26—**Iowa Broadcasters Assn.,** annual convention. Speakers include FCC Commissioner Robert T. Bartley. Roosevelt Hotel, Cedar Rapids.

May 25-28—**Federation of Canadian Advertising & Sales Clubs,** 14th annual conference. Ottawa, Ont., Canada.

May 26-27—**Radio/Television News Directors of the Carolinas,** annual meeting. Francis Marion Hotel, Charleston, S. C.

TvB Sales Clinics

May 16—Salt Lake City.
May 18—Portland, Ore.
May 23—San Francisco, Cincinnati.
May 25—Los Angeles, St. Louis.
May 30—Jacksonville, Fla.
June 1—Charlotte, N. C.
June 6—Minneapolis-St. Paul.
June 8—Chicago.
June 13—Omaha.
June 15—Oklahoma City.
June 20—San Antonio.
June 22—New Orleans.

May 27-31—57th annual **Advertising Federation of America** convention. Speakers include: Paul Rand Dixon, chairman, FTC; Earl W. Kintner, former chairman, FTC; John P. Cunningham, chairman, Cunningham & Walsh; Gen. Alfred M. Greunther, president, American Red Cross; Emerson Foote, president, McCann-Erickson; Ed Zern, vice-president, Geyer, Morey, Madden & Ballard; Leslie Bruce, advertising director, Purex Corp., and Dr. Dexter M. Keezer, vice-president, McGraw-Hill Publishing Co. Sheraton-Park Hotel, Washington, D.C.

JUNE

June 1—Comments due in **FCC** rulemaking to revise program reporting forms in original, renewal and sale applications.

June 1 — Deadline for comments on **FCC** proposal to reserve a vhf channel in New York and Los Angeles for educational use.

June 2—**Wyoming AP Broadcasters,** convention. Plains Hotel, Cheyenne.

June 2 — **UPI Broadcasters of Michigan,** spring meeting. Selfridge Air Force Base, Mt. Clemens.

June 2-3—**Industry Film Producers Assn.** second annual convention and trade show. Hotel Miramar, Sanata Monica, Calif.

June 3 — **Florida AP Broadcasters Assn.** Daytona Beach.

June 3-4—**Oklahoma AP Broadcasters Assn.,** meeting. DeVille Motor Hotel, Oklahoma City.

June 5-16 — **International Communications Workshop,** sponsored by World Commission for Christian Broadcasting, American Jewish Committee and several other religious groups. U. of Southern California, Los Angeles.

June 6—**American Marketing Assn.,** New York chapter, marketing workshop: Management use of marketing research companies, Lever House auditorium, New York, 4 p.m.

June 8-9—**North Carolina Assn of Broadcasters,** convention. Durham. Speakers include Clair McCollough, chairman NAB joint boards; J. Leonard Reinsch, radio-tv advisor to President Kennedy and Sol Taishoff, editor and publisher of BROADCASTING.

*June 8-10—**Western Assn. of Broadcasters,** annual meeting. Banff Springs Hotel, Canada. Speakers include Don Jamieson, president Canadian Assn. of Broadcasters.

June 8-10—**Marketing Executives Club of New York,** annual seminar, Pocono Manor, Pa.

*June 9-10—**Conference on Government-Business Relations in Marketing.** American U., Washington, D. C.

June 10—**Florida UPI Broadcasters Assn.** annual meeting. Pensacola.

*June 11-14—**Assn. of Industrial Advertisers,** annual conference. Statler-Hilton Hotel, Boston.

June 11-23—**AFA's** third annual Advanced Management Seminar in Advertising & Marketing. Conducted by faculty members of Harvard Graduate School of Business Administration. Chatham Bars Inn, Cape Cod, Mass. Registration and tuition fee: $375. Application forms at AFA, 655 Madison Ave., New York.

June 12-13—Third National **IRE** Symposium on Radio Frequency Interference. D. R. J. White, Don White Assoc., chairman. Maj. Gen. James Dreyfus, USA, keynote speaker. Main program sessions will be chaired by E. W. Allen, FCC chief engineer; Stuart L. Bailey, Jansky & Bailey; H. Dinger, Naval Research Lab., and Dr. R. Showers, U. of Pennsylvania. Henry Randall, Office of Research & Engineering, Dept. of Defense, will preside at a special session on the government's electromagnetic compatibility program. There will also be a series of tutorial sessions. Sheraton-Park Hotel, Washington, D. C.

June 12-15—**World Conference on Missionary Radio.** Third World Conference on Christian Communications. Concordia College, Milwaukee, Wis.

June 14-15—**Institute of Radio Engineers,**

EVERYONE'S TALKING ABOUT

The BIG CHANGE in "BIG D"!



—and the biggest pace-setting change is on

WFAA · 820 · RADIO

A picture of contrasts . . . and one that certainly applies to the fresh approach to good radio now beamed to all North Texas over WFAA-820! The format is completely new and already receiving wide acclaim. *Electronic journalism* is the focal point, pleasantly interwoven with good music and interesting features. We call it . . . "SOUTHWEST CENTRAL"! You'll call it SALES HEADQUARTERS for WFAA's rich 110 county coverage!

NEWS Complete news coverage from NBC and WFAA every hour on the hour! "Southwest Central" puts the emphasis on state and local happenings.

FEATURES Brief cut-ins all day long from WFAA's staff meteorologist, woman's editor, sports director, farm editor, and other human interest stories.

GOOD MUSIC with a special appeal to the young adult, comprising the best of the albums and the current top popular hits.

Your Petryman has an Audition Tape of the New "Southwest Central" from WFAA Radio . . . Call Him!

Represented by
Edward Petry & Co., Inc.
The Original Station Representative



WFAA 820 RADIO DALLAS

BROADCAST SERVICE OF THE DALLAS MORNING NEWS



*of course we're being followed**

K·NUZ

THE LEADER IN HOUSTON • 24 HOURS

FIRST IN NEWS • PUBLIC SERVICE AND PERSONALITIES

*BY 1,825,860 PEOPLE!

MEMBER OF THE TEXAS QUADRANGLE

NATIONAL REPS. THE KATZ AGENCY, INC.

• NEW YORK • ATLANTA • SAN FRANCISCO
• CHICAGO • ST LOUIS • LOS ANGELES
• DETROIT • DALLAS

IN HOUSTON, CALL DAVE MORRIS, JAckson 3-2581

RAB SALES CLINICS

May 15—Harrisburg, Pa.; Kansas City.
May 16—Omaha, Neb.; Pittsburgh.
May 17—Cleveland; Des Moines, Iowa.
May 18—Minneapolis.
May 18,19—Detroit.
May 19,22—Chicago.
May 22—Denver.
May 23—Indianapolis.
May 23—Salt Lake City.
May 25—Columbus, Ohio.
May 25,26—Tulsa.

conference. Hotel Sheraton, Philadelphia.

June 14-16—**Virginia Assn. of Broadcasters,** annual meeting. Hotel Roanoke, Roanoke.

*June 15—Deadline for radio-tv entries to 1961 "Oscars in Agriculture" awards sponsored by **DeKalb Agricultural Assn. Inc.,** DeKalb, Ill. Address: Room 3500, 35 E. Wacker Drive, Chicago 1.

June 15-18—**Florida Assn. of Broadcasters,** annual convention. Seville Hotel, Miami Beach. Speakers include Harold Cowgill, former chief of FCC Broadcast Bureau on "License Renewals" and FCC Commissioner Robert T. Bartley.

June 19-21 — **American Marketing Assn.,** national conference. Ambassador Hotel, Los Angeles.

June 19-22—**Wayne State U./Radio Corp. of America,** invitational television conference. University City, Detroit.

June 20-22 — **Catholic Broadcasters Assn.** annual meeting. Calhoun Beach Hotel, Minneapolis-St. Paul, Minn.

June 22-24 — **Mutual Advertising Agency Network,** creative seminar. Palmer House, Chicago.

June 23-24—**Colorado Broadcasters Assn.,** annual convention. La Court Hotel, Grand Junction.

June 23-24—**Maryland-D. C. Broadcasters' Assn.,** summer meeting. Ocean City, Md.

June 25-29 — **National Advertising Agency Network,** annual management conference. Broadmoor Hotel, Colorado Springs, Colo.

June 25-29—**American Academy of Advertising,** annual convention. U. of Washington, Seattle.

June 25-29—**Advertising Assn. of the West,** annual convention. Olympic Hotel, Seattle.

June 26-28—**National Convention on Military Electronics.** Sponsored by Professional

33,300 spots monthly

Radio-tv stations are giving a lot of free time to the Armed Forces.

One outfit, the 3502nd USAF recruiting group, reports it receives more than 30,700 free radio spots and more than 2,600 free tv spots per month. The 3502nd covers seven Middle Atlantic states.

The give-aways are not entirely one-way, since the Air Force provides free half-hour and 15-minute shows to interested broadcasters, although it didn't report how often these shows are used.

A possible result of the media campaign has been that the 3502nd has led the six USAF regional recruiting groups for two straight years and currently is leading in 1961.

Anybody hear a rip?



Some folks look down their noses at "rip and read." But if you have to, UPI is your assurance that it's not your britches you're ripping.

United Press International (UPI)

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

May 15-19, 22-24 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

May 15-19, 22-24 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

May 15-19, 22-24 (10:30-11 a.m.) **Play Your Hunch**, part.

May 15-19, 22-24 (11-11:30 a.m.) **The Price Is Right**, part.

May 15-19, 22-24 (12:30-12:55 p.m.) **It Could Be You**, part.

May 15-19, 22-24 (2-2:30 p.m.) **The Jan Murray Show**, part.

May 15-19, 22-24 (11:15 p.m.-1 a.m.) **The Jack Paar Show**, part.

May 15, 22 (9:30-10 p.m.) **Concentration**, P. Lorillard through Lennen & Newell.

May 17, 24 (8:30-9 p.m.) **The Price Is Right**, Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.

May 17 (9-10 p.m.) **Perry Como's Kraft Music Hall**, Kraft through J. Walter Thompson.

May 18, 25 (9:30-10 p.m.) **The Ford Show**, Ford through J. Walter Thompson.

May 19 (8:30-9 p.m.) **Five Star Jubilee**, Massey-Ferguson through Needham, Louis & Brorby.

May 20 (10-10:30 a.m.) **The Shari Lewis Show**, Nabisco through Kenyon & Eckhardt.

May 20 (10:30-11 a.m.) **King Leonardo and His Short Subjects**, General Mills through Dancer-Fitzgerald-Sample.

May 20 (2 p.m.-conclusion) **Major League Baseball**, part.

May 20 (7:30-8:30 p.m.) **Bonanza**, RCA through J. Walter Thompson.

May 21 (1:30 p.m.-conclusion) **Major League Baseball**, part.

May 21 (6-6:30 p.m.) **Meet the Press**, co-op.

May 21 (7-8 p.m.) **The Shirley Temple Show**, Nabisco through Kenyon & Eckhardt.

May 21 (9-10 p.m.) **The Chevy Show**, Chevrolet through Campbell-Ewald.

Group on Military Electronics, IRE. Shoreham Hotel, Washington, D. C.

JULY

July 1—**Chicago Publicity Club**, 20th anniversary celebration. J. Leonard Reinsch, Cox Stations and radio-tv advisor to President Kennedy will be principal speaker. Mayfair Room, Sheraton-Blackstone Hotel, Chicago.

*July 1—**UPI Broadcasters of Pennsylvania**, annual meeting. Penn-Harris Hotel, Harrisburg.

July 10 — **Wisconsin Broadcasters Assn.** Plankington Hotel, Milwaukee.

July 10-12—**National Assn. of Television & Radio Farm Directors convention**, Shoreham Hotel. Washington, D. C.

July 10-28—Three week summer workshop on Television in Education, **U. of California at Los Angeles.**

July 30-Aug. 5—**American Women in Radio & Television**, first mid-career seminar. Syracuse U., Syracuse, N. Y.

AUGUST

Aug. 11-12—**Texas Associated Press Broadcasters Assn.**, fourteenth annual meeting. Hotel Lincoln, Odessa, Tex.

Aug. 22-25—**1961 Western Electric Show & Convention.** Cow Palace, San Francisco.

SEPTEMBER

Sept. 10-13—**Assn. Canadienne de la Radio et de la Television de Langue Francaise**, annual convention. Seaway Hotel, Toronto, Ont.

Sept. 15-17—**Michigan Assn. of Broadcasters** fall convention and business meeting. Hidden Valley, Gaylord, Mich.

Sept. 27-30—**Radio Television News Directors Assn.**, annual convention. Statler Hilton Hotel, Washington, D. C.

OCTOBER

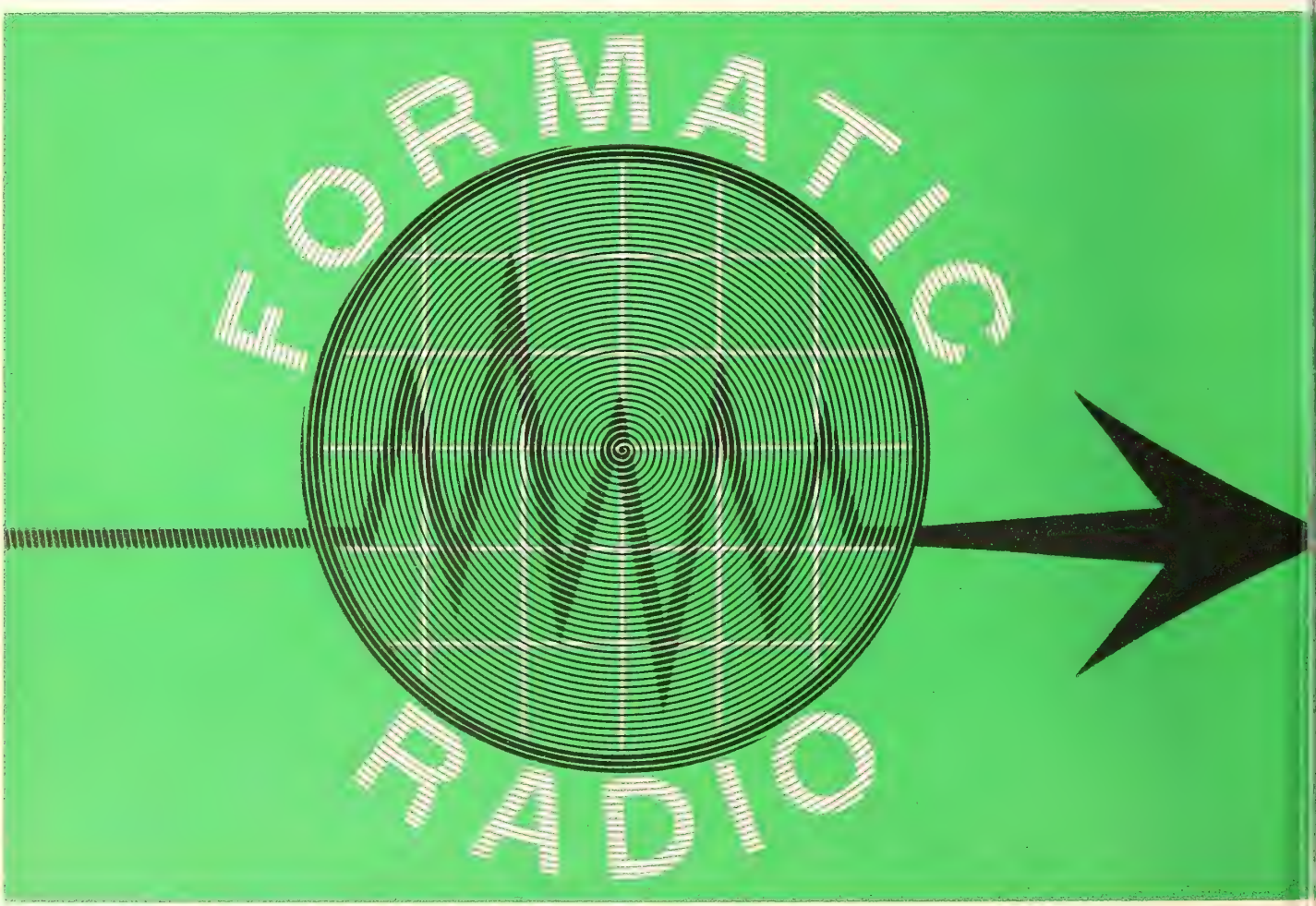
Oct. 3-4—**Advertising Research Foundation** conference, Hotel Commodore, New York City.

Oct. 8-18—International seminar on instructional television, sponsored by **Purdue U.** in cooperation with UNESCO and the U.S. National Commission for UNESCO. Dr. Warren F. Seibert, Purdue professor, is seminar director; James S. Miles, Purdue Television Unit, is associate director. Purdue U., Lafayette, Ind.

Oct. 9-11—**National Electronics Conference**, International Amphitheatre, Chicago.

Oct. 10-13—**Audio Engineering Society**, annual fall conference and technical exhibit. Hotel New Yorker, New York.

Oct. 23-26—**National Assn. of Educational Broadcasters** convention. Willard Hotel, Washington, D. C.



Everyone pleased

EDITOR: . . . Everyone here was very pleased with the excellent story about our new company (BROADCAST ADVERTISING, May 1). . . . We have heard a number of very fine comments about it. . . . —*Carl M. Post, President, Post & Morr Inc., Chicago.*

In defense

EDITOR: I notice "strong criticism of the FCC for approving transfer of the old KLX in Oakland (now KEWB) to C-C because the transfer allegedly resulted in program changes away from good music and public service to "appalling bad progam quality" and "gypsy radio operation" (and) for editorials allegedly offensive to members of the Catholic faith and the airing of filthy phonograph records (GOVERNMENT, May 1).

. . . I'm sure KEWB runs public service material and as for the music policy, while it might not suit everyone, to my mind it is not at all subject to government regulation. I am not usually offended by "top 40" music and would no more term it filthy than I would the seduction and adultery plots of many operas I've heard broadcast. I'm sure KEWB's editorials were no more offensive to members of the Catholic faith than are many paid religious broadcasts with great anti-Catholic content. . . . Crowell-Collier has an industry-wide reputation for quality in modern broadcasting.—*Bill Wood Jr., National Program Director, Milton R. Hall & Assoc., San Diego, Calif.*

Etv story reprint

EDITOR: The center would like permission to reprint the article "Etv shows made available to commercial tv" (PROGRAMMING, May 1) to call it to the attention of its 50 affiliated stations.—*Ced Frederickson, National Educational Tv & Radio Center, New York.*

(Permission granted, if proper credit is given to BROADCASTING as the source.)

Missed the point

EDITOR: . . . I am misquoted or quoted out of context [in] your KDWB story (GOVERNMENT, May 1). I have stated to the Commission . . . that I do not recall ever discussing the permissible operation for their station or any other station between the hours of midnight to 4 a.m. I did, however, state that if I had been asked by a client if it were possible for a station to operate with its daytime operation between midnight and 4 a.m., and such a station was full-time, my interpretation of the Commission's rules would be that it would be permissible. Your reporter . . . missed the point entirely. . . . [My statement to the FCC] clearly points out why I feel that KDWB did not violate the Commission's rules. — *John H. Mullaney, President, John H. Mullaney & Assoc. Inc., Washington.*

Censorship adherent

EDITOR: I think BROADCASTING performed a real service to the mass communications field by re-publishing the censorship code in the May 8 issue (anniversary of WW II's V-E Day).

However, I disagree with the spirit of your lead that says the U. S. may invoke peacetime censorship unless the news media massively resist it. The answer is not resistance but common sense and concern for national security. As intelligent individuals, the press should have no difficulty in shouldering their responsibilities.

Censorship is very close to me. During World War II I was a press censorship officer on Gen. Eisenhower's staff and gained an insight into what makes

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*Reg. U.S. Patent Office
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newsmen gripe. At times they become fault-finding infants and refuse to listen to reason.

I remember three correspondents who observed every last rule of censorship and at every opportunity cautioned the censor to examine their copy closely because of questionable copy. They knew the reason for censorship and acted accordingly. Their names—Fred Kuh, *Chicago Sun;* Boyd Lewis, UP, and Gladwin Hill, then with AP. Certainly these men never suffered because of censorship.

No one need fear censorship. From personal experience I can say that I never was called upon to stop material that did not contain some point that could compromise security. On the contrary, censorship always bent over backwards to pass copy and quite often prodded G-2 to declassify material so correspondents could file copy.

One way of keeping America safe is to safeguard our secrets instead of blazoning them across the front pages of our newspapers and other public information outlets.—*Harry Algus, Metromedia; (former U. S. Ground Advisor, Press Censorship, SHAEF).*

The Florida story

EDITOR: The Florida market study was a wonderful bit of reporting.—*Walter K. Rhoads, Promotion Manager, WTVT (TV) Tampa, Fla.*

EDITOR: . . . a superb job of reporting and analyzing the Florida market.—*T. S. Gilchrist Jr., Vice President-General Manager, WESH-TV Daytona Beach, Fla.*

EDITOR: I congratulate you not only on the broad coverage . . . but the thorough and authentic presentation of the great mass of statistical information. I am referring the article to our area development department with the thought they might be able to use it in their promotional work.—*J. S. Gracy, Senior Vice President, Florida Power Corp., St. Petersburg, Fla.*

EDITOR: . . . A terrific job on the study of the Florida market. —*Arch L. Madsen, President, KSL-AM-TV Salt Lake City.*

[Reprints of the Special Report on Florida are available at the following rates: single copies, 25 cents per reprint; in quantities of 100 or more, $15 per 100 or 15 cents per copy.]

Right lineup

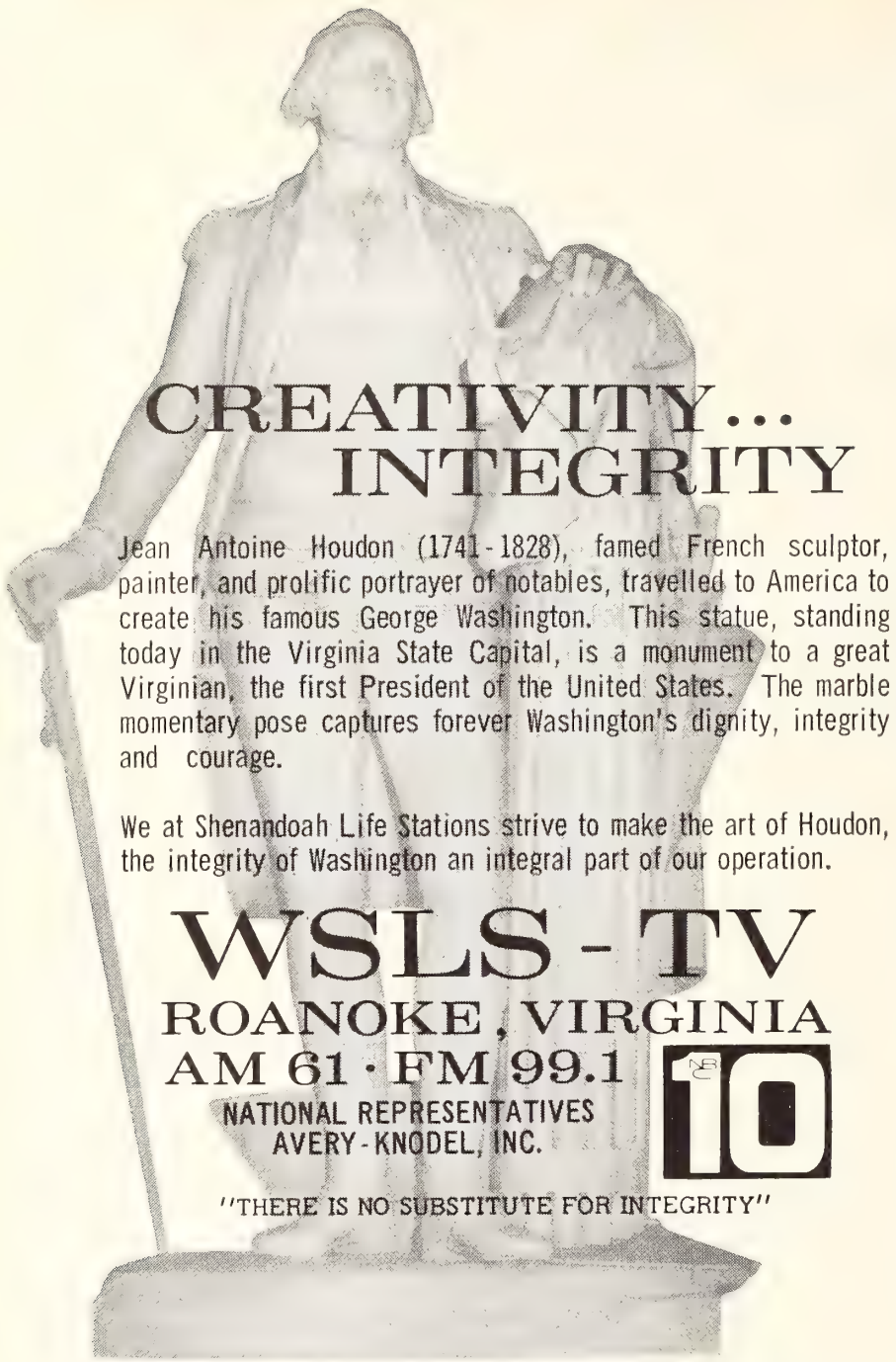
EDITOR: We were pleased to see that BROADCASTING's May 1 issue took cognizance of the increasingly useful services being offered by specialized financial organizations in the field of radio and tv. . . . May I correct a few errata? . . . The name is Communications Capi-

cliché

Stations have a duty to meet the needs of people. How well they do it determines how important they become to advertisers. The most basic truths tend to become the most overworked clichés, but this does not render them any less truthful. Through the years, an unswerving policy of balanced, responsible programming which meets basic needs rather than shallow fancies has helped bring each of our radio and television stations the most responsive audience in its coverage area. People listen. People watch. People know.

THE WASHINGTON POST
BROADCAST DIVISION

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tal Corp. (C.C.C.), Lazar Emanuel is president, not principal; George Weiss is vice president and general manager, and the undersigned is secretary-treasurer. . . .

A sister company . . . is Communications Fund Inc. (C.F.I.), . . . [which] will specialize in long-term loans and investments in properties where Communications Capital is more particularly concerned with short term loans. . . . —*Blair Walliser, Secretary-Treasurer, Communications Capital Corp., New York.*

'Post-attack' Conelrad

EDITOR: The article on Conelrad (BROADCASTING, April 10) was quite good, but did not go far enough. . . . The use of Conelrad would . . . perform a vital role in advising the public to take shelter. . . . But the role of Conelrad assumes gigantic stature during the so-called "post-attack" period. It is during this period that the public is advised about radioactive fallout . . . the nearest means of evacuation and/or medical supplies, the possibility of future attacks, etc.

There are three radio stations in Nassau County on Long Island (WHLI, WGBB and WFYI) actively assisting civil defense. . . . During "Operation Alert 1960" we devised and carried out . . . the "Nassau Plan." . . . (The stations) broke away from the New York City operation and broadcast locally . . . to Nassau County residents only. . . . The experiment was a complete success. . . .—*John T. Clayton, Director and Public Affairs Chairman,* Nassau County Conelrad Committee; *Promotion Manager, WHLI Hempstead, L. I., N. Y.*

The missing 'not'

EDITOR: . . . Your news item (on my speech at Notre Dame U.) . . . somewhat unfortunately suggests that we were discussing the handling of a case that had gone to hearing . . . through the omission of a fairly significant "not" . . . as follows:

> Mr. Courtney stressed that it is important for an applicant who had [NOT] gone through a hearing to make sure the case is fully understood by the people who will decide it—the seven commissioners. Otherwise, the applicant runs the risk that the staff will, in effect, decide the case, he said.

. . . I am afraid the omission of the "not" . . . will mislead some of your readers, confuse the rest, and undo months of the austerity program.—*Jeremiah Courtney, Lawyer, Washington, D. C.*





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WEST POINT

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MONDAY MEMO

from CLIFFORD W. JACOBS, vice president-marketing, Mattel Inc.

How tv was used to create a year-round market for toys

Television, I'm told, likes Mattel. And we like television. This isn't a mutual admiration society—there are very good reasons for this relationship. We are the only toy manufacturer to sponsor our own network tv show the year round. Our *Matty's Funday Funnies* attracts 25 million juvenile viewers every week—the highest rated daytime show on tv. This pleases us almost as much as does our rising sales figures—and the two are closely related.

This year our advertising budget is almost $3 million, with heavy emphasis on network tv and intensified spot tv in 45 key markets, besides space in trade publications.

Tv Took Planning ▪ Unlike Topsy, this situation didn't "just grow." Our original entry into television, as well as our expansion in this area since 1955 —when we decided to follow the advice of our agency, Carson/Roberts, and enter network television—has been the result of much planning and research.

Prior to then we had used regional spot tv, mostly in the final three or four months of the year. In 1954 we spent about half of a total $150,000 advertising budget in spot schedules in the top 30 markets. We had already decided to raise the 1955 tv budget to $100,000 when we learned that a new weekly *Mickey Mouse Club* program on ABC-TV was open for co-sponsorship. The figure was, to us, startlingly high—one quarter-hour per week, for 52 weeks, non-cancellable, at $500,000.

This was five times our projected annual budget and not much less than the total net worth of our company at that time. Our initial reaction was that this was too big a bite for us to try to chew.

It Raised Questions ▪ We did a great deal of soul-searching on our sales structure; it had been seasonal and our advertising concentration had followed this pattern. Could we break the seasonal pattern? Or modify it? Should we? We researched the situation to evaluate its potential, as well as its liabilities.

The decision was made. We signed the contracts. We were committed to network television for 52 weeks. The *Mickey Mouse Club* show went on the air, viewed by some 16 million children, in September 1955. Our commercials exposed a new product—a cap-firing Burp Gun—already on retail counters, but not moving. We sat back and waited for the re-orders to come rolling in, as we knew they would.

And we waited. And waited. We knew the *Mickey Mouse Club* was attracting millions of children—the various rating services agreed on this. But the orders weren't coming.

That was November. Six weeks of network television shows, and still no orders for Burp Guns, 600,000 of which remained unsold on retail counters.

It Paid Off ▪ But the Monday morning following the long Thanksgiving weekend, we arrived at the plant to find sacks of mail stacked in front of the doors. Sacks of orders for Burp Guns!

And it was only the beginning. The orders kept coming in, and before Christmas we had sold almost a million of these guns, which retailed for $4 each. Our retailers had sold their entire stocks of 600,000 and more—and were begging for more. Orders continued even after Christmas.

Our television exposure created another merchandising advantage for us. The feature of year-long network tv other toymakers considered a disadvantage—not being able to take a hiatus during "dead" sales periods—became a big selling point for Mattel.

At the following spring's Toy Fair in New York City, we pointed out to the trade that television had kept our orders high even during the first months of the year. We presented to the trade a specific and detailed advertising program for an entire year in advance. We showed samples of our future television commercials, and the schedules by which they would be exposed nationally.

We wrote $1 million worth of orders in a week at the Toy Fair, in the past strictly a "preview" type of show.

We stayed with *Mickey Mouse Club* and, since our entire ad budget was committed to the show, we were able to correlate exactly the relationship between sales and advertising effort. We were able to show the toy trade that even though the Christmas season would continue to be a peak season, toys could be sold on a 12-month basis.

A Show of Our Own ▪ By 1957 we felt—and our agency's research confirmed—that we were ready for full sponsorship of our own show, and we let it be known that we were willing to spend $1 million for a show to appeal to kids of 4 to 12.

Our relationship with ABC-TV had been pleasant, so we leaned in their direction, particularly when they offered an appealing time slot—5-5:30 p.m. on Sunday—and a series of cartoons never before seen on tv. The series featured Casper the Friendly Ghost, Herman and Katnip, Little Audrey and others.

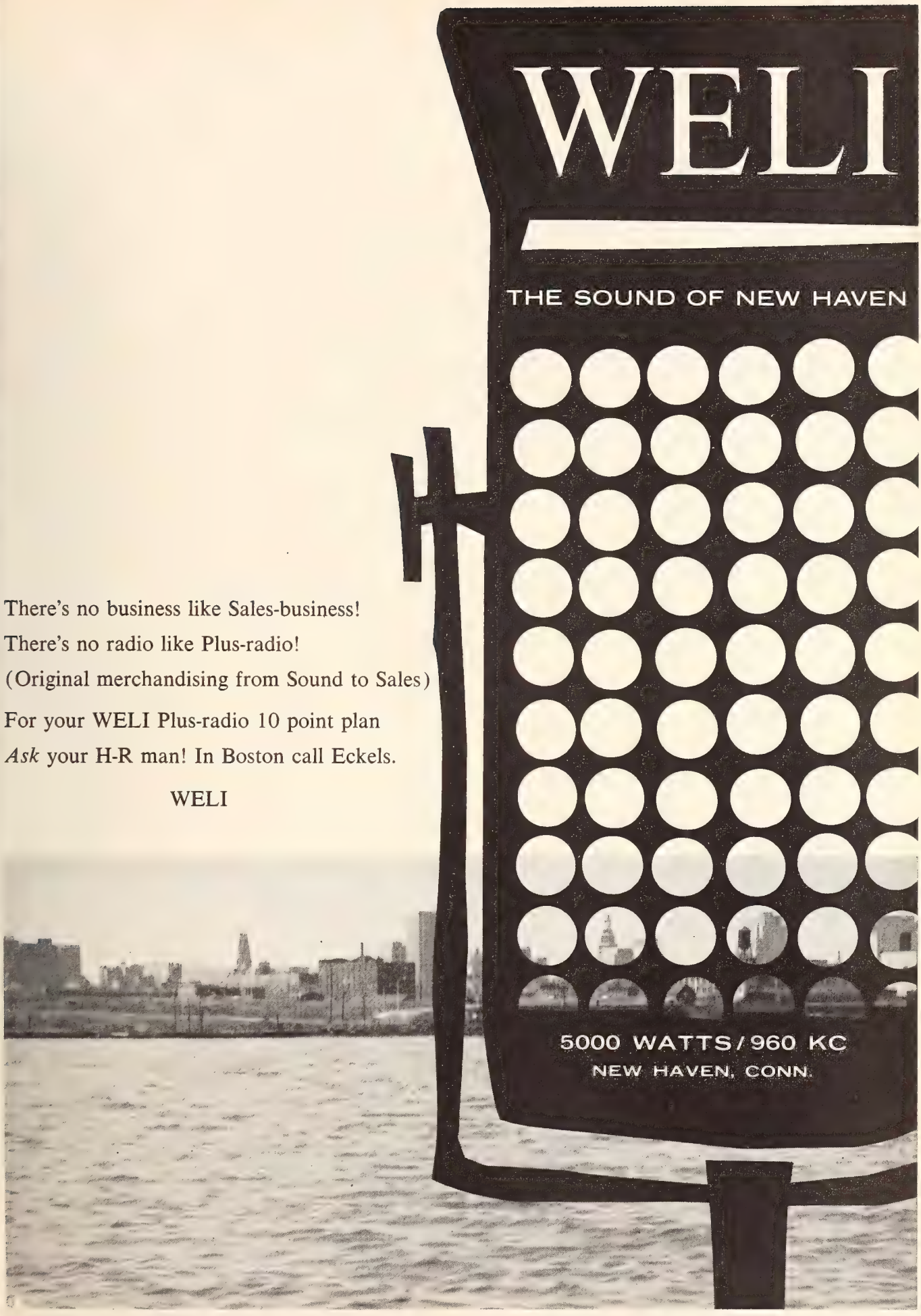
Carson/Roberts developed a personality cartoon character, Matty Mattel, to tie the individual cartoon segments together in a half-hour show. Thus *Matty's Funday Funnies* was born, and with the success of this show, several of its characters—notably Matty, Sister Belle, and Casper the Friendly Ghost —have become features in the Mattel line of toys and dolls as well as good tv "salesmen" for our products.

As Mattel has grown, and our sales have increased, our advertising budget has expanded at least proportionately. And we plan to continue this controlled, advantageous growth.

But the accent in our advertising will continue as it has in the past six years —on television.



Clifford W. Jacobs, vice president-marketing, Mattel Inc., joined the Hawthorne, Calif., toymaker in 1952 as sales manager. In that capacity he was responsible for national sales and advertising, and when he was later made director of marketing he added the responsibilities of marketing research. Two years ago he was promoted to vice president-marketing. A native of New York City, he attended the City College of New York and New York University.



There's no business like Sales-business!
There's no radio like Plus-radio!
(Original merchandising from Sound to Sales)
For your WELI Plus-radio 10 point plan
Ask your H-R man! In Boston call Eckels.

WELI



there is nothing harder to stop than a trend

like today's younger, bigger family trend to ABC

Youth must not only be served. It must be *deserved*. By the kind of alert, alive programming a network does.

In terms of cause and effect, it works out like so:

Cause . . . ABC's leadership in sports (ABC's Wide World of Sports, Bing Crosby Golf Tournament, Fight of the Week, NCAA Football, American League Football, Orange Bowl Game, College Basketball).

Cause . . . ABC's leadership in action adventure entertainment *(The Untouchables, 77 Sunset Strip, SurfSide 6, Maverick, Naked City).*

Cause . . . ABC is facing the issues of the day with a vigorous new kind of news reporting (ABC-TV News Final), a vital approach to the public interest (Winston Churchill Series, Close-Up!, Expedition, Directions '61, Issues & Answers).

Effect . . . a decisive lead in *younger* families. For example: in households where the head is under 40, ABC is first with 24.7%, Net Y second with 20.9%, Net Z third with 18.3%.*

Effect . . . a decisive lead in *larger* families. For example: in families of five or more, ABC leads with 27.8%, Net Y second with 21.5%, Net Z, third with 19.0%.*

Telling numbers, these. They deal with the best people to deal with—the big, super-marketing crowd. They're America's best spenders. Which is why ABC is now attracting America's smartest trenders.

ABC Television Network

*Source: National Nielsen TV Index, 4 weeks ending Feb. 5, 1961. Average Audience, Mon. through Sat. 7:30-11 PM, Sun. 6:30-11 PM.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
May 15, 1961 Vol. 60 No. 20

SHOOTING BEGINS ON NEW FRONTIER

■ No peace in sight now between broadcasting and regulators

■ New FCC boss vows to turn tv from 'wasteland' into paradise

■ At broadcaster convention only kind word comes from President

The most exciting NAB convention since the mackerel glowed in the 1941 moonlight.

That was the year FCC Chairman James Lawrence Fly let the NAB have it with a tough, bitter denunciation voiced in the heat of anger.

Last week another FCC chairman, Newton N. Minow, took on the role of stern father. He called television "a vast wasteland" and warned broadcasters to improve their product or get off the air—a message happily picked up by an alert press.

Chairman Fly had bitterly described NAB leadership a score of years back as akin to "a dead mackerel in the moonlight—it both shines and stinks."

But Newton Minow wasn't the least bit angry last Tuesday as he stood in the luncheon spotlight under the Great Seal of the United States. He praised NAB's new leader, Gov. LeRoy Collins. And then he stunned 3,000 broadcasters in the vast spaces of Washington's Sheraton Hall with a calm, searing account of present abuses and what the FCC can do about them.

If there was any unanimous accord as delegates returned to their desks back home, it focused on one question: What will the long-range effect be?

The Road Ahead ▪ As reflective thought gradually supplanted the heat of the week's more miserable moments, broadcasters soberly hoped the composite industry image might be better a year from now. But many wondered if the lessons couldn't have been learned with a quiet, dignified inside-the-house approach instead of at the receiving end of a cat-of-nine-tails swung in the public square.

Last weeks' convention featured NAB's all-time thrill—the introduction of Comdr. Alan B. Shepard Jr., America's astronaut, and Mrs. Shephard by President John F. Kennedy, plus a major presidential speech on communications and the perils facing the democratic way of life.

The convention featured another major event—the debut of Gov. LeRoy Collins as NAB president.

Nobody at the Monday luncheon could recall a more eloquent convention speech as Gov. Collins faced the difficult assignment of following President Kennedy and Comdr. Shepard. The Governor proved he's an old trouper by bringing frequent and loud applause as he punched over telling points in a speech that had its laudatory moments as well as its irritating, preaching interludes.

The big moments last week occurred in Sheraton Hall. But many of the less spectacular events such as the tv and radio code sessions were staged in smaller auditoriums. Gov. Collins, thoroughly convinced of the codes' value if properly enforced, was enthusiastic about the Tuesday morning tv session as code officials and delegates went about the job of strengthening voluntary controls.

There were some who wished FCC Chairman Minow had taken time Tuesday to watch tv self-regulation in action before making his potent speech. And some wished he could have heard in person Gov. Collins' warning that broadcasters go home and do better—an intramural admonition that had some delegates wondering if they had hired a president or a proctor.

Both Gov. Collins and Chairman Minow started off with quick statements of the reasons they had accepted their new jobs—Gov. Collins to lead the industry to better performance, Chairman Minow to uphold the public interest. Actually they expressed a common motive but their way of saying it ranged from Gov. Collins' inspiring appeal to the blunt, headline-catching rebuke of the Chairman.

Some who thought Gov. Collins was letting too much of his linen-washing get into public view decided the next day that Chairman Minow had taken him off the hook—in case he was on one.

A few hours after Chairman Minow gave his speech several hundred legislators and government officials were guests at an NAB reception. The topic of discussion was nine-tenths Minow. Practically all broadcasters were violently critical or genuinely hurt, judging by a cross-section of reaction; some legislators spoke in guarded fashion, questioning the chairman's strategy and suggesting he might have torpedoed his own reorganization legislation (see comments page 37).

Chairman Minow, asked for his reaction to his own speech, gave BROADCASTING this answer: "Do they always get so excited about a speech in this industry?" Obviously

"Gentlemen, This Here Town Is Due For Some Changes"



Herblock in The Washington Post

'...to hear, and to see and to listen'

KENNEDY CALLS RADIO-TV 'MOST POWERFUL AND EFFECTIVE' MEDIA

President John F. Kennedy delighted the opening session of the 39th Annual Convention of the National Assn. of Broadcasters by bringing with him the nation's first space traveler, Commander Alan B. Shepard, with his wife and Vice President Lyndon B. Johnson. After paying tribute to the astronaut he added praise of broadcasting as "the most powerful and effective means of communication ever designed." A condensed version of the text of his speech follows:

WE have with us today the nation's number one television performer, who I think on last Friday morning secured the largest rating of any morning show in recent history. I must say I think the presence of Commander Shepard and also Mrs. Shepard who I think is—I must say, when I saw her on television, I had great satisfaction as a fellow citizen. I must say we are delighted to have them all. It is a great source of satisfaction and pride to us.

There had been before the [astronaut's] flight, as you know, a good many members of the community who felt that we should not take that chance. But I see no way out of it. I don't see how it is possible for us to keep these matters private, unless we decide on the highest national level that all matters which are risky, which carry with them the hazard of defeat, which could be detrimental to our society, that none of them will be printed in the paper or carried on radio or television.

The essence of free communication must be that our failures as well as our successes will be broadcast around the world. And therefore we take double pride in our successes.

Recognizes IAAB ▪ I am delighted that there are members here of your profession who are not citizens of this country but who come here from our hemisphere. I hope that they understand that we share a fraternal feeling with them, that we are engaged in a common effort to maintain freedom here in this hemisphere, and assist freedom throughout the world.

I feel, as a believer in freedom, as well as President of the United States, that we want a world in which the good and the bad, successes or failures, the aspirations of people, their desires, their disagreements, their dissent, their agreements, whether they serve the interest of the state or not, should be made public, should be part of the general understanding of all people.

And that is why I was particularly anxious to come here today. There is no means of communication as significant as that in which you are involved: to hear, and to see, and to listen.

And you have the opportunity to play a significant role in the defense of freedom all around the globe.

Our adversaries in this struggle against freedom—and they are not national adversaries, we have no national disagreements, what is involved is the great struggle for freedom, and our adversaries in that struggle possess many advantages. Their forces press down upon us, on the borders of the Middle East, Southeast Asia and Western Europe. They use the secrecy of the totalitarian state and the discipline to mask the effective use of guerrilla forces secretly undermining independent states, and to hide a wide international network of agents and activities which threaten the fabric of democratic government everywhere in the world. And their single-minded effort to destroy freedom is strengthened by the discipline, the secrecy and the swiftness with which an efficient despotism can move.

Sees Success ▪ But despite this, I do not believe that the tide of history is on the side of despotism. I do not

he had noted the big headlines in afternoon papers.

That Censorship Issue ▪ A significant feature of the week was an event that never happened. A fortnight ago President Kennedy had practically demanded that newspapers set up their own voluntary censorship operation in view of the critical state of international affairs.

By May 8, the day of his speech to the NAB, the President appeared to have had a change of mind. He completely avoided use of the word "censorship" in respect to broadcast media. Instead he said "the essence of free communication must be that our failures as well as our successes will be broadcast around the world."

Then the President chided totalitarian guerilla tactics and vast espionage activities. He added, "The flow of ideas, the capacity to make informed choices, the ability to criticize, all the assumptions upon which political democracy rests, depend largely upon communication. And you are the guardians of the most powerful and effective means of communication ever designed."

The next day the President met with a group of newspaper publishers. They issued a tactful statement afterward which said a long-range study of the role of the press in time of danger would be undertaken and only a declaration of national emergency would call for a screening of news in the interest of security.

Gov. Collins demanded in his address that broadcasting's journalistic integrity and independence must not become the pawn of government. He described broadcast news as a completely independent way of supplying the people with the information upon which they base their decisions.

The combined views of JFK and the Governor seemed to dispose of the censorship problem for the moment.

Ratings came into convention proceedings many times during the week. After the President's reference to Comdr. Shepard's record rating, Gov. Collins voiced his now familiar objections to professional audience and program research. Once again he slashed at what he felt was dubious authenticity, drawing howls and cheers from the delegates.

NAB-Inspired Research ▪ He proposed instead that an NAB research center be set up, possibly located near a major campus. These problems might be researched, he said: Validity of ratings, effect of editorializing, radio's future, court coverage, impact of programs and influence of advertising. He added others. The proposed package led one rating firm head to say he would close office except he had paid three months rent in advance. Another figured the research package would run far up into seven or eight figures.

Gov. Collins took a bead on the House Commerce Committee's study of rating services, hinting its conclusions were not based on the report's contents.

The cheers burst out again when he said pay tv can mean the elimination of free television if it catches hold, leaving the American people with no improvement over present tv fare de-

believe that the tide of history necessarily is on either side. It is only what we decide ourselves we will do—which direction *we* will turn the tide of history—that we can be successful.

For we bring to the battle our own resources, the better advantages of a free society—advantages which our adversaries cannot match, advantages which if vigorously used offer hope for the ultimate triumph of freedom.

On our side is the simple and all-important fact that men want to be free, and nations want to be their own masters.

It is this fact that is man's best hope. For our nation is on the side of man's desire to be free, and the desire of nations to be independent. And thus we are allied, if we are true to ourselves and true to our destiny, with the strongest force in the world today.



President John F. Kennedy was greeted by an NAB reception committee. First to shake his hand was a surprise greeter, Senor Donato Santomauro, of Argentina, attending Inter-American Assn. of Broadcasters meeting. L to r: The President; J. Leonard Reinsch, Cox Stations; Clair McCollough, Steinman Stations; Senor Donato.

The great inner resource of freedom, the resource which has kept the world's oldest democracy continuously young and vital, the resource which has always brought us our greatest exploits in time of our greatest need, is the very fact of the open society.

Most Powerful, Effective ▪ Thus, if we are once again to preserve our civilization, it will be because of our freedom, and not in spite of it. That is why I am here with you today. For the flow of ideas, the capacity to make informed choices, the ability to criticize, all the assumptions upon which political democracy rests, depend largely upon communication. And you are the guardians of the most powerful and effective means of communication ever designed.

In the rest of the world this power can be used to describe the true nature of the struggle, and to give a true and responsible picture of a free society. And in addition, broadcasting has new and untried possibilities for education, for help to end illiteracy, which holds back so much of the world and which denies access to the information so vital to a free and informed choice. The full development of broadcasting as an instrument of education is one of the most significant challenges which confronts your industry. And here in our own country this power can be used, as it is being used, to tell our people of the perils and the challenges and the opportunities that we face—of the effort and the painful choices which the coming years will demand. For the history of this nation is a tribute to the ability of an informed citizenry to make the right choices in response to danger, and if you play your part, if the immense powers of broadcasting are used to illuminate the new and subtle problems which our nation faces—if your strength is used to reinforce the great strengths which freedom brings, then I am confident that our people and our nation, and all other people and all other nations will again rise to the great challenge of the Sixties.

spite the levy of fees.

His demand that broadcasters editorialize was probably the strongest major call for position-taking in NAB history. He blamed what he called the failure of broadcasting to attain the prestige enjoyed by print media on the failure to editorialize.

After delegates had simmered down following hours of gab-festing and a night's sleep, the Wednesday morning NAB-FCC panel drew an audience of over 2,000. The setting was glamorous, the talent absolutely tops—six commissioners and Chairman Minow. The panel was interesting but tame after the events of the previous two days.

Clair R. McCollough, chairman of the NAB combined boards, moderated the question-answer exchange. The list of topics included FCC reporting forms, uhf in New York and editorializing.

Chairman Minow volunteered an observation that he had confined much of his time to tv and hadn't yet studied radio's problems.

The panel dealt with a proposed freeze on all am applications, as recommended by Commissioner Robert E. Lee. Commissioner T. A. M. Craven took the other side, saying it would be an encroachment on private enterprise.

Gov. Collins had tilted some eyebrows Monday in his speech by saying in regard to radio licensing, "Perhaps we should start by seeking to develop some plan for effective birth control . . ."

As to editorializing, a reminder came from the panel that stations should provide opportunity for replies in controversial issues.

The industry's voluntary regulation discussions were instructive but there was one unhappy note—the Wednesday afternoon radio code discussion opened with an audience of 75 and gradually dwindled to 31, an embarrassing count in the large Cotillion Room of the Sheraton Park Hotel. Only a dozen took part in the business meeting, which adopted a few resolutions.

As was the case at the 1955 Washington convention, the logistics were terrible. NAB had three buses shuttling between the Sheraton-Park and Shoreham, but cabs were kept busy though only a block separates the hotels.

Lovers of broadcast equipment had the best time since video tape recording was unveiled in 1956 by Ampex. Vast displays filled the big Shoreham garage and main ballroom as well as a terrace arcade. Delegate traffic was excellent, a cheery development for many of the exhibitors. Among new items were a $14,000 video tape recorder with Japanese participation and an 8mm movie camera. Automation gear of many types abounded.

Stereo interest developed after two days of fm discussion and demonstrations based on the FCC's newly adopted multiplex system (General Electric and Zenith combination). Only one manufacturer appeared able to deliver transmitter packages within a few weeks but many claimed to be close behind.

Business Elsewhere ▪ The usual satellite meetings included network sessions. ABC-TV told affiliates it can coast a bit now, having a rating lead in three-station markets. NBC warned tv affiliates the industry is entering a new era of government scrutiny, ad-

vising careful self-regulation and avoidance of over-commercialization. NBC Radio's affiliate executive committee was given an optimistic report on sales, audience, station clearances plus a revised compensation. MBS supplied nearly 400 radio affiliates with closed-circuit newscast material and kept broadcasters who kept the store running informed on latest industry developments in Washington.

The annual Broadcasting Pioneers Club dinner was featured by a deft needling of Chairman Minow by Lowell Thomas, who adopted a schoolmaster manner as he dealt nostalgically with moments of broadcasting history.

Educational tv came up at the Wednesday luncheon speech by Abraham A. Ribicoff, secretary of Health, Education & Welfare. Secretary Ribicoff reversed the past HEW position on federal aid to educational tv by endorsing matching federal funds for state projects.

As it must at all NAB conventions, everything wound up Wednesday night in a Sheraton Hall banquet. The final number of the BMI-arranged banquet program featured Anna Moffo, Metropolitan Opera diva, singing "There'll Be Some Changes Made" in night-club style with accompaniment by Count Basie and orchestra. Russell Sanjek, BMI, produced.

A few delegates went prowling for any hospitality suites that remained open, some others took night planes and the NAB staff vacated their hotel sleeping quarters for beds at home.

Next year, Chicago. And the next, and next.

All-star cast opens NAB Convention

KENNEDY SHARES TOP BILLING WITH ASTRONAUT AS SURPRISE GUEST

Jack be nimble, Jack be quick.

President John F. Kennedy demonstrated he can be both at Monday's opening general assembly of the 39th NAB convention.

First, he introduced as a surprise guest "the nation's No. 1 television performer,' astronaut-hero Alan B. Shepard.

Then, instead of springing a widely-anticipated proposal that U.S. broadcasters impose a semi-wartime self-censorship on news coverage of national defense matters, he told them they hold graver responsibilities than most as stewards of the "most powerful and effective means of communication ever designed."

He brought down the house both times.

The arrival and departure of the presidential entourage split in half the ceremonies and acceptance speech at which NAB's distinguished service award was conferred upon Judge Justin Miller, the association's president from October 1945 to June 1951 and its board chairman and general counsel until April 1954.

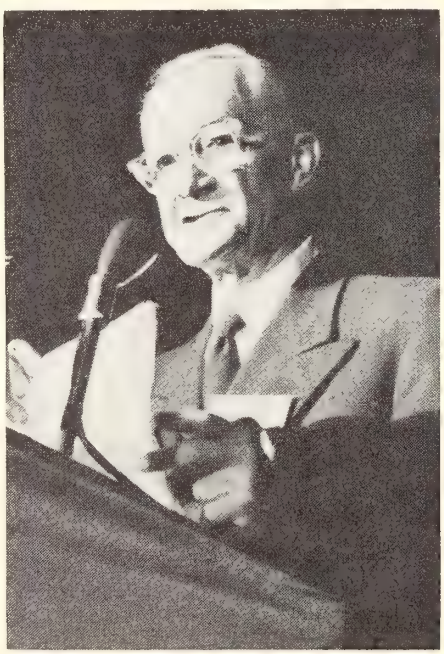
The Monday opening event also was the first time NAB President LeRoy Collins has appeared before the full NAB convention. The former Florida governor turned over the proceedings to Dwight W. Martin, WAFB-TV Baton Rouge, convention co-chairman.

The presentation of NAB's highest award to Judge Miller was made by Odin S. Ramsland, KDAL Duluth, after an opening prayer by the Most Rev. Philip M. Hannan, auxiliary bishop of Washington, D.C., and a welcoming speech by Walter N. Tobriner, president of the District of Columbia Board of Commissioners. The 10:30 a.m. ceremonies were opened by music from the U.S. Marine Band and presentation of the colors by a multi-service unit.

IAAB Recognized ▪ A delegation of the Inter-American Assn. of Broadcasters attending the opening assembly received special recognition from NAB and President Kennedy. IAAB had held its convention in Washington the previous week and weekend. President Kennedy was escorted to the stand by Clair McCollough, Steinman Stations, NAB Board chairman, and Merrill Lindsay, WSOY-AM-FM Decatur, Ill., convention co-chairman.

President Kennedy's brief introduction of Commander and Mrs. Shepard met a tumultous response from the broadcast management-engineering delegates. After thanking the broadcasters for a "warm welcome," the astronaut was escorted from the stand by Vice President Lyndon B. Johnson to a schedule of other appearances.

The import of President Kennedy's speech was that totalitarian and free societies both have their advantages and disadvantages in competing with one another, but that he feels the desire of men and nations to be free will prevail. Broadcasting can be used to give a true and responsible picture of a free society, he said. It also has "new and untried possibilities for education" and this "is one of the most significant challenges which confronts your industry," he said.



Judge Miller

The President's reference to Commander Shepard ("who I think on last Friday morning secured the largest rating of any morning show in recent history") as the nation's top television performer was meant to compare the way radio-tv publicized and covered the astronaut's flight—with the attendant risk of loss of national prestige had the flight failed—to the secrecy surrounding the Russian man-in-space flight made a few weeks earlier.

Success & Failure ▪ "The essence of free communication must be that our failures as well as our successes will be broadcast around the world. And therefore we take double pride in our successes," he said, amid cheers from the broadcaster audience.

Mr. Ramsland, in presenting NAB's distinguished service award to Judge Miller, described the climate of confusion in the broadcast industry when the FCC issued its Blue Book in 1946. It was at this time that Judge Miller brought a steadying hand to broadcasting by resigning from the U.S. Court of Appeals in Washington to become NAB president, he said.

In his acceptance speech, Judge Miller said that though he is old enough to place broadcasting's whole panorama in proper focus as an event in American history, many of the radio-tv media's critics are not; thus, they are unable to "see the picture in its true perspective" and they "respond eagerly to the pressure groups." Not only that, but many newspaper columns are inspired by publishers who "smart under the competition of your faster and more palatable presentation

NOW FOOD ADVERTISERS GET DOUBLE EXPOSURE!

Only WHO-TV offers food advertisers television coverage of more than half of Iowa's counties, *plus* personal point-of-sale merchandising assistance.

WHO-TV's new feature merchandising services reach high traffic food stores in towns of 5,000 or over in 23 heavily-populated counties. These outstanding WHO-TV services include:

- **360 STORE CALLS (MINIMUM)** — Workers encourage grocers to stock product, increase display space, clean and face product, etc.
- **50 ONE-WEEK DISPLAYS (MINIMUM)**—Place shelf extender displays for suitable products and point-of-sale materials.
- **24 DAYS OF BARGAIN-BAR PROMOTIONS** — Includes product sampling or demonstration, couponing, and distribution of recipes or product literature.
- **2 COMPREHENSIVE REPORTS**—Reports on your product through personal interviews with grocers.



A $480 expenditure per week for 13 consecutive weeks—or $6,240 within a 13-week period—on WHO-TV qualifies food advertisers for this special service. Give your product *double exposure* in Central Iowa with WHO-TV. Get all the facts soon—see your PGW Colonel.

Sources: Sales Management Survey of Buying Power, July 10, 1960 and SRDS, January 1, 1961.

WHO-TV is part of
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NBC Affiliate

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc., *National Representatives*

Needed: more light than heat ..... AN EDITORIAL

TWO thousand broadcasters came to Washington last week. They heard, they saw and they all but collapsed.

What they heard from FCC's new chairman, Newton N. Minow, and from their new NAB president, LeRoy Collins, should not have surprised them. Both have been administering shock treatments on the same general theme since assuming their respective offices earlier this year.

There's already talk of defections from the NAB on the premise that broadcasters deserve something better than a scolding from their president. They do not like the similarity of the Minow and Collins views on programming. They want action now and vigorous action to stem the Minow tide and answer his threats.

It would be unfortunate if not disastrous to launch a rump movement now. A divisive movement to set up a new trade association would play into the hands of the opposition. The NAB board meets next month. There will be less heat. Moreover, a careful reading of Gov. Collins' speech shows that he has revised some of his views since he has had broader exposure to the realities of competitive broadcasting. He is able, bright and energetic. He has the potential of becoming broadcasting's ablest spokesman.

It was not only what Mr. Minow said but the manner in which he said it that provoked broadcasters. His painstakingly prepared speech was intended more for public than for broadcaster consumption. He wanted to hit the front pages and he did because the speech was calculated to pander to the competitive press.

We deal with Mr. Minow's foray into program control on our editorial page this issue. To us it is evident that he is attempting to circumvent the First Amendment. We believe he cannot sustain his campaign if broadcasters —and that means the NAB—will close ranks.

There is one immediate job that needs to be done with or without the support of the NAB. That is congressional veto of the President's reorganization plan that would give the FCC chairman absolute control over the seven-man FCC. So far, Gov. Collins has not seen fit to oppose this mischievous legislation.

After the Minow demonstration last week it should be clear what might happen with one-man control. The chairman would be enabled to pick his own divisions or panels of commissioners for particular assignments and in that manner virtually guarantee the results he wants in any given circumstance.

Mr. Minow himself, unwittingly, helped the cause of those who oppose the FCC Packing Plan. Throughout his rather remarkable address he eschewed the collective "we." It was first person, singular throughout—what "I" rather than what the FCC would do.

Fortuitously, many members of Congress were quickly made aware of the Minow ultimatums. They were the guests of constituent broadcasters at the NAB reception held only a few hours following the chairman's address. And most of them were indignant.

Broadcasters interested in the preservation of what freedoms remain and in their own future well-being must move now to parry the first threat of the New Frontier. They should urge their congressional delegations—irrespective of party affiliations—to veto Reorganization Plan No. 2 covering the FCC. This measure becomes law 60 days from its date of delivery on April 27 unless vetoed by the Congress before then.

There are members of both Senate and House who would willingly lead a veto movement. But they must know they will have adequate support. That support can be demonstrated if broadcasters will promptly let their elected legislators know. There isn't much time left.

of the news; and of your ever-increasing effectiveness in displaying the wares of the world to the consuming public."

Judge Miller thought broadcasters have shown "admirable restraint in maintaining a level of programming considerably above the level of life in the United States."

The clamor for the government to set standards of programming and define the bounds of censorship is a "beguiling illusion, calculated to avoid responsibility." Such moves can lead to the end of the First Amendment, Judge Miller said.

High Standards ▪ He said said he is pleased that NAB President Collins has "set his standard high" and he asked loyal support for the new NAB head in the latter's call for more "blue-ribbon" programming.

When his acceptance speech was interrupted for President Kennedy's address, Judge Miller on his return to the stand was equal to the occasion in referring to the President's talk:

"I could hardly have asked for a better exhibit of blue-ribbon programming."

Others taking part in the awards ceremony were J. Leonard Reinsch, Cox Stations, FCC Commissioner T. A. M. Craven and G. Richard Shafto, WIS-AM-TV Columbia, S.C., members of the committee which selected Judge Miller for the award; W. D. Rogers, KDUB-TV Lubbock, Tex., Tv Board chairman, and Thomas C. Bostic, KIMA Yakima, Wash., Radio Board chairman. Virgil Duncan, WRAL-AM-TV Raleigh, N.C., was chairman of the broadcast engineers section of the joint conference.

Help democratic system, IAAB urges its members

Nations in the Western Hemisphere were urged "to contribute to the defense of the democratic system of representative governments, using the means they have at hand for its protection," in a resolution adopted at the Inter-American Assn. of Broadcasters meeting in Washington prior to the NAB convention.

Known as the Declaration of Washington (BROADCASTING, May 8), the IAAB statement declared the association has never encountered "a graver danger for the future of the democratic organizations" in its 10-year history.

The declaration said in part: "To the existence of the determined and opprobrious tyrannies of these days, we add the open intervention of extracontinental, totalitarian powers to the life of the communities in this hemisphere, by the subjection of our neighboring Republic of Cuba and a subversive action that extends to the rest of the hemisphere and which also includes the moral responsibility of our association, beyond any measurements."

The IAAB declared a state of emergency and called for full support to the defense of democracy through the Organization of American States. It denounced subjugation of Cuba "by extracontinental communist powers" and said IAAB must give absolute priority to defending democratic ideals.

Herbert E. Evans, Peoples Broadcasting Co., was given a gold watch by the IAAB for his role in arranging the Washington meeting.

"Charlotte's WSOC-TV... an excellent tv station"—Hope Martinez, SRA Timebuyer of Year



"WSOC-TV has proved itself an excellent television station. Well programmed and well managed, WSOC-TV carries many of BBD&O's clients' schedules reaching the important Charlotte area."

HOPE MARTINEZ
Batten, Barton, Durstine & Osborn, Inc.—New York

Congratulations to BBD&O's Hope Martinez, winner of the New York Station Representatives Association Silver Nail Award as "Top Timebuyer of the Year." And a special thank you, Miss Martinez, for the nice words you have for Charlotte's WSOC-TV. Here in America's 19th largest television market Carolina veiwers heartily endorse your comment... for them, WSOC-TV is indeed well programmed!

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by **H-R**

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton

STIFFENING NAB'S CODES

Delegates show keen interest at tv code meeting, but they're apathetic to session on radio code

Broadcasters quietly went about their voluntary efforts to strengthen the industry's ethical and advertising standards during a Washington convention marked by official and intramural potshots at the quality of radio and tv service.

The NAB self-regulatory process was centered around meetings of the Radio and Tv Code Boards and separate business sessions at which code problems were examined in detail.

The tv code session was held Tuesday morning in a crowded auditorium. The radio code program played to an almost empty house— 65 delegates at the opening, 31 at adjournment.



New chairman takes over

Dwight W. Martin, (right) WAFB-TV Baton Rouge, La., was elected chairman of the NAB Tv Board of Directors at a board meeting held May 10 in Washington. Formerly vice chairman, he succeeds W. D. Rogers, (left) KDUB-TV Lubbock, Tex. William B. Quarton, WMT-TV Cedar Rapids, Iowa, was elected vice chairman.

Clair R. McCollough, Steinman Stations, and Mr. Rogers were re-elected to the board May 9. James D. Russell, KKTV (TV) Colorado Springs, Colo., a former board member, and Robert F. Wright, WTOK-TV Meridian, Miss., were elected to the board. C. Wrede Petersmeyer, Corinthian Broadcasting Co., and Willard E. Walbridge, KTRK-TV Houston, retire from the board. They were ineligible to run for re-election.

Both were carefully planned. Brightening the tv session were before-and-after film clips showing how objectionable program and advertising material had been revamped. A long program of speeches at the radio meeting provided important contributions to the self-regulatory process but their impact was lost in the indifference of absent delegates.

Tv Interest Up ▪ Interest in tv code time standards, under review for months, has increased with wider use of the participating format and since 40-second station breaks were proposed by ABC-TV. A full discussion of commercial time standards is scheduled by the tv code board at a June 1-2 meeting in Washington.

Tv code officials met informally with several film distributors May 7 to discuss ways of screening prints of post-'48 films. NAB feels it must have a look at feature films because they were not produced for the tv home audience. Film groups represented were United Artists, MGM, Seven Arts and Screen Gems, according to NAB.

W. D. Rogers Jr., KDUB-TV Lubbock, Tex., described the code as "the conscience of television." As NAB Tv Board chairman, Mr. Rogers told a Tuesday tv code meeting the code is "a compilation of our corporate thinking" and called for compliance with this industry law.

E. K. Hartenbower, KCMO-TV Kansas City, Tv Code Board Chairman, described code board activities and introduced code staff members who discussed feature films, syndicate films and commercials. Edward H. Bronson, NAB tv code director, said adherence by code subscribers is improving. He called feature films a major concern to most stations, since the films aren't made for a home viewing audience.

Frank Morris, of the Hollywood office, said syndicators are cooperative and want to make a profit out of acceptable tv shows.

Stockton Helffrich, New York code director, reviewed efforts to eliminate violations from tv commercials. He showed clips of commercials having "wit, ingenuity and good taste."

It's Real ▪ Winding up the program, Chairman Hartenbower said the threat of increasing government control isn't "some rickety skeleton we haul out of the closet every spring to shake in your face but a real threat."

Thomas C. Bostic, KIMA Yakima, Wash., called on radio members to support the NAB radio standards. "Either we will regulate ourselves or we will be regulated," he said. He reported 1,233 members have subscribed to the code under the free plan begun last July 1.

Speaking at the Wednesday afternoon code meeting, Mr. Bostic asked delegates to enlist their fellow-broadcasters in their home towns to join NAB and support the code. A member of the selection committee which picked Gov. LeRoy Collins as NAB president, Mr. Bostic described the new executive as a dynamic and capable leader who can accomplish much if he has industry support.

John F. Meagher, NAB radio vice president, opened the radio code meeting. Following Mr. Bostic, Cliff Gill, KEZY Anaheim, Calif., reviewed the history of the Radio Code since its evolution out of the old radio standards. Charles M. Stone, NAB radio code director, reported on code enforcement and affiliation. Allan Bachman, executive vice president of National Better Business Bureau, thanked broadcasters for their cooperation in curbing false advertising. Robert M. Booth, president of Federal Communications Bar Assn., noted a closer liaison between FCC and Federal Trade Commission and described the proposed FCC program form.

Double-Cross ▪ Adam Young, president of Adam Young Inc., representative firm and chairman of the Station Representatives Assn. trade practices committee, said radio stations "have kicked out the window between $25 and $50 millions of annual business" by double-crossing agency account executives. He criticized the practice of selling time cheaper to clients' representatives than to legitimate agency buyers. He attacked stations using different rate cards.

Leonard Matthews, of Leo Burnett Co., described the work of the broadcast media committee of American Assn. of Advertising Agencies. Recently co-chairman of the joint group, he urged support of the radio code provisions and criticized "the quick-buck boys." He said the public is becoming more critical toward radio and tv. The main sources of irritation, he said, are over-commercialization and "jack-hammer commercials."

The biggest yet

Attendance at the NAB Convention was just over 3,100 (officially registered), an alltime NAB record. In addition there were 1,000 exhibit personnel, 200 assistants at equipment displays and maybe a thousand or two who hitch-hiked around the hotels. Last year's official registration was 2,810.


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Black Tuesday at the NAB convention

MINOW'S ULTIMATUMS TO TV BROADCASTERS JAR DELEGATES

Reports that new, tough broadcast regulation is going to be the way of life of the New Frontier have been emanating from Washington for several weeks. Many broadcasters who were reluctant to believe this had their eyes dramatically opened last week by FCC Chairman Newton N. Minow.

Addressing the Management Conference luncheon of the NAB convention, the 35-year-old chairman—in his first public appearance as head of the FCC—left no room for doubt about his concepts of broadcasting regulation and responsibility. The chairman admitted that he, in a limited sense, was telling broadcasters to "clean up your own house or the government will do it for you." Among his more pointed statements were these:

- "I did not come to Washington to idly observe the squandering of the public's airwaves."
- "I say to you now: renewal will not be *pro forma* in the future. There is nothing permanent or sacred about a broadcast license."
- "If you want to stay on as trustees, you must deliver a decent return to the public. . . . Gentlemen, your trust accounting with your beneficiaries is overdue."
- "I have confidence in your health, but not in your product."
- "The old, complacent, unbalanced fare of action-adventure and situation comedies is simply not good enough." Much of today's tv programming constitutes a "vast wasteland."
- Tv stations and networks have not tried hard enough to offer the public better programming.
- "Is there no room on tv to teach, to inform, to uplift, to stretch, to enlarge the capacities of our children? There are some fine children's shows, but they are drowned out in the massive doses of cartoons, violence and more violence. Must these be your trademarks?"
- "If there is not a nationwide educational television system in this country, it will not be the fault of the FCC."
- "I am deeply concerned with concentration of power in the hands of the networks. As a result, too many local stations have foregone any efforts at local programming. . . . Too many local stations operate with one hand on the network switch and the other on a projector loaded with old movies."
- "We are going to give the infant pay tv a chance to prove whether it can offer a useful service: We are going to protect it from those who would strangle it in its crib."
- "We will put this sleeping giant [uhf] to use. [As a result] we may have a half dozen networks instead of three."
- "Television has had its endless hours of mediocrity and its moments of public disgrace. . . . Tv has grown faster than a teen-ager and now it is time to grow up."

Stunned Reaction ▪ Chairman Minow's tough language left his broadcaster audience stunned and indignant (see reaction story, page 37). He did not mince words in his general indictment of the tv industry. He told radio broadcasters that while his speech dealt principally with tv, the aural media was not to think that "we've gone to sleep at the switch."

The chairman was applauded generously when introduced by NAB President LeRoy Collins but the handclapping was polite and restrained at the end. There were smatterings of applause six times during the course of his speech—in the instances when he noted tv's accomplishments.

Text of Minow Speech, page 58

Gross tv revenues for 1960 totaled over $1.2 billion dollars, with profits before taxes of $244 million and an average return on revenue of 19.2%, Mr. Minow stated in discussing the health of tv. The percentage increase of total revenues over 1959 was 9%, he said, with the percentage increase of profits 9.7%. "This, despite a recession," he stressed. "For your investors, the price has indeed been right."

(The figures quoted by the chairman for 1960 were totaled from financial data submitted by stations and networks and usually are not made available until mid-summer. A commission spokesman said last week that final release will not be forthcoming until that time again with a hurry-up total compiled for use by the chairman last week.)

With these figures in mind, the young Chicagoan said that he had confidence in tv's health but not in its product. "I am in Washington to help broadcasting, not to harm it; to strengthen it, not weaken it; to reward it, not punish it; to encourage it, not threaten it; to stimulate it, not censor it," he stressed.

He said that tv should be making ready for the kind of leadership that newspapers and magazines assumed years ago "to make our people aware of their world. . . . History will decide whether today's broadcasters employed their powerful voice to enrich the people or debase them."

Bad Is Awful Bad ▪ Mr. Minow said that when tv is bad, nothing is worse. He challenged the station executive to spend an evening watching his station without any distractions. "Keep your eyes glued to that set until the station signs off," he challenged. I can assure you that you will observe a vast wasteland. . . .

"You will see a procession of game shows, violence, audience participation shows, formula comedies, blood and thunder, mayhem, violence, sadism, murder, western badmen, western goodmen, private eyes, gangsters, more violence and cartoons. And, endlessly, commercials—many screaming, cajoling and offending. And, most of all, boredom. True, you will see a few things you will enjoy but they will be very, very few. And if you think I exaggerate, try it."

He challenged the theory that present over-all programming is aimed accurately at the public taste and cajoled networks and stations to do something about it.

Of children's shows, Chairman Minow said that there are some good ones but that they are "drowned out in the massive doses of cartoons, violence and more violence. Must these be your trademarks?"

The chairman listed these six fundamental principles "which guide me":

(1) The people own the air and broadcasters operate as a public trust. "For every hour that the people give you—you owe them something. I intend to see that your debt is paid with service."

(2) It would be "foolish and wasteful" to resurrect past problems such as payola and rigged quiz shows. "To quarrel over the past is to lose the future."

(3) A belief in the free enterprise system.

(4) An all-out effort to help educational tv.

(5) "Unalterable" opposition to governmental censorship. "There will be no suppression of programming which does not meet with bureaucratic tastes."

(6) A promise to take his job seriously "in my own particular sector of the New Frontier" and not to idly observe the "squandering of the public's airwaves."

He Will Do More ▪ The chairman said that matching promise vs. performance is not enough in the commis-

Continued on page 38











A sampling of Minow's audience reaction

There was no joy in the ballroom of Washington's Sheraton-Park hotel when FCC Chairman Newton Minow addressed the NAB convention last week —as these pictures of delegates, made while they were listening to him, clearly show. When he finished, the broadcasters gave him a round of polite applause and then began talking about what was to be Topic No. 1 for the rest of the convention. The weight of broadcaster opinion of the chairman was hostile, worried or glum. It was rare to hear anyone speak favorably of Mr. Minow's observations. Here is a sampling of comments heard by BROADCASTING staffers after the chairman's speech:

"A young smart alec, needlessly aggressive. How can they program blue-ribbon programs 18 hours a day, 365 days a year?"

"This man has done some studying and is sincere, but he doesn't understand the subject yet. There are good answers to most of his points."

"He certainly speaks well . . . but not of us."

"An unrealistic bureaucrat who wants to change the basic nature of people and institutions."

"We must tell him what we're doing. He doesn't know."

"There's a good chance these thoughtless government officials can destroy an industry."

"It was excellent . . . he dispelled any doubts about his position. Some chairmen haven't been as clear."

"He is correct in warning the industry about its responsibility. But these are the things we're discussing all through this convention."

"He acted like the captain of a slave ship."

"A mixture of arrogance and ignorance."

"A capital 'I' man; what about the rest of the FCC?" (105 capital I's).

"I think Minow's playing politics. I think he's bucking for a bigger government job."

"It will result only in a bad press for the industry."

"I have to admit he's got guts—or else he's pretty naive. Most speakers tell the audience what they want to hear."

"Much of what he said is true. But he could have used more tact. We aren't children."

"A naive young man who has read all the books but hasn't had to meet the payroll."

"I can watch any tv station all day long and enjoy it."

"The only word I have for that speech is censorship and what's worse, it's the sneaky kind of censorship we can't fight."

Continued from page 37

sion's scope of regulation. "I intend to do more," he emphasized." "I intend to find out whether the people care. . . . When a renewal is set down for hearing, I intend wherever possible to hold a well-advertised public hearing, right in the community you have promised to serve. I want the people who own the air and the homes that tv enters to tell you and the FCC what's been going on."

He pointed out that the commission is not going to set rigid guideline and rules for broadcast programming. "Why should you want to know how close you can come to the edge of the cliff?"

Turning to the networks, Chairman Minow said that he was deeply concerned with the concentration of power in their hands. He said that he will press for a speedy conclusion of the four-year-old network investigation and promised "useful results." The networks, he maintained, can start the tv industry on the road to freedom from the dictatorship of numbers.

Network affiliates which refuse offered public affairs programming will be required to explain their reasons, he promised. "The commission should consider such clearance reports carefully when making up its mind about the licensee's overall programming," the chairman said and later maintained that this did not constitute censorship.

There Is Some Good ▪ Television, he said, has had many hours of greatness in its short life "and it has had endless hours of mediocrity and its moments of public disgrace." He praised the coverage of the first American Astronaut's sub-orbital trip. He disclosed that President Kennedy had invited him to ride to Monday's convention session with the Chief Executive and Astronaut Alan Shepard, and during this trip, they discussed tv's tremendous contribution.

Depth of this contribution, he said, can never be measured. "The power of instantaneous sight and sound is without precedent in mankind's history," he continued. "It has limitless capabilities for good—and for evil. And it carries with it awesome responsibilities which you and I cannot escape."

AN ELOQUENT SPANKING

NAB President Collins' keynote speech cites broadcasting's faults as well as good points

Gov. LeRoy Collins made an eloquent debut before the NAB membership last week. He told broadcasters at the Monday convention luncheon about his extensive program to build up industry service and prestige and to avoid federal usurpation of industry rights.

The picture he painted of industry weaknesses wasn't pretty but his address was one of the most stirring oratorical achievements in broadcasting history. He wowed the delegates with his delivery though some of his biting criticism apeared to irritate some of them.

His first convention speech covered a broad range of industry subjects—editorializing, research, government regulation, program quality, NAB reorganization, self-discipline, pay tv, ratings and government controls.

Broadcasters' programs leave plenty to be desired, Gov. Collins indicated. There's need for a major research project, more code enforcement and editorializing, he said.

First of all, he said, he figures his new job will be a pleasant one if broadcasters will let him talk straight even if they don't like what he says; if they will equate their interests with the public interest; if they won't let government, film producers, unions, rating services or advertisers impose on them, and if they want to be professional men and not just tradesmen "striving to make every possible dollar."

The combination of entertainment and "a good conveyor belt for information" isn't enough to give the industry its proper professional status, he said, noting that print media enjoy esteem because they take sides by editorializing.

Editorials ▪ At this point Gov. Collins made perhaps the strongest appeal for editorializing within the memory of many broadcasters. He went so far as to blame broadcasting's failure to attain the prestige enjoyed by print media, and the lack of access to public events, on the failure of broadcasters to editorialize.

"If radio and television broadcasters are to achieve full stature, stations must begin editorializing on a widespread basis," he said. "Some stations feel they cannot afford to editorialize. In the present climate, I contend they cannot afford not to editorialize." He said stations that editorialize have found it increases advertising revenue because of the prestige acquired.

His editorializing comments were tied into a discussion of the industry's role in keeping the public informed during a time of peril. "A democracy can remain no freer than its communications media," he observed.

No Handmaiden ▪ American journalism, both electronic and print, must resist any attempt to make it "the unquestioning handmaiden of any government policy," Gov. Collins said, citing "disturbing talk" that the "life-or-death struggle with communism should be fought by abandonment of some of our ideals and concepts of freedom.

"We will do a dread disservice——not only to broadcasting but to the American people and our government——if we allow our journalistic integrity and independence to become the pawn of any government, even our own, and even if it is 100% right in its motives.

"The necessity for a free press—and now free broadcasting—in democracy is that it serves as a completely independent means for supplying the people, from whom all power springs, with the information upon which they base their decisions."

Broadcasting's position on the governmental front is "very high," Gov. Collins said, enjoying "a high degree of respect and confidence from Congress and the executive agencies." He attributed to government an awareness of the industry's self-disciplinary measures, calling for support of the radio and tv codes.

The public is waiting for broadcasting "to measure up to the full stature of its mighty potential," he said, demanding more quality and diversity in programming.

"I do not indict broadcasting now as wholly failing to serve the public interest," he said. "In many important ways broadcasters now respond magnificently to this challenge. But when measured against the range of our po-

What Collins thought of Minow speech

Gov. LeRoy Collins, NAB president, commented to BROADCASTING:

"I believe Mr. Minow is earnestly dedicated in a mission to help get the quality of programming improved. I think he overstated his case to a degree but I think this was due to his zeal and not to any official animosity toward broadcasters.

"I am satisfied that Mr. Minow fully recognized broadcasters must operate in the range of free enterprise and for any professional industry to be free, there must be the flexibility which would allow for failure as well as high success.

"I think that if broadcasters undertake in good faith a determined effort to shore up their weaknesses and improve their product they're going to find Mr. Minow leading the applause."



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WSYR-TV Syracuse
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tential, there is still much more we can and should do . . . We simply cannot adjust a thinking broadcaster's future with a mediocre program taste."

He said failure to give the public the quality and diversity it wants in programming is not only "a grievous tactical error" but also commits "a canard upon our nation."

Pay-Tv ▪ Gov. Collins cited the danger of pay-tv, which he said could mean "the elimination of free television as we know it." The American people would be the real losers if pay tv came, he said, because there "will be a television fare which will be no improvement over what it is now and the people will have to pay for it." The comments drew cheers from an audience that interrupted him frequently in response to his eloquent observations.

The answer to pay tv, he said, is better broadcast programming. He reminded he had proposed that networks each contribute two weekly hours of "blue-ribbon" tv programming in prime time and called on affiliates to clear the necessary time. Advertisers and agencies are responding in an encouraging way to his appeal for cooperation in program improvement, he said.

Gov. Collins' oratory rose to inflammatory heights as he lashed rating services, calling them "outside agencies that encumber our decisions by a maze of statistics built from scanty facts, the accuracy of which has never been adequately established." He didn't charge rating services with corruption or bad motives but said there was no way of knowing "how near what they report approximates the truth about actual broadcast audiences."

He implied that the report of rating service operations made to the House Commerce Committee was a snow job by the professional statisticians who studied the matter at committee request, saying the report created a pressing need for "further and more searching inquiry." He added, "The fact that the report is written in statistical semantics and does not engage in plain-spoken criticism should not be taken as a clean bill-of-health for broadcast ratings." In addition he charged the report "does not attempt to access the truthfulness of ratings and most of the conclusions upon which recommendations are based point up shortcomings of ratings and are actually critical."

Then he asked, "If the ratings cannot be related meaningfully to the truth of the audiences they seek to measure, what does that leave us?"

Research ▪ This led to another major proposal—that the industry set up an NAB research center. This center should be located near research facilities and broadcasters, possibly on or near a major university campus. "It would be a place to which we could refer the most pressing problems of the industry for assignment to the finest research specialists in the nation," he said.

"Such a center would not have to carry a large overhead—just a modest staff capable of assigning and overseeing the research at the most appropriate laboratories." It might even be self-supporting, he suggested.

Gov. Collins proposed these typical fields of study: validity of broadcast ratings, influence of editorializing, broadcasting of judicial proceedings, maintenance of freedom and responsibility in broadcasting, public service techniques, community relationship, impact of programming, uses of the spectrum, public impact of broadcast advertising.

And he proposed a major study to answer the question, "Where do we go from here in radio?"

He touched lightly on the delicate problem of licensing new radio stations by saying, "Perhaps we should start by seeking to develop some plan for effective birth control in this business."

Gov. Collins promised that broadcasting will take the initiative in Washington and every state capital in legislative matters; perform an imaginative and energetic public relations program, and bring to bear the ablest research available to mold the future of broadcasting.

He said his job is to represent the "composite broadcaster" without favoring any industry element, adding broadcasters will always know where he stands. He said he will have a reorganization plan ready for the NAB board meeting June 12-16 in Washington. This will involve the association's boards, committees and staff structures.



Gov. Collins

Tv group to negotiate with ASCAP named

The working team of the All-Industry Tv Music Licensing Committee was named last Thursday, right after the NAB convention. This will be the group which will do the actual negotiating with ASCAP for tv music licenses.

The executive committee: Hamilton Shea, WSVA-TV Harrisonburg, Va.; John E. McCoy, Storer Broadcasting Co.; Clifford Kirtland, Transcontinent Television Co.; Robert H. Smith, WCYB-TV Bristol, Va.-Tenn.; Payson Hall, Meredith Publishing Co.; William Grant, KOA-TV Denver, and Allen Hartnick, Metropolitan Broadcasting Co. Mr. Shea is chairman of the entire all-industry committee. Charles H. Tower, NAB tv vice president, is secretary of the full committee and of the executive committee.

At the meeting Thursday, the full committee heard a progress report by Mr. Shea and by its counsel. Also delivered was a preliminary fund-raising report which, Mr. Shea reported, looked promising. Mr. Shea also reported on the committee's plans at the tv management session Tuesday afternoon at the convention.

Quality Radio Group gets credo of aims, standards

Quality Radio Group President Scott McLean, WLW Cincinnati, proposed a credo of the aims and standards of the organization last Tuesday at the NAB convention in Washington. One of the purposes of the credo is to inform those stations eligible for membership who are not members that Quality seeks the same goal as they do. Another purpose is to crystallize the ideals of the group for presentation of the Quality Radio Group story.

The 19 member stations will vote on the proposal by mail. Specifications for membership in Quality as proposed: A station must have "broad-spectrum" programming; it must serve the needs and interests of its entire community; it must be the station in its market with the greatest circulation, by virtue of its power and dial position and this market must be one of the top 50 radio markets. The primary qualification, according to Mr. McLean, is that the station exhibit integrity, not only in serving the public interest, but also in its relations with the industry and with advertisers and agencies.



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We are proud to be in the broadcasting business. We feel the potential of this business, for the public good, to be unlimited. We recognize that we are living at a moment when broadcasting can make its greatest contribution to American life. We are living in an age where man has progressed in mechanical knowledge to an extent that he now has in his hands the power to cause the destruction of civilization as we now know it, or the power to bring forth a better life than man has ever known.

We believe that in the operation of radio and television stations we can make a significant contribution to this better life. *(Taken from comments by Herbert E. Evans, President, Peoples Broadcasting Corporation, to Federal Communications Commission.)*

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WRFD, Columbus, Worthington, Ohio

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Is stereo fm's new stronghold?

THERE WAS MUCH TALK, BUT NO ANSWER TO THIS QUESTION AT NAB

Fm is riding the wave of a new and exciting stimulus — multiplex (mx) stereo.

Less than a month after the FCC's long-delayed approval of an mx system (BROADCASTING, April 24), the nation's fm broadcasters were wondering after two days of intensive investigation if they had

- The gadget that would lead them to riches, or
- One more complicated gimmick that would make life even tougher.

An answer to this dilemma was sought by some 700 broadcasters over the May 6-7 weekend during NAB's Washington convention. It wasn't found, but a healthy exposure of the pros and cons gave individual delegates thinking material for later decision-making.

The questions that popped up during the two-day discussions of National Assn. of Fm Broadcasters and NAB's Fm-Day afternoon covered a broad scope of fm topics, many familiar and some brand new. The new subjects were based on the intricacies and risks inherent in mx stereo.

At several points the discussion seemed to slip into a groove—mx and stereo offer the last frontier in the electronic media world.

For the first time in more than a decade fm broadcasters had the loudly professed support of receiver manufacturers, principally General Electric Co. and Zenith Radio Corp. Both had whipped up last-minute stereo presentations for the convention, riding the promotional wave of FCC system approval.

But even as spokesmen for these two companies were telling NAFMB delegates about their fancy promotional and production plans, some of the fm broadcasters were making it clear they had no intention of spending money for gear that would provide a service reaching very few subscribers. (See technical story page 80.)

An important research project conducted by Young & Rubicam was presented by agency executives. An NAFMB data wheel showed Pulse data from major cities plus audience analyses.

Which Is First? ▪ At the same time manufacturers were explaining they couldn't sell stereo sets and mx adapters unless fm stations pump out stereo programming to feed home installations.

All this led inevitably to: which comes first, the chicken or the egg?

If there was disagreement, it was more than offset by the most enthusiastic audience within fm memory. By the time the two-day fm oratory ended, the big Shoreham Hotel ballroom was bulging with standees hungry for light on the significance of mx stereo.

This shortage of audience space moved Everett L. Dillard, WASH (FM) Washington and chairman of the NAB Committee, to remind broadcasters of a similar scarcity of spectrum space for new fm stations.

Fred Rabell, KITT (FM) Los Angeles, who was re-elected president of NAFMB, led that association's grassroots discussion of fm's problems and how to cope with them. John F. Meagher, NAB radio vice president, was keynoter for the NAB Fm-Day agenda.

A quick stock-taking of fm shows national circulation over the 15 million mark; rising interest among advertising agencies; a selective, high-buying audience; evidence of regional success by fm advertisers; lack of fm assignments in some 40 major cities.

"A big boom in fm," said Mr. Dillard, predicting "further solid and substantial growth." He submitted statistical evidence showing how the size of central cities no longer is a guage of metropolitan area population, explaining how fm's specialized programming was bringing a major expansion in tune-in.

More Questions ▪ If broadcasters were confused by the torrents of fm speeches and statistics, they must have been dazzled by the technical demonstrations shown during the five-day convention period. Major equipment firms beat the clock to provide delegates with operating, prototype and mockup demonstrations. It was all very impressive to these fm broadcasters—most of whom operate in the red —and to non-fm delegates.



Fred Rabell, KITT (FM) Los Angeles (right), was honored with an F-Emmy by the National Assn. of Fm Broadcasters for his service as NAFMB president. Presentation was made by Bill Tomberlin, KMLA (FM) Los Angeles, treasurer.

The delegates had these questions to ponder, with the support of their newfound information:

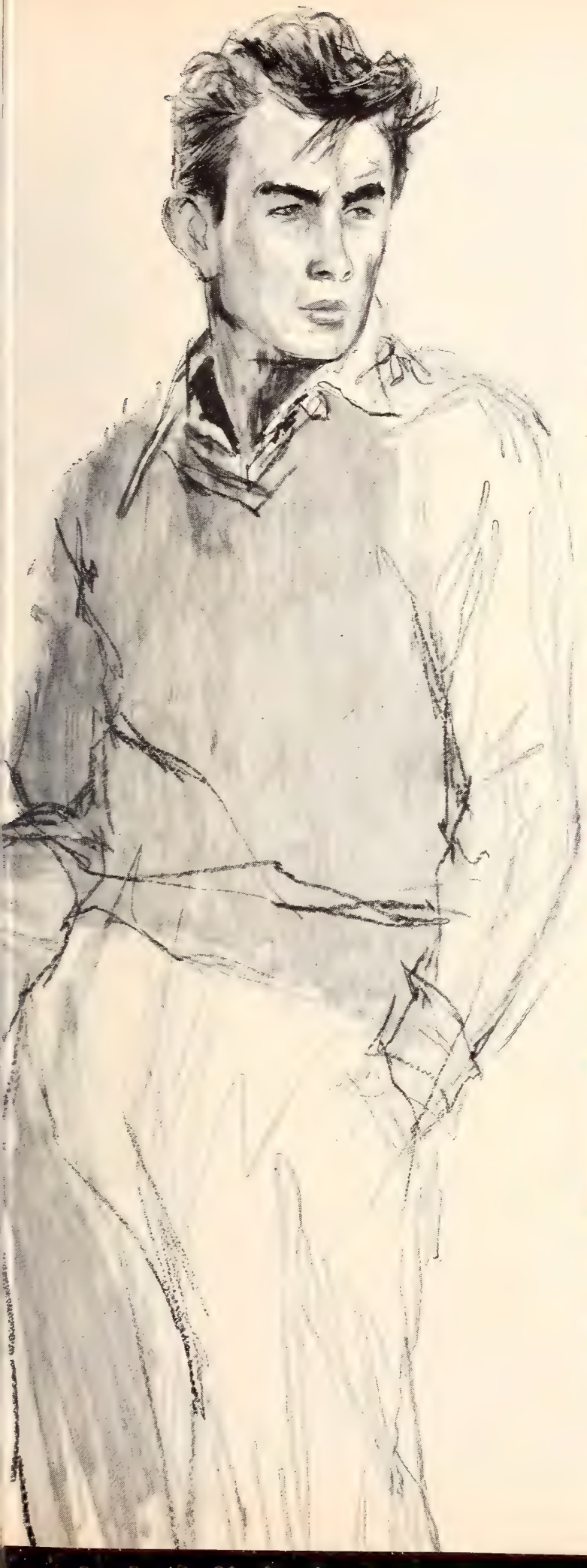
- What will stereo cost the station?
- What will it cost the listener?
- Is it really an amazing new service or something like fins on an automobile?
- If only a small portion of phonograph records really have very much channel splitting, will new records deserve to bear the name "stereo?"
- Will advertisers buy it?
- Will the public buy it?

All these and many more had many broadcasters puzzled. Before they could get down to serious thinking, they were overwhelmed with one of the greatest programs ever seen by any convention —the combination of President Kennedy and Comdr. Alan B. Shepard Jr., astronaut. At least they knew that fm's circulation is picking up and another 2 million sets and tuners may be added in 1961 to the 1.6 million in 1960 and 1.1 million in 1959.

A Dissent ▪ One equipment maker, Browning Labs., took a direct slap at the FCC's new stereo mx decision, claiming a third of all fm stations depend on subsidiary communications authorizations (SCA) for some of their income. These stations, it was claimed by Gardner G. Greene, president, must go to "great expense" for equipment changes if they go into stereo. Browning emphasized the cross-talk problem and the difficulty of using supersonic control signals to operate receiver switching devices. The firm suggested it's unfair to penalize SCA operators and manufacturers that have helped keep fm alive during development years, for the benefit of large set manufacturers.

There's room for better background music service, said A. H. Bott, RCA broadcast engineering section, if transmission lines and antennas are accurately matched.

Harold L. Kassens, FCC chief of the aural existing facilities branch, said the new mx stereo system was picked by the FCC after a long testing period. He said an fm station may use the system not only for broadcasting stereo but for such other specialized purposes as background music, news, time or weather reports. The system, he ex-



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For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data).

plained, must function without significant impairment of present fm broadcasting standards.

Ted Kenney, chief engineer of KDKA Pittsburgh, described the station's 28-station network multiplexing fm for Pirates baseball games. Classical music is broadcast at the same time.

A. Prose Walker, retiring NAB engineering manager who joins Collins Radio Co., said NAB considers FCC's mx system decision a sound one and reviewed the field tests. Only about 25% of present stereo records and tapes are fully compatible for nonaural receiving sets, he said, but even so they will provide good listening quality with the approved mx system. "From an engineering standpoint the future of stereo looks good," he said.

The Cost Factor ▪ The multiplex stereo enthusiasm was far from unanimous. A considerable number of fm stations, especially those eking out a bare living, wondered if they should spend anywhere from $1,000 to $4,000 or more to adapt their transmitters to stereo when the audience will be limited—for some months, maybe years.

They figured it's tough enough to make a living now with just fm service with or without the support of background music multiplexing or simplexing. "There goes my lunch money," one station operator said as he contemplated the cost of stereo.

And there was another potential headache. This came out of the probable need of modifying present receiving equipment at background music installations to keep out stereo leakage. Neither FCC nor industry technicians were definite about this problem. One important fm operator with a large background music service (over 1,000 subscribers) said it might cost as much as $15,000 or $20,000 for installation of anti-leakage filters. This would include $2 to $5 for the filter and $5 to $15 for a service charge.

Speaking in terms of fm's present format, Shirl K. Evans Jr., WFBM-FM Indianapolis, told the NAB fm session fm "fills a void left by media which cater only to mass tastes." He contended advertising in volume "will come to all of us when we stop apologizing and start to promote positively fm's select audience, its coverage of far-better-than-average prospects."

Set Makers Enthusiastic ▪ Two major manufacturers voiced the set industry's enthusiasm for fm stereo. Leonard C. Truesdell, executive vice president, marketing, of Zenith Radio Corp., and William Clemmens, radio receiver marketing manager of General Electric Co., promised these companies would give fm stereo a big summer and autumn push.

"Before autumn is far along we will make a tremendous effort to sell fm stereo, building the fm audience," Mr. Truesdell said. Manufacturers will have receivers and adapters in 90 days or less. He suggested fm stations broadcast stereo in hours when retail stores are open. "We will advertise new sets on your stations and in other media," he said. Am-only stereo, he said, "is still far away."



The dimensions of fm and the medium's use by Chrysler Corp. were described May 7 at NAB's Fm-Day session by Raymond E. Jones Jr. (1), coordinator of spot broadcast media at Young & Rubicam, and Dr. Frank Mayans Jr., Y&R vice president and associate director of research.

Mr. Clemmens promised GE will promote through dealers and distributors. "Fm stereo has one of the brightest futures in the field of home entertainment products," he said.

"Will stereo halt fm monaural sales?" he asked rhetorically. "I doubt it," he answered. But he added that the public, retailers and distributors must be educated about stereo. He said GE will come out first with stereo consoles and then tuners. Last year, he said, 900,000 stereos were sold without fm and am-fm tuners, 700,000 with tuners. He explained the new GE sets will be out in June, with the entire line carrying built-in stereo or capable of being adapted to stereo.

"We will use fm to advertise this new service," he said, estimating the fm audience at 15 million homes.

Manufacturer estimates placed the cost of stereo adapters on present hi-fi sets at $25 to $40.

Mr. Kassens said the FCC will speed the processing of multiplex applications. No manufacturers have yet submitted information for type acceptance, he said.

Chrysler's Fm Buy ▪ The Y&R study, conducted in 1959, showed that 74% of fm families own their homes; younger and older people are light on fm ownership but middle adult groups own more fm sets; fm ownership is higher among professional and higher prestige job holders than those with average jobs; female homemakers who went to college "are great fm owners"; there is "lots of fm listening" in large cities, the Northeast, wealthy homes and non-farm homes.

"Fm is a medium with the fine capability of reaching a prime market," Mr. Mayans said. The survey was based on a study of 1,364 homemakers. Mr. Mahan said there has been growth in the medium since 1959.

Raymond E. Jones Jr., Y&R coordinator of spot broadcast media, described the Chrysler purchase of QXR Network for Imperial autos as "the first truly important use of fm in the automotive field." He explained Imperial is reaching at prime time the upper income, better educated audience with *The Imperial Press Club.*

"We can't give you any resounding success stories—very frankly we're still getting a variety of comment from dealers—but we do believe that a good deal of pioneering has been done in large-scale fm use and that with your help we can do a lot more," Mr. Jones said.

"Fm can't be all things to all clients, but now that we know something more of its dimensions we're sure you'll share our feeling that it needs an image or an identity to call its own," he said.

Mr. Jones said fm needs a counterpart of Radio Advertising Bureau or Television Bureau of Advertising. He noted fm's inherent flexibility, freedom from network control and its sharply defined audience.

Fm & Agencies ▪ The sales side of fm station operation presented a rather uncertain picture as panel speakers spoke of the difficulty of getting the fm story before major agencies. Frank Gallagher, who heads the Gallagher, Evans & Dill agency in Wilmington, Del., said his office sees an fm salesman only once or twice a week. He then observed, "But we can sell everything on fm." He said agency heads must know how to sell fm to their buyers and clients.

A study by NAFMB showed 43% of fm stations have a national representative. This survey of 212 fm stations, conducted by John B. Knight Co. for NAFMB, showed that 41% of fm stations plan to operate stereo service, with 45% yet to make up their minds (BROADCASTING, May 1). The survey was conducted before the FCC approved the General Electric-Zenith multiplex system.

Two examples of successful fm broadcasting were given. J. R. McLeod, Avco Corp. manager of public relations, research and advertising, advanced development division, told NAFMB how his company had signed in the spring of 1959 for a 26-week trial on Concert Network (fm). Avco wanted to reach scientists and engineers in the industrial complex between Boston and Wash-

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VARIETY - ARB SYNDICATION CHART

VARIETY's weekly tabulation based on ratings furnished by American Research Bureau, highlights the top ten network shows on a local level and offers a rating study in depth of the top ten syndicated shows in the same particular market. This week ten different markets are covered.

In the syndicated program listings of the top ten shows, rating data such as the average share of audience, coupled with data as to time and day of telecasting competitive programming in the particular slot, etc., is furnished. Reason for detailing an exact picture of the rating performance of syndicated shows is to reflect the true rating strength of particular series. Various branches of the industry, ranging from media buyers to local stations and/or advertisers to syndicators will find the charts valuable.

Over the course of a year, ARB will tabulate a minimum of 247 markets. The results of that tabulation will be found weekly in VARIETY. Coupled with the rating performance of the top ten network shows on the local level, the VARIETY-ARB charts are designed to reflect the rating tastes of virtually every tv market in the U. S.

(*) ARB's Nov.-Dec. 1960 survey covered a multi-week period. Syndicated shows sharing one of the weeks with an alternating or special program could not be properly judged for comparative performance. Therefore, Nov.-Dec. data will be limited to those syndicated shows which played in all weeks.

CLEVELAND

STATIONS: KYW, WEWS, WJW. *SURVEY DATES: FEB. 16 - MAR. 15, 1961.

RK.	TOP TEN NETWORK SHOWS PROGRAM—DAY—TIME	STA.	AV. RTG
1.	My Three Sons (Thurs. 9:00-9:30)	WEWS	45
1.	Untouchables (Thurs. 9:30-10:30)	WEWS	45
2.	Surfside 6 (Mon. 8:30-9:30)	WEWS	44
3.	Adv. In Paradise (Mon. 9:30-10:30)	WEWS	42
3.	Flintstones (Fri. 8:30-9:00)	WEWS	42
3.	Naked City (Wed. 10:00-11:00)	WEWS	42
4.	Real McCoys (Thurs. 8:30-9:00)	WEWS	40
5.	77 Sunset Strip (Fri. 9:00-10:00)	WEWS	39
6.	Hawaiian Eye (Wed. 9:00-10:00)	WEWS	36
7.	Lawman (Sun. 8:30-9:00)	WEWS	34

RK.	TOP SYNDICATED PROGRAMS PROGRAM—DAY—TIME	STA.	DISTRIB.	AV. RTG.	AV. SH.
1.	Huckleberry Hound (Mon. 7:00)				
2.	Yogi Bear (Thurs. 7:00)				
3.	U.S. Marshal (Fri. 10:30)				
4.	Mr. Ed (Sun. 6:30)				
5.	Death Valley Days (Wed. 7:0				
5.	Quick Draw McGraw (Fri. 7				
6.	Seven League Boots				
7.	Three Stooges (Mon				
8.	Tombstone Territo				
9.	Dangerous				

BOSTON

VARIETY, Issue May 3, 1961

HERE'S THE STORY

Rating charts like the one above tell on
long shot—because the quiet story of service seldom mak

Television Station WEWS, which caused so much comme
of Cleveland's Top Ten Shows, has another Top Ten of i

1. LOCAL LIVE PROGRAMMING. Nearly 30 hours each week — exclusive of news and sports. More than any TV station in the United States, we think.

2. LIVE MUSIC. WEWS affords employment to more local, live professional musicians — and has done so for years and years — than all the radio and TV stations in northeastern Ohio combined.

3. PUBLIC ISSUES ON TV. From its birth almost 14 years ago, WEWS has broadcast literally thousands of separate programs discussing controversial public issues. Naturally it expects to continue to do so.

4. TEN YEARS OF COLLEGE COURSES. WEWS is the station which originated the idea of actual college credit course programs on television. It did so with Western Reserve University cooperation beginning some ten years ago. More than 2000 — almost 2500 — such programs have been telecast by WEWS. They will continue.

5. MORE THAN 1000 PUBLIC SCHOOL TELECASTS. Devotion to our system of public school education is an old, old story to WEWS. For more than ten years WEWS has been virtually an arm of the Cleveland Board of Education. We've lost count of the public school programs we have presented but the figure is over 1000.

THESE ARE THE TOP TEN THE
WITHOUT THEM, YOU DON'T HAVE THE REA
TELEVISION

THE SCRIPPS HOWARD

FIRST TELEVISION STATION TO RECEIVE THE GEORG

THE RATING BOOKS DON'T TELL

rt of the story. They miss the real Cleveland story by a adlines. We've taken this ad to tell it now.

the NAB convention with its sweep of every single one n. It includes:

6. **ROMAN CATHOLIC SCHOOLS TOO.** Heaven only knows how many years WEWS has been aware of the needs of the Cleveland Diocese, where 1 child out of 4 attends a Roman Catholic Parochial School. For more than ten years our program, "INSIDE THE CATHOLIC SCHOOLS," has been broadcast regularly by WEWS during the school year.

7. **A RECORD OF FAIRNESS.** We have no record of any complaint during all these years from any major faith group concerning our failure adequately to devote time to Protestants, Lutherans, Roman Catholics or Jews. Amazing? And after almost 14 years of consistent operation in this field.

8. **MEN WHO KNOW VIEWING-AREA NEEDS.** No wonder the WEWS staff knows and feels the needs of the area this station serves. Almost two thirds of its staff-members were born in this area. Their average actual residence (except for military service) is 27 years.

9. **PROGRAM PEOPLE BORN AND RAISED HERE.** Of 35 program staff people, including newscasters, almost half were born, raised, went to school in the area we try to serve.

10. **EXECUTIVES WITH EXPERIENCE.** The top 15 executives and department heads of WEWS have been employed steadily by WEWS for the perhaps incredible average of more than 13 years each. By now they should know the needs and desires of their area. We think they do.

OSE-COUNTERS MISSED.

WEWS STORY—*The Story of Program Balance.*

STATION WEWS

STATION IN CLEVELAND

OSTER PEABODY AWARD FOR LOCAL PUBLIC SERVICE.



Officers and directors were elected in Washington May 6 by the National Assn. of Fm Broadcasters. Front row (l to r): Fred Rabell, KITT(FM) San Diego, Calif., re-elected president; T. Mitchell Hastings Jr., Concert Network, vice president; Bill Tomberlin, KMLA(FM) Los Angeles, treasurer; Lynn Christian, KHGM(FM) Houston, secretary.

Back row (directors): Raymond Hard, WBMI(FM) Meriden, Conn.; John Reynolds, WJBR(FM) Wilmington, Del.; Will C. Baird Jr., WFMB(FM) Nashville, Tenn.; Robert A. Hinners, WFLM(FM) Fort Lauderdale, Fla.; Shirl K. Evans Jr., WFBM-FM Indianapolis; William G. Drenthe, WCLM(FM) Chicago; David Green, KXTR(FM) Shawnee, Kan., who later was declared ineligible, requiring a mail election; Arthur K. Crawford, KCBH (FM) Beverly Hills, Calif.; Jack R. Kennedy, CFRB(FM) Toronto, Ont. NAFMB named Spearman & Roberson, law firm, to serve as its Washington contact.

That was building an audience the hard way. Since then fm has developed steadily, and its present status was shown in the Y&R and Pulse data. If the enhanced enthusiasm at the weekend of fm discussions is a criterion, the medium will continue to grow.

Mr. Rabell led development of NAFMB from nothing to its present impressive size. NAFMB is getting a Washington connection; soon, it hopes, an office will be opened in New York and promotional and sales functions of an fm-wide nature will be performed.

ington as part of its recruiting campaign and to gain prestige in this above-average audience. Programming was based on Boston Symphony concerts and stock market analyses. Each six months the package has been renewed .

Three success stories of cooperative promotion of fm in cities were narrated at the NAB session by Raymond S. Green, WFLN-FM Philadelphia; Chris Stolfa, KCMO-FM Kansas City, and Dave Morris, KQUE (FM) Houston. In Philadelphia, Mr. Green said, fm sets rose from 42.8% last fall to 52.3% in April of this year. In Kansas City the largest newspaper and fm dealers joined the promotion and billboard advertising was used in a co-op program. The campaign will be repeated this year. Mr. Morris said the Houston drive included an fm set drive at Christmas, bringing the sale of 43,000 sets during the holiday.

The three speakers detailed the results of their joint endeavors to promote the medium. Mr. Green yarn-spinning with a tale about a pair of dogs at his home a decade ago. "I named them F and M," he said, "and made the children holler 'Here F, Here M, FM, FM!' " He added, "Soon I had a dozen listeners."

Clears restate stand against daytimer moves

Opposition to the efforts of daytime broadcasting stations to obtain longer hours through congressional legislation was re-emphasized by the Clear Channel Broadcasting Service, which met last week in Washington in conjunction with the NAB convention.

Reed Rollo and Russ Eagan, Washington counsel for CCBS, reported to the membership on Washington activities which have affected the organization during the past year. Emphasis was placed on the present status of the clear channel case at the FCC (CLOSED CIRCUIT, May 8).

Edwin W. Craig of WSM Nashville was re-elected chairman of the CCBS board, and the following board members were re-elected: Treasurer Harold Hough, WBAP Ft. Worth; James D. Shouse, WLW Cincinnati; Victor A. Sholis, WHAS Louisville, and Ward L. Quaal, WGN Chicago. Representatives of 12 member stations, plus executives of two non-member clear channel outlets, attended the meeting.

MBS closed circuits cover NAB events

Mutual presented a series of special closed circuits throughout the NAB convention last week to supply its affiliates with newscast material covering convention news developments and to keep absent affiliates posted on what was going on.

Victor C. Diehm of WAZL Hazleton, Pa., chairman of the Mutual Affiliates Advisory Committee, made brief reports daily on the closed circuits, which also included wrap-ups by broadcasting business press editors, highlights of convention speeches, quotations from seminars and digests of engineering reports. Mr. Diehm said 370 MBS stations were using the material as inserts in their local newscasts.

In one of his closed-circuit reports Mr. Diehm characterized the convention as radio's "greatest shot in the arm in the past decade." He also said FCC Chairman Newton Minow's sharp criticism of television showed indirectly "how radio has grown up and come of age." Actually, he said, "most of the biting criticisms hurled by the chairman are practices from which radio to a great extent suffered but . . . has outgrown." He cited the closed-circuit reports themselves, which he said were unique in network history, as evidence of radio broadcasters' "public interest thinking." In this way, he said, "the entire public could be aware of what's in store for them from their broadcasting receivers."

DBA to tell FCC about its 'peculiar' problems

The Daytime Broadcasters Assn. last week authorized a formal filing of comments before the FCC, stressing the "peculiar" programming problem its member stations face.

In its meeting at the NAB convention, DBA said the commission is using "old rules" in its programming concept—making it difficult for the small community broadcaster to meet his public service obligations. Further, the group said, in no other area of broadcasting is a station's schedule altered by as much as six hours per day (sunrise-sunset changes and daylight saving time).

Winter months — shortest broadcast days of the year—place an "impossible" burden on the daytime broadcaster if he is to maintain both of his obligations—financial and the public interest—Benedict Cottone, counsel for the DBA said. The group favors a straight 6 a.m.-6 p.m. operation and is continuing its efforts in backing seven different rule-makings with this provision now pending before the FCC.

TELEVISION



Written for professionals in the world of Communicating ideas and selling products

The monthly TELEVISION *magazine is edited for people who matter, the professionals in television who want to know the meaning of significant events and trends in their craft. For them the what, how and who of television are not enough. The* why *is the essential fourth ingredient of their knowledge.*

Among publications now serving this field, only the monthly TELEVISION *can take the time and supply the manpower to sort the significant from the superficial, the lasting from the transitory, the excellent from the commonplace. It is a magazine that serves an audience with enlightened tastes, a strong sense of style, an eagerness to examine the new without summarily discarding the tested old.*

*If you belong in that kind of audience, clip and mail the postpaid coupon. It will bring you a new dimension of knowledge—*TELEVISION, *the meaningful monthly.*

☐ *Please send me a year of* TELEVISION *at a special introductory rate of $3.00*
☐ *OR, I'll take advantage of the* TWO YEAR *money-saving rate of $5.00*

☐ I enclose $_____ ☐ Bill me later

Name _____ Title/Position _____

Company Name _____

Address _____

City _____ Zone _____ State _____

Please send to home address _____

TELEVISION



Written for professionals in the world of Communicating ideas and selling products

The monthly TELEVISION *magazine is edited for people who matter, the professionals in television who want to know the meaning of significant events and trends in their craft. For them the what, how and who of television are not enough. The* why *is the essential fourth ingredient of their knowledge.*

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*If you belong in that kind of audience, clip and mail the postpaid coupon. It will bring you a new dimension of knowledge—*TELEVISION, *the meaningful monthly.*

FIRST CLASS
PERMIT NO. 43671
NEW YORK, N.Y.

BUSINESS REPLY MAIL
NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

TELEVISION MAGAZINE
444 Madison Avenue
New York 22, New York

Advertisers and agencies Minow fans

MOST POINT TO NETWORKS AS CULPRITS BUT SOME BLAME BROADCASTER

A surprisingly vocal advertising and agency response greeted FCC Chairman Newton N. Minow's address. Most of the executives who commented last week agreed at least in part with the FCC chairman, only a few expressing doubt as to the wisdom of the speech.

Much agency comment—forcefully represented by Lee Rich, senior vice president of Benton & Bowles—placed the blame on the networks for the programming picture painted by Chairman Minow.

Kicked Too Hard? ▪ Many agency men felt Mr. Minow used shock treatment to get over a point. As Young & Rubicam President George H. Gribbin saw it: (he also has been active in battling ABC proposals for 40-second station breaks in prime time) Mr. Minow touched all the bases but may have "kicked some of them harder than they deserved."

Another agency president, S. M. Ballard of Geyer, Morey, Madden & Ballard, noted that someone was "bound to sound the gong on television" and thought it "fortunate" the FCC chairman was the man to do it.

Tv advertisers were more reluctant to comment: One exception was AT&T, which itself is strictly regulated by the commission:

"I don't think our science programs or *Bell Telephone Hour* are what he's talking about," AT&T's advertising assistant vice president, James V. Ryan, said, conceding that he probably read newspaper accounts of the Minow speech more casually than some. Mr. Ryan believes, however, that "the kind of advertising we do speaks for itself. You know, each person to his own."

Leslie C. Bruce Jr., director of advertising and promotion, Purex Corp., South Gate, Calif., told BROADCASTING, "I believe Chairman Minow's criticisms reflect the feelings of many persons connected either directly or indirectly with the television industry. Certainly, advertisers can be of material assistance in the revitalization efforts called for by the chairman through their willingness to support better programming. In so doing, they might be pleasantly surprised to find that a greater serving of the public interest could simultaneously serve their own business interest."

"Purex sponsorship of public service and adult programming over the past year-and-a-half is a matter of record and, I believe, has demonstrated that, even in a highly competitive business, an advertiser can sponsor so-called quality programming and fare very well at the same time."

Trend Upward ▪ Douglas L. Smith, advertising and merchandising director of S. C. Johnson & Son, said, "Mr. Minow made some very statesmanlike comments. Certainly much of what he said is true and the recent trend toward better programming, with such things as *CBS Reports* and others, are typical of the direction that this power-



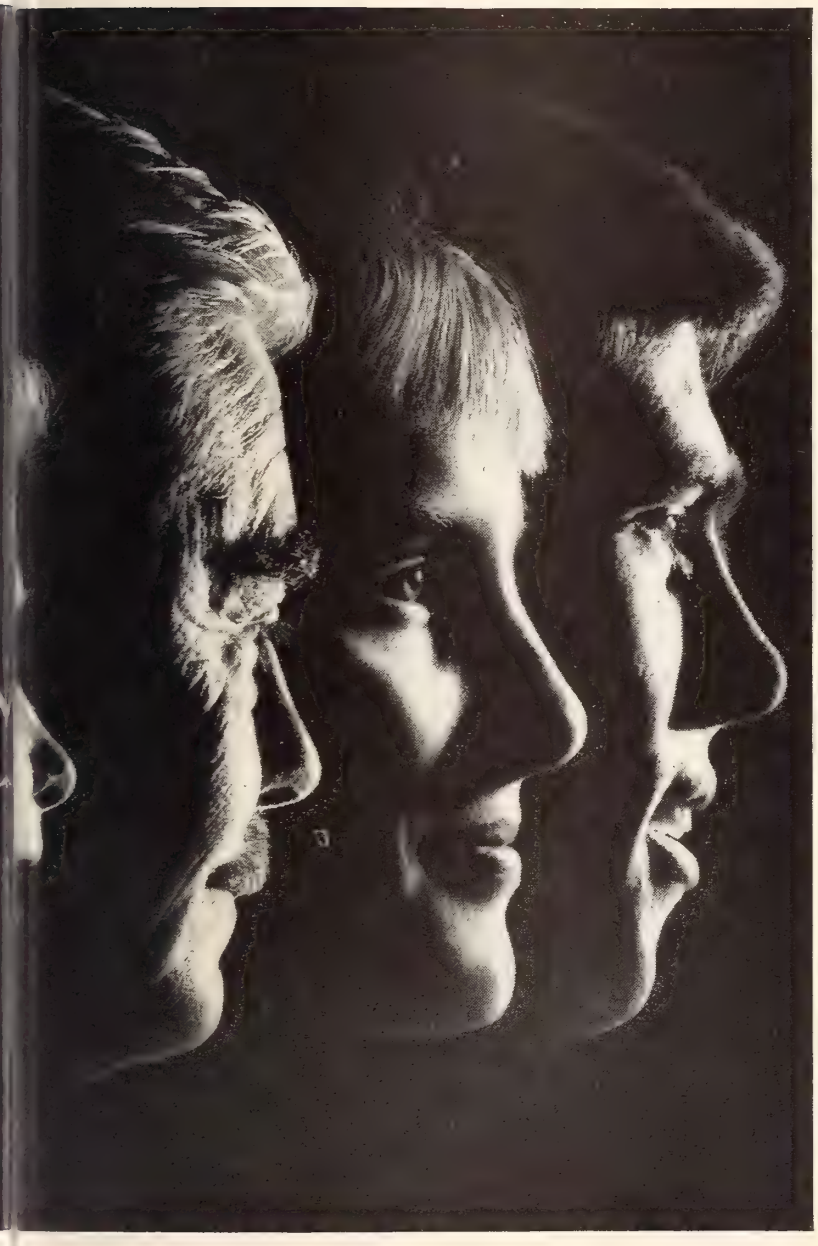
AMST board of directors meets

At the board of directors meeting of the Assn. of Maximum Service Telecasters in Washington (see story, page 62), in advance of the association's annual membership meeting: (front row l to r) Charles H. Crutchfield, WBTV (TV) Charlotte, N. C., first vice president; Jack Harris, KPRC-TV Houston, president; Donald D. Davis, KMBC-TV Kansas City; Harold Essex, WSJS-TV Winston-Salem, N. C., secretary-treasurer; (second row) C. Howard Lane, KOIN-TV Portland, Ore.; Carl J. Meyers, WGN-TV Chicago (term expired); Lawrence H. Rogers II, Taft Broadcasting Co., second vice president; Carter M. Parham, WDEF-TV Chattanooga, Tenn.; Harold Hough, WBAP-TV Fort Worth; Lester W. Lindow, executive director; Edgar F. Czarra Jr., legal counsel; David C. Moore, Transcontinent Television Corp.; (third row) John H. DeWitt Jr., WSM-TV Nashville; Edwin K. Wheeler, WWJ-TV Detroit; C. Wrede Petersmeyer, Corinthian Stations; Ward L. Quaal, WGN-TV Chicago; Ernest W. Jennes, legal counsel; Henry E. Rhea, chairman of the technical committee; John S. Hayes, Washington Post Broadcast Div.; Joseph P. Epperson, WEWS (TV) Cleveland; Howard T. Head, engineering counsel; Arch L. Madsen, formerly assistant executive director, now with KSL-TV Salt Lake City; Charles C. Bevis Jr., assistant executive director. Not pictured board members are Harold Grams, KSD-TV St. Louis; James M. Moroney Jr., WFAA-TV Dallas; D. L. Provost, Hearst Stations: Harold C. Stuart, KVOO-TV Tulsa, and Roger Clipp, Triangle Stations.



Television's biggest average audiences day and night.
More of television's most popular programs than the other two networks combined.
Biggest average audiences in every category of evening entertainment.
More of the Top Ten <u>new</u> programs than the other two networks combined.
The largest investment by advertisers in any television network.

response...and



When the television screen lights up the faces of the nation's viewers at the start of each new season the big question facing the network broadcaster is: how will they respond? This is the moment of truth, for the measure of their response is the measure of how effectively the broadcaster has discharged his responsibility to the varied needs and interests of his vast audience. By this measure, one network stands out at season's end. It has provided viewers with the kind of entertainment they like best. And it has done so by presenting programs of the highest quality in the most evenly balanced schedule in all broadcasting.

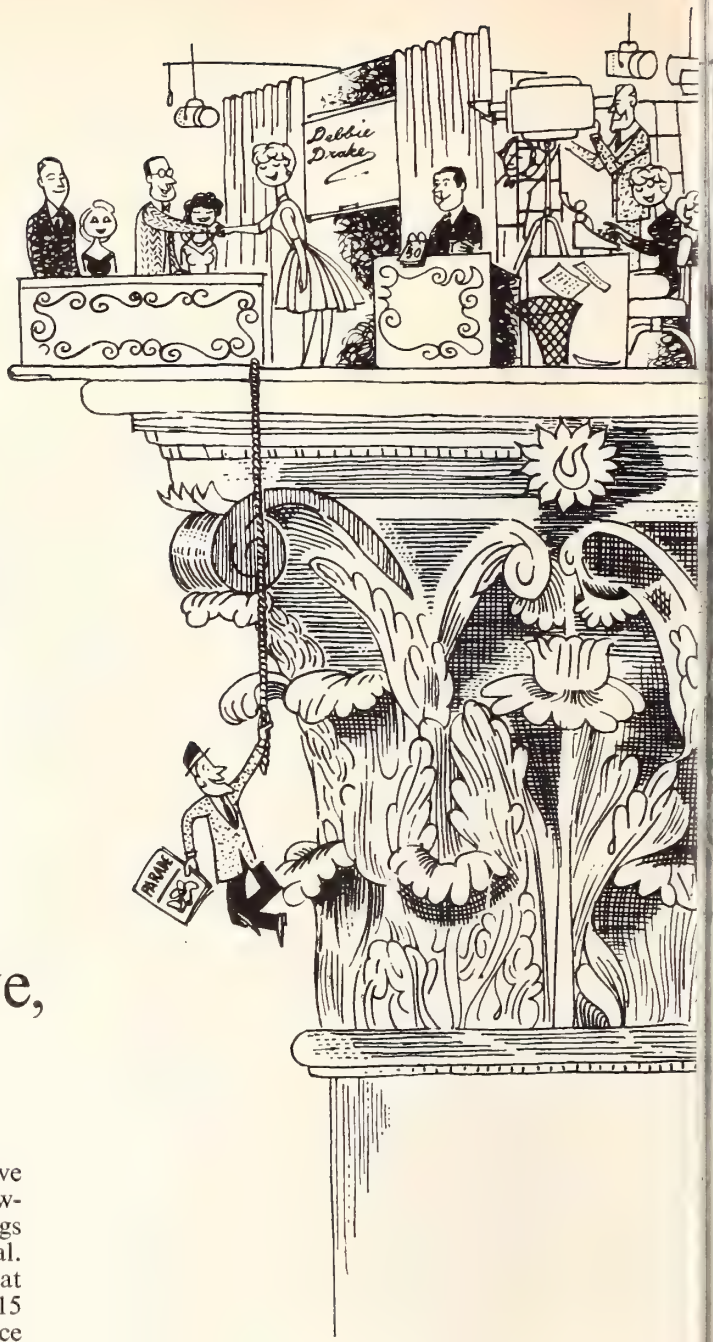
Its superb comedy and variety have filled the nation's homes with laughter and delight. Its dramas, mysteries, and westerns have captivated millions week in and week out. Its presentations of great music through the New York Philharmonic symphony orchestra have enriched the lives of young and old. Its distinguished public affairs programs have won both the acclaim of critics and the industry's major awards. Through such programs as *The Twentieth Century, Eyewitness to History, Face the Nation, The Great Challenge,* and *CBS Reports,* it has illuminated the forces and personalities that shape our times and foreshadow our future.

CBS TELEVISION NETWORK

Audience data: Nationwide Nielsen reports, Oct 1960—1 April 1961, AA basis, evening, 6-11 pm; daytime, Monday-Friday, 7 am-6pm; Advertising expenditures: Leading National Advertisers, 1960.

responsibility

By constantly striving to present the finest programs of every kind, the CBS Television Network has earned the response of audience, critic and advertiser alike...and thus has demonstrated its responsibility as a broadcaster.



Local TV Program Exercises Prerogative, Gets Syndicated

"It's so much easier to exercise when you have company," wrote one active member of the growing Debbie Drake audience—and thereby hangs the tale of a local success that became international. Debbie, a physical fitness expert who preaches what she practices, *provides* good company. For 15 minutes a day her intensely participating audience does knee bends, scissor kicks and assorted dips, twists and turns at home—with Debbie's television supervision.

The first Debbie Drake show was produced at WISH-TV, Corinthian's Indianapolis station, in January, 1960. It was an overnight, overweight success. Syndicated, Debbie is now dishing out calorie counsel and beauty tips in 56 U. S. markets —and overseas. She has been featured in *TV Guide*, *Parade*, the *New York Sunday News*, and other publications. "To Tell the Truth" and "What's My Line" enjoyed visits. *Esquire* is quoting her advice in a book on exercise and diet. Her syndicated newspaper column starts this fall.

Living, breathing, beautiful proof of the merits of exercise and wholesome diet, Debbie is also proof of Corinthian's belief in the merits of local programming, the encouragement and provision of facilities for local talent in all our markets. In Debbie's case, we didn't start out to build a syndicated show; we just wanted a well-rounded local program. Things got nicely out of hand.

Responsibility in Broadcasting

THE CORINTHIA



ful young medium must go. The public deserves respectful, thoughtful programming and our culture deserves it." The Johnson Wax official said such improved programming "can be good for advertising too, because what is good for the people can be good for advertising."

For the most part, however, the agencies talked for their clients.

Mr. Rich thought Mr. Minow's speech was "great" and that the chairman was to be "complimented" for delivering it.

Networks Blamed ▪ Program responsibilities, he said, are in "three men's hands (ABC-TV, NBC-TV and CBS-TV) and as long as these responsibilities are in their hands we will have these 'things' (the critical areas cited by Mr. Minow)." His solution: "Open the program field to all who are qualified —not only to networks, but to packagers and the agencies."

Mr. Rich said Mr. Minow's remarks should have been pointed directly to the heads of the three networks. He estimated only nine out of more than 100 shows slated for next season are agency or advertiser created. "I don't say that advertisers are lily white, but the sameness in programming stems from this. Nobody but the networks is given a chance." Mr. Rich complained that an agency with a show other than a network-controlled program has its "hands full in trying to get it on the air."

Mr. Gribbin, of Young & Rubicam, said "Mr. Minow made a fine, pertinent talk," then added the observation about kicking some of the bases harder than they deserved. "I agree with Mr. Minow that there can and should be a lot more good programming, but I do not think television is quite as vast a wasteland as he pictures it. I was glad to hear him explain later in the talk that what he was expressing was the need for better balance in programming.

"Anything that will encourage television stations to meet their full responsibilities to the public—for both programming and advertising—is bound to be not only in the public interest but also in the best interest of television itself."

S. M. Ballard, president, Geyer, Morey, Madden & Ballard—"Someone, somewhere, sometime, was bound to sound the gong on television as constituted in its present state, including drab programming, crass multi-spotting of commercials, and the latest selfish 10-second grab of additional commercial time. It is fortunate for the public, for advertising, and for the television industry itself that the 'someone' should be of such authority as the chairman of the Federal Communications Commission; the 'somewhere' the NAB convention; and the 'sometime' now."

Welcomes Criticism ▪ Emil Mogul, president, Mogul, Williams & Saylor—With one reservation, I welcome Mr. Minow's remarks on the future of television. For the past four or five years, I've been a voice in the wilderness, and it's good to have such distinguished company joining me in a warning to television interests. Mr. Minow's warning is clear enough—government intervention unless a far more balanced programming diet and the elimination of commercial abuses are forthcoming.

"My one reservation is his extreme position with respect to current television fare. There are too many worthwhile programs to be dismissed lightly. Although the commissioner might have been exaggerating to underscore his point, I cannot agree that television deserves to be termed 'one vast wasteland.' But I do hope his is one warning that will not go unheeded."

Robert L. Foreman, executive vice president in charge of creative services, BBDO—"We at BBDO are most enthusiastic about Mr. Minow's comments. For 10 years we have been advocating the kind of superior television

Tv Pioneers (broadcasting's 40 & 8) meet again

The Society of Tv Pioneers, a slightly-organized collection of broadcasters who rally once a year to the cry of "We ain't got no noble purpose," held its annual meeting last week during the NAB convention. It was pronounced a highly successful meeting in which some 40 members ate breakfast, heard a speech that claimed to prove George Washington was born in Texas, were told that there were 175 paid-up members on the roster and some money left in the till, re-elected officers, had another cup of coffee and adjourned. W. D. (Dub) Rogers of KDUB-TV Lubbock, who wore a periwig and delivered a speech which proved to his own satisfaction that George Washington was of Texas descent, was re-elected president, along with John E. Fetzer of WKZO-TV Kalamazoo, Harold Hough of WBAP-TV Fort Worth and Cambell Arnoux of WTAR-TV Norfolk as first, second and third vice presidents, respectively, and Glenn Marshall Jr. of WJXT (TV) Jacksonville as secretary-treasurer. The society meets once during each NAB convention for fun, food and a report on its rather aimless purposes.

KOTV
TULSA
KHOU-TV
HOUSTON
KXTV
SACRAMENTO
WANE-TV
FORT WAYNE
WISH-TV
INDIANAPOLIS
WANE-AM
FORT WAYNE
WISH-AM
INDIANAPOLIS
esented by H-R
ATIONS

Minow observes 'a vast wasteland'

WARNS BROADCASTERS 'MUST DELIVER A DECENT RETURN TO THE PUBLIC'

FCC Chairman Newton N. Minow told 2,000 persons attending the 39th Annual Convention of the National Association of Broadcasters that he had detected an advance nervous apprehension about what he might say in this, his maiden speech since taking office March 2. Then, after limiting his remarks to television, he proceeded with a severe criticism of programming, labeling it a "vast wasteland." He declared that he was "unalterably opposed to government censorship" but demanded that broadcasting be improved. Following is a condensed version of the text of the FCC chairman's speech.

IT MAY COME as a surprise to some of you, but I want you to know that you have my admiration and respect. Yours is a most honorable profession. Anyone who is in the broadcasting business has a tough row to hoe. You earn your bread by using public property. When you work in broadcasting you volunteer for public service, public pressure, and public regulation. You must compete with other attractions and other investments, and the only way you can do it is to prove to us every three years that you should have been in business in the first place.

I can think of easier ways to make a living. But I cannot think of more satisfying ways.



I admire your courage—but that doesn't mean I woul make life any easier for you. Your license lets you us the public's airwaves as trustees for 180,000,000 Amer cans. The public is your beneficiary. If you want t stay on as trustees, you must deliver a decent return t the public—not only to your stockholders.

Industry's State of Health

As to your health: let's talk only of television toda 1960 gross broadcast revenues of the television industr were over $1,268,000,000; profit before taxes was $243 900,000 an average return on revenue of 19.2%. Con pared with 1959, gross broadcast revenues were $1,163 900,000, and profit before taxes was $222,300,000, a average return on revenue of 19.1%. So, the percentag increase of total revenues from 1959 to 1960 was 9% and the percentage increase of profit was 9.7%. Thi despite a recession. For your investors, the price ha indeed been right.

I have confidence in your health. But not in you product. It is with this and much more in mind that come before you today.

I am in Washington to help broadcasting, not to harr it; to strengthen it, not weaken it; to reward it, not punis it; to encourage it, not threaten it; to stimulate it, nc censor it.

Above all, I am here to uphold and protect the publi interest.

What do we mean by "the public interest"? Some sa the public interest is merely what interests the publi I disagree.

So does your distinguished president, Governor Collin In a recent speech he said, "Broadcasting to serve th public interest, must have a soul and a conscience, burning desire to excel, as well as to sell; the urge to buil the character, citizenship and intellectual stature c people, as well as to expand the gross national produc . . . By no means do I imply that broadcasters disregar the public interest. . . . But a much better job can be don and should be done." I could not agree more.

Your industry possesses the most powerful voice i America. It has an inescapable duty to make that voic ring with intelligence and with leadership. Ours has bee called the jet age, the atomic age, the space age. It also, I submit, the television age. My subject today the television industry and the public interest.

Like everybody, I wear more than one hat. I ar chairman of the FCC. I am also a television viewer an the husband and father of other television viewers.

programming that he has proposed.

"Many of our client shows on the air have demonstrated BBDO's attitude. These include *Armstrong Circle Theatre, The DuPont Show of the Month, The General Electric Theater, The United States Steel Hour* and such local programs as *Biography of a Rookie, The Story of St. Patrick* and *Now, Nigeria.*

Good for Public ▪ "We believe that wise sponsorship and good television are compatible and that what is good for the public is also good for advertising."

Richard A. R. Pinkham, director and senior vice president in charge of broadcasting operation, Ted Bates—"Mr. Minow made a darn good speech." It was a "constructive one" that avoided the common pitfalls and he applauded the "cause of action" outlined by Mr. Minow. Mr. Pinkham was particularly interested in the FCC chairman's plan for community hearing on tv license renewals. "I'm all for it," he declared. "I think the public should always be heard and if we can hear from them in a way other than through ratings c letters, so much the better." He wer on to say that Mr. Minow might b surprised by the reactions of the publi "He may find that the public likes th current state of programming," M Pinkham said. "The important thing it will give the public a chance to b heard."

Harry G. Ommerle, senior vice pre ident of Sullivan, Stauffer, Colwell Bayles—"terrific, forthright, informe authoritative, constructive." It was great statement of aims in this agency

have seen a great many television programs that seemed to me eminently worthwhile, and I am not talking about the much bemoaned good old days of *Playhouse 90* and *Studio One.*

I am talking about this past season. Some were wonderfully entertaining, such as *The Fabulous Fifties,* the *Fred Astaire Show,* and the *Bing Crosby Special;* some were dramatic and moving, such as Conrad's *Victory* and *Twilight Zone:* some were marvelously informative, such as *The Nation's Future, CBS Reports,* and *The Valiant Years.* I could list many more—programs that I am sure everyone here felt enriched his own life and that of his family. When television is good, nothing—not the theatre, not the magazines or newspapers—nothing is better.

But when television is bad, nothing is worse. I invite you to sit down in front of your television set when your station goes on the air and stay there without a book, magazine, newspaper, profit and loss sheet or rating book to distract you—and keep your eyes glued to that set until the station signs off. I can assure you that you will observe a vast wasteland.

You will see a procession of game shows, violence, audience participation shows, formula comedies about totally unbelievable families, blood and thunder, mayhem, violence, sadism, murder, western badmen, western good men, private eyes, gangsters, more violence, and cartoons. And, endlessly, commercials—many screaming, cajoling, and offending. And most of all, boredom. True, you will see a few things you will enjoy. But they will be very, very few. And if you think I exaggerate, try it.

Is there one person in this room who claims that broadcasting can't do better?

Little Promise Next Season

Well, a glance at next season's proposed programming can give us little heart. Of 73½ hours of prime evening time, the networks have tentatively scheduled 59 hours to categories of "action-adventure," situation comedy, variety, quiz, and movies.

Is there one network president in this room who claims he can't do better?

Well, is there at least one network president who believes that the other networks can't do better?

Gentlemen, your trust accounting with your beneficiaries is overdue. Never have so few owed so much to so many.

Why is so much of television so bad? I have heard many answers: demands of your advertisers; competition for ever higher ratings; the need always to attract a mass audience; the high cost of television programs; the insatiable appetite for programming material—these are some of them. Unquestionably, these are tough problems not susceptible to easy answers.

But I am not convinced that you have tried hard enough to solve them.

My concern with the rating services is not with their accuracy—it's been their use.

Certainly, I hope you will agree that ratings should have little influence where children are concerned. The best estimates indicate that during the hours of 5 to 6 p.m. 60% of your audience is composed of children under 12. And most young children today, believe it or not, spend as much time watching television as they do in the schoolroom. If parents, teachers, and ministers conducted their responsibilities by following the ratings, children would have a steady diet of ice cream, school holidays, and no Sunday School. What about your responsibilities? Is there no room on television to teach, to inform, to uplift, to stretch, to enlarge the capacities of our children? What about adult programming and ratings? In television —where your responsibilities as public trustees are so plain, the moment that the ratings indicate that westerns are popular there are new imitations of westerns on the air faster than the old coaxial cable could take us from Hollywood to New York. Broadcasting cannot continue to live by the numbers. Ratings ought to be the slave of the broadcaster, not his master. And you and I both know that the rating services themselves would agree.

Let me make clear that what I am talking about is balance. I believe that the public interest is made up of many interests. It is not enough to cater to the nation's whims—you must also serve the nation's needs.

As you may have gathered, I would like to see television improved. But how is this to be brought about? By voluntary action by the broadcasters themselves? By direct government intervention? Or how?

Let me address myself now to my role not as a viewer but as chairman of the FCC. I could not if I would, chart for you this afternoon in detail all of the actions I contemplate. Instead, I want to make clear some of the fundamental principles which guide me.

First: the people own the air. They own it as much in prime evening time as they do at 6 o'clock Sunday morning. For every hour that the people give you—you owe them something. I intend to see that your debt is paid with service.

Second: I think it would be foolish and wasteful for us to continue any worn-out wrangle over the problems of payola, rigged quiz shows, and other mistakes of the past. There are laws on the books which we will enforce. But there is no chip on my shoulder.

Third: I believe in the free enterprise system. I want to see broadcasting improved and I want you to do the job. Yours is a special trust because it is imposed by law.

Fourth: I will do all I can to help educational television. If there is not a nation-wide educational television system

Continued on page 60

man's opinion, one that "bodes well for the industry if he follows through."

Tv Watcher ▪ "I think he knows what he's talking about. It's obvious he has been watching tv," Mr. Ommerle said. You have to set goals very high to accomplish anything, and this "should lead to good things." Every industry has its abuses and the sooner you get cleaned up the better, Mr. Ommerle believes. The criticism applies to everybody who has anything to do with television, according to the SSCB executive, who thinks it merits the attention of all.

Arthur E. Duram, senior vice president and radio-tv director, Fuller & Smith & Ross—Mr. Minow's knowledge of the television business is "suspect. He is obviously not familiar with the scope of tv. He should learn what is good and what is not good" in programming before he comments. Although the chairman referred to some "mediocre" shows as examples of good programming, Mr. Duram feels the new FCC chief has "good ideas, too."

Newman F. McEvoy, senior vice president, Cunningham & Walsh—It was a "dramatic presentation that ought to be good for everybody," because of "that great tonic effect of shaking us up." One reservation: "I am a little perturbed with the suggestion that all of us involved—and their advertiser clients—are somehow or other guilty because of the fact that the rule book isn't properly worded.

Rule Changes ▪ "There is a dangerous element there. The game of football involves changes in the rules from time to time. These are made under athletic

MINOW OBSERVES 'WASTELAND' continued

in this country, it will not be the fault of the FCC.

Fifth: I am unalterably opposed to governmental censorship.

Sixth: I did not come to Washington to idly observe the squandering of the public's airwaves. I intend to take the job of chairman of the FCC very seriously. There will be times perhaps when you will consider that I take myself or my job *too* seriously.

Now, how will these principles be applied? Clearly, at the heart of the FCC's authority lies its power to license, to renew or fail to renew, or to revoke a license. As you know, when your license comes up for renewal, your performance is compared with your promises. I understand that many people feel that in the past licenses were often renewed *pro forma*. I say to you now: renewal will not be *pro forma* in the future. There is nothing permanent or sacred about a broadcast license.

Do the People Care?

But simply matching promises and performance is not enough. I intend to do more. I intend to find out whether the people care. I intend to find out whether the community which each broadcaster serves believes he has been serving the public interest. When a renewal is set down for hearing, I intend—wherever possible—to hold a well-advertised public hearing, right in the community you have promised to serve. I hope that these hearings will arouse no little interest.

The FCC has a fine reserve of monitors—almost 180 million Americans gathered around 56 million sets. If you want those monitors to be your friends at court—it's up to you.

What I've been saying applies to broadcast stations. Now a station break for the networks:

You know your importance in this great industry. Today, more than one-half of all hours of television station programming comes from the networks; in prime time, this rises to more than three-fourths of the available hours.

You know that the FCC has been studying network operations for some time. I intend to press this to a speedy conclusion with useful results. I can tell you right now, however, that I am deeply concerned with concentration of power in the hands of the networks. As a result, too many local stations have foregone any efforts at local programming, with little use of live talent and local service. Tell your sponsors to be less concerned with costs per thousand and more concerned with understanding per millions. And remind your stockholders that an investment in broadcasting is buying a share in public responsibility.

As you know, we are readying for use new forms by which broadcast stations will report their programming to the Commission. You probably also know that special attention will be paid in these reports to public service programming. I believe that stations taking network service should also be required to report the extent of the local clearance of network public service programming, and when they fail to clear them, they should explain why.

We have approved an experiment with pay tv, and in New York we are testing the potential of uhf broadcasting. Either or both of these may revolutionize television. The questions surrounding pay tv are largely economic. The questions surrounding uhf are largely technological. We are going to give the infant pay tv a chance to prove whether it can offer a useful service; we are going to protect it from those who would strangle it in its crib.

As for uhf, I'm sure you know about our test in the canyons of New York City. We will take every possible positive step to break through the allocations barrier into uhf. We may have a half dozen networks instead of three.

I have told you that I believe in the free enterprise system. I believe that most of television's problems stem from lack of competition. This is the importance of uhf to me: with more channels on the air, we will be able to provide every community with enough stations to offer service to all parts of the public.

International television will be with us soon. No one knows how long it will be until a broadcast from a studio in New York will be viewed in India as well as in Indiana, will be seen in the Congo as it is seen in Chicago. We cannot permit television in its present form to be our voice overseas.

Time for Wider View

I hope that we at the FCC will not allow ourselves to become so bogged down in the mountain of papers, hearings, memoranda, orders, and the daily routine that we close our eyes to the wider view of the public interest. And I hope that you broadcasters will not permit yourselves to become so absorbed in the chase for ratings, sales, and profits that you lose this wider view.

We need imagination in programming, not sterility; creativity, not imitation; experimentation, not conformity; excellence, not mediocrity. Television is filled with creative, imaginative people. You must strive to set them free.

Television in its young life has had many hours of greatness—its *Victory at Sea,* its Army-McCarthy hearings, its *Peter Pan,* its *Kraft Theater,* its *See It Now,* its *Project 20,* the World Series, its political conventions and campaigns, The Great Debates—and it had its endless hours of mediocrity and its moments of public disgrace. The power of instantaneous sight and sound is without precedent in mankind's history. This is an awesome power. It has limitless capabilities for good—and for evil. And it carries with it awesome responsibilities, responsibilities which you and I cannot escape.

Ladies and Gentlemen: Ask not what broadcasting can do for you. Ask what you can do for broadcasting.

I urge you to put the people's airwaves to the service of the people and the cause of freedom. You must help prepare a generation for great decisions. You must help a great nation fulfill its future.

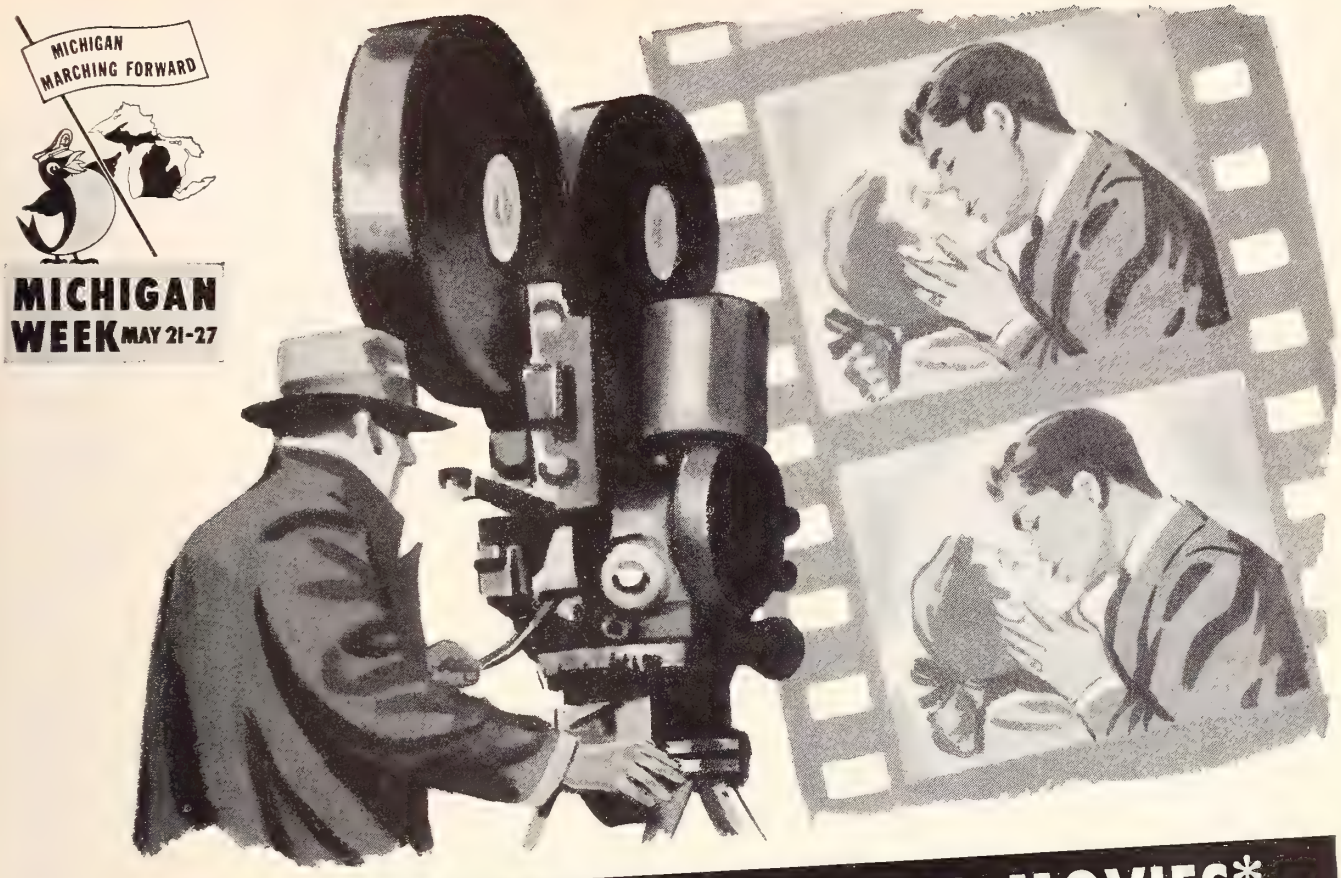
Do this, and I pledge you our help.

association auspices. The next season coaches and players conform, but no suggestion is made that plays in the 1960 season were criminal because they were made under the old rules.

"I don't suggest that criticism is not needed. Again, I welcome the tonic effect of Mr. Minow. It is positive and made from a detached perspective, all in all very good, except for that one matter of timing."

Jerome F. Feniger, television vice president of Cunningham & Walsh—"It is my judgment that Chairman Minow will make a splendid contribution to broadcasting in this country . . . operators of television stations must realize that their obligation to the viewing public is stronger and more important than their obligation to stockholders. Also, his statement that local station licenses will not be renewed on a pro-forma basis is worthy of praise."

Henry G. Fownes, vice president and



YOU MAY NEVER APPEAR IN 159 MOVIES*—

BUT... WKZO-TV Results Make You A "Star" In Kalamazoo-Grand Rapids!

NSI SURVEY—GRAND RAPIDS-KALAMAZOO AREA
October 17-November 13, 1960

Quarter Hours in Which Stations Deliver Most Homes

	No. of Quarter Hours		Per Cent of Total	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon. thru Fri.				
7:30 a.m.-Noon	55	25	68.7%	31.3%
Noon-6 p.m.	70	50	58 %	42 %
Sun. thru Sat.				
6 p.m.-9 p.m.	72	12	85.6%	14.4%
9 p.m.-Sign off	110	3	97.3%	2.7%

**Samuel Hinds appeared in 159 films, more than any other American actor.*

Almost every home in the Kalamazoo and Grand Rapids market is a "theater" for WKZO-TV—and this market is *important* to you!

For example, Kalamazoo *alone* is predicted to show the greatest increase in personal income and retail sales of any city in the U.S. between now and 1965. As a result, WKZO-TV's dominant position is even more important. WKZO-TV delivers an average of 103% more homes per quarter hour than Station B, Sunday through Saturday, 1 p.m.-Midnight (NSI—Oct. 17-Nov. 13, 1960)!

You can *sell* in Kalamazoo-Grand Rapids and Greater Western Michigan with WKZO-TV. *And if you want all the rest of outstate Michigan worth having, add WWTV, Cadillac, to your WKZO-TV schedule.* *Sources: Sales Management Survey of Buying Power, and NSI for Kalamazoo-Grand Rapids.*

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

supervisor, network tv programs and sales, MacManus, John & Adams Inc., New York—"I agree with Mr. Minow in his analysis of the problems we're suffering in programming, but his statement is lacking on how to alleviate the problems. I can't agree with him about holding public meetings when a station's license is questioned. The broadcaster can't win that way." He said Mr. Minow's proposal for public meetings is "naive." Mr. Fownes added: "The broadcasting business needs some shock treatment. I'd say that Mr. Minow's speech was constructive rather than destructive."

Fears No Change ▪ Don Trevor, tv & radio director, Doyle Dane Bernbach, "It was a forceful and excellent speech. I was pleased to see somebody in a high government post take such a stand. The only thing I'm afraid of is that broadcasters will agree with him but not change a thing."

George Bolas, vice president and director of media for Tatham-Laird, Chicago—Mr. Minow's determination to improve broadcasting "is a good thing, but I think he failed to be selective enough in his criticism. He used too broad a brush." Mr. Bolas said too many innocent broadcasters could get hurt in the process. He explained that Mr. Minow "should use a rifle and not a shotgun. What he's trying to do now is an unnecessary operation on a lot of healthy people."

Louis J. Nelson, senior vice president and director of marketing, Wade Adv., Chicago—"The emphasis and scrutiny that Governor Collins and FCC Chairman Minow intend to make on ratings is welcome, because anything that adds to the validity of the yardsticks that we are making judgments from will ultimately be helpful to our advertising effectiveness."

Appropriate Settings ▪ Robert J. Stefan, vice president, BBDO, Hollywood—"Everyone who has ever taken a program to a network, complete with sponsor, and then has been unable to get it on the air because it did not fit the network format for programming against the competition, will have a great deal of sympathy with Mr. Minow's remarks. We at BBDO, and I'm sure it's true at every responsible agency, want to put our client's advertising messages into appropriate program settings, like *Lassie* for Campbell Soup, but the networks are making this harder and harder. Sure, numbers are important and every advertiser wants to reach as many people as possible with his commercials, but the impression he makes when he reaches them is equally important."

George Allen, tv business manager, Guild, Bascom & Bonfigli, Hollywood —"Mr. Minow's remarks reflect pretty clearly the deep feeling of the public toward the programming trend of television and radio. He indicates the broadcasting industry has adopted the attitude that the public can have anything it most desires and that the industry has abdicated its responsibility for the quality of programs transmitted. It is like letting your child educate himself with comic books rather than textbooks simply because he prefers comic books. This attitude has developed because of the fierce competition between networks for ratings. In order to correct this situation, we must direct our creativity to constructive forms rather than slavishly following destructive forms simply to guarantee a buck!"

Robert L. Dellinger, vice president-general manager, Grant Advertising, Los Angeles—"Mr. Minow is to be congratulated for laying the blame for poor tv standards at the feet of the chief perpetrators—the broadcasters. And his remarks could well have been broadened to include radio broadcasters—the deans of the rating-book school of sales philosophy. There are too many examples of broadcasters shoving aside good, meaningful programing for trite 'entertainment.' As a matter of fact, I can direct him to a very recent example which occurred in Washington. A radio station replaced a daily science engineering news program with pop music. The action by the station's management in this situation clearly underscores the points made by Mr. Minow, since the agency, the client and the audience served were well pleased with the program and its broadcast time. The station's point of view was that the program did not serve a wide enough audience (hence rating points) even though they knew when they accepted the program that it was not intended for mass appeal."

Walter Bunker, vice president Young & Rubicam, Hollywood—"Mr. Minow should approach tv with reverence—it gave him his job by electing his boss."

"His problem is the problem of all broadcasters—giving the people what they want—not necessarily what he thinks they should have."

Get Religion ▪ David Mathews, vice president and director of broadcast activities, Fuller & Smith & Ross, Los Angeles—"For those who feed at the trought of the broadcast industry, Chairman Minow's words had the sobering sounds of a revival meeting. Those without sin should rejoice but the transgressors should have pause to repent and reform, for the Day of Judgment may lie dead ahead in the unmistakable form of pay tv. While it is healthy to be mindful of the public trust, it is indeed unfortunate we must be reminded in terms of 'fire and brimstone.'

"Obvious as it may sound, the concept of good advertising is compatible with imaginative, non-violent programming. Even as Mr. Minow's words fade away, you can hear the voices of millions of television viewers who have turned off their sets in boredom or disgust changing a solemn amen."

WANTED:

Annc'r-writer; double five voices, incl. female. Must write & speak expertly on topics for women's prgmming incl. household adv., child care, menus, etc.; never late or sick; min. salary $3.00 a day; no vacations.

Fantastic?
See page 81

MILEAGE SEPARATIONS

AMST restate opposition to breakdowns at meeting

The Assn. of Maximum Service Telecasters, meeting some 200 strong in Washington last week, reaffirmed its fight against any breakdown in required mileage separations in tv channel assignments.

The existing plan of tv allocations has permitted the development of an effective nationwide tv system and has fostered the development of three strong and competitive networks, Ernest W. Jennes, AMST general counsel, told the membership. He said the "mistaken notion" that there is a critical lack of competition in tv today has resulted in a widespread tendency to blame allocations for programming and other problems.

Lester W. Lindow, AMST executive director, emphasized the importance to farm groups of the present wide area service of tv stations. He said scores of short mileage separation proposals have

what qualities . . .

do you look for in hiring salesmen?



A wise man once said "What you *are* shouts so loud that I can't hear what you're saying". There's a moral there for buyers of time. Screaming, shouting, sensational formats may be popular in some places, but Iowans prefer our style. Proof: our news and sports ratings have led all the rest for years and years.

Choose your station just as carefully as you hire your own salesmen — on the basis of integrity, stability and responsibility. In Des Moines KRNT and KRNT-TV have these qualities. It's no wonder Iowans believe in and depend on the KRNT Stations:

- **People have been dialing KRNT Radio for reliable news and sports information for 26 years. Highest ratings for years.**
- **ARB and Nielsen prove our television news and sports are also the "preferred ones". Always top rated.**
- **The community knows locally-produced religious and civic-minded shows appear regularly in our schedules.**
- **Local radio advertisers have given us by far the biggest share of business in a six-station market.**
- **Local television advertisers have given us 80% of the local business in a three-station market.**

Check our ratings with the Katz Man.
He can help you hire our salesmen, too.

KRNT

Radio and TV – Des Moines

An Operation of Cowles Magazines and Broadcasting, Inc.

been made to the FCC totaling more than 8,500 miles but that only six have been granted of less than the minimum channel separations, totaling only 18½ miles.

Mr. Lindow also warned of the danger to broadcasters in proposed rules of the Federal Aviation Agency which would declare every radio-tv tower more than 170 feet high a hazard to air navigation. "Such rules," he said, "would have the practical effect of giving the FAA, rather than the FCC, the power to determine the height and location of tv towers."

The executive director reviewed the various continuing projects of the association. He said AMST's technical budget is the highest ever, most of it to be earmarked for participation in the FCC's New York uhf experiment. AMST's position—that the present vhf channels must be retained unimpaired by short separation drop-ins and that the best way to accommodate future tv expansion is to utilize uhf side-by-side with vhf—was reiterated.

To facilitate the use of uhf, Mr. Jennes said AMST will "vigorously" support the FCC's efforts to secure legislation requiring manufacturers to produce all-channel receivers.

Harris Again ▪ Jack Harris of KPRC-TV Houston was unanimously re-elected AMST president. Others re-elected include First Vice President Charles H. Crutchfield, WBTV (TV) Charlotte, N. C.; Secretary-Treasurer Harold Essex, WSJS-TV Winston-Salem, N. C., and Assistant Secretary-Treasurer Lindow. Lawrence H. Rogers II, Taft Broadcasting Co., was elected second vice president, replacing Don Davis, KMBC-TV Kansas City.

Elected to the board of directors: Messrs. Harris, Davis, Essex, Crutchfield, Rogers, Lindow, John H. DeWitt Jr., WSM-TV Nashville; Joseph B. Epperson, WEWS (TV) Cleveland; Harold Grams, KSD-TV St. Louis; John S. Hayes, Washington Post Broadcast Div.; Harold Hough, WBAP-TV Ft. Worth; C. Howard Lane; KOIN-TV Portland, Ore.; David C. Moore, Trans-Continent stations; James M. Moroney Jr., WFAA-TV Dallas; Carter M. Parham, WDEF-TV Chattanooga, Tenn.; C. Wrede Petersmeyer, Corinthian Stations; D. L. Provost, Hearst stations; Ward L. Quaal, WGN-TV Chicago; Harold C. Stuart, KVOO-TV Tulsa; Roger Clipp, Triangle stations, and Edwin K. Wheeler, WWJ-TV Detroit. All are holdover board members except Messrs. Moroney and Provost.

CHANGING COMMUNITIES

WBC panelists philosophize on broadcaster obligations

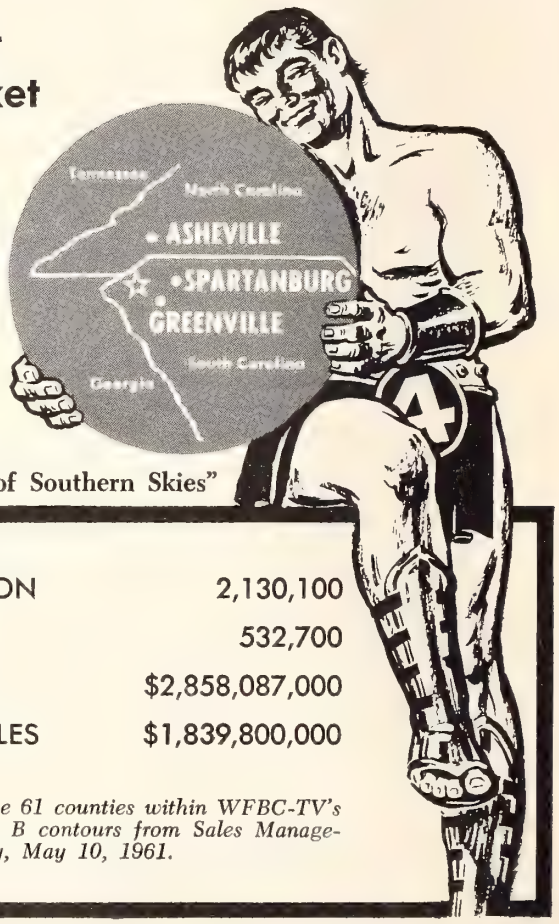
Westinghouse Broadcasting Co. conducted NAB convention delegates on a journey into the philosophic realm of broadcasters' responsibilities to their changing communities. By the time it was over, the broadcasters had heard some frank talk about themselves and their industry.

The journey, which took place at the Radio-Television Assembly was conducted by WBC President Donald H. McGannon, who delivered an address on "The Responsibilities of Change."

A panel discussion presented the delegates with varying views on changing communities—"From Our Town to Megatown" was the topic. A dramatized essay by Columbia U. philosopher Bernard Berelson illuminated the conflicting pressures under which broadcasters labor.

The two-hour program, a re-staging of the opening session of the WBC Conference on Local Service Programming held in Pittsburgh last month (BROADCASTING, April 17), was designed to provoke soul-searching rather

2,130,100 People . . . WFBC-TV's Giant Greenville-Spartanburg-Asheville Market



42nd in the United States*, the Giant's Greenville-Spartanburg-Asheville market ranks with Birmingham, New Orleans and Miami as one of the South's most essential television buys! The Giant's market is rich in people, payrolls and retail sales. Look at the figures, look at the ratings, and call us or Avery-Knodel for availabilities and assistance.

**According to ratings by Television Magazine December, 1960.*

"The Giant of Southern Skies"

POPULATION	2,130,100
HOMES	532,700
INCOMES	$2,858,087,000
RETAIL SALES	$1,839,800,000

Data for the 61 counties within WFBC-TV's Grade A and B contours from Sales Management's Survey, May 10, 1961.

NBC
CHANNEL 4
WFBC-TV
GREENVILLE, S. C.

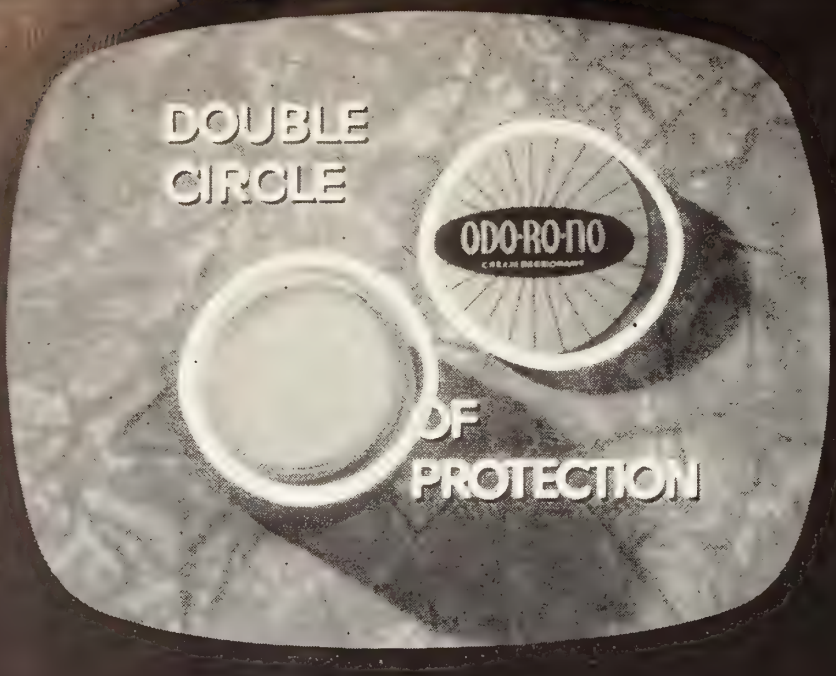
sold by
AVERY-KNODEL

THAT WCKY SURE cooks up NEW IDEAS IN CINCINNATI!



Like it says ("as" it says?) in those perky Campbell Soup ads— "To make the best begin with the best." What they mean is, you have to start with a solid base and then add the gingers and spices to make it taste so good they can taste it! Same thing in radio, too. Example— WCKY—the big Y from Cincinnati. Pretty good start but WCKY doesn't stop there. Comes now the frosting on the cake—a whole cookbook of new ideas to make Cincinnati sit up and beg. Some of them in programming; some in promotion; all of them reciped to whet the appetite of the army of listeners who are sick-and-tired of the all-potatoes-and-no-meat diet in radio. Which is to say WCKY is an even better buy today. Talk it over with AM Radio Sales...

WCKY-RADIO IS SOME BUY!
50,000 WATTS—CINCINNATI



THREE SHOTS FROM A SHOOTING SCRIPT:

"CAMERA MOVES UP AND OVER JAR AND LID SO WE LOOK DIRECTLY DOWN ON THEM FROM OVERHEAD AND SEE THEM AS TWO CIRCLES. SUPER: 'DOUBLE CIRCLE OF PROTECTION.'



"DISSOLVE TO GIRL IN SLIP, REACHING AS IN FIRST SCENE. FLOAT IN ONE WHITE CIRCLE OUTLINE WHICH MOVES IN SYNC. WITH AUDIO.



"HOLD CIRCLE AND DISSOLVE TO GIRL AT TABLE AS IN SECOND SCENE. FLOAT IN SECOND CIRCLE. NOW BOTH CIRCLES MOVE IN SYNC. WITH AUDIO."

FILM does the unusual!

Note the technic shown here. The producer calls it "*live action.*" Actually, it's a combination of camera movement and a controlled light beam (or beams) of any size or shape. In this case, single circles. Plus optical printing.

Result: a highly effective commercial, one with striking sales impact.

In fact, film offers many technics to produce the kind of commercials you want, the way you want them —*and when!*

What's more, film gives you the convenience, coverage and penetration of multiple markets that today's total selling requires.

For more information, write
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

East Coast Division
342 Madison Avenue
New York 17, N.Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or **W. J. German, Inc.**
Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

ADVERTISER:
Odorono
AGENCY:
Ellington & Company, Inc.
PRODUCER:
Gray-O'Reilly Studio

than to supply answers.

Mr. McGannon urged broadcasters not only to educate their communities through public affairs programming to the dynamic world about them but to try to shape change "for good ends." Because of the tools at their disposal and their qualifications for the job, broadcasters must bear this responsibility, he said.

A Critical View ▪ The same theme ran through the comments of the five panelists—but usually with a sharper edge. Dr. William G. Cole, president of Lake Forest College, Lake Forest, Ill., said that the world is faced with the choice of moving forward into the brightest future in history or destroying itself in war. He said, "Thus, this is no time for us to be after the fast buck. This is no time to listen to what the rating services tell us the people want."

Prof. James A. Norton of the Case Institute of Technology, Cleveland, advised broadcasters not to worry "about imposing ideas on people—in an open society every idea is competitive." Television, he said, hasn't provided its audience with the opportunity for a wide choice. And "good television can be as attractive as bad television," he said.

Prof. Frank Baxter of the U. of Southern California, who has introduced Shakespeare to millions through television appeared gloomy about the job being done by both television and educators. He said "people have a receptivity to ideas" and that "there is a hunger to know." But instead of stimulation there is apathy on the part of most Americans, he said.

The other panelists were Anne X. Alpern, attorney general of Pennsylvania, and Russell Lynes, managing editor of *Harper's Magazine.*

The dilemma broadcasters face in considering public affairs programming, was pointed out in the dramatized essay which discussed cultural democracy from three points of view. The educator was represented as believing mass media should be used to uplift the audience. The essay articulated the feelings of the businessman who is concerned with selling products and is convinced that television should give the public what it wants, not what someone says it needs. Represented, too, was the empiricist, who questions television's ability to affect a viewer's choice of anything more significant than a bar of soap.



WBC's McGannon

Richard M. Pack, WBC vice president for programming, introduced the program, and Frank Tooke, WBC vice president, Cleveland, headed the panel discussion. Howard H. Bell, NAB vice president for industry affairs, presided at the assembly.

TVB, TIO, JUSTIFY THEMSELVES

Worth the money, because of new business, better image

Why Television Bureau of Advertising (TvB) and Television Information Office are worth their salt in bringing tv new business and an enhanced "image" was explained to members and prospective members at NAB's television assembly Wednesday afternoon.

Television delegates also were urged to help make a success of the first international assembly of the Academy of Television Arts & Sciences (ATAS) next Nov. 4-11 in New York by tv personality Ed Sullivan, public relations man Tex McCrary and Donald W. Coyle, vice president in charge of ABC's International Division.

How AT&T plans to use a string of satellite repeaters to provide trans-oceanic microwave transmission of television was described by Jean Felker, AT&T assistant chief engineer, who demonstrated audio transmission with working models of antenna-transmission equipment.

Hard At Work ▪ TvB President Norman (Pete) Cash said that for the $750,000 members have invested in the organization they have a well-trained sales team which advertisers and agencies respect and trust; the benefit of major presentations which have been and are being made to large potential tv advertisers or industries; original research on new ways to make tv advertising pay

off; and the assurance that television is the leading national advertising medium.

TvB now is hard at work on a project to convert retailers to tv, he said. More and more advertisers are adapting their sales distribution-advertising territories to boundaries determined by a tv station's signal instead of city, county and state boundaries.

He showed statistics indicating that of the 100 top advertisers, sales volume percentages rose among those advertisers who put more of their ad budgets into tv. Mr. Cash also presented "Progress of Discontent," a film telling how advertising and tv advertising fulfill the consumer's steadily increasing demands for more and better things.

TIO's big project is to reach television's most influential and vociferous critics—the opinion leaders of the country—said Willard E. Walbridge, KTRK-TV Houston and member of the Tv Information Committee, who led a panel including Louis Hausman, TIO director, and Roy Danish, assistant director.

Mr. Walbridge said TIO is making direct contact with opinion leaders and supplying materials to tv broadcasters themselves for making similar efforts to turn criticism away from tv.



TULSA'S
Finest
NEWS DEPARTMENT

KVOO-TV is the ONLY Oklahoma television station to receive the 1960 United Press International Broadcaster's Award. Another reason why KVOO-TV is Tulsa's finest station.

2 KVOO ☆ TV NBC

Represented by Edward Petry & Co., Inc. The Original Station Representative

TIO's Target ▪ The "eggheads" are TIO's prime target, Mr. Walbridge said, because they are able to influence far out of proportion to their number. Yet they know little about tv, he said. Some results of TIO's effort, a chart based on a nationwide sample, showed this "egghead" group as looking more favorably on television offerings since 1959.

Mr. Hausman said TIO members will be furnished kits for management indoctrination of all station employes on television's good points in dimensions, programming, advertising and the public interest. Since tv is a conversation piece, and since the average employe discusses it with four or five people a week, the favorable side of tv can be told to hundreds of thousands of people within a few weeks, he said.

Mr. Danish said TIO's assignment is to "interest the uninterested" in tv. His presentation indicated those who most criticize tv have not learned to be selective as they are in choosing books, for instance. He noted that there are differences among newspaper reviewers of tv programs and among such groups as the PTA and NAFBRAT, he said.

Mr. Sullivan said more than a thousand people from many countries and in all phases of television will attend the ATAS assembly in November at New York. In other remarks, he said he thought FCC Chairman Newton Minow's controversial speech of the day before (see story page 58) should have included mention of last year's televised Nixon-Kennedy debates. He also expressed the hope that this country's global telecasts, when they are inaugurated, will give viewers in other countries a "natural" image of America instead of "Hollywood misrepresentations."

Mr. Coyle told the audience of the calibre of foreign delegates who will attend the international ATAS assembly in November.

Mr. McCrary said Adlai Stevenson, ambassador to the U.N., will open the ATAS assembly and Sen. Warren G. Magnuson (D-Wash.), Senate Commerce Committee chairman, will preside over it. Events will include a debate between the two New York City mayoralty candidates.

Charles H. Tower, NAB television vice president, presided at the 2½-hour tv assembly.

Sen. Butler criticizes FCC's planned actions

Sen. John Marshall Butler (R-Md.) advised broadcasters last week to listen to NAB President LeRoy Collins and set their own house in order before the federal government does it for them.

In a statement issued at the NAB convention in Washington, the second-ranking minority member of the Senate Commerce Committee said the

FCC represents the Administration's "determination to alter every possible area of our society."

He cited three areas in which he said the commission is considering "revolutionary decisions"—option time, proposed new program forms, and educational television. The last was a reference to the FCC's interest in the possibility of converting one of the seven commercial channels in New York and Los Angeles to etv use. (BROADCASTING, May 8)

On all three counts Sen. Butler registered opposition to the FCC. He said elimination of option time, about whose legality the commission is having second thoughts, could lead to the demise of networks. The proposed program forms, with their emphasis on public-affairs programs, could result in government control of programming, he warned. And, he asked, "Is one educational channel, ur.certainly financed, more in the public interest than a general educational program carried by several financially sound stations?"

These activities should alert broadcasters to the need for setting their own house in order swiftly, Sen. Butler said. NAB President LeRoy Collins, he went on, "is a man with considerable experience in the ways of government. His advice to the gentlemen of radio and television to carry out an active and effective policy of self-regulation should be heeded before the federal government, through hasty and possibly ill-advised action, makes their future good intentions rather academic."

NBC Radio Affiliates get optimistic report

An optimistic report on sales, audiences and station clearances of network programs (BROADCASTING, May 1) was presented to members of the NBC Radio Affiliates Executive Committee at a breakfast meeting in Washington last Monday, during the NAB convention.

William K. McDaniel, vice president in charge of the network, resasserted his confidence that, with time sales for 1961 already totaling 80% of 1960's full-year figure, NBC Radio will turn an even bigger profit this year than last, when it edged into the black for the first time since tv became a major advertising factor.

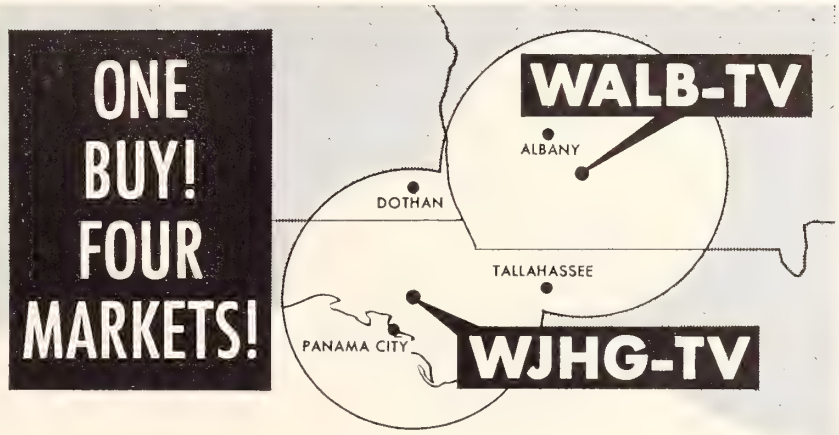
Mr. McDaniel and his associates also submitted a revised station-compensation plan which, as disclosed earlier, reflects the cutback in total network programming, put into effect some 15 months ago, from approximately 70 hours a week to about 32.

George Harvey, WFLA Tampa, chairman of the affiliates committee, headed the station group at the meeting.

Linton re-elected APBE president

Dr. Bruce A. Linton of the U. of Kansas last week was re-elected president of the Assn. for Professional Broadcasting Education. The NAB-affiliated organization is composed of educators who teach broadcasting courses at colleges and universities. It met in Washington on the eve of the NAB Convention with more than 60 institutions represented. Dr. Harold Niven, U. of Washington' was elected vice president. W. Earl Dougherty, vice president and general manager of KXEO Mexico, Mo., was elected secretary-treasurer. Howard H. Bell, NAB vice president for industry affairs, is APBE's executive secretary.

Dr. Linton also was elected to the APBE board of directors as was Dr. Kenneth Harwood, USC. NAB President LeRoy Collins reappointed two board members for three-year terms: Mr. Dougherty and W. C. Swartley, vice president and general manager of WBZ-AM-TV Boston.



Albany - Tallahassee - Dothan - Panama City

WITH EXCLUSIVE NBC PROGRAMMING

One buy, one bill, one clearance delivers four markets areas with a combined population of 1,230,700 and 211,290 TV Homes! WALB-TV and WJHG-TV dominate this area!

GRAY TELEVISION, INC.
Delivers 82,990 More TV Homes Than The Nearest Competitor!
Raymond E. Carow, General Manager

WALB-TV Ch. 10 Albany, Ga. | NBC | WJHG-TV Ch. 7 Panama City, Fla.

Represented nationally by Venard, Rintoul, McConnell, Inc.

In the South by James S. Ayers Company

Radio can stand on its sales results

NAB assemblies hear how medium excels print in marketplace

Radio broadcasters at the NAB convention last week were told to stop selling time and start selling sales results—and then were given documented proof that radio can produce the sales results on which to sell.

"Radio is no longer selling advertising time—you're selling a profitable sales volume to a client in your market," the radio men were told by George Neumann, advertising vice president of Good Humor Corp., a company which for years has relied heavily—and profitably— on radio to sell its ice cream products.

The "sell audiences, not time" theme also was pointed up by Robert Whitney, executive vice president of Mars Broadcasting, Stamford, Conn., at another radio session which in addition heard Robert F. Hurleigh, president of the Mutual Network, assert that radio already has overcome the factors for which television is now being criticized and has risen to a position of "real leadership."

In another presentation the radio men were shown early results of the so-called "Department Store Challenge," an 18-month radio test conducted by Higbee's Department Store in Cleveland in cooperation with the Radio Advertising Bureau. The results showed that contrary to the traditional claims of newspapers and the assumptions of most retailers, "radio outsells the printed message."

After documenting this conclusion RAB officials promised that further results of the Higbee's test, to be released later on, will upset additional "acres and acres of applecarts" based on the misapprehension that print media out-do radio in moving retail goods.

The Good Humor and RAB presentations were made at the Tuesday morning Radio Assembly. They shared the spotlight at that session with an appeal by Thomas C. Bostic of KIMA Yakima, Wash., chairman of the NAB radio board of directors, for unity in support of NAB and the industry's "battle for self-control."

United ▪ Mr. Bostic warned that government is going to examine broadcasting more thoroughly than ever before and that broadcasters must unite in showing that they are "not the money-grabbing, fast-buck operators that many people in high places believe." The broadcasting business, he said, "needs the solidarity that can come only from majority membership in NAB. . . . Either we will regulate ourselves, or we will be regulated."

Virus infections laid low two of the scheduled leaders of the Tuesday radio session. Mr. Neumann spoke as substitute for David J. Mahoney, president of Good Humor Corp., who was recuperating in a hospital. The RAB presentation was headed by Miles David, vice president and promotion director, because bureau President Kevin B. Sweeney, also ill with a virus, was under doctors' orders not to participate.

Mr. Neumann stressed that although radio has bounced back strongly from television's "hypnotic" effects of a few years ago, advertisers today cannot afford to buy advertising just because it "sounds good." He urged broadcasters to remember that "all advertising is local now," and that what they're selling is sales results. Broadcasters who respond to this challenge, he said, will move on to a "new prosperity" better than any they've known before. "The greatest days of radio are still in the future," he asserted.

Mr. Neumann laid out a six-point program of advice:

(1) Stop rate-cutting, and also eliminate the wide spread between local and national rates; (2) simplify radio billing procedures, preferably by establishing a central clearing house to process all the documents in "radio's paper jungle;" (3) "sell radio first and your stations second," (4) be realistic" with research data by giving prospective buyers all the facts and explaining them; (5) keep generating new programming ideas, and (6) cultivate future leadership by seeking out and developing the best personnel possible.

No Snap ▪ The Good Humor executive stressed radio's "paper jungle" problem by asserting that in radio the buying policing and processing of spots takes five times as many hours as in a print campaign and three times as many hours as in television. Thus, he asserted, it is harder to make money from radio spots than from any other advertising.

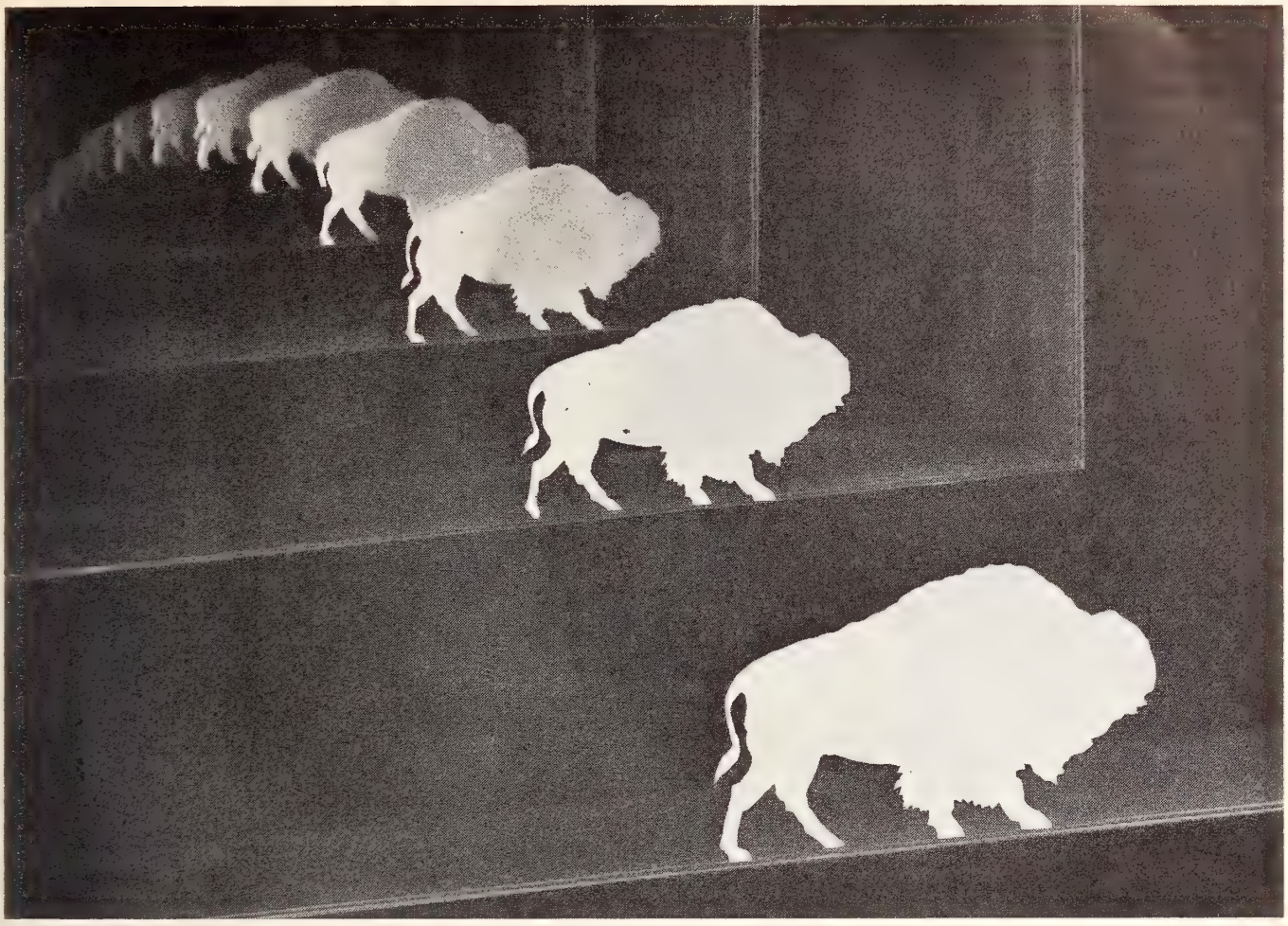
His admonition to "sell radio first and your stations second" included a suggestion that more stations offer "trial packages of spots" as a means of getting new advertisers into radio. He cited WIP Philadelphia as one station which produced profits for itself and for other stations by making such an offer to Good Humor.

He advised stations to "forget the gimmick mailings" to agencies and advertisers: "Sell with a success story instead of a toy," he declared. He also suggested that radio be sold as a sup-



Golden Mike winners on parade

This was the winning combination following *McCall's* Annual Golden Mike Awards Banquet, climaxing the 10th Annual American Women in Radio & Television convention in Washington, May 4-7. They are (l to r) Chief Justice Earl Warren, a special guest; Pauline Frederick, NBC; Norma Goodman, KTVA (TV) Anchorage, Alaska; Sunnie Jennings, KDKA-TV Pittsburgh; Frances Morris, KWTV (TV) Oklahoma City; Polly Weedman, KOTA Rapid City, S. D.; Betty Adams, WBZ-TV Boston; Virginia Bartlett, WHDH-TV Boston; and Herbert R. Mayes, editor of *McCall's* who made the presentations.



WBEN-TV *mirrors your sales effort in the Western New York Market*

Added impact, deep penetration, extensive exposure . . . you name it and WBEN-TV delivers it in the rich, expanding Western New York Market.

Your projected sales, your hoped-for-figures, the enthusiasm you have for your sales potential is backed-up and mirrored by the outstanding coverage that WBEN-TV offers you at the buying level.

We pin-point your message into every living room of a thriving 16-county U. S. area plus a bonus audience of 800,000 Canadian TV homes. This is coverage — multi-impressions — promised and proven by the area's pioneer station whose quality production, programming and public service has won unexcelled viewer loyalty.

If you want your sales picture to reflect the effort you've put into it — put your sales effort on WBEN-TV. Learn how your TV dollars count for more on Channel 4 — Buffalo!

Get the facts from Harrington, Righter & Parsons, National Representatives

WBEN-TV

The Buffalo Evening News Station

CH. 4

CBS in Buffalo

plementary medium for heavy television users, and that stations pay more attention to their clients' marketing problems: "It doesn't show up in the ratings," he said. "All it does is sell goods."

Sight vs. Sound ▪ The RAB presentation countered the old argument that the advertising message which relies on sound is inferior to the one delivered by the eye. Interviews conducted by the R. H. Bruskin research firm were played back to show that pictures used in print advertising often inhibit rather than encourage the disposition to buy, divert attention from the product being sold or otherwise "limit consumer interest" as compared to the "pictures" which radio commercials create in listeners' minds.

In a rundown on some of the results of the Higbee's test of radio as compared to newspapers, RAB officials reported that radio advertising of men's suits produced $14.24 in sales per dollar of advertising as against $5.77 per dollar of newspaper advertising; radio moved broadloom floor coverings at the rate of $27.90 in sales per dollar of advertising as compared to $8.40 per dollar for newspapers; that in the sale of fashion items radio was ahead by $7.12 to $3.50, and on fur-trimmed coats by $5.81 to $2.99. In each case the sales period covered six days following the appearance of the advertising.

Mr. David said radio did not out-sell newspapers in every test conducted by Higbee's, but that it did show that it "can produce item results at least equivalent to and in most cases better than newspaper advertising." He called the test "the most comprehensive study of results of item advertising in retailing history" and said additional findings, currently being analyzed, would be ready for release within a few months.

RAB Staff executives assisting Mr. David in the presentation were Patrick E. Rheaume, director of member service; Robert H. Alter, manager of sales administration, and M. E. Fidler, manager of member service.

Results ▪ In the Wednesday afternoon Radio Assembly MBS President Hurleigh noted that radio broadcasters became "realists" in the early 1950s, when television became a major nation-wide force. To make sure that radio would remain important, radio men "began to measure listener attitudes . . . more carefully—and then began to accent locally originated programming."

Out of this originally defensive but subsequently positive approach, he said, radio has evolved into "a significant leadership force in this country"—leadership evidenced by such factors as broadcasters' willingness to become involved in more forthright editorializing, greater sense of confidence in the positions they take, and increasingly "provocative" attitudes in "picking and choosing programming patterns and . . . advertising clients" and in "forcing good copy and ethical practices in all advertising aired over their franchise."

Mr. Hurleigh said that "actually the very factors for which television has been taken to task," most notably by FCC Chairman Newton Minow (see page 58), "are those that radio men have faced—and overcome.

"In the main, radio men have eschewed follow-the-leader tendencies, firstly because they had to and now because they find it so much more satisfying to be individualistic and have a listening pattern that can be trademarked. This basic change . . . is responsible for community leadership projects in which radio men now indulge, for forthright and provocative championing of just causes and for genuine, whole-hearted interest in the people comprising the listening communities their various radio licenses serve."

Forgot ▪ Mr. Hurleigh took issue with FCC Chairman Minow's citation of newspapers and magazines as models of leadership. He thought Mr. Minow had forgotten "yellow journalism," "papers you wouldn't want your family to read," and evidence that until fairly recently the print media were guilty of the same sort of "me-tooism" that Mr. Minow doesn't like in television. After all, Mr. Hurleigh asserted, television is still only 10 years old.

He thought the NAB convention address by Chairman LeRoy Collins (page 38) had "spelled out intelligently what we can do."

The Mutual president charged that radio would not have fallen so deeply into the doldrums as it did in the 1950s if network men had not "forgotten radio" and "abdicated their responsibility" to it when television began to emerge. He said the "formula" radio station operators, whether one likes their programming or not, are owed thanks for "bringing back the attention of advertisers to radio."

In assessing the essentials of good radio programming Mr. Whitney stressed the "crucial" need for broadcasters to understand their audiences, the importance of specialized programming, and the basic values that can be added by imaginative production. As more and more stations have developed their own individual programming patterns, he said, the listener has been enabled to find virtually any type of programming he wants, merely by tuning across the dial.

Mr. Whitney urged broadcasters to remember that what they are selling to advertisers is not time, talent or facilities, but audiences. And because stations can no longer depend on networks and syndicators for most of their programs, they must develop their own "strong" program departments to reach and hold their audiences, he asserted at the assembly.

A FEDERAL HELPING HAND FOR ETV

NAB hears Ribicoff assurances of governmental aid

Administration support for federal aid to education in this session of Congress was assured last week by Abraham A. Ribicoff, Secretary of Health, Education and Welfare, in his address before the NAB Convention.

Secretary Ribicoff, who will be the lead-off witness this Wednesday when the House Communications Subcommittee resumes hearings on seven etv measures, said he will endorse an aid program in which states participate on a matching-funds basis.

He said he would recommend making federal funds available to assist states and regions in preparing etv plans as well as in purchasing equipment.

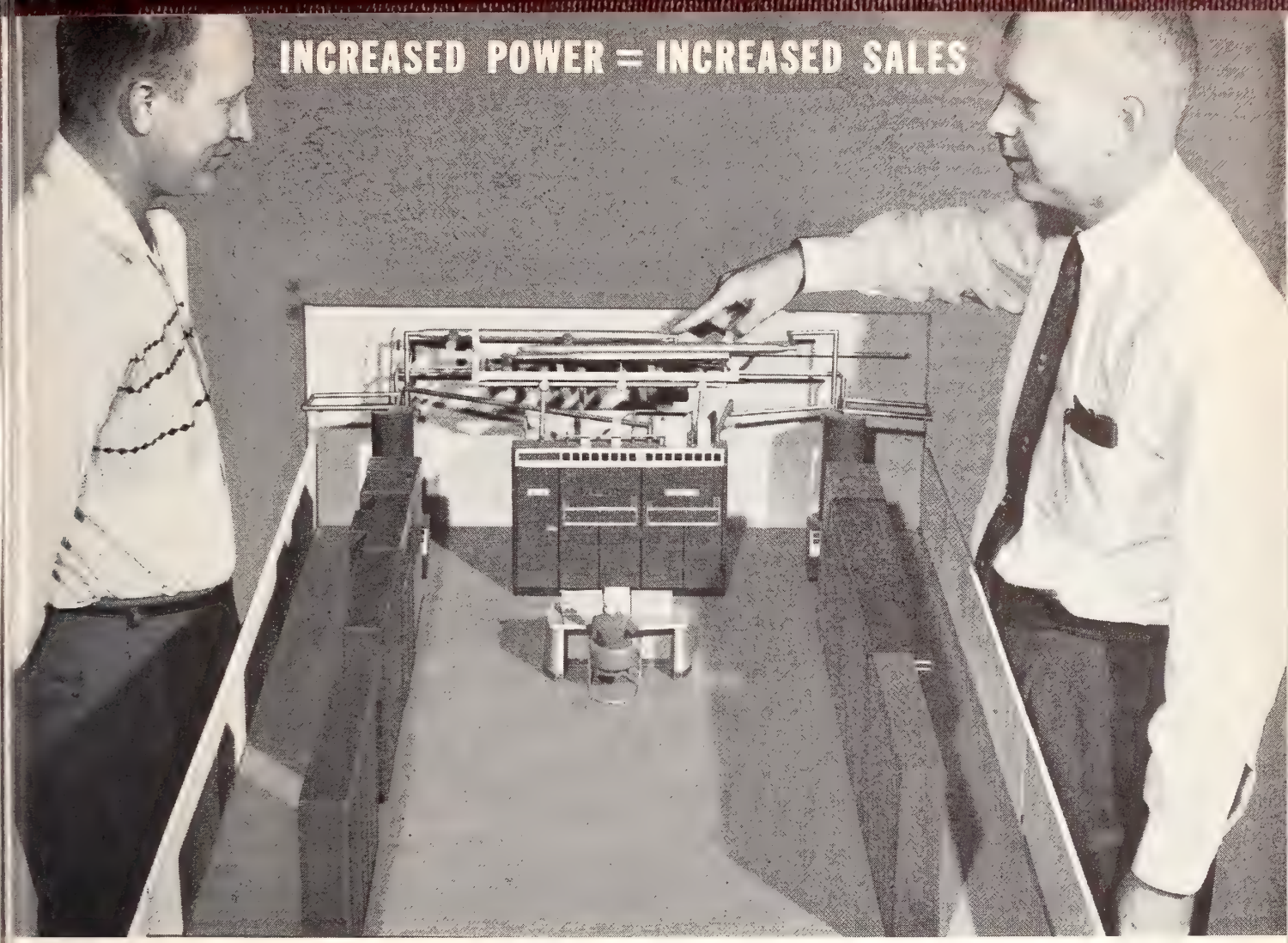
He did not mention any figures, but all of the bills under consideration contemplate a total federal outlay of about $50 million and provide for grants, either outright or on a matching-funds basis, of up to $1,010,000 to each state, regardless of size.

In announcing the administration's support of proposals to aid the states in developing etv, Secretary Ribicoff reversed the position he took earlier in the session when the Senate was considering Sen. Warren G. Magnuson's etv bill (S 205). The Senate passed that measure despite Secretary Ribicoff's request that it delay action (BROADCASTING, March 27).

Third Time For S 205 ▪ The Magnuson bill, which would authorize outright grants of up to $1 million to each state and the District of Columbia, has passed the Senate in two previous sessions. But the House has never acted on it.

There have been indications since the Senate vote that that HEW would support federal aid to etv when the matter came up in the House (BROADCASTING, May 1). The House Communications Subcommittee which held a week of hearings in March, has kept the record open pending Secretary Ribicoff's readiness to testify.

The subcommittee has also been awaiting the results of a survey of state governors conducted by Rep. Oren Harris (D-Ark.), chairman of the parent Commerce Committee. Secretary Ribicoff said the congressman has told



KPHO-TV and KPHO radio director of engineering, George McClanathan (right), points to a section of the "model" used to construct KPHO-TV's new transmitter building as Engineering Supervisor, Glenn Thompson, looks on

RCA High-Power Transmitter-Antenna Combination— Extends Coverage—Improves Picture Quality

...says George McClanathan, Director of Engineering, KPHO-TV

"We've completely modernized our transmitter plant and stepped up KPHO-TV's sales power with a new high-power RCA transmitter. The improved facilities started paying for themselves at once—by increasing sales. And even though operating at maximum power, we are obtaining very low operating costs, because of the way we did it."

The new power amplifier is capable of 25,000 watts output. However, the new RCA six-bay superturnstile antenna needs less than 20,000 watts of this power to get full 100 kilowatts of ERP. This puts a very light load on the transmitter, which results in low operating costs, long life, and very reliable performance.

All reports on extended coverage show that KPHO-TV's signal is extremely good. KPHO-TV's programs originating in Phoenix, Arizona, are now being enjoyed as far west as Blythe, California; as far north as Page, Arizona; as far south as Nogales, Arizona; and as far east as Silver City, New Mexico. And 90 per cent or more of the reports show far superior picture quality.

Learn how an RCA modernization program can increase your station's sales while providing reduced maintenance and increased reliability. Your RCA Broadcast Representative will be glad to give you additional information about new transmitters and antennas that can bring your station up to date. There's a complete RCA line to choose from. Get the facts before you buy. RCA Broadcast and Television Equipment, Dept. UC-22, Building 15-5, Camden, N. J.

Television station modernization
starts at the Transmitter Plant

RCA®

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

him "many, many" of the governors "are eager to make better use" of educational television.

Federal matching funds was only one on the steps Secretary Ribicoff favors in aiding the development of etv. He said his department wants to make it possible for etv stations to pool their accumulated experience and to exchange materials.

In this connection, he said his department would build on the groundwork established by title VII of the National Defense Education Act, which provides funds for research and demonstrations in the educational uses of communications media. President Kennedy has asked Congress to extend this program for three years beyond its present expiration date of 1962.

Etv Not Enough ▪ While hailing the possibilities of educational television, Secretary Ribicoff said it cannot do the job by itself. "Educational television," he said, "does not and should not take you commercial broadcasters off the hook."

"Every broadcaster," he said, "has a duty to serve the public interest" by providing balanced programming that includes programs "which significantly contribute to education," even if not necessarily formal classroom education.

The responsibility for balance, he added must be borne by the individual station, not by a combination of all commercial and educational stations. "It is not in the national interest to create isolation wards for highbrows," he said.

He agreed that, as commercial broadcasters, the members of his audience have to provide entertainment. But, he said, some stations have demonstrated that programs can be—"at one and the same time, truly fine, truly entertaining and truly successful."

Calls for Leadership ▪ He said more of these programs could be produced if broadcasters provided the necessary leadership and imagination and resisted the pressures he said were imposed by advertisers, advertising agencies and rating services. "Can you supply entertainment to Americans without placing them and yourselves at the lowest common denominator?" he asked.

These comments, which broadcasters considered only a slight slap on the wrist compared to the remarks of NAB President LeRoy Collins and FCC Chairman Newton N. Minow, constituted the high-water mark of Secretary Ribicoff's criticism.

The tone of his speech, in fact, was sympathetic. Before getting to the text of his remarks, he told the broadcasters, "After reading the papers, I think what you need more than anything else is a kind word." Then he ad-libbed a few. He credited the Kennedy-Nixon debates last fall with providing "the turning point" in the campaign and said the opportunities he has had to discuss, on television, issues of importance to his department, indicated to him that "the broadcasting industry is alive to many of its responsibilities."



HEW's Ribicoff

Lowell Thomas gives the needle to Minow

Broadcasters who earlier had heard themselves castigated by FCC Chairman Newton N. Minow had a moment of heartease at the NAB convention when veteran newscaster Lowell Thomas deftly gave the needle to Mr. Minow at the Broadcast Pioneers banquet on Tuesday evening.

Mr. Thomas, a principal owner of Capital Cities Broadcasting Co., recounted his early days in radio broadcasting, beginning with his first newscasts for the *Literary Digest*. From time to time Mr. Thomas turned to Chairman Minow and gently but pointedly chided him for some of his attitudes toward broadcasting.

Item: In the early 1930s, Mr. Thomas was the only regular newscaster on the air; today there are upwards of 15,000 newscasters broadcasting news and information to the American public.

Item: In Mr. Thomas' pre-radio days, he taught at law school in Chicago at night. He once had the noted, liberal lawyer, Clarence Darrow, as a guest lecturer for his class. Mr. Darrow took as his theme: "All lawyers are crooked," and proceeded to "prove" it.

Item: Mr. Thomas claimed he had the greatest audience ever tuned in to his regular daily newscasts, because he was lucky; he preceded the "fantastically popular *Amos and Andy*."

Mr. Minow in his speech indicted telecasters for not broadcasting enough news and information and for filling the airwaves with too much entertainment. Mr. Thomas' recital obviously countered the allegations by recalling items from his own rich store of experiences.

Life Member ▪ The Broadcast Pioneers presented life membership, and membership card No. 1, to Sen. Warren G. Magnuson (D-Wash.). Sen. Magnuson, who is chairman of the Senate Commerce Committee, referred to himself as an "old frontiersman" and warned Chairman Minow that this should be borne in mind when the New Frontier's plan for the FCC reorganization is considered by his committee.

The presentation to Sen. Magnuson was made by Pioneer President Sol Taishoff, editor and publisher of BROADCASTING Magazine, who presided at the banquet. The banquet was attended by 850 who heard the U. S. Army Field Band.

Pioneer awards, made by Arthur Hull Hayes, CBS Radio president, went to Philip G. Loucks, Washington lawyer (and first managing director and general counsel of NAB); Paul W. Morency, WTIC-AM-FM-TV Hartford, Conn., and Edward Petry, station representative. An oak leaf cluster was presented to former President Herbert Hoover (he had been cited in 1955), and a posthumous award was made to Dr. H. P. Davis of Westinghouse Electric Co. Mr. Thomas received a special citation.

Nominated to be Broadcast Pioneer officers next year were the following: Gordon Gray, WKAL and WKTV (TV) Utica-Rome, N. Y., president; Ward Quaal, WGN Stations, Chicago, 1st vice president; Robert J. Burton, BMI, and Ernest Lee Jahncke, NBC, vice presidents; Raymond F. Guy, consulting engineer and former NBC engineering executive, secretary; Robert J. Higgins, BMI, treasurer.

Picked to run for the board were: Dr. Allen B. DuMont, Allen B. DuMont Co.; John Elmer, WCBM Baltimore, Robert F. Hurleigh, MBS; William J. Kaland, Westinghouse Broadcasting Co.; Leonard Kapner, Hearst Radio, Pittsburgh and Robert Reynolds, KMPC Los Angeles.

Voting will be by mail.



Left to right: Mary Dee, Fatman, Chuck James, Mark Hyman, Bill Curtis, Hotrod

Philadelphia's Strongest Selling Force To 700,000 Negroes...

NOW FOUR TIMES STRONGER!

WHAT's big, new 1,000 watt **all-directional** wallop gives you the only sure way to reach and sell **all** of Philadelphia's Negro spenders . . . America's solid **third** Negro Market.

Now WHAT's prestige personalities are carrying quality Negro Radio to thousands of new listeners. What's more, you're looking at the "sellingest" group of air people in Philadelphia, as scores of local advertisers will verify. Now, by a wider margin than ever, the strongest selling force you have to command in more than 26%* of Philadelphia's homes.

100% NEGRO
WHAT
Twenty-four Hours a Day
PHILADELPHIA

WHAT *is* Negro Radio in Philadelphia!

Represented by John E. Pearson Co.

*1960 U. S. CENSUS

GUARANTEEING A SINGLE EQUITABLE RATE TO ALL ADVERTISERS!

NAB exhibits bulge with new equipment

STEREO-MX AUTOMATION, VIDEOTAPE, OTHER TV GEAR FEATURED

The equipment display at the NAB convention took up the entire cavernous Shoreham Hotel garage—and, in addition, the main ballroom on the lobby floor, occupied solely by RCA.

Exhibits ranged from complete, floodlit tv studios operating in monochrome and color virtually all day, to small, transistorized modules containing switching gear or minute amplifiers.

In addition to stereo-mx gear, automation apparatus and video tape (see main stories following) these items also attracted attention:

Image Orthicon tv cameras ▪ The upsurge in video taping, particularly of commercials and program material, has required an upgrading of tv cameras so that the master tape contains increased resolution, better gray-scale rendition, and more stable operation. This has begat from the manufacturers the "big eye" 4.5-inch image orthicon.

RCA's new 4.5-inch i.o. is the TK-12, priced at $19,500. GE has a 3-inch image orithicon priced at $18,300, which the company reported is convertible to 4.5-inch. Sarkes Tarzian showed a 4.5-inch i.o. camera, with an 8.5-inch viewfinder, priced at $15,000. Emi/US displayed a 4.5-inch orthicon built to European specifications, but compatible with U. S. standards, priced at $17,500.

Transistorized camera chains ▪ Weighing only nine pounds is GE's new remote-controlled, transistorized vidicon camera system for live studio use, selling for $7,500. The same company has a transistorized vidicon film camera chain, said to have a resolution of 600 lines, priced at $10,500. This unit includes automatic target control to maintain picture quality for varying films. General Precision Lab displayed a high-resolution vidicon film chain said to be capable of 800 lines center resolution and 600 lines corner resolution, including automatic exposure control for fast response time, priced with associated equipment at $12,250.

Multiplexers ▪ Sarkes Tarzian showed a new, four-mirror, two-channel, universal optical multiplexer for film and slide centers. Assembled to occupy four square feet of floor space, it provides for previewing upcoming films or slides while supplying the program signal to the other projector. The price is $2,950.

GE showed a "revolutionary" optical multiplexer for film and slide chains. Designed for GE by Eastman-Kodak, the multiplexer uses front-surface mirrors said to project a high-grade image. The price is $3,950. A companion is a film projector, also developed by Eastman-Kodak, incorporating a light diffuser which contributes to the elimination of scratches and dirt particles on 16 mm film. Price: $13,500.

Miscellaneous tv equipment ▪ Emi/US showed a servo pan and tilt unit for vidicon or orthicon cameras, priced at $7,000, which includes pan and tilt head, servo amplifier mounting frame and remote control unit. Emi also showed a color camera, using three 1-inch vidicon tubes. Priced at $45,000-$47,000, the unit is said to be built to exacting standards and is extremely stable in operation. A new unit for correcting waveform defects was shown by Telechrome. Useful for stations, video recording companies, networks and closed circuit and common carrier operations, the Time Domain equalizer corrects high frequency distortions particularly, but is also useful for low and medium frequency errors. The item, priced at $3,000, can be used with the tv vertical interval test signals to permit correction while the signal is on the air.

As an aid to local tv news programs, TelePrompTer showed a unit for taking fax copy, turning it into a slide transparency and showing it on TPT's rear screen projector. The facsimile copy came over UPI Telephoto Unifax service, was shot with a Polaroid Copymaker, resulting in the transparency. The whole operation, said TPT, takes six minutes.

Cellomatic Corp., New York, featured a line of animation projectors which can be tied into the multiplexer of a film center. Manually operated, dual, 1,200-w light sources permit overlays to be made on weather and news maps, scoreboards and similar material. The machine provides optical effects, such as iris shots, wipes and crawls. The film chain model costs $6,500; the simple transparency projector, $5,900.

A rear screen projector providing for superimposition of slides, wipes fades and dissolves was shown by Television

WANTED:

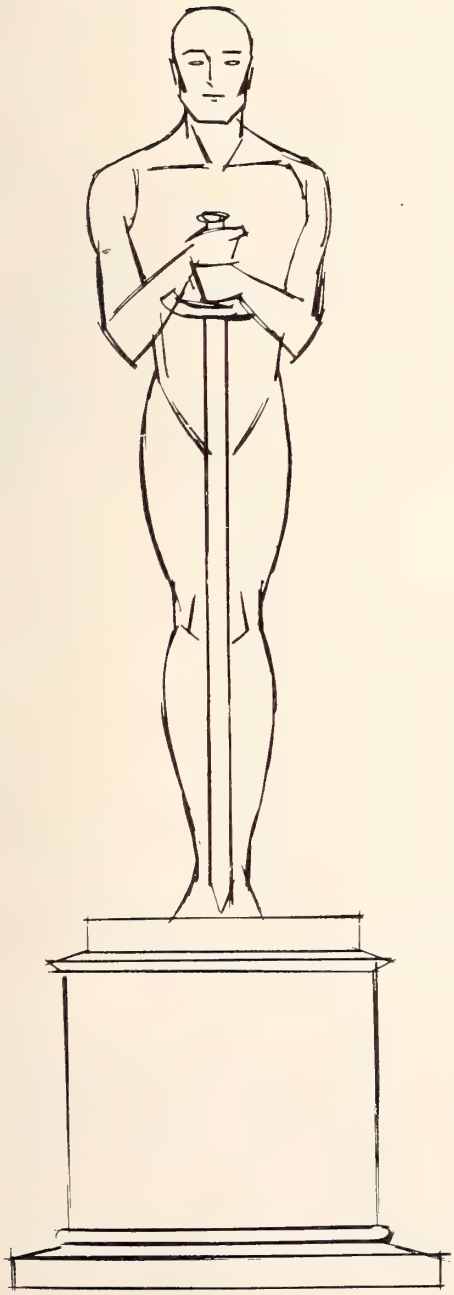
Annc'r; 4 - 7 PM pgms; to work with other deejay; write own material, double 8 operations, 35 shows a week; jokes, almanac, features etc. geared to sponsor adjacency; min. wkly salary, $1.88 per operation; must have at least 94 years experience.

Ridiculous?
See page 81



NAB engineering award

Raymond F. Guy, who spent more than 40 years in broadcasting, mostly with NBC, was honored by his fellow broadcast engineers last week during the NAB engineering conference. He is shown here (r) being presented with the NAB Engineering Achievement plaque by A. Prose Walker (1), manager of NAB's engineering department, at the special luncheon on Wednesday. Mr. Guy returned recently from a four-month tour as special consultant to the U. S. Operations Mission, International Cooperation Administration and the Vietnamese National Broadcasting System in Saigon. He is scheduled to depart for Morocco soon in a similar capacity. The award hailed Mr. Guy for leadership and technical contributions to broadcasting.



Our Congratulations to

William L. Snyder, *Producer*
Gene Deitch, *Director*
Al Kouzel, *Layout*

• • •

Academy Award Winners
for the best theatrical
cartoon of 1960

• • •

We are proud to be associated
with this highly talented
group of artists in their
first animated cartoon series
for the television medium.

"Samson Scrap and Delilah"

King Features Syndicate
Al Brodax
Director of Television

Specialty Co., Garden City, N. Y., priced at $3,750. The same company offered a transistorized, 16 mm, sound-on-film newsreel camera, equipped with a 400-foot magazine and its own power supply. The complete unit, weighing 27 pounds, is priced at $2,495.

Fairchild Camera's 8 mm sound-on-film camera (BROADCASTING, Feb. 27) was shown as part of a package, including camera, processor and projector, priced at $2,100. The processor, in use for some time, has been improved for speedup in getting the film from shooting to showing.

Transmitters ▪ Higher powered fm transmitters are beginning to be required, because of the need for a more reliable signal for subsidiary communicatoins operations, the forthcoming stereo broadcasting and the beginnings of fm receiver installations in automobiles.

Shown for the first time by ITA is a 35 kw fm transmitter. Composed of a 7.5 kw driver, and amplifier, the high-powered rf generator is priced at $36,-995. ITA for the first time also showed an am line: 1 kw at $4,395 and a 5 kw at $12,600.

Full station automation is on the way

NAB EXHIBITS SHOW THAT TV, TOO, CAN BE OPERATED BY ROBOTS

The fight against the upward-inching costs of operating a broadcast station has gone full-scale in radio. In television a new front has been opened, with the prospect that in not too many years, video too will have the benefits of complete automation.

Ready for broadcasters are scores of devices which can take station operation out of the manual arena and put it on an automatic basis. They include equipment which permites pre-setting for upcoming video or voice events and fully automated program-announcement-commercial-music operations activated by a single punch on the starter buton. All were on view at the NAB convention.

In the tv field, full automation is available from two sources: RCA and Visual Electronics Corp.

Some Installed ▪ Both have already installed their robot-type equipment in a number of stations.

RCA automation is in operation at WRC-TV Washington, WBRE-TV Wilkes-Barre (Pa.), KBTV (TV) Denver and WKRC-TV Cincinnati. The company is at work installing such systems in WBNS-TV Columbus (Ohio), KSTP-TV Minneapolis-St. Paul and WTOL-TV Toledo.

Visual Electronics is at work installing its system at WDSU-TV New Orleans and has orders from Westinghouse's KYW-TV Cleveland and ABC's WABC-TV New York.

RCA's automation presentation is based on a three-step process. First, modernization of equipment; second, simplification of operating controls; and finally, integration of the entire station into a unified, single-headed operation.

The top of the automation ladder in RCA's book is an electronic data processing computer. Utilizing its extensive memory capabilities, the computer not only activates event after event, but also produces information for use in the operating and business side of a tv station—accounting data, schedules, billings, logging, even identification of dropouts and errors.

The price for the complete automation treatment begins at $36,000 for a perforated tape automatic robot which can handle 12 separate sources.

Ready Now ▪ The Visual Electronics approach is different. Visual is prepared to move into a station and hand automate it with the equipment on hand, using a system which includes a read-out display covering any number of upcoming events. The one shown at the convention included six events. The unit is activated by a perforated tape which continuously and automatically sets up the circuits for the upcoming programs.

Beginning with controls permitting six pre-sets, Visual's price runs from $35-000 for equipment capable of handling events of up to 90 seconds to $50,000 for a machine capable of handling 20-minute events.

Both the RCA and Visual equipment contain provisions for substitutions, corrections and for withdrawal of the station from automatic control so it can be operated manually. Both also contain provisions for operation on a clock time, or duration period basis.

Although the whole scheme of automation is to match operating efficiency to the higher and higher budgets for salaries, there is a second and almost equally significant reason why broadcasters are serious about automatic operation: With automation, the age-old switching "panic period" in broadcasting becomes a thing of the past.

Using a special-purpose digital computer, CBS's KNXT(TV) Los Angeles operators can devote full time to quality. The network's activity with a computer control system for program switching was the subject of an engineering paper read at the NAB convention by Adrian B. Ettlinger, CBS-TV project engineer.

Control ▪ The computer is used to control the sequential switching among various program components at the Los Angeles station.

A progress report on automation at NBC was delivered to the engineers by Richard H. Edmondson, RCA automation program administrator, who described some of the advantages in cost reduction the network has realized through this work.

Automatic gear abounded in the exhibit hall of the convention site. Among the items:

▪ Random access equipment by TelePrompTer Corp. which comprises a slide magazine drum tied to a slide projector which in turn is connected to a Gates 100-track audio spot tape selector for ganged operation upon the press of a button by the operator.

The TPT slide-tape series is based on a digital selection system, including motor, control panel and remote control facilities. Three slide magazines are in the series: RA-60 for 3¼ x 4 inch slides, and using a 3 kw TelePro 6000 projector; RA-100, using 100 slides and a 1.5 kw projector, and the RA-500, same as the RA-100, but with five 100-slide drums in a vertical stack mounting.

The basic RA-60 is priced at $3,200; the RA-100 at $3,450. Gates spot tape recorder, handles up to 100 announcement, and with a remote unit can be activated up to 400 ft. away. The remote unit attachment, which is new sells for $2,850.

▪ Growing in importance is an ultimate in automatic radio station operation: one source provides the programming and the equipment.

Four firms, specializing in this type of automation, exhibited at the convention last week. They were Programatic Broadcasting Service, New York; Magne-Tronics Inc., New York; International Good Music, Bellingham, Wash. (formerly Profit-Programming Inc.), and Alto-Fonic Tape Service Inc., Palo Alto, Calif.

Programatic provides a complete programming service. It furnishes a station with 18 eight-hour tape reels weekly, rotated among its client stations, with the service exclusive in each market. Equipment is sold or leased, each one for sale for $3,600. The cost of the programming service is based on size and importance of the market.

Magne-Tronics supplies main-channel and background music. Its equipment comprises three deck tape plus a tape-caster machine for commercials, news, weather and promotions. The equipment costs about $5,000.

Am Package ▪ IGM offers a complete

TOP FEATURE FILMS Nightly On "Late Show"

BIGGEST Overall Share Of Rochester Evening Viewers

Looking for AtTENtion In Rochester, N.Y.?

Heavy Promotion for Sponsors On The Air and in Local Newspapers

7 Of The TOP 10 Shows In Rochester

MAXIMUM POWER 316 KW Transmitter Reaches 1,000,000 Western New Yorkers

WRITE PHONE WIRE for TOPNOTCH AVAILABILITIES

Latest Equipment Including VIDEO TAPE

Finest Shows of TWO Networks CBS and ABC

CHANNEL 10

BASIC CBS AFFILIATE ABC

ROCHESTER, N.Y.

WHEC-TV
EVERETT McKINNEY INC.

WVET-TV
THE BOLLING CO. INC.

MICHIGAN'S

UPPER PENINSULA
IS EASILY AVAILABLE

NOW



The New $100,000,000
BIG-MAC Bridge
carries thousands to the U. P. daily!

Paul Bunyan Television

WPBN-TV
Traverse City

WTOM-TV
Cheboygan

One Rate Card

Covers 25 Northern Michigan Counties
INCLUDING a big chunk of the U. P.
and parts of Canada

Offering the Only Principal
City Grade and Grade A
coverage to Traverse City,
Cheboygan, and much of Resort-Rich
Northern Michigan

Reach the MOST homes with P B N *

7000 **MORE** Homes Reached Than Sta. B
(M-F, Noon-6 PM)
1900 **MORE** Homes Reached Than Sta. B.
(M-F, 6 PM-Mid.)
2800 **MORE** Homes Reached Than Sta. B.
(Sat. 6 PM-Mid.)
1900 **MORE** Homes Reached Than Sta. B
(Sun. 6 PM-Mid.)

*ARB (March, 1960)



Network Representative Elisabeth Beckjorden

programming package for am and a separate one for fm. Equipment includes a three deck tape machine, for programming, and cartridge type tapes for commercial spots, weather, news items, and a control panel. Programming for am stations is middle of the road popular music using five disc jockeys; for fm 16 hours of middle of the road music as well as serious music. Equipment is on the building block principle, and it sells for about $8,800. Service is exclusive to one station per market.

Alto-Fonic originally specialized in background music for storecasting, but now provides main channel fm programming too. It will provide stereo programming when that mode of broadcasting becomes operational. It provides a three deck tape machine, priced at $5,500.

In all these operations, subaudible tones on the tapes provide the cueing signals which automatically stop and start the various components of the programming equipment so that operation is virtually unattended.

This type of unmanned radio station operation was epitomized by Schafer Custom Engineering, Burbank, Calif., where multi-deck tape transports, connected to record players which could be combined to include up to 200, 45 rpm records (400 sides), automatically triggered music from the records, commercials, station promotions, weather, news and other program material on the tapes. Another complete automation package was shown by Automatic Tape Control Co., Bloomington, Ill.

Spot Tape Recorders ▪ In addition to the Gates spot tape recorder, various manufacturers showed similar systems, including ITA with a semi-automatic device carrying 256 one-minute spots and including a keying board which permits recueing on a six-second basis. Packaged in four containers, the continuous-loop tape is priced at $3,995. Under development is a memory unit, due in about 30 days, which will enable the broadcaster to preset a complete day's commercial log. These will be automatic transmission at the push of the operator's button.

OUTLOOK FOR FM STEREO

Though manufacturers plan sets, equipment, nobody knows what they'll look like or cost

Stereo for fm broadcasters was a gangling adolescent at the NAB convention, but everyone is sure it's going to grow up in another 30 days into a fine, upstanding contribution to broadcasting.

Although there was a lot of talk about stereo at the engineering sessions and in the equipment exhibit hall the consensus of manufacturers is that until more details are disclosed there is no way of knowing just what the stereo package for stations is going to look like and what it's going to cost.

Actually, only RCA showed a stereo generator ready for ordering. All other fm equipment manufacturers had stereo generators on display, but in complete candor they said they don't know when they will have them for delivery, or what the price will be.

Many said they are waiting for GE's licensee meeting in Utica, N.Y., beginning today (May 15). The GE position was put to NAB conferees in a paper delivered at the engineering meeting by William H. Beaubien, manager of advanced product development engineering.

Sets by June ▪ GE also ran a demonstration of stereo reception during the convention, and promised receivers on the market early in June. GE does not plan to market station gear.

Zenith Radio Co. held daily demonstrations of stereo and promised receivers on the market early in June. Zenith has no intention of manufacturing equipment for stations. Because the company is not a member of NAB, Zenith held its demonstrations outside the convention hotels.

Promising station stereo equipment were the following who showed equipment at the convention: RCA, Gates Radio, ITA, General Electronics Labs. and Moseley Assoc. Others in the fm equipment business said there is no question that they will have the apparatus available in time.

Pay Later ▪ One manufacturer put the problem in a nutshell: "After the GE meeting where we'll learn how to make it, we'll start producing. We'll ask everyone who claims patent rights to send in license agreements. We'll take these papers and turn them over to our lawyers. We'll put a sum in escrow, and when our lawyers tell us who should be paid, we'll pay them."

The stereo situation, which is beginning to add up to a potential Donnybrook, looks this this:

▪ The FCC has issued standards, based on what it calls the GE-Zenith system, and has authorized broadcasters to begin duophonic broadcasting June 1.

▪ GE and Zenith are in a battle over credits for the system. GE took full page ads to claim the FCC-approved system as the GE system. Zenith

AVAILABLE:

Writer-speaker team; holds six college degrees (incl. M.D.); 78 yrs. exp.; published author, working columnist, practising pediatrician; also lcl. & nat'l radio exp, 37 yrs.; salary negligible, min. $3.00. Write, wire, phone Narwood Productions, 40 E. 49th St., NYC; Phone PL 3-4927, PL 3-9417

AVAILABLE:

Team of 8 performers; writing-voicing exp. 95 yrs.; PM pgm. specialists. Will work well with any style deejay, R&R, good music, what-have-you. Money geared to market, fm. $15.00 weekly for 35 spots. Write, wire, phone Narwood Productions, 40 E. 49th St., NYC; Phone PL 3-4927, PL 3-9417

BRAND NEW PROGRAMMING PLUS— AT AN EXCEPTIONAL PRICE

Two new services are offered as local programming aids by Narwood Productions, Inc.

"Something for the Girls" offers 17 spots per week, 43 minutes of programs in five different categories, mostly three minutes long. It is designed for programming in conjunction with your regular morning service between 10:00 AM and 2:00 PM.

"Something for the Afternoon" offers 35 separate spots, 30 minutes of programming in seven different categories, all one minute or less. It is designed for programming in conjunction with your regular prime time afternoon service from 4:00 to 7:00 PM.

The cost to you is based on the one-minute spot rate as published in the SRDS—you'll be rocked when you see the price as applied to your station. And we offer market exclusively on a first-come, first-served basis.

Narwood Productions has produced The International Hi-Fi Club for the last two and one-half years and the National Guard Series for the last seven, as well as numerous other local and national radio shows.

Write, Wire or Phone For a FREE Sample Record

NARWOOD PRODUCTIONS, INC., 40 EAST 49th ST.
NEW YORK 17, N. Y., PL 3-4927, PL 3-9417

"Something for the Girls"

General Household show
3 mins. 5 X week

Daily Menu Suggestion
1 min. 4 X week
3 min. 1 X week

Child Upbringing
3 min. 3 X week

Fashions, etc.
3 min. 2 X week

Advice to Lovelorn
3 min. 2 X week

17 spots total • 43 mins. total

"Something for the Afternoon"

Swifties (wild jokes, 2 voices)
1 min. 5 X week

Did you Know
1 min. 5 X week

Do it Yourself
1 min. 5 X week

Etiquette (all ages)
1 min. 5 X week

Travel
1 min. 5 X week

Centennial
50 sec. 5 X week

Quote for Today
20 sec. 5 X week

35 spots total • 31 mins. total

and now there are tw



EMI/US

Introduces Video Recording Tape

Now you've got freedom of selection in television recording tape — with the introduction of consistent, flawless Emitape. Developed by EMI Ltd., Great Britain — manufacturer of the world's first public TV system (in regular service by BBC in 1936). Proven in tens of thousands of hours of actual telecasting, Emitape is now available in the U.S. exclusively through EMI/US, with immediate availability through 28 strategic locations from coast to coast.

Emitape

If you didn't get to the NAB show, let us send our part of the show to you . . . complete detailed literature on EMITAPE and other EMI/US broadcast equipment.

EMI/US Department A
1750 North Vine Street, Los Angeles 28, California

Please send complete literature on Emitape and other products of the EMI/US Broadcast Division.

Name_____
Title_____
Company_____
Address_____
City_____ Zone____ State_____

claimed foul, filing complaints with the FCC and the Federal Trade Commission.

▪ Crosby Electronics has announced it holds basic patents whereas both GE's and Zenith's patent applications are pending.

▪ Last week, Multiplex Development Corp. filed a complaint with the FCC, the Federal Trade Commission and the Dept. of Justice charging the FCC standards are utterly bad for fm and those stations engaged in storecasting and functional music operations (see page 80).

This last complaint became a subject of corridor talk among special communications authorization (SCA) licensees at the engineering and fm sessions at the convention. One Philadelphia fm operator, with 500 customers, calculates he will have to spend $25 per receiver to filter out resulting cross talk when he transmits stereo at the same time.

One advantage of the system chosen by the FCC, according to the commission's announcement, is that it permits simultaneous broadcasting of stereo and continuance of SCA operation without interference. An FCC engineer acknowledged, however, that SCA receivers will have to undergo modification to overcome slopover. "You can't get something for nothing," he explained.

Royalty Payments ▪ GE was the only company putting out royalty payments. It proposed a royalty of $50 for every stereo transmitter; 50 cents for each complete receiver and 25 cents for each adapter or kit.

Zenith offered to make all its knowledge available to all manufacturers. The company said it will distribute a "Facts Book on Stereophonic Fm Radio" to all dealers and will make its know-how available to manufacturing licensees soon.

Stereo equipment shown at the NAB convention included:

▪ RCA will deliver a pre-production model of its stereo generator for $1,495, for delivery early in June. A companion stereo matrix unit, selling at $275, also will be available in June.

But if a broadcaster wants to wait for mass production, RCA's stereo generator will be available, at $975, in October.

One interesting aspect of RCA apparatus for stereo is that it can feed the left plus right stereo channel into the am transmitter for monophonic am broadcasting.

RCA showed a fully-transistorized control console, audio tape recorder, pickups and turntable amplifiers, all designed for stereo.

▪ Gates, which will have stereo equipment for stations after the GE

meeting this week, showed a stereo console for studio use. It is equipped for three full-stereo microphone channels, with delivery in 60 to 90 days, priced at $2,100.

▪ ITA, also promising stereo transmitter equipment, displayed a console capable of handling three stereo channels from 35 inputs. Priced at $1,995, the console can be used for monaural transmission also.

Still pushing for am stereo was Kahn Labs., which showed compatible single sideband equipment to convert a regulation standard broadcast transmitter for stereo. The adapter permits full stereo from one am transmitter, Kahn said, with reception on two am receivers. The system, the company said, is compatible with monaural reception on a single standard receiver.

New video tape units unveiled

Broadcasters at the NAB convention, many the sons of founders, found themselves face to face with "second generation" video tape recorders last week. They also saw a "first generation" tv recorder from Japan.

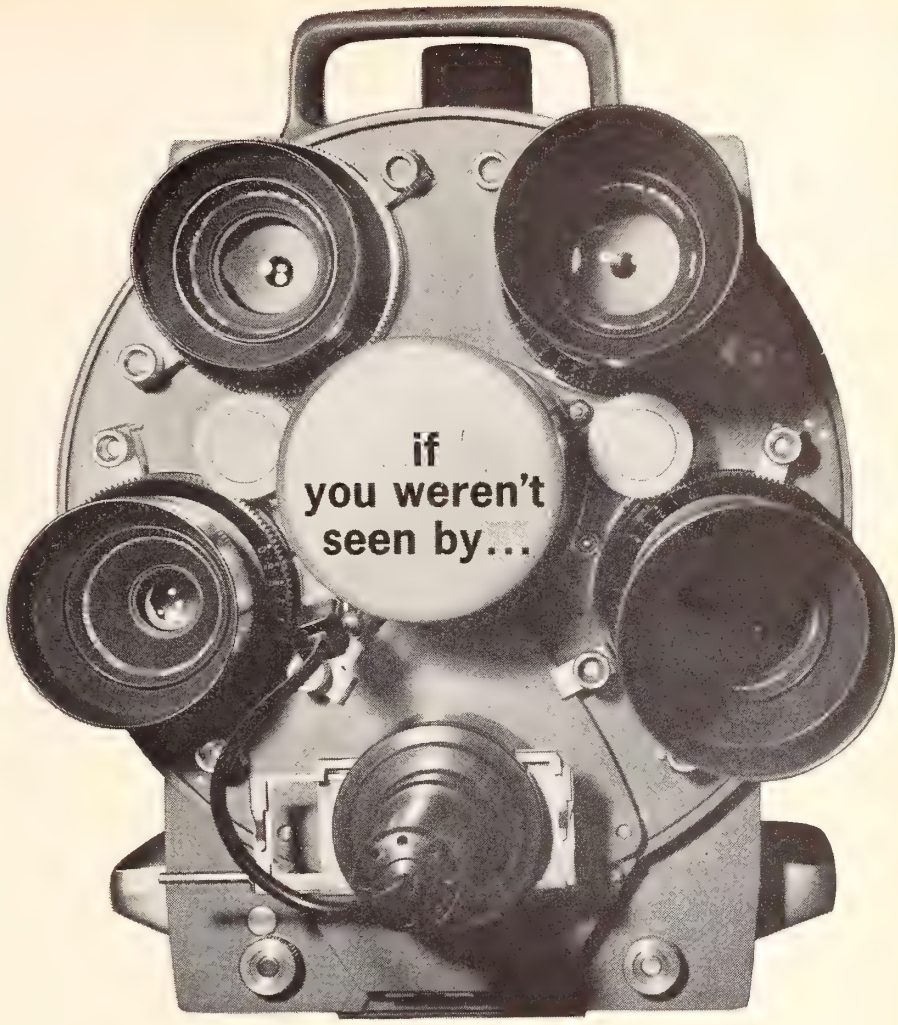
The new Ampex recorder is a rack model with improvements. It's priced at $41,950. The VR-1002 is the fifth video tape recorder developed by Ampex since it showed its first vtr in 1956, also at an NAB convention.

Among the improvements in the Ampex tv recorder are automatic frequency control of modulator-demodulator and a new head assembly which minimizes geometric picture distortion. The complete VR-1002 assembly comes in two racks and can be used in mobile applications, the company said.

Among new items showed by Ampex is a time-element compensator (Amtec), which automatically corrects for distortion. The device is all transistorized and acts as an automatic watchman in playback of tape material, preventing distortions from being broadcast. Price of the Amtec is $7,570.

Also shown for the first time is the Colortec for adding color to the basic television recording unit. This device, priced at $9,750, eliminates the encode-decode process which up to now has been necessary for color, Ampex stated. Colortec is a direct color recovery system, employing ultra-precise time base compensation of the tape signal.

All-Transistorized ▪ A neatly packaged console model video tape recorder, which takes up one third the floor space required by the older, five-rack model, is RCA's all transistorized TR-22 video tape recorder. The unit, priced



the EMI/US cameras you didn't see...

the 201 Vidicon for broadcast use operate without a cameraman! **the 203 4½" Image Orthicon** (with exclusive 5 position turret) produce noise-free pictures under lowest-key lighting conditions! **the 204 Color Vidicon** produce life-like color pictures under normal studio-lighting conditions!

Let us send complete technical literature to you now.

TV cameras by EMI, Ltd., Great Britain — developers of the world's first public TV system, in regular service by the BBC in 1936! Now marketed in the U.S. exclusively by EMI/US, with immediate sales and technical service from coast to coast. A complete line of superb broadcast equipment including Emitape for video recording.

EMI/US Department B
1750 North Vine Street, Los Angeles 28, California

Please send complete literature on the following:
☐ 201 Vidicon Camera
☐ 203 4½" Image Orthicon Camera
☐ 204 Color Vidicon Camera
☐ Emitape for Video Recording

Name _____
Title _____
Company _____
Address _____
City _____ Zone ____ State _____

In the Bristol-Johnson City Market WCYB-TV Leads with More ¼ hour Firsts, 6 p.m. To midnite, Monday thru Friday In both ARB and Nielsen.

WCYB-TV First with 83 quarter-hour homes.

Station "B" 37 quarter-hours (March, 1961, ARB)

WCYB-TV First with 98 quarter-hour homes.

Station "B" 21 quarter-hours and tied in one. (March 6-April 2, 1961, Nielsen)

WCYB-TV's superiority in other fields has been nationally proclaimed. Last year, WCYB-TV received the AP's national award of First Place for Outstanding Exchange of News through the Associated Press.

Channel 5, your best buy in the Bristol-Johnson City-Kingsport-Tri-City markets—a major Southern Television Market encompassing 37 counties, 1,257,100 people, $1,209,699,000 income, $850,594,000 sales.

WCYB-TV Channel 5
Bristol, Va.-Tenn. NBC

at $59,500 with delivery promised in the second quarter of 1962, reduces the power and air conditioning requirements needed by older models, and is put together in such a way that where headroom is a problem the top third of the console can be removed and placed at another location.

For the economy trade, RCA showed a model developed for closed circuit, military and the space trade. Not compatible with broadcast standards, the unit uses slant-track recording at 7½-in. speed. It is priced at $18,500. Also shown by RCA was a tv electronic tape editing system.

Cynosure of the exhibit hall was a $14,990 video tape recorder that had crowds around it almost every moment. Shown by Telechrome Manufacturing Corp., Amityville, N. Y., the JVC 770 uses standard video tape and meets U. S. broadcast standards, according to the company. The machine, however, is not compatible with other video tape recorders.

Two sets of magnetic heads are used; a wide track for recording and a narrower width for monitoring and playback. Both use slant-tracking. Heads are said to be simple, screw-in cartridge types and inexpensive.

The recorder, Telechrome stated, was developed under a two-year joint research program by Telechrome, Epsylon Industries Ltd., England, and the Japan Victor Co., Tokyo. It will be manufactured in the United States, Telechrome said.

This is the second video tape machine of Japanese origin shown in the United States. A prototype model of a 45-lb. transistorized recorder, built by Sony Corp., was shown at the IRE convention in New York last March (BROADCASTING, March 27). The unit, without accessories, will retail for about $10,000 it was reported last week at the Sony booth at the NAB convention. It does not meet FCC standards for tv.

Emitape Available ▪ Until now, Minnesota Mining & Manufacturing Co. was the prime supplier of magnetic tape for tv tape recorders. A new source is EMI/US, a subsidiary of Britain's EMI Ltd. Called Emitape, the British-developed product is credited with reducing headwear (permitting up to 300 hours of life), and contains an oxide layer that is said to be homogenous over the entire surface of the tape. Prices for two-inch rolls, including carrying cases, run from a single, 400-ft. length for $24.75 to a single, 7,200 ft. length for $354.25. Unit prices are less when tapes are purchased in bulk.

LEE RECOMMENDS FREEZE ON NEW AMS

But expected fireworks don't develop at FCC quiz session

Censorship, trafficking in licenses, program reporting forms and the number of am stations on the air were the principal topics of discussion during the anual NAB-FCC question-and-answer session last Wednesday (May 10).

Delegates and news media had anxiously awaited the panel, following the FCC chairman's tough speech the previous day (see page 58). The audience of over 2,000 was disappointed, however, as very little was said by the commissioners which was not already a matter of public record.

Commissioner Robert E. Lee drew applause from the predominantly radio audience when he recommended an immediate freeze on all applications for new am stations. His remark came in answer to a question if maybe the FCC has not authorized too many am stations. Chairman Newton N. Minow replied that radio problems are much more complicated than those of tv and that he personally had not had a chance to study them.

Disputing Commissioner Lee's position, Commissioner Rosel H. Hyde said that placing a restriction on the number of ams would be inconsistent with current rulemaking to limit station sales. "Can you go both ways?" he asked. Commissioner T. A. M. Craven said that any effort to prohibit new am grants would be a government encroachment into private enterprise.

More Applause ▪ Commissioner Craven drew the most generous applause of the 90-minute session when he said that the proposed rule prohibiting the sale of stations unless owned for at least three years is unduly restrictive and constitutes further government interference with broadcasting. Commissioners John S. Cross, Robert T. Bartley, Minow and Lee, however, endorsed the proposal. Commissioner Cross said that if the present rule is defeated, he would propose one prohibiting the purchase of a station by anyone who had sold one within the past three years.

The chairman said the sale of a station is not just the transfer of private property and the price "bears no resemblance to actual value." The only thing being sold, he maintained, is the license to operate using public property and that this is why the commission is concerned. Commissioner Hyde said that perhaps the FCC should consider sales on an individual basis and not impose a rigid three-year rule.

Every effort will be made to finalize



FOR THAT "LIVE" LOOK, TAPE IT...

on SCOTCH® BRAND Live-Action Video Tape!

"Real-life" *presence* is the new TV look achieved by today's commercials using "SCOTCH" BRAND Video Tape. Until now, the home-viewer's picture has been an ingenious compromise—an optical medium shown on an electronic screen.

Not so with tape! "SCOTCH" BRAND Video Tape offers complete compatibility of picture source and picture—both electronic—with a greatly expanded gray scale for gradual transitions from absolute black to absolute white. In addition, tape eliminates jitter, provides excellent sound quality and an "unlimited" number of special effects. It all adds up to cleaner, crisper originals of unsurpassed quality . . . with exceptional Video Tape duplicates and kines from master tapes.

Tape has many advantages—for advertiser, agency, producer. Playback is immediate, serious goofs can be remedied at once by retakes. Special effects are made instantaneously . . . no lab work and waiting. Costs are competitive, savings gratifying.

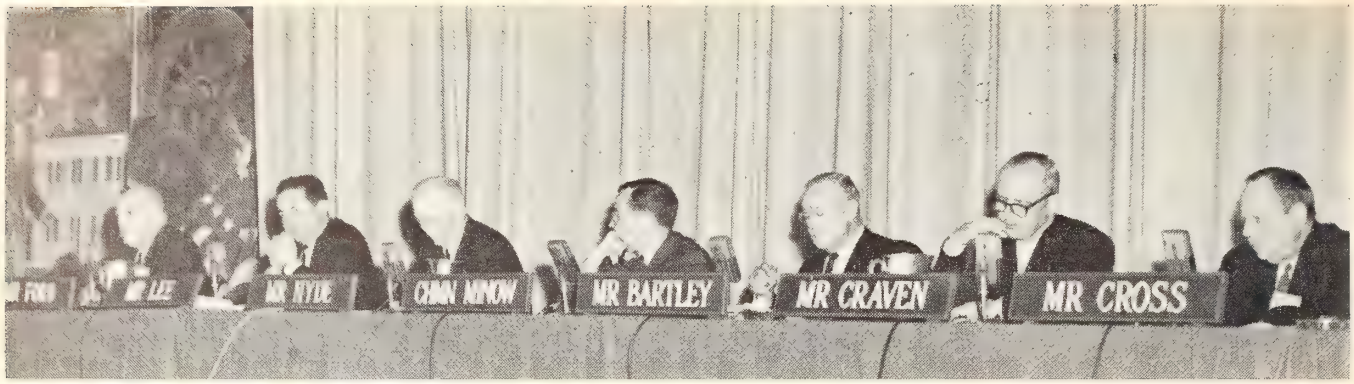
Tape is easy to work with, no mystery . . . talented specialists are available to help you. *Prove it to yourself!* Send your next TV storyboard to your local tape producer for an estimate that will surprise you —at no cost or obligation.



Write for the new brochure, "The Show is on Video Tape"—a case history of six commercial tapings. Enclose 25¢ to: 3M Co., Box 3500, St Paul 6, Minn.

"SCOTCH" is a registered trademark of 3M Company. © 1961, 3M Co.

MINNESOTA MINING AND MANUFACTURING COMPANY
...WHERE RESEARCH IS THE KEY TO TOMORROW
3M COMPANY



the commission's new programming reporting forms as soon as practicable, Chairman Minow said, although the June 1 deadline for commenting was extended last week. He promised that the questions as presently drafted will be revised to correct current controversies and possible double meanings. Commissioner Ford praised the FCC's July 1960 policy statement as an excellent guide to what the agency expects of licensees but Commissioner Hyde pointed to a 1949 commission statement of policy on fairness.

The latter said that when the form is finally adopted, he hopes it will give stations the "broadest latitude" and avoid outlining strict programming formulas in advance.

Commissioner Craven predicted that legislation currently before Congress requiring the production of all-channel receivers will not become law and expressed the fear that uhf-vhf sets, in any case, will be too expensive to appeal to the public. Several commissioners spoke up in favor of station editorials on local, controversial matters. Commissioner Bartley said, however, that most stations do not have the necessary "maturity" to editorialize in favor of political candidates.

Positive Reply ▪ Chairman Minow replied, "I certainly do," when asked if he thinks adherence to the NAB codes will help stations meet their obligations to the public. He urged broadcasters to take the codes seriously. Commissioner Lee said the FCC has "lifted its eyebrow as high as possible" in trying to encourage stations to join the NAB and its radio-tv codes.

The chairman invited all interested parties to make formal objections to 40-second station breaks with the commission, particularly when and if triple-spotting results. On ratings, the chairman said that if they are the sole guide to programming, then the licensee has abdicated his responsibility to someone else and the FCC will move into the area. He said he was not concerned about the accuracy of ratings but rather how they are used.

Both Commissioners Minow and Bartley warned that broadcasters will have to be more and more concerned in the future about Sec. 316 of the Communications Act — that section dealing with revocation of licenses.

On censorship, Mr. Minow promised that there will never be any such thing at the FCC. He said that there can be only so many broadcast stations and that the commission has the responsibility of determining the best qualified and most responsible broadcasters. Commissioner Craven, on the other hand, said that while no commissioner has any intention of violating the First Amendment to the Constitution, they actually do in many instances in renewal cases. Commissioner Hyde said moves by the FCC to stimulate greater efforts by licensees may appear to be censorship.

Commissioner Ford thought the commission is more concerned with censorship on a daily basis than the broadcaster and Commissioner Lee said that the agency has been "very reasonable" in the past.

In closing the panel, Chairman Minow promised to always speak frankly and openly with broadcasters and to make his views known. The panel was moderated by Clair McCollough of the Steinman stations, chairman of the combined NAB boards. All seven commissioners participated.

NBC-TV SHOOTS FOR TOP BILLINGS

Sarnoff cautions against 'over-commercialization'

NBC Chairman Robert W. Sarnoff warned NBC-TV affiliates last week that both networks and stations are "moving into a new era of government scrutiny," and that they should do nothing locally to upset the program balance built into the NBC-TV schedule.

Careful self-regulation, he said, is one of the surest ways to avoid more stringent government regulation.

He specifically cautioned against "over-commercialization."

Mr. Sarnoff addressed the affiliates at the end of a two-hour meeting in which they were briefed on NBC-TV's program plans for 1961-62. The meeting was held May 7 in Washington, in connection with the NAB convention. Jack Harris of KPRC-TV Houston, chairman of the NBC-TV Affiliates Board of Delegates, told the meeting he had never attended one that gave him so much "encouragement and enthusiasm" for the following season.



Representing their groups at meeting of NBC-TV with affiliates (l to r) Robert E. Kintner, NBC president, and Jack Harris, KPRC-TV, chairman of the NBC-TV Affiliates Board of Delegates.

Walter D. Scott, executive vice president of the network, said he has "every reason to expect that NBC-TV will be the world's largest advertising medium" in 1961. This is a title CBS-TV has claimed for years. Mr. Scott said NBC-TV already has commitments for full or partial sponsorships in every nighttime segment of the 1961-62 schedule except one, and that this deficiency would be cured within a few days.

NBC President Robert E. Kintner, stressing balance and quality as the objectives of the new fall program schedule, voiced confidence that its diversity is such that by carrying it a broadcaster "will be performing the service essential to his franchise."

Too Much Violence ▪ Mr. Kintner

thought there was some validity in the frequent charges that there is "too much violence" on television. He said NBC officials met recently with writers and producers to make sure that "authenticity" is the keynote in NBC programming and that there will be "no violence for violence's sake."

Mr. Kintner called attention to news and information programming in the new fall schedule, including David Brinkley's new *Brinkley's Journal* on Wednesdays at 10:30 p.m. and Frank McGee's new *Here and Now* on Fridays at 10:30. He noted that the new Brinkley series already had been signed to full sponsorship by the Douglas Fir Plywood Assn. and Pittsburgh Plate Glass Co. He also called attention to Gulf Oil Co.'s sponsorship of a new Friday-evening news series which he described as involving a new concept, in that it will deal more with news-feature stories than with top-headline news.

Another new concept, he said, is involved in the planned *Du Pont Show of the Week,* described as a series of actuality programs that will range from dramas to special projects to news. This series will be seen on Sunday nights at 10.

Officials said NBC color programming in 1961-62 will rise 60% above the current year's total to a new high exceeding 1,600 hours.



These broadcasters got together at NBC-TV's meeting with affiliates (l to r): W. R. Roberson Jr., WITN (TV) Washington, N.C.; Walter D. Scott, NBC-TV executive vice president; Harold Essex, WSJS-TV Winston-Salem, N.C.; G. David Gentling, KROC-TV Rochester, Minn. The meeting was

Hugh Downs, m.c. of *Concentration* and announcer on the *Jack Paar Show,* presided over the film-slide presentation of program plans, which generally followed the pattern made public as the schedule was being put together.

On hand to supplement Mr. Downs' presentation were David Levy, NBC-TV programs and talent vice president, and several producers and stars from the new schedule.

THERE'LL BE SOME CHANGES MADE...

. . . *In power — 2½ more*

. . . *In coverage — 4 times greater area*

. . . *In homes reached an increase of 100,000*

. . . *In population — 700,000 or 40% of the state's total*



the first week in June when . . .

WNOK-TV moves to CHANNEL 19

CBS

Columbia, South Carolina

H. Moody McElveen, Jr.
V. P. and General Manager

Represented by
Paul H. Raymer Co.

ABC-TV'S SMOOTHER ROAD

Fewer problems seen in future by Treyz as the dark horse in network race hits its stride

ABC-TV, which came up from nowhere to make network television a three-way race, ought to have easier sledding from now on, President Oliver Treyz told a general meeting of affiliates last week. The meeting was held May 7 in Washington, preceding the NAB convention.

"We've had some problems in the past," he said, "but I think we face a future that will have fewer problems for us all."

He said ABC-TV is clearly running ahead of CBS-TV and NBC-TV in ratings in markets where all three networks compete on an equal footing, and that stations in one- and two-station markets "are beginning to follow the public" by clearing more and more ABC-TV programs.

One big reason ABC-TV should have fewer problems in the future, Mr. Treyz said, is that it caters to and is reaching the younger audience—viewers under 50 years of age. The other networks, he contended, are stronger with the older set. Thus, he said, ABC reaches an audience that is growing, while NBC and CBS reach one that is dwindling.

Other highlights of the meeting included:

▪ Leonard H. Goldenson, president of the parent AB-PT, reported that within the past year AB-PT had acquired interests in 19 foreign television stations and expects to boost that number substantially—and will use them, when technical developments permit, to originate news coverage for presentation on the ABC-TV network. "We're getting ready for world-wide television," he declared.

▪ James C. Hagerty, ABC vice president for news, special events and public affairs, estimated that world-wide originations of that sort would be possible or even commonplace in five to seven years, through satellite relays.

▪ Mr. Hagerty said he thought that with proper affiliate support—through clearances for network news and information programs—ABC "probably" would be the No. 1 network in news and public affairs programs two years from now.

▪ He said that while CBS-TV had arranged for a program featuring former President Eisenhower (BROADCASTING, May 8), "I have a hunch that ABC-TV will be doing 26 shows called *The Eisenhower Years* in the not too distant future." He said this was "not exactly an announcement," but that he thought the hunch would prove pretty accurate. Mr. Hagerty was President Eisenhower's news secretary.



ABC-TV's Treyz

▪ The affiliates association saluted network officials for their "courage" in extending nighttime station breaks from 30 seconds to 40 despite the oppositions of agencies, advertisers and CBS-TV. The affiliates assured the network they would not use the extended breaks for triple-spotting. Officials said 95% of the primary affiliates had put that pledge into writing (CLOSED CIRCUIT, May 1).

Most of the two-and-a-half-hour meeting was devoted to a Cellomatic presentation on ABC-TV's competitive standing against CBS-TV and NBC-TV and on ABC-TV's 1961-62 program plans in particular. The projected program schedule showed no substantial changes from plans disclosed earlier. Thomas W. Moore, programming vice president, emphasized that in every program category it undertakes, ABC-TV intends to be "best."

It was estimated that ABC-TV expenditures for regularly scheduled public affairs programming would exceed $7 million during the next season. Expenditures in this category this year were said to be 60% ahead of last year.

Julius Barnathan, vice president for affiliated stations, and Bert Briller, tv sales development vice president, were the principal participants in the presentation, along with Messrs. Goldenson, Treyz, Hagerty and Moore.

Cuba's Mestre urges news interpretation

Goar Mestre, once head of Cuba's CMQ Network and now in exile after Fidel Castro's purge, asked the wire services and media using them to interpret Castro's charges against the U.S. instead of merely printing them without refutation. Senor Mestre's luncheon speech was the most dramatic event in the two-day meeting of the Assn. for Professional Broadcasting Education in Washington May 5-6.

Senor Mestre said that the "imperialism" and "interventionist" charges made against the United States by Castro were once true, prior to 1934 and the advent of the Good Neighbor Policy, but they're true no longer. He said the wire services should explain this when they report Castro's tv tirades. He said Castro's impact through tv is his most important weapon, more powerful than Russian tanks and aircraft.

Senor Mestre admitted he had been enthusiastic about Castro when he first came to power and had hoped he would clean up the corruption of the Batista regime. He had approved of Castro's early attacks on the U.S. because he felt this country had given support and aid to many South American dictators it would not tolerate at home.

Now establishing a competitive broadcasting network in Argentina, Senor Mestre said he wishes that country had an organization comparable to the Assn. for Professional Broadcasting Education because he is prohibited from hiring personnel from the existing networks and trained broadcasters are scarce in Argentina.

Editorializing's Status ▪ Daniel W. Kops, president of WAVZ New Haven and WTRY Albany-Troy-Schenectady, told the APBE that broadcasting is winning its hard-waged fight for journalistic recognition. He pointed to the newspapers' trend to mergers, which he said often leave a community to be served by a single paper. Such journals, he said, usually fight to preserve the exact status quo. In such communities, station editorials should go into issues and instances of civic neglect which the papers ignore, Mr. Kops thought. He emphasized that responsible broadcasters should support the fight for equal access with other media to courts and legislatures.

Elmer Lower, NBC's Washington

manager of news and special events, gave the APBE a behind-the-scenes view of the presidential news conferences. The selection of the State Dept. auditorium as a site for the conferences was particularly fortuitous for broadcasters, he said, because of its size, acoustics and accommodation of radio and tv equipment. Referring to print media opposition to what they consider broadcast-oriented conferences, Mr. Lower said that the conferences now are permanently set to be broadcast on a live or delayed basis.

A panel discussion of broadcasters emphasized what station management seeks in new employes. On-the-job training in the summer was recommended and it was suggested that colleges give credit for this "field work." The station executives indicated they are eager to get graduates with good academic backgrounds in broadcasting.

James H. Hurlbert, NAB manager of broadcast personnel and economics, presented the results of a survey of station personnel attitudes. They underlined the attitudes expressed by the panel. Some 80% of those polled believe college training helped them get promotions and higher salaries. About 60% felt such background is helpful in getting one's first job in broadcasting.

BROADCAST ADVERTISING

A CLEAN-CUT SUCCESS FOR TELEVISION

Noxzema credits tv with increasing its sales

"Noxzema has found tv to be the major advertising influence on the consuming public," stockholders were told in the 1960 annual report f the Noxzema Chemical Co., Baltimore. This is management's reason for making television its "major advertising effort" and why tv will continue to take a big share of the budget.

Explaining network strategy for Noxzema skin care and shave products, the company said that multiple-program participation has made it possible to reach more families than on individually sponsored half-hour shows, with the lowest cost-per-thousand viewers in Noxzema's tv history.

Noxzema skin cream, skin lotion and the new Cover Girl line have been on ABC-TV's *Maverick, Adventures in Paradise* and *American Bandstand.* Shave products used spot in 29 cities. A 15-city radio schedule is planned for Cover Girl, the report said. The company also is using magazines and newspapers.

Sullivan, Stauffer, Colwell & Bayles, New York, is advertising agency for Noxzema and Cover Girl. Doherty, Clifford, Steers & Shenfield, New York, places shave product schedules.

Word from sponsor

A full half-hour program of commercials pre-empted a regular entertainment program on WTCN-TV Minneapolis-St. Paul April 27 10:30-11 p.m. But the station committed no sins of multiple spotting. The program, "A Word From the Sponsor," featured Arthur Lund, vice president and director of radio-tv for Campbell-Mithun, Minneapolis, with his 30-minute review of the tv commercials he considers the best of the season, both domestic and foreign. The presentation is an annual event of the Minneapolis Advertising Club and WTCN-TV decided to let Mr. & Mrs. Average Consumer watch, too.

Proprietary drugs linked to consumer by radio-tv

Advertising—on radio and tv as well as in other media—is the thing that links the non-prescription medicine product and the consumer together, William R. Hesse, president of Benton & Bowles, said in a speech prepared for delivery today (May 15) before the Proprietary Assn. in White Sulphur Springs, W. Va. Speaking on the subject, "Your Consumer Franchise," Mr. Hesse stated that "the trend today is toward self-selection—the choice of a particular item by the consumer . . . with relatively little help from the retailer. But when the personal element is missing, something *else* must bring the product and the consumer together." Advertising, Mr. Hesse declared, was that something else.

The proprietary medicine field, he emphasized, is "consumer sensitive" and it is all important to "stay in close touch" with the consumer and be aware of his changing traits and trends. Mr. Hesse said that innovations and specializations in new products, and a greatly expanding total market "puts a premium on good communications"—advertising that is focused towards supplying the consumer with advance information about the proprietary medicine product.

memo to:
Media Departments

IS OUR HOOPER THE HIGHEST ANYWHERE?

	RATING	SHARE
M-F 7:00 am-7:30 am	17.2	63.7
M-F 7:30 am-8:00 am	17.7	72.1

WILS HOOPERATING JAN-MAR, 1961

We've been told our recent Hooperating may be the highest in the country. We'd like to know for sure. So if you know of a higher rating (or a lower cost per thousand), please write E. L. "Red" Byrd, our station manager.

19

RADIO WILS LANSING 1320

24 HRS/DAY
5000 WATTS DAYS
1000 WATTS NIGHTS

represented exclusively by
Venard, Rintoul and McConnell

OUR GUYS ARE THERE!

When a campaign is breaking... When orders are being placed... When decisions are being made...

With 14 Weed offices WEEDmen are on the spot daily with direct, personal salesmanship...the kind that gets the order!



Discord on agency licensing in survey

Results of the first major survey of agency, media and advertiser executives conducted by the Western States Adv. Agencies Assn. revealed that "change" in today's advertising picture is the most significant factor of concern.

The survey, conducted by Bill Boylhart, Boylhart, Lovett & Dean, Los Angeles, was to help forecast special interests and problem areas in agency, media and advertisers relations during the next year. It was presented last week at the WSAAA's 11th Annual Conference in San Diego.

Responding to questionnaires were 100 advertisers, 170 media management representatives and 160 agencies in 11 western states. Most controversial subject was the possibility of licensing agencies which ended in a deadlock—38% for, 38% against and 24% undecided. So aroused was interest in this category that almost 200 write-in comments were received, mostly from advertisers and agencies.

Another factor of note was the strong feeling that the 2% media cash discount is significant in maintaining prompt payments, particularly to agencies, where 83% agreed. Advertisers and media executives followed with 76% and 56%, respectively.

All three groups generally (70% each) rated advertising's image as being "poor," but they agreed the agency system was the best overall method of serving all interests concerned.

American Oil buys spots

American Oil Co., Chicago, breaks a national campaign May 23 that will include heavy spot schedules on 154 tv stations and 330 radio stations in nearly all major markets coast to coast. The spots are in addition to regular schedules of news programs. In tv, a new two-minute "musical extravaganza" commercial made at Columbia Pictures, Hollywood, will be featured. Theme of the campaign is the introduction of American to the national marketing scene following consolidation of American, Standard Oil of Indiana and Utah Oil Refining Co. (BROADCASTING, March 13). D'Arcy Adv., Chicago, is agency.

Business briefly...

S. C. Johnson Co., (Liquid Shoe White) Racine, Wis., will use network tv from the end of May through August to promote advantages of the newly-packaged product. "New Way to White Shoes" is the campaign theme. The schedule: Minimum of three messages weekly on NBC-TV'S *Jack Parr Show,* and frequent commercials on CBS-TV nighttime shows including *Playhouse 90, Zane Grey Theatre, Red Skelton, Angel, Garry Moore* and *Ann Sothern.* Agency: Needham, Louis & Brorby, Chicago.

F&M Schaefer Brewing Co., N. Y., (through BBDO) is sponsoring *Biography of a Rookie,* hour documentary about Willie Davis of the L.A. Dodgers, on four eastern stations this month at varying night hours. David Wolper production is part of intermittent "Schaefer Circle of Special Programs" which started last February. Schaefer also sponsors sports up and down east coast and continuing variety and theatre shows in New York and Boston.

United States Steel Corp., N. Y., will sponsor two of NBC-TV's *Project 20* color programs next season. The programs will be "The Coming of Christ," at a day and time still to be set but immediately prior to Christmas, and that program's yet uncompleted sequel, "He Is Risen," which is set for April 18, 1962 (Wed. 8:30-9:30 p.m. EST). U. S. Steel sponsored NBC-TV's premiere broadcast of "Coming of Christ" last Dec. 21. Agency: BBDO, N.Y.

The Henry J. Kaiser Companies, Oak-

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week May 4-10 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., May 4	**Untouchables** (9:30 p.m.)	ABC-TV	33.2
Fri., May 5	**Project Mercury** (10:20 a.m.)	All networks	33.2
Fri., May 5	**Flintstones** (8:30 p.m.)	ABC-TV	24.0
Sat., May 6	**Gunsmoke** (10 p.m.)	CBS-TV	30.7
Sun., May 7	**Jack Benny** (9:30 p.m.)	CBS-TV	25.2
Mon., May 8	**Andy Griffith** (9:30 p.m.)	CBS-TV	24.1
Tue., May 9	**Garry Moore** (10 p.m.)	CBS-TV	31.3
Wed., May 10	**Naked City** (10 p.m.)	ABC-TV	24.9

Copyright 1961 American Research Bureau

land, Calif., ordered sponsorship of ABC-TV's new adventure series, *Follow the Sun* (Sun. 7:30-8:30 p.m. NYT), and also renewed for a fifth consecutive year ABC-TV's *Maverick* (Sun. 6:30-7:30 p.m.), both starting Sept. 24. Agency: Young & Rubicam Inc., N.Y.

Pittsburgh Plate Glass Co., Pittsburgh, has purchased a total of 37 minutes in two more of NBC-TV series next season. The order includes 25 minutes in *Robert Taylor's Detectives* (Fri. 8:30-9:30 p.m. NYT) and 12 minutes in *Laramie* (Tue. 7:30-8:30 p.m. NYT). Earlier, the advertiser ordered co-sponsorship of NBC-TV's new *David Brinkley's Journal* (BROADCASTING, May 8). Agency: Maxon Inc., N. Y.

Rep appointments...

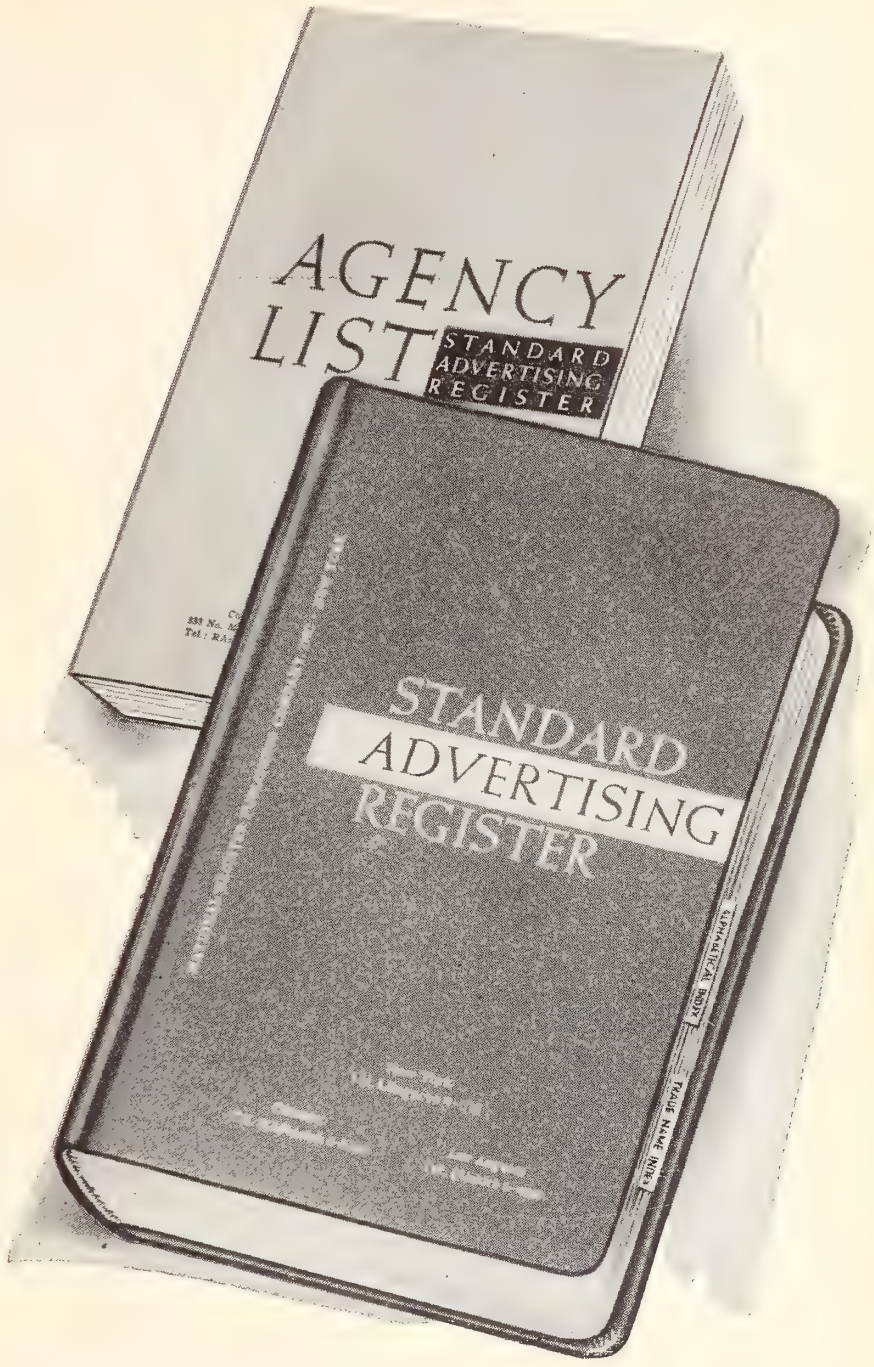
- WAAF Chicago: The Bolling Co.
- WCKT (TV) Miami: Harrington, Righter & Parsons, effective July 1.
- WCSH-TV Portland and WLBZ-TV Bangor, both Maine: The Katz Agency.
- KRKD Los Angeles: Broadcast Time Sales.

How Ziv-UA 'marries' advertisers-stations

Ziv-United Artists, which has been successful in "pairing off" advertisers with stations for sponsorship of its series, reported last week it has "married off" three more regional advertisers for its new *King of Diamonds* program. Ziv's approach is to bring in an advertiser for alternate-week sponsorship of its series, leaving only an every-other-week slot open for local sale. From the station's view, an alternate-week sale is easier to accomplish, and the revenue from a regional advertiser reportedly brings it close to the "break-even" point.

On *King of Diamonds,* alternate week sponsors brought in by Ziv-UA are: J. Schmidt Brewing Co., St. Paul, through Maxon Inc., Minneapolis, for showing on KDAL-TV Duluth; KEYC-TV Mankato, Minn.; KGLO-TV Mason City, Iowa; KFYR-TV Bismarck, N. D.; Piel Bros., Brooklyn, through Young & Rubicam, New York, for showing on WRCV-TV Philadelphia; WGAL-TV Lancaster, Pa.; WABC-TV New York and WRGB(TV) Schenectady, N. Y., and Jackson Brewing Co., New Orleans, through Doherty, Clifford, Steers & Shenfield, New York, for showing on KALB-TV Alexandria, La.

Other pairings will be announced as they are completed, according to Ziv-UA. In the past, Ziv-UA has effected such "mergers" in as many as 73 localities for a single advertiser, a company spokesman said.



TWO you can TRUST

for advertising accuracy

NATIONAL REGISTER PUBLISHING CO., Inc.

147 West 42nd Street, New York 36, N.Y.
333 North Michigan Avenue, Chicago 1, Ill.
2700 West 3rd Street, Los Angeles 57, Cal.

Adviser Landis lands on Hill grill

MINOW, OTHERS ALSO TO TESTIFY ON KENNEDY AGENCY REVAMPS

President Kennedy's proposals to reorganize the regulatory agencies are getting a thorough examination on Capitol Hill. And particular attention is being directed to his FCC recommendations.

On Thursday, Rep. Oren Harris' Regulatory Agencies Subcommittee, in a closed, previously unannounced meeting, grilled White House adviser James M. Landis for four hours on the FCC proposal. FCC Chairman Newton N. Minow was on hand to testify, but the meeting ran so late he was asked to return Tuesday morning (May 16).

On Wednesday, Rep. Clare E. Hoffman (R-Mich.) introduced resolutions in the House disapproving the four reorganization plans thus far submitted. The most recent, filed Tuesday, affects the Federal Trade Commission. It resembles its predecessors in that it would strengthen the power of the chairman and provide for delegation of responsibility to staff members.

On the same day, Chairman William Dawson (D-Ill.) of the House Government Operations Committee announced that group will begin hearings this Friday on the reorganization plans. Mr. Landis, the presidential aide credited with drafting the proposals, will be the first witness and will be followed by the chairmen of the affected agencies.

Another Landis Appearance ▪ Mr. Landis also is expected to be the first witness before the Senate Communications Subcommittee at hearings starting May 23 on the FCC plan. The Federal Communications Bar Assn. will appear at both open hearings to oppose the plan.

There was some doubt that all this attention would generate sufficient opposition in Congress to defeat the FCC plan or any of the others. The proposals go into effect, unless voted down by a majority of either House, within 60 days of being submitted.

But according to one of the proposals' opponents, "opposition is building up." Rep. William L. Springer (R-Ill.), second-ranking Republican on the Regulatory Agencies Subcommittee, said the reorganization plans, by investing the chairman with additional power, "will make one-man commissions." and "the party that controls the chairman will control the commission," added.

FCC Chairman Minow's scalding speech before the NAB Tuesday has increased the concern of those already worried, according to Rep. Springer. "If you put that plan together with Minow's speech, you get a frightening picture of how the plan would be implemented," he said.

Plan's Provisions ▪ The plan empowers the commission to delegate more authority to commission panels, individual commissioners, and subordinate employes. But it gives the delegating function to the chairman.

To ease their way through Congress, Mr. Landis reviewed the reorganization proposals with Rep. Harris, chairman of the House Commerce Committee, and Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee before submitting them. Sen. Magnuson has since expressed approval of the FCC plan (AT DEADLINE, May 1).

Rep. Harris, however, is still not satisfied. After the long session with Mr. Landis Thursday, he said that while he favors some of the FCC plan's objectives, "I can't say the methods are best." He said the session with Mr Landis was devoted to a discussion of the ideas and thinking that went into the plan's formulation.

The subcommittee questioned Mr. Landis closely and at length on what the FCC chairman's authority would be under the proposal, Rep. Harris said. "We're trying to find out what the plan does," he added.

Chairman Minow was noncommittal on leaving the hearing room as to whether he thinks the plan is headed for trouble. "It's too early to tell," he said. Attending the session with him were five of his six fellow commissioners—Frederick W. Ford, Rosel H. Hyde, T.A.M. Craven, Robert T. Bartley, and John S. Cross. Commissioner Robert E. Lee was absent.

Program form: some changes, more time to comment

Revisions to the proposed—and controversial—revisions of the FCC's program reporting form were promised by the agency last week in an extension of the June 1 deadline for commenting.

Broadcasters had been near unanimity in their condemnation of the commission's proposal and last week's extension—to an unspecified date—was granted following a crash program of meetings between industry representatives and the FCC (BROADCASTING, May 8). A new date for the comments will be set as soon as the FCC approves changes.

The Broadcast Bureau was ordered to expedite the revision and pending its completion, the commission said that no useful purpose would be served by comments on the presently-outstanding proposals. It is expected that the newest new forms will include alternate questions in certain categories for am and tv stations and less reliance on an average week with a return to more of a composite-week method.

Many questions which were vague and susceptible to double meanings also will be clarified, a spokesman said, but the basic premise behind the new form will remain the same.

Suggestions on how to make the programming form more current and useful were submitted to the commission last week by Elmer G. Sulzer, chairman of the radio-tv department of Indiana U. He said the requirement to describe each station's service area would present an engineering task too expensive for many stations. The implication that each station should carry religious programming was contrary to both the Constitution and the concept of church-state separation, Mr. Sulzer claimed. He also felt that agricultural programming was a waste of time in some areas and less helpful than formerly in most parts of the country.

Mr. Sulzer would break the programming definitions into "entertainment" and "information." Pointing out that the public interest varies widely throughout the country, he said the FCC will still have to rely on case-by-case analysis. He said the FCC's main tools should be a station's composite-week logs, the nature and evaluation of complaints against a station and field investigations in those cases, "and only those cases, where the judgment of the station seems open to question."

Off-season buy

The New York Republican County Committee, in what is a rare move for a non-election period, will sponsor its own weekly political series on WOR New York. The paid series, which was bought through the Alban Corp., N.Y., a public relations firm, will be broadcast from 2:55-3 p.m. on Sundays.

More examples cited on required mentions

The FCC moved last week to tighten further its rules covering identification of products mentioned on the air. The agency asked for comments by June 19 on rulemaking which would require an announcement if certain groups have an interest in a service or product which is promoted and the fact that such interest exists is not readily apparent to the public.

Covered under the proposed rules are licensees, networks which furnish promotional matter, any officer, director, employe or 10% owner of licensees, and any person appearing on a program wherein a product is promoted in which he has a financial interest. Stations and networks would be required to exercise "reasonable diligence" in ascertaining the existence of financial interests covered by the proposed rules.

The following 13 examples were listed by the commission as either applicable or non-applicable to the new rules:

(i) A radio network directly or indirectly has an ownership interest in a company engaged in the business of producing phonograph records. A popular music recording produced by that company is played during a program of the network, and program announcer gives the names of the selection, the composer, the performing band, the soloist and the record manufacturer. No announcement is necessary since it is customary to identify musical recordings in this manner.

(ii) Facts as under (i) but the announcer comments favorably on the popularity or appeal or merits of the record. Announcement is necessary where such comments are not customarily made, but not necessary if such matter is customarily interpolated in the program format.

(iii) The parent corporation of a television network is entitled to share in the proceeds of the sale in stores, of a game which is based on a similar game broadcast as a program of that network. During that program it is announced that the same or a similar game of the same name can be bought at stores. Announcement of the network's interest is necessary, since mention of the public sale of the game is not necessary to its performance on the program.

(iv) Facts as under (iii) except that instead of the announcement that the game can be bought at stores, copies of it are given away on the program as prizes. An announcement of the network's interest is necessary since it is not necessary to the program that copies of the game be included in the prizes awarded to contestants.

(v) Facts as under (iv), except that the program on which the game is played is sponsored by the company which manufactures the game and the appropriate sponsorship identification is broadcast. Additional announcement is not necessary.

(vi) A person who is the licensee of a radio station owns shares in a publicly held corporation. That corporation sponsors a program broadcast over the station and proper sponsorship identification is made. No additional announcement is necessary.

(vii) A person appearing on a television program not associated with a particular game mentions and praises it. He has an interest in the proceeds from its sale. Announcement is required since its mention is not reasonably necessary to the program and his interest is not otherwise evident to the audience.

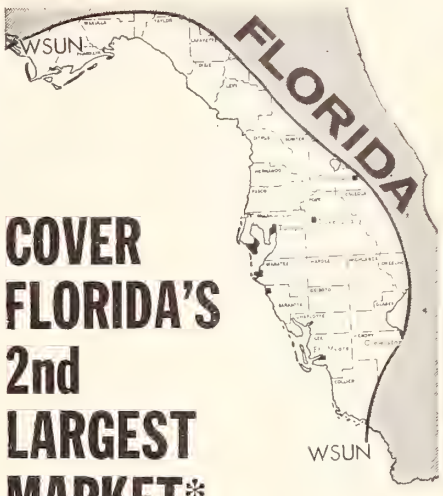
(viii) An actor who plays the leading role in a motion picture appears on a television program and mentions the film. The actor is entitled to a percentage of the income from exhibition of the film. No announcement is necessary since it is ordinarily to be expected that the actor will benefit financially from the success of the film.

(ix) The author or publisher of a book appears on a broadcast program and mentions the book. No announcement is necessary since it is readily apparent that the author or publisher will have a financial interest in the proceeds from its sale.

(x) A singing celebrity appears on a regular or special broadcast program and sings a song which is available on records for sale to the public. No announcement is necessary.

(xi) Facts as under the previous example, but the singer refers to the fact that the song is available on records. Announcement is not necessary, since it is readily apparent that the singer will benefit financially from the sale of the record.

(xii) An employee of a radio or television station has an interest in dance band which performs on a broadcast



COVER FLORIDA'S 2nd LARGEST MARKET* and 29 Counties with 1 Station!

Tampa-St. Petersburg is Florida's second largest market, with a metro population of 772,453*! But that's not all! WSUN is the only station on Florida's West coast covering the entire 29 county area with 1,420,007* residents.

ADD TO THIS WSUN's GREAT ADULT AUDIENCE (97.2%)** . . . the greatest percentage of adult listeners. This means ADULT BUYERS throughout the entire 24 hour broadcast day!

REACH ALL OF FLORIDA'S 2nd LARGEST MARKET ON THE ADULT STATION!

*1960 Census **Pulse 6/60

WSUN 620 KC
TAMPA - ST. PETERSBURG
Natl. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS

over the station. Without more, no announcement is necessary.

(xiii) Facts as under the preceding example, but the audience is informed that the band plays at a certain dance hall or other place or is available for engagements. Announcement is necessary since the additional matter is not ordinarily necessary to the performance of the band during the broadcast and serves to promote patronage of the band beyond listening to or watching its broadcast performances.

WMCA goes to court in editorial campaign action

WMCA New York and its president, R. Peter Straus, have filed a suit in U.S. District Court in Manhattan challenging the validity of New York State laws which apportion the legislature "in a manner discriminatory to the residents of New York City."

Simultaneously, Mr. Straus began an editorial campaign over WMAC New York. He points out, for example, that there are 25 counties in upstate New York, which together have barely one-third of the population of Brooklyn, but nevertheless cast more votes than Brooklyn in the New York State Assembly. He urged voters in New York City to send cards to WMCA supporting the station's campaign.

Defendants named in the suit were Caroline K. Simon, New York Secretary of State; Louis J. Lefkowitz, New York State Attorney General, and representative members of the County Board of Supervisors and Boards of Elections. Joining Mr. Straus and WMCA as plaintiff were six citizens residing in the New York City area.

Westinghouse gets okay for space experiment

Westinghouse Broadcasting Co. received FCC authorization Friday (May 5) to build and operate experimental radio station to bounce signals off moon. Included in tests will be passive (non-radio-equipped) earth satellites for basic research and study of space communications.

Earth station will be located near Linthicum, Md., with reflected signals received by same station. Authorization is good until Nov. 1 on center frequency of 550 mc with 2 kw. Operational use will not be permitted since 550 mc is not part of band allocated for space research by 1959 Geneva convention.

Prime purpose of experiment is to determine feasibility of frequency sharing between space systems and conventional earth-bound communications services of various kinds.

HARRIS ETHICS HEARING JUNE 6-9

Sen. Carroll introduces bills on Kennedy proposals

Rep. Oren Harris (D-Ark.) and Sen. John A. Carroll (D-Colo.) moved forward with plans last week to improve the performance of the FCC and other regulatory agencies, particularly in the field of ethics.

Rep. Harris, chairman of the House Commerce Committee, announced that group will hold a hearing June 6-9 on his bill (HR 14) to curb backdoor influence on the agencies and to prohibit off-the-record communications.

Sen. Carroll, chairman of the Senate Administrative Practice & Procedure Subcommittee, introduced a three-point legislative package Thursday. One bill (S 1843) would implement the President's proposal to set up and enforce ethical standards and another (S 1844) to ban *ex parte* contact. The third (S 1842) would provide uniform 10-year terms for members of the FCC and nine other boards and commissions.

Sen. Carroll previously introduced a regulatory agency bill (S 1734), which would upgrade the role of hearing examiners. A hearing on that proposal will be held Thursday and Friday (BROADCASTING, May 8).

All four of the senator's bills grew out of the findings of his subcommittee, which has been looking into regulatory agency problems almost two years.

Rep. Harris said his bill, identical to one he introduced in the last session of Congress, is the result of "disclosures of improprieties" originally brought to light by the old Legislative Oversight Subcommittee, which he headed.

Bill's Provisions ▪ The measure would prohibit improper influence on commissions, require high ethical standards on the part of commission members and employes, and make off-the-record contacts subject to criminal penalties. It also would make uniform the President's power to remove agency members for cause.

A major feature of the bill would grant the agencies authority in borderline cases to announce publicly when the bill's provisions apply to a proceeding. Rep. Harris said this is consistent with President Kennedy's recent conflict-of-interest message which favors giving agencies the authority to tailor prohibitions to their own proceedings.

Sen. Carroll's ethical standards bill would provide penalties for those violating presidential directives, such as the one issued May 5, which bans conflict-of-interest activities. Commission members and employes and those working in executive departments would be subject to discharge or to one-year suspensions without pay. Persons practicing before an agency who encourage employes to violate the code could be barred from practicing before that agency for a year.

The *ex parte* bill requires full disclosure of all private or written contacts made between parties to a hearing and decision-making members of regulatory agencies. A similar provision is in the Harris bill.

The bill to establish 10-year terms for members of the major commissions and boards is designed to ease the President's job in recruiting able men to serve on them, according to Sen. Carroll. At present, the members' terms run between five and seven years.

The bill would also empower the President to remove a member of the opposing political party and replace him with someone of his own choice. Sen. Carroll said this would protect a President's program "from being frustrated by a commission stacked with members of the opposing party." The displaced member however, would continue to receive his full salary until the normal expiration of his term.

Supreme Court refuses to review Boston ch. 5

The battle of the *Boston Herald Traveler* to overturn the FCC's ruling in the Boston ch. 5 case ended last week when the U. S. Supreme Court refused to review the case.

The FCC set aside the 1957 grant to the newspaper on the ground that there had been behind the scenes maneuvering with FCC commissioners. It said that it would re-evaluate the original applicants, including the *Herald Traveler,* to determine who should receive the grant. The *Herald Traveler,* the commission said, should continue to operate its WHDH-TV under temporary authority until a new decision was reached. Other applicants are Greater Boston Television Corp. and Massachusetts Bay Telecasters Inc.

The *Herald Traveler* claimed that the FCC could not vacate the ch. 5 grant without a formal hearing.

The commission last week renewed the license of WHDH Boston, the radio adjunct of the tv station, but warned it was without prejudice to any action taken in the tv case.

Judgement against KXLY

Richard E. Jones, former manager of KXLY-AM-FM-TV Spokane, Wash., won a judgment of $100,000 from his previous employers in a ruling by a local judge May 4. Mr Jones had sued for $325,000, representing he said, the value of his 10% of the ownership of the stations, plus unpaid salary. The

judgment was against Northern Pacific Television & Radio Corp. and its officers, Norman Alexander and Joseph Harris. In his decision, state Judge Raymond F. Kelly said he had valued the stations at $2,250,000 as of the end of 1958 when Mr. Jones ceased to be manager.

NLRB says KXTV (TV) unions violated labor act

American Federation of Television & Radio Artists (AFTRA) and National Assn. of Broadcast Employes & Technicians (NABET) violated the National Labor Relations Act by engaging in unfair threats against advertisers of KXTV (TV) Sacramento, Calif., according to a trial examiner's ruling. The unions must cease such practices, the trial examiner, Howard Myers, ruled.

Two months ago the U. S. District Court in Sacramento had enjoined the unions and their members from engaging in misconduct pending a ruling by NLRB on charges brought by the station, one of the Corinthian group.

Robert Wilson, station manager, said the ruling by the examiner and the court injunction vindicate the station's position that union tactics against advertisers were unfair, unlawful and improper. Company attorneys have been instructed to continue prosecution of a complaint for damages against the unions and their representatives.

Radio One rebuts KMAK sale protest

Radio One (KXOA Sacramento and KLIV San Jose, Calif.) last week asked the FCC to ignore protests by KYNO Fresno against Radio One's proposed purchase of KMAK there (BROADCASTING, May 1). Radio One claims KYNO has no standing as an aggrieved party and that its protest was based on "hearsay and double hearsay" in violation of the FCC rule requiring a protest to be based on personal knowledge.

Riley R. Gibson, president of Radio One, admitted in an affidavit he had favored the idea of changing KMAK's call letters to KOAK (pronounced Coke) as a tie-in with Coca-Cola Co. But, he said, there is nothing in FCC policy or procedures that "precludes the identification of a station with a collateral venture, commercial or otherwise." As examples he cited WMGM New York (MGM) and KRON San Francisco (as in *Chronicle*).

As for KYNO's complaint that proposed programming for KMAK would duplicate that of Radio One's other stations, and thus not be representative of Fresno's particular needs, the company responded that under current FCC procedure it is not required to narrate the steps it took to determine the community's needs but that it feels the programming would serve Fresno.

In rebutting KYNO's charges that Radio One introduced the prospective station manager as already running the station and otherwise had indicated that the sale was approved, Radio One was joined by McMahan Broadcasting Co., the seller and current licensee. Both companies denied that an unauthorized transfer or control had transpired or was so represented. McMahan asked the commission to dismiss KYNO's petition before June 1 when the sale contract expires, lest KYNO achieve its end without establishing its case.

FCC used devious method in renewal move—WGMA

WGMA Hollywood, Fla., which faces a license-renewal hearing on the character qualifications of one of its owners (Daniel Enright, who was implicated in the 1959 tv quiz scandals), accused the FCC of using devious procedures and asked the commission to reconsider. The license-renewal hearing would hold up the proposed sale of WGMA to Kingsley H. Murphy Jr. and Carroll E. Crawford for $265,000 (BROADCASTING, April 17).

The station said the FCC could have initiated revocation proceedings (in which the burden of proof would have rested with the agency) in 1959 when it looked into the quiz scandals. The commission had another opportunity to precipitate a hearing when the sale application was filed in August 1960, WGMA claimed. By waiting until the station's license is up for renewal the FCC has violated both the Administrative Procedures Act and the Communications Act, the station charged. WGMA said there is no FCC precedent for blocking a sale because of the qualifications of the seller and claimed that to be the reason for the processing delay.

WGMA suggested three alternatives for the commission: (1) grant the assignment of license; (2) revoke the order setting the renewal for hearing and send a 309(b) letter of warning; (3) consolidate the assignment of license and renewal of license applications into one hearing.

The station also requested an extension of time—until 15 days after the FCC acts on its petition for reconsideration—in which WGMA may file to change or delete issues and in which WGMA may issue public notice of hearing.



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 71% SHARE OF AUDIENCE

According to November 1960 ARB we average 71% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV

Channel 8
Monroe, Louisiana

The only commercial TV station licensed to Monroe.

CBS • ABC

A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: Greenville Division of the Chicago Mill and Lumber Company, Greenville, Mississippi.

New overlap concept seen in FCC action

A new concept of what constitutes unacceptable overlap of the signals of commonly-owned broadcast stations was added to the FCC's interpretation of regulations last week.

Over the dissents of Commissioners T. A. M. Craven and John S. Cross, the commission set for hearing the $600,000 purchase of KGMS Sacramento, Calif., by four individuals, three of whom also own varying interests in KFIV Modesto, Calif., and all four in KFAX San Francisco. Ownership of all three stations, the commission said, violate Sec. 3.35 (a) of its rules covering overlap.

Prospective buyers of KGMS are A. J. Krisik (51.1%), Theodore Wolf (29%), A. Judson Sturtevant Jr. (10%) and Herbert W. Dustin (9.9%). The commission said that joint coverage of the primary service area of the three stations would encompass 150 miles in central California, although it was admitted a 2mv/m overlap probably would not exist.

In addition, the signals of none of the three stations would reach the home cities of the others and the overlap, the prospective buyer, Capitol Broadcasting Co., stated, is encompassed in a "mountainous, rural area."

This is the first action of this type by the commission in the memory of veteran employes. In the past, approval has been granted with only one or two dissents (primarily by Commissioner Robert T. Bartley).

The case, however, may not become a commission benchmark since there is a possibility that the contract will be voided. It provided that either party may cancel 150 days after the application for approval is accepted by the commission (in this case, on Dec. 21, 1960). If this happens, an FCC official stated, the commission's action last week would result in an actual denial of the transfer through a "lifted eyebrow."

Capitol Broadcasting is buying KGMS from Anthony C. and Alfred A. Morici and associates. Voting for the hearing were Commissioners Newton N. Minow, Frederick W. Ford, Rosel H. Hyde and Robert T. Bartley. Commissioner Robert E. Lee, who was ill, missed last week's meeting.

at WGY...

being listened to rather than just being heard is the difference between selling and not selling. People listen to WGY because they like WGY PERSONALITY PROGRAMMING. That's why WGY will sell for you in Northern New York and Western New England. 982-20

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ALBANY • SCHENECTADY • TROY

Ch. 6 applicant replies to 'deception' charges

South Florida Amusement Co., the applicant favored by the hearing examiner's initial decision for ch. 6 Miami, replied sharply last week to charges of deception levelled by competing applicant, Coral Tv Corp. (BROADCASTING, May 8).

South Florida said that the statements in Coral's protest are hearsay and noted that those making insinuations about South Florida principal Sherwin Grossman and about his one-time uhf station WBUF-TV Buffalo did not submit sworn statements. The petition contained several affidavits from people said to be present when Mr. Grossman allegedly told an employe not to turn over the station's logs to anyone, particularly not the purchaser, NBC. All affidavits said the remark was not made. Coral had said Mr. Grossman made the remark while employes loaded the logs into the WBUF-TV station wagon. The affidavits said that WBUF-TV had no station wagon but that NBC did. Mr. Grossman said the confusion surrounding the turnover of the station to the network may account for NBC's losing the logs.

All sworn statements denied the Coral charge that WBUF-TV had conducted phony quiz programs and then refused to pay the prizes.

Tower painting clears hurdle

The Senate Commerce Committee has approved without objection a bill (S 684) authorizing the FCC to require owners of abandoned radio towers to continue to paint and illuminate them. The aim is to prevent the abandoned towers from becoming a hazard to aircraft.

The bill, which was introduced at the request of the FCC, would also empower that agency to require the dismantling of towers if that proved necessary. This was added as an amendment on the recommendation of Sen. A. S. Mike Monroney (D-Okla.).

Robinson am application set for hearing by FCC

The application of Aaron B. Robinson for a new am station in Holly Springs, Miss., was set for hearing by the FCC last week on the dual issues of concentration of control and proposed programming.

Mr. Robinson's programming plans would not meet the public interest, according to the commission, because his live offerings would consist of only 2% of the total broadcast time and no provision has been made for education and discussion. According to Mr. Robinson's application, his programming was broken down this way: entertainment, 73%; religion, 4%; agricultural, 10%; education, 1%; news, 10%; discussion, 1%; and talks, 1%.

The applicant also told the commission that when local controversies arise he will provide a forum for discussion on the air and will search out qualified speakers. In addition, he proposes to employ a fulltime newsman.

The concentration-of-control issue arose because of Mr. Robinson's majority ownership of WLMA Corinth, Miss., and five Tennessee stations—WDXI Jackson, WTPR Paris, WENK Union City, WDXN Clarksville and WDXE Lawrenceburg. The Holly Springs station would give him seven ams—the maximum permitted under FCC rules.

Transmitter move denied

The United States Court of Appeals upheld the FCC last week in denying the request of WNHC-TV New Haven to move its transmitter site. The unanimous three-judge court ruled that the FCC was right in refusing to grant the Triangle station the right to move since it would interfere with the "delicate balance" of uhf in Springfield, Mass. The decision was written by Circuit Judge Charles Fahy, and concurred in by Judges Charles A. Danaher and Warren E. Burger. The FCC granted the initial WNHC-TV application to move, but reconsidered when WWLP (TV) Springfield protested. A corrollary appeal by Triangle, against the FCC's refusal to take notice of information regarding WWLP's financial ability, was dismissed by the court.

Main Street U.S.A. is getting longer

USIA TURNS TO AMERICAN RADIO-TV STATIONS FOR PROGRAM HELP

Main Street, U.S.A., runs from Phoenix, Ariz., and Keene, N. H., to the African bush and the marketplaces of India—or can, if given the electronic bridge of a privately-produced U. S. radio or television program.

This is the view of the U. S. Information Agency, whose Voice of America and International Television Service for the past few years have been augmenting their own productions with documentaries and other programs first carried by U. S. stations.

KFRE Fresno, Calif., for instance, produced for its own audience a half-hour documentary on the Central California Water Project which VOA picked up for rebroadcast to India and other parched lands in the Middle East. The Voice, in fact, thought the subject of Americans working to solve their water problems of such universal interest that it asked KPHO Phoenix to do a follow-up. And KPHO came through with three half-hours on *The Arizona Water Story,* which it also broadcast to its home audience.

Thus far, the number of such locally-produced programs made available to USIA is not very large. And VOA officials regard their "competitors," the BBC, with considerable envy. The external service of that nationally-owned network has the entire BBC output to choose from in selecting programs for foreign broadcast. "What we're trying to do is get a fraction of this kind of help from private industry," said John Wiggin, VOA special projects officer, who has made numerous safaris from his office in Washington in search of programs.

More Slices Needed ▪ The Voice and the television service do produce their own programs on slices of American life, but they feel they don't have the resources to produce the quantity needed. And the thought of so many local stations with their talent and intimate knowledge of local people and institutions is enough to start USIA officials' salivary glands working.

VOA has been trying to satisfy its appetite for local programming since 1959, when Mr. Wiggin wrote some 200 stations, giving the agency's needs. He has followed up with personal visits and telephone calls, suggesting ideas as they occur. What, for instance, would be more appropriate for a Fourth of July program than for a Philadelphia station to take a microphone into Independence Hall and interview visitors on their reactions to the birthplace of American liberty? WFIL did it last summer. And, for a program on American industry, who could do a better documentary about the beers that made Milwaukee famous than a Milwaukee broadcaster? WTMJ did one on the city's best-known industry and VOA received it last month.

The programs are broadcast shortwave to all sections of the world during peak listening hours. Shows of special interest to a particular area are translated into the appropriate language.

No Fees For Stations ▪ Stations receive no money for feeding VOA (unlike the television service, which pays "a fairly nominal fee" for its acquisitions). VOA's only sales talk is to tell stations that stories in their communities would be of interest not only to their local audience, but to people all over the world.

This argument is sometimes greeted with disbelief. But once a station accepts it, it is apt to go all out, WKNE Keene, N. H., splurged on a *Salute to the Voice of America*—six half-hour documentaries spread over a two-week period last March. The programs covered such disparate subjects as the skilled industry in the area, the famous McDowell artists colony, and the Guernsey Club (dedicated to improving that cattle breed).

WBZ Boston did *Portrait of New England,* a 55-minute show first broadcast locally and then worldwide by VOA. Coming up are five half-hours, produced by WBT Charlotte, N. C., with an assist from WSB Atlanta, on the southeastern states. WMT Cedar Rapids, Iowa, did a documentary on the Amana Colonies, whose inhabitants, descendants of the original German settlers, have developed a number of thriving industries, including Amana refrigerators. Other material has come from WDTR (FM) Detroit, an educational station, which broadcast 2½ hours on the use of radio in Detroit schools, and WNBF Binghamton, N.Y., which did a program on the American shoe industry.

But not all programs have been received in response to a specific request. Some stations have volunteered ma-



WBZ Boston personality Carl deSuze (left) and Bill McGowan, WBZ producer, look over Boston's 300-year-old Grannery Burying Ground, which was described in the station's "A Portrait of New England."



Larry Burroughs (left), KPHO Phoenix program director, interviews Kenyon Udall, a local cotton farmer, for one of the documentaries produced for VOA. Mr. Udall is a cousin of Secretary of the Interior Stewart L. Udall.

terial. WBBM Chicago, for instance, contributed 2½ hours on American folk and political campaign music, and KWKH Shreveport, La., sent 2½ hours of programming on the winning of the West (in music and commentary) and the 50th anniversary of Harlingen, Tex.

Less Local Tv ▪ USIA's television service, partly because it has not made the same effort to tap the local stations, and partly because its technical problems in adapting local programs are greater, has not had as much success as the Voice in acquiring locally-produced material. In the past year, it has received several CBS-TV films—"Burma Surgeon Today," "Universal Laughter" and "Crossroads Africa." A staple item in the agency's files is a series of *Firestone Hour* segments, originally seen on ABC-TV. USIA's tv service also has picked up material from such organizations as the National Assn. of Manufacturers and the AFL-CIO.

But the only locally-produced tv show acquired in the last year was the WPIX (TV) New York *Cuba, Castro and Communism.* Although the USIA is delighted with the film and has distributed it in Spanish and Portuguese versions throughout Latin America, it is hardly designed to fill out a foreigner's view of the U. S.

What both the VOA and television service people feel are slipping by unnoticed are the bulk of the good documentaries and public affairs programs produced by local stations dealing with regional or state issues. To one VOA official with a feeling for metaphor, "America is a rich tapestry, made up of many bright threads." And the USIA, he added, "would like to get these threads from the local stations." Plans to gain greater station cooperation are reportedly under consideration at USIA (BROADCASTING, April 10). But for the present, the threads available to USIA, though colorful, are hardly enough even to start the tapestry's fringe.

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being listened to rather than just being heard is the difference between selling and not selling. People listen to WGY because they like WGY PERSONALITY PROGRAMMING. That's why WGY will sell for you in Northern New York and Western New England. 982-20

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Sen. Gore favors free political time

Sen. Albert Gore (D-Tenn.) believes broadcasters should provide free time for political broadcasts as a condition for getting and keeping their licenses.

He expressed the view during a Senate Elections Subcommittee hearing Thursday on legislative proposals to finance and regulate political campaigns.

He was engaged at the time in a discussion with Subcommittee Chairman Howard W. Cannon (D-Nev.) on the high cost of campaigning, and the chairman had referred to the practice of many broadcasters last fall of making free time available to political candidates.

"This time doesn't belong to the stations," Sen. Gore replied. "This is public time . . . It is not a question of the station giving time."

Later he said he "would make this (the granting of free political air time) a condition of granting a license," either at its initial issuance or at renewal time.

He said that "the time belongs to the people," and since licenses are issued without charge, there should be no doubt about the licensees' responsibility for providing free political air time.

Sen. Gore agreed with Sen. Cannon's observation that his views on the ownership of the airwaves coincided with those expressed by FCC Chairman Newton N. Minow in his speech before the NAB Tuesday (May 9). Sen. Gore said it was "a fine speech" and that he planned to insert it in the *Congressional Record.*

Favors 'Realistic' Ceilings ▪ The Tennessean was testifying in support of his bill (S 1623), which would set "realistic and enforceable" ceilings on campaign contributions and spending. He said existing law, which was enacted more than 35 years ago, is "wholly inadequate."

The nation's broadcasting industry, along with print media, did come in for praise during the hearing for their efforts to stimulate interest in the 1960 campaign. Sen. Frank E. Moss (D-Utah) referred to the "immense amount of free time and space made available by these media to the 'contribute—work-vote' campaign."

Approval of a bill (S 227) to provide federal subsidies of up to $1 million for radio and television time for major party presidential candidates was urged by its sponsor, Senate Democratic leader Mike Mansfield. Parties polling less than 10 per cent of the vote in the previous campaign would be eligible for $100,000.

Both Sen. Mansfield and Sen. Cannon cited President Kennedy's endorsement of the principle of the federal government sharing a large part of the burden of national political campaigns (AT DEADLINE, May 8).

Sen. Kenneth Keating, however, opposed the principle of federal subsidies. He favored a bill (S 604) which would seek to encourage a greater number of small contributions through the granting of tax credits. The bill would allow a credit of 50% on political contributions of up to $10.

Regarding federal contributions, Sen. Keating, a subcommittee member said, "Too often, our Washington reflex is to discover a problem and then throw money at it, hoping it will go away."

Sen. Keating is a co-sponsor of S 604, which was introduced by Sen. Edward V. Long (D-Mo.).

The FCC last week...

▪ Amended the table of assignments by allocating ch. 20 to Waterbury, Conn., and modified the permit of WATR-TV there to operate on ch. 20 instead of presently-assigned ch. 53. The commission also invited comments on a proposal by the National Etv & Radio Center to move ch. 46 from Bristol, Tenn.-Va., to Lexington, Ky., and reserve it for educational purposes. At the same time, the FCC denied an alternative proposal to assign ch. 47 to Lexington for educational use because it would be in conflict with current rulemaking involving allocations for Louisville.

▪ By Chief Hearing Examiner James D. Cunningham granted petition of E. C. Gunter to dismiss his application for ch. 3 San Angelo, Tex., but dismissed it with prejudice. He retained in hearing status the only remaining applicant, Abilene Radio & Television Co. (Dale Ackers, president), which owns KRBC-TV Abilene, Tex. No financial consideration was given.

▪ Invited comments by June 16 on proposals to add chs. 19 and 25 to Huntsville, Ala. The ch. 19 assignment was proposed by North Alabama Broadcasters Inc. and would be shifted from

Fort Payne, Ala., with ch. 65 to be reassigned there. Ch. 25 currently is allocated to Humboldt, Tenn., and its assignment to Huntsville was requested by Huntsville Broadcasting Co.

▪ Granted construction permits for new tv stations on ch. 27 in Tulare, Calif., to KCOK Inc., and on ch. 18 in Midland, Tex., to the Midland Telecasting Co. KCOK Tulare is owned by Joel K. and Harriet E. Munger. Midland Telecasting principals include Dalton H. Cobb and Henry C. Darwin, each with 49%. Mr. Cobb is in oil business and Mr. Darwin formerly owned KPAS Banning, Calif., and KHCD Clifton, Ariz.

▪ Was asked by WTVK (TV) Knoxville, Tenn., (ch. 26) to delete ch. 26 in that city and add ch. 8 at substandard mileage separation. The station claimed the drop-in could be accomplished without degrading the service of any existing co-channel or adjacent-channel station or changing any other station's assignment. It claimed a 5,800 square mile coverage area for that channel and said it would provide a competitive third vhf station in a major market.

▪ Was told by ABC-TV that the network has no objection to the proposal of Kentukiana Television Inc. to have ch. 51 in Louisville replaced by ch. 32, but that it wishes to emphasize it does not feel that would be an acceptable final allocation solution for the Louisville market. ABC-TV said the FCC should proceed with its hearing to move ch. 7 to Louisville from Evansville, Ind., so that Louisvile, a major market, may have a third competitive vhf station.

Government briefs...

Suspended sentence ▪ Mrs. Viviene Nearing, the contestant who defeated Charles Van Doren after he had won $129,000 on the defunct tv quiz show, *Twenty-One,* pleaded guilty to perjury last week. Mrs. Nearing, winner of $5,500 on the show, received a suspended sentence from Special Sessions Judge William E. Ringel in New York. The former contestant, an attorney, admitted she lied when she told a special grand jury in late 1958 that the quiz show was honest. The perjury cases of 18 other *Twenty-One* contestants, including Mr. Van Doren, were adjourned to May 22 because of the continued illness of prosecutor Joseph Stone.

Thomson to Communications ▪ Rep. Vernon W. Thomson (R.-Wis.), a freshman member of the House Commerce Committee, has been named to the vacancy on the Communications Subcommittee. He replaces Rep. William H. Avery (R-Wis.), who was elevated to the Rules Committee in March.

EQUIPMENT & ENGINEERING

RCA set styles for (air) waves of future

DEVICES CONCEIVED FOR 1970 TO BE COMPACT, USEFUL

Slim, trim and thoroughly functional; that's the shape of things to come in the consumer electronics field by 1970, according to "product concepts" made public by RCA.

On display at a news preview in New York last week were eight prototypes of future electronic sets, ranging from a pocket-size color tv set to a home communications system. Some of the revolutionary models now can be produced in the factory at great cost, newsmen were told, but in 10 years "the technical end should be solved" and all could be in mass production.

W. Walter Watts, RCA group executive vice president and president and board chairman of the RCA Sales Corp., said the new design concepts, "multiplied by the increasing interest in color tv," should allow the consumer electronic industry to increase its current volume from $10.2 billion to $21 billion in 1970.

Among the life-size mock-ups shown were:

▪ A combination color tv receiver and stereo radio set, battery-operated in a case the size of today's transistor radio.

▪ A book-size color tv-stereo radio unit with a clock timer housed in a hinged travel case.

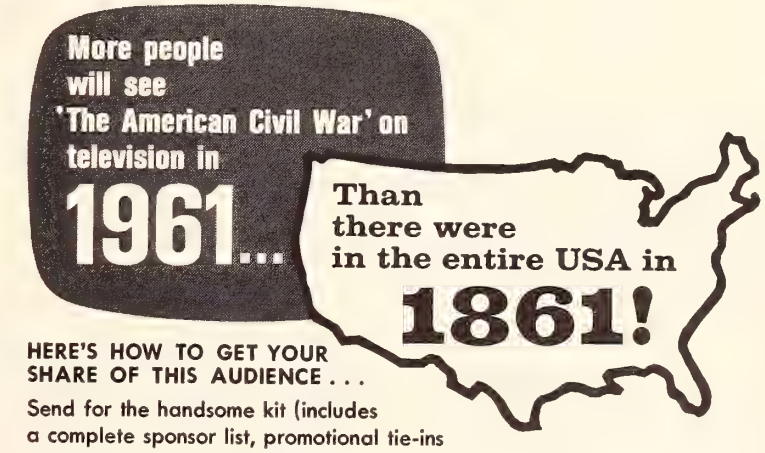
▪ A color tv set housed in an attache case that also will include video-audio tape facilities which allow salesmen to display pre-selected tv shows and sales presentations.

▪ A combination color tv-radio unit for the home which receives images from miniature cameras placed in areas of attention, such as the baby's room or play area outside the home.

▪ A large-screen color tv console, less than five inches in depth.

▪ A transitional console combining color tv, stereo radio and a video-audio recorder-player.

▪ A flip-over console with large-screen, worldwide, color tv on one side of a three-inch panel and an interna-



HERE'S HOW TO GET YOUR SHARE OF THIS AUDIENCE . . .

Send for the handsome kit (includes a complete sponsor list, promotional tie-ins and case histories). Audition prints available for immediate screenings.

THE AMERICAN CIVIL WAR

Thirteen (13) half-hour Sylvania Award programs.
Produced by the Westinghouse Broadcasting Company
Distributed by
TRANS-LUX TELEVISION CORP.
625 Madison Avenue, New York 22, N. Y. • PL 1-3110 • Los Angeles • Chicago

tional stereo radio on the other side.

▪ A "24-hour secretary" which permits an executive to record instructions on tape, then to have the taped information sent to his office by radio at a pre-set time.

All the new models are concepts of RCA's Advanced Design Center, established a year ago to experiment with advanced styling concepts for home instruments.

Varian registers stock offer

Varian Assoc., manufacturer of microwave tubes, vacuum equipment, and other electronic products, has filed with the Securities & Exchange Commission to register 347,883 shares of capital stock. The offer is to be made to shareholders at the rate of one new share for each 10 shares held. Approximately $3.87 million of the stock-sale proceeds will be used to construct two new buildings at its principal plant at Palo Alto, Calif., and for a new plant at Lexington, Ky.; $2.1 million will be spent during the rest of 1961 and $4.5 million during 1962 for equipment required to expand the company's productive capacity; $1.5 million will be spent to buy and develop an additional plant site and an unspecified amount used to pay off bank loans.

Varian Assoc. now has 3,461,000 shares of common stock outstanding, of which 16.7% is held by management officials.

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GE extorting stereo fees with clinic, firm claims

Extortion of license fees in advance for multiplex stereo was charged to General Electric Co. in complaints sent to the FCC, the Federal Trade Commission and the attorney general by Multiplex Development Corp., New York.

The letter of complaint is based on a purported requirement of a $1,000 license fee representing advance royalties for the privilege of attending GE's May 15 multiplex stereo fm seminar in Utica, N. Y. GE and Zenith multiplex stereo systems were selected by the FCC after it tested a number of ways of multiplexing stereo fm.

William S. Halstead, president of the complaining firm, charged in the letter that GE is taking "unfair advantage" of its favorable position by asking "an unreasonable amount from manufacturers in the face of a questionable patent situation." He said early tests of the system by Emil Hembrooke, Muzak Corp. research-development director, indicates the possibility of interference with the subsidiary communications channel when the FCC-approved system is employed in connection with existing special communications authorizations and mx receivers.

Technical topics...

Standard revisions ▪ Electronic Industries Assn. is asking for comments on proposed revisions of standards covering panel mounting racks, panels and associated equipment (SE-102). E. L. Kossoy, Premier Metal Products Co., N. Y., is chairman of the engineering group considering changes in the standards, first adopted in 1949.

New transmitter ▪ KPOJ Portland, Ore., has announced it is installing a new Model 316B 5 kw transmitter from Continental Electronics Co., Dallas. KPOJ is 5 kw and operates on 1330 kc.

Falling sales ▪ Motorola first quarter sales for 1961 fell to $59.7 million with earnings $802,977, President Robert W. Galvin has reported. Same quarter last year sales were $71 million with earnings over $3 million. The drop was attributed chiefly to the impact of the recession. Mr. Galvin said second quarter would improve, but not match 1960.

New tv tapes ▪ Laboratory produced samples of a new television tape are being tested on video recorders with "encouraging results," Audio Devices Inc., manufacturer of magnetic tapes and other recording materials, told stockholders in an annual report. Stockholders were also informed that first-quarter sales for 1961 reached a record $2 million, a 20% increase over the same period in 1960.

Film inspection machine ▪ Harwald Co., Evanston, Ill., has added new features to its film inspection machine "Inspect-o-Film," model U. The machine can stop anywhere on the film instantly, and the brakes can be adjusted by manual knobs. The speed range is 0-1,000 ft. per minute. Harwald also has introduced a film cleaner and processor which may be mounted on existing inspection tables. Its top speed is 1,000 ft. per minute, and it operates on 90-125 v., 50-60 cycle AC, using less than 200 w. The 16mm model costs $995.

New tv monitor ▪ A new 8" monitor has been made by Miratel Inc., New Brighton, Minn. Among its features are 10 mc video bandwidth (800 line resolution), 90 degree industrial quality aluminized kinescope, signal input 0.15 v to full contrast, and a self-contained fan. Price: $264.

New am transmitter ▪ RCA has introduced a new 50-kw ampliphase transmitter for am broadcasting, featuring all-siliconized power supplies. The new transmitter (Type BTA-50H) supersedes Type BTA-50G, while still retaining many of its basic designs. The all-siliconized power supplies of the BTA-50H are expected to reduce tube costs and result in improved reliability for remote control installations. In addition the power amplifier and driver of the new transmitter are equipped with new-type tubes which will provide them with greater peak power capabilities.

New tape recorder ▪ Midwestern Instruments Inc., Tulsa, Okla., recently announced a new tape recorder/reproducer series. The Magnecord 748 series has several speed and reel sizes and can play for six hours using 10½" reels. Price $924, $965 with a fourth (¼ track play) head.

Compact fm ▪ Compact designs in fm transmitting equipment announced by Standard Electronics, Farmingdale, N. J., can save broadcasters 45% of the space required by competing transmitters. Semiconductor rectifiers of unlimited life reduce replacement costs, cut power consumption and minimize heat dissipation. Also included is a provision for multiplexing with 30 to 15,000 cps bandpass on both main and subchannel for fm/fm stereo broadcasting. More details are available from the company.

Dual receivers ▪ A combination of two

receivers that permit continuous monitoring of audio frequencies from 10 kcs to vhf frequencies up to 54 mcs has been announced by Hammarlund Manufacturing Co., N. Y. The new dual unit employs the SP-600-VLF and SP-600-JX receivers. They feature low frequency drift and uniform sensitivity over the entire frequency range.

Fiscal report ▪ Net sales for the first six months of Foto-Video Electronics' 1961 fiscal year, ending March 31, reached $300,791, in contrast to $144,964 for the corresponding period of last year. The increase in net sales was attributed to "increasing acceptance of the company's products by commercial and educational tv stations"; completion of military contracts, and a contract from the U. S. Air Force for a standard Foto-Video color tv system.

Etv microwave system ▪ Collins Radio Co., Dallas, has developed a microwave system for closed circuit transmission of educational television programs. It is able to withstand severe weather conditions and it's reputedly more economical than wire line or cable. The system is effective for several hundred miles and can be used for transmitting two or more programs simultaneously through multiple channel systems. The complete system is described in a brochure available by writing to Microwave Sales Dept., Texas Div., Collins Radio Co., 1930 Hi-Line Drive, Dallas, Tex.

3M gross up, net holds steady

Minnesota Mining & Mfg. Co., St. Paul, last week reported first quarter sales of $139,680,358 and earnings of $16,489,082, as compared with 1960 sales of $128,669,218 and earnings of $16,217,911. Herbert P. Buetow, 3M president, said first quarter results this year were influenced "to some extent by general business conditions in the United States and expected losses in some of the recently-acquired subsidiary companies." Mutual was acquired by 3M last year and network officials have indicated the company is not operating at a profit.

Radio sales up; all production is down

Radio sales for the first three months of 1961 showed a rise over the comparable 1960 period, but production of tv and radio receivers, and tv sales remained below the three months of last year, the Electronic Industries Assn. announced last week.

Figures on production and sales:

Period	Television	Radio
	PRODUCTION	
Jan.-Mar. 1961	1,309,811*	3,589,154**
Jan.-Mar. 1960	1,579,447	4,465,706
	SALES	
Jan.-Mar. 1961	1,382,178	2,100,729***
Jan.-Mar. 1960	1,600,369	2,079,308

*Includes 71,324 tv sets with uhf, compared to 139,067 same quarter in 1960.
**Of this total, 1,079,336 were auto radios and 166,822, fm sets, compared to 1,863,094 auto radios and 192,764 fm sets in same period 1960.
***Excludes auto radio sales.

CBS buys new monitoring unit

SoundScriber Corp., North Haven, Conn., has sold its new "Monitor" record-keeping tape unit to CBS for its seven network-owned stations. The Monitor, capable of recording an entire day's programming on a 3-in. spool, has been installed to date in about 20 radio and tv stations.

Operating with a patented transverse recording track, the Monitor was introduced several years ago by SoundScriber but recently has been streamlined to table-radio size. Its reel takes up 2½ inches of tape per minute and records continuously for 24 hours.



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THE MEDIA

CBS SALES UP, BUT PROFITS DROP

Earnings drop $800,000, or nine cents a share

Net sales up almost $5 million, but consolidated net income down more than $800,000. That's the gist of the first quarter report announced by CBS last week. The first quarter breakdown shows net sales totaling $126,008,092 compared with $121,077,728 for the first quarter of 1960, while consolidated net income for the quarter was $6,025,978, compared with $6,829,367 earned in the same period last year.

Current earnings reflected the decrease in net income, dropping 9 cents from 79 cents per share (adjusted for stock dividend) earned for the first quarter of 1960 to 70 cents per share this year for the most recent quarter.

Stockholders of record at the close of business on May 26, 1961 were awarded a cash dividend of 35 cents per share on their common stock, payable June 9, 1961.

Stations survey listeners on programs

As the FCC mulls over projected changes in its programming questionnaires (BROADCASTING, May 8), two radio stations in widely-separated markets have tried on their own to ascertain the needs and desires of their audiences. KALE Richland, Wash., and WGAR Cleveland have both conducted surveys among their listeners to determine methods for evaluating station service to the community and types of programming that most appeal.

WGAR's survey, now in its tenth week, is in the form of a questionnaire sent to 300 listeners in the Northern Ohio region, with names chosen at random from the telephone book. With each questionnaire, the station sent a one dollar bill designed to ensure a high percentage of returns. To date, 75% of the questionnaires have been returned. Questions asked in the survey included the following: when and for how long do you listen to the radio each day; what interests you most and least in the programming schedule; and the last question, divided into two age categories, was what is your favorite Cleveland radio station and why.

Another aspect of WGAR's campaign to ensure better programming is the establishment of a Radio Advisory Council composed of 20 leading Cleveland citizens whose function will be to tell station management when and where programming needs are not being met.

KALE also mailed questionnaires to listeners in its area, but the major part of its survey was conducted on the air. On Sunday, April 29, KALE held its 11th anniversary party and also a program forum during which more than 150 Richland citizens, a community cross-section from all walks of life, were invited to take the microphone and evaluate the station's programming. KALE has a taped record of the session which lasted from noon until after 3 p.m. and yielded both praise and criticism of the station's performance as well as some new ideas which KALE is now studying, according to Harold K. Deutsch, co-owner.

While neither station considers its survey of listeners' tastes and wishes exhaustive, both feel that a considerable amount of useful information has been gained.

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A highly successful AM Radio and Television station combination is now available. It is a profitable operation, and will require substantial cash down.

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NTA sells Telestudios to Metro-Goldwyn-Mayer

National Telefilm Assoc., which is in the process of selling WNTA-AM-FM-TV Newark, N. J., has sold NTA Telestudios Ltd., New York, to Metro-Goldwyn-Mayer Inc. The sale was made last week for a reported $500,000.

NTA has used the studios principally in the production of taped commercials and programs. George Gould, president of the NTA Telestudios, will continue in that capacity. MGM in recent months has sought to diversify and expand its entertainment interests.

Friendly Frost stations reported out of the red

Friendly Frost Inc., discount retail appliance stores, reported to stockholders it has had an undisclosed profit from WGLI-AM and WTFM-FM both Babylon, N. Y., which it bought in 1960 when the stations had a $78,000 operating deficit. A change of program format, new sales approaches and a broadening of the station's community services are cited as improving the broadcasting operation.

History contest winners

WTIC Hartford and KBTV (TV) Denver are winners of $500 first prizes in a radio-tv history contest co-sponsored by BMI and the American Assn. for State and Local History. WTIC won for its program *The Second Cataclysm;* KBTV (TV) for *Expedition Colorado: The W. J. Palmer Story,* produced in association with the State Historical Society, which also received a $500 award. In addition to the two first prizes, merit certificates are being awarded to WTIC and to WBBM-TV Chicago, WSB Atlanta, KOCO-TV Oklahoma City, WAVE Louisville, KSD-TV St. Louis, WBZ Boston and WMCR (FM) Kalamazoo, Mich.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ KJAX Santa Rosa, Calif.: Sold by Joseph and Lew Gamble to John Withers for $275,000. Mr. Withers is employed at WTCN Minneapolis-St. Paul; his wife owns 20% of KBST Big Spring, Tex. Joseph Gamble owns KJOY Stockton and KLAN LeMoore, Calif. KJAX is 5 kw day and 500 w night on 1150 kc. Broker was Edwin Tornberg & Co.

▪ KCLW Hamilton, Tex.: Sold by Coy Perry to San Jacinto Broadcasting Co. for $60,000. San Jacinto is headed by Frank J. Hedrick, Houston. KCLW

operates with 250 daytime on 900 kc. Broker was Patt McDonald Co.

▪ WSHH Latrobe, Pa.: Sold by Joel W. Rosenblum to Taylor Radio Corp. for $60,000. Keith W. Horton, president of Taylor, is manager of WELM Elmira, N. Y. WSHH is a 1 kw daytimer on 1570 kc. Broker was Paul H. Chapman Co.

Media reports...

McGavren adds stations ▪ WNOE New Orleans and WPTR Albany, N.Y., appoint the Daren F. McGavren Co., New York, as their station representative, effective on June 1 and July 1 respectively. James A. Noe is owner-general manager of WNOE and J. Meyer Schine is president of WPTR.

On the air ▪ KATO Stafford, Ariz., went on the air May 1. The new station operates on 1230 kc with 250 w. It is owned by Willard Shoecraft, licensee of KIKO Globe-Miami, Ariz. KATO is affiliated with NBC Radio and the Arizona Broadcasting System.

NBC increases ▪ WTSA Brattleboro, Vt., has joined NBC Radio as affiliate, raising total number of network affiliates to 191. Station is owned and operated by Tri-State Area Broadcasting Corp., of which Theodore Feinstein is president and Philips G. Terhune is station manager.

Recent move ▪ Consolidation of am radio technical facilities in newly expanded quarters at Radio City of WTMJ-AM-FM-TV Milwaukee was reported last week. Move is in contemplation of "extensive remodeling and enlargement" of facilities in future. Radio shift enables WTMJ-TV to install second video tape machine.

First in Canada ▪ NBC has established a full-time news bureau in Ottawa, Canada, the first network to do so, according to William R. McAndrew, executive vice president of NBC News. The bureau is headed by NBC News correspondent Leif Eid.

KYW-TV seminar ▪ KYW-TV Cleveland conducted a three day television seminar for its staff that was significant enough, it says, to warrant similar projects at other Westinghouse television stations. Producers Charles Friedman and Albert K. McCleery joined Larry Pickard, talent coordinator of the *Dave Garroway Show*, as discussion leaders.

Transistorized ▪ WKBV-AM-FM Richmond, Ind., has announced that all of its amplifiers have been transistorized. In making the conversion 20 transistors were used, according to Louis J. Duning, chief engineer. The switch will enable automatic programming for WKBV-FM to run 18 hours daily without repetition or attention from any manpower. Currently the station operates 12 hours daily, seven days a week.

Transcontinent's agency ▪ Transcontinent Television Corp. has appointed Jones & Hanger, Kansas City, as corporate agency for all its national advertising, effective today (May 15). The agency was also appointed to handle national advertising for Transcontinent stations: WROC-FM-TV Rochester, N.Y.; WNEP-TV Scranton-Wilkes-Barre, Pa.; KERO-TV Bakersfield, Calif., and WDAF-AM-FM-TV Kansas City. WGR-AM-FM-TV Buffalo has appointed Comstock & Co., that city, to handle local and national advertising. Comstock previously handled the station's local advertising only. KFMB-AM-FM-TV San Diego will announce its agency shortly.

Appoints rep ▪ The Negro Radio Assn., N. Y., has appointed D. Parke Gibson/Public Relations, that city, as its pr rep.

New KBS affiliates ▪ Keystone Broadcasting System, Chicago, has signed 13 new affiliates: WGRO Lake City, Fla.; WRIM Pahokee, Fla.; WSVL Shelbyville, Ind.; WCAT Orange, Mass.; WHMI Howell, Mich.; KLVO Hamilton, Mont.; KSEN Shelby, Mont.; WIPS Ticonderoga, N. Y.; WMVO Mount Vernon, Ohio; KDEH Sweetwater, Tex.; KBAN Bowie, Tex.; WAFC Staunton, Va.; WIXK New Richmond, Wis.

NBC writes a book

NBC has signed with George P. Putnam's Sons Inc., New York, for fall publication of a new book, *Memo to JFK*, in which NBC's foreign correspondents will present the background of major world problems facing President John F. Kennedy. Besides a preface by Robert E. Kintner, NBC president, and an opening chapter by William R. McAndrew, executive vice president, NBC News, the book will include chapters by each of nine overseas correspondents plus a chapter by Sander Vanocur, NBC's White House correspondent, who will report on plans put forward by the administration.

Laconia, N.H., am on air

WEMJ Laconia, N. H., has begun operations. The station, owned by the New Hampshire Broadcasting Corp., operates on 1490 kc with 250 w. Irving W. Kaizer is general manager.

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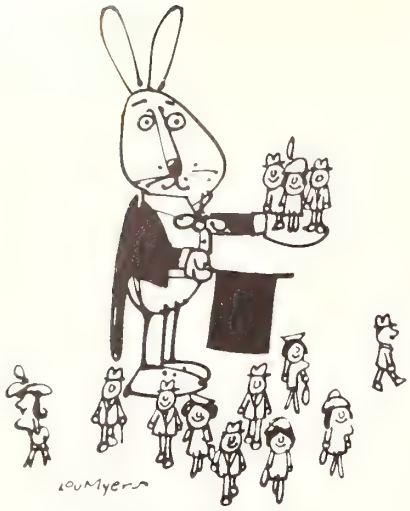
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NEGOTIATIONS • APPRAISALS • FINANCING



PUSH-BUTTON NUMBERS

The sad part about push-button circulation figures is that the advertiser pays for them—and pays handsomely. And the cost of tickets to The Numbers Game, already pretty high, goes up every time a publisher pushes a button and says: "Add another 3,000 names, George."

In ABP businesspapers, on the other hand, no amount of button pushing is going to produce 3,000 circulation —for *this* circulation has to be paid for . . . and new subscribers just don't jump into line when a publisher pushes a button. Advertising rates that go up at a publisher's decision are somehow harder to swallow than those that rise in response to reader demand.

We have nothing against numbers, understand—when they have dollar signs attached. But we feel that numbers *per se* are not the be-all and end-all in judging publication values. And we go so far as to say that a man who pays $x to subscribe to a publication is more meaningful, even as a sheer number, than one who pays nothing. He wants the publication more than he wants $x.

If you feel, as an advertiser, that the reader should meet you half way by *paying* for a publication, you can be sure you're putting your money on the right numbers when you put it in publications bearing this symbol:

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Tv's pull demonstrated at the polls

KRLD-AM-TV Dallas, one of the earliest stations in the Southwest to offer time to political candidates—and consummate it with a series of mayoralty debates, discovered the power of its own pull as 30,000 more votes were received for that office than any other one in the city's recent election. Expression pretty much tells the story of the above photo. Earle Cabell (l), winning candidate, makes a point while George Fox (r), one of the two losers, signifies his disagreement. The station, through President Clyde Rembert, also has offered an hour of prime time to John Tower (R) and incumbent Sen. William Blakley (D) (candidates for a special Senate runoff election to be hald May 27) for a "debate."

Jones resting comfortably

President Merle S. Jones of the CBS-TV Stations Division was reported to be resting comfortably in Harkness Pavillion hospital in New York last week where he has been undergoing treatment for inflammation of the intestines. A CBS spokesman said there was a possibility that Mr. Jones would be released from the hospital over the weekend. There has been no decision as to the date of his return to business duties.

WXEN-FM succeeds WABQ-FM

Establishment of WXEN-FM in Cleveland has been announced by Tuschman Broadcasting Corp. (WABQ, that city). WXEN-FM succeeds WABQ-FM which duplicated WABQ, Negro programming station. The new station will broadcast 100% foreign-language programming; it has six foreign-language directors.

WXEN-FM broadcasts on 106.5 mc and has 16.5 kw. It broadcasts from 3 p.m. to midnight Monday-Friday and 8 a.m. to midnight on weekends.

New fm in Indianapolis begins

WAIV (FM) Indianapolis, specializing in jazz and classical music, went on the air early this month. The new station operates on 105.7 mc with 5 kw. It broadcasts from studios in the Dearborn Hotel.

Owners of WAIV are Dr. Carl Godzeski, a microbiologist; Dr. R. E. Shipley, a physician; Dr. E. H. Flynn, an organic chemist; John C. Byrne, a pharmacist. Tom Freeman is the station manager.

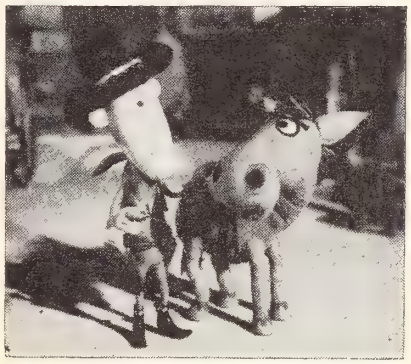
Japanese ad agency animates for U.S. producer

The details of contract under which Dentsu Adv., Tokyo, is producing an animated cartoon series for Videocraft Productions Inc., New York, were revealed last week by Arthur Rankin, Videocraft president. The Japanese agency also is preparing three similar series for Videocraft.

Dentsu, which is the fifth largest advertising agency in the world, also functions as a network and station operator and as a tv producer. It has been producing the five-minute *Pinocchio* series for Videocraft and has begun work on three other projects—*The Legend of Steed Stallion,* a children's series about a horse; *Willy Nilly,* a half-hour program centering around a "Walter Mitty-type" character and a half-hour family situation comedy still untitled.

The series is produced by an animation technique called "Animagic," developed jointly by Dentsu and Videocraft. Figures made of various materials are manipulated by hand and photographed via stop motion.

Pinocchio represents the first film series by Dentsu shown in the U. S., according to Mr. Rankin. In recent weeks it has been sold in 50 markets and is already on the air on 12 tv stations, including KRON (TV) San Francisco, KPRC-TV Houston, WIIC (TV) Pittsburgh, WAGA-TV Atlanta and KRLD-TV Dallas. It is scheduled to begin shortly on WHDH-TV Boston, CKLW-TV Windsor (Detroit), WGN-TV Chicago and WISN-TV Milwaukee. Videocraft has sold the rights to *Pinocchio* to distributors in various parts of the world, but has retained the U. S. rights.



A new animation series in development by Dentsu Adv., Tokyo, and Videocraft Productions is "The Legend of Steed Stallion."

Mr. Rankin believes that Animagic is superior to conventional animation and provides a "clear-cut, three-dimensional effect." He noted that Dentsu is utilizing more than 200 animators on Videocraft's series. He stressed that all creative endeavors—scripts, storyboards, character designs and soundtracks—are performed by Videocraft in New York, while physical production is at Dentsu under Videocraft supervision.

More than 70 five-minute episodes of *Pinocchio* are completed and a total of 130 will be completed by October, Mr. Rankin reported. The two half-hour shows are in pilot form and will be offered initially for network sale. Production on 130 episodes of *The Legend of Steed Stallion* is scheduled to begin in November.

Official Films plans $1-million expansion

A $1-million expansion program is being implemented at Official Films Inc., New York, for developing a new program series, increasing staff, strengthening overseas facilities and doubling home-office quarters, Seymour Reed, president, said last week.

Official is using the recently-acquired Paramount newsreel library to create various programs. Immediate projects are a series of 260 five-minute episodes, *Humor in the News,* and an hour-long series of six episodes, *Revolutions in Warfare.* Among the subjects scheduled for hour-long films are Babe Ruth, Franklin D. Roosevelt, *The Crime Years, The Depression Years* and *A Half Century of Sports.* Half-hour films are planned on the exploits of Admiral Byrd, Field Marshall Montgomery, General Rommel and Amelia Earhart. Official also is preparing a new half-hour series with the working title of *Flight Nurse,* which will be produced in Hollywood and on location.

Official has increased its sales and program development staff by 20%, according to Russ Saycroft, vice president. Foreign distribution of Official products, now numbering more than 30 series, has been extended to Japan and Australia.

The company's home office moved earlier this month to new and larger quarters at 724 Fifth Ave., New York, N. Y. The telephone number remains Plaza 7-0100.

CBS' new cartoon division

CBS Films Inc. has established a new cartoon division, CBS Animations, to produce animated commercials and 30-minute programs for tv. The new subsidiary will utilize the production facilities of CBS Terrytoons, which will now be maintained strictly for theatrical operations. Thomas Judge, former director of CBS-TV Production Sales (this division, which handled $5 million worth of tv commercial and program tape production work, was abandoned in January of this year), will head the new organization as general sales manager. CBS Animations temporarily will be located at 545 Madison Ave.

New tv production company

A new tv theatre and film production company, Francis Productions Inc., has been formed. Among other projects, it will present 10 half-hour weekly programs for the National Educational Television Network, starting in November. The new firm, with offices located in room 1500 of The Coliseum Bldg., 10 Columbus Circle, New York, is headed by Frank Perry and wife, Eleanor Bayer. Mr. Perry was formerly an associate producer with the Theatre Guild and Mrs. Perry is a playwright. The series for etv will focus on plays by new playwrights. A 10-minute segment from the plays, mostly ones that are still unproduced, will be read, discussed and analyzed. Mr. Perry, the authors and well-known directors will participate in the programs.

Programs for Tv sales $1.8 million since July

Programs for Television Inc., New York, has registered gross sales of $1.8 million since going into business last July. Among the programs the firm has distributed are *Main Event,* a half-hour sports series starring Rocky Marciano; *Art Linkletter & the Kids,* a 15-minute series, and the first package of post-1950 feature films released by the J. Arthur Rank Studios.

Main Event, which was launched earlier in the year, has recorded over $750,000 in gross sales and PTI officials predict the series eventually will have total sales of almost $2 million in 140 markets. The Linkletter series (78 quarter-hours) has run up a $500,000 gross in the first two months of 1961 and the Rank films, for which

PTI made a down payment of $1 million, has grossed back that amount in the past five months.

Al Levy moves to West Coast

Talent Assoc.-Paramount Ltd., is opening a new office on the Paramount-Sunset Hollywood lot on June 1. Alfred Levy, president of the company, will be in charge of the West Coast operation. Michael Abbott, who has been with the company for six years as a tv and theatrical producer, will serve as an executive of the new California office. Paramount Pictures bought a 50% interest in Talent Assoc. recently to form Talent Assoc.-Paramount Ltd. David Susskind will remain in New York as executive vice president.

Film sales...

A Way of Thinking (Banner Films): Sold to KRON-TV San Francisco; WSM-TV Nashville; WMT-TV Cedar Rapids; WFGA-TV Jacksonville; KMBC-TV Kansas City; WFLA-TV Tampa, and KRNT-TV Des Moines. Now in seven markets.

King of Diamonds (Ziv-UA): Sold to Safeway Stores for outlets in Billings, Butte, Missoula and Great Falls, all Montana; Galbreath Bakery, WATE-TV Knoxville; Tower Federal Savings & Loan Assn., Gustafson's Dairy Inc., and Buitoni Foods, all on WESH-TV Daytona Beach, Fla. Also sold to WTRF-TV Wheeling, W. Va.; KCBD-TV Lubbock, Tex.; WRGB (TV) Schenectady, N.Y.; WHTN-TV Huntington, W. Va.; WLUK-TV Green Bay, Wis.; WOC-TV Davenport, Iowa, and WKYT (TV) Lexington, Ky. Now in 134 markets.

Ripcord (Ziv-UA): Sold to Savannah Sugar Refining Corp. for stations in Atlanta; Charlotte; Charleston; Columbia; Greensboro; Winston-Salem; Washington, N.C., and Bristol-Johnson City. Also sold to KABC-TV Los Angeles; KLZ-TV Denver; WDSU-TV New Orleans; WNEP-TV Scranton-Wilkes-Barre; KFMB-TV San Diego, and WTVJ (TV) Miami. Now in 13 markets.

Four hour-long off-network shows (MCA-TV): Sold to KOSA-TV Odessa, KBMT (TV) Beaumont, both Tex.; KEZI-TV Eugene, Ore.; KGO-TV San Francisco; KVOS-TV Bellingham, KNDO (TV) Yakima, both Wash.; WTVT (TV) Tampa; KPLR-TV St. Louis, and WPTA (TV) Roanoke, Ind. Now in 45 markets.

Best of the Fifties (MGM TV): Sold to WFBG-TV Altoona, Pa.; WNBF-TV Binghamton, N.Y.; WKBW-TV Buffalo, N.Y.; KEZI-TV Eugene, Ore.; KFRE-TV Fresno, Calif.; WKZO-TV Kalamazoo; WLYH-TV Lebanon, Pa.; WCKT (TV) Miami; WNHC-TV New Haven, Conn., and WFIL-TV Philadelphia. Now in 10 markets.

Big Time Wrestling (Barnett-Doyle): Sold to GZT Melbourne, Australia, and to stations in Sydney and Brisbane.

Cosmic Monsters (Seven Arts Associated). Sold to WOR-TV New York.

SEVEN IN A ROW

For the seventh straight year the surveys* have proved the leadership of WCSH-TV in the 13 county Portland market.

**ARB, Nielsen, November 1960*

WCSH-TV delivers the Portland market with over one billion dollars in spendable income and over nine hundred million in retail sales.

WCSH-TV . . . Your best buy north of Boston.



WCSH-TV 6 NBC for PORTLAND MAINE

Remember, a matching spot schedule on WLBZ-TV in Bangor saves 5%.

Program notes...

Penal reform ▪ John Howard Assn., Chicago, national organization devoted to problems of penal reform, last week gave its 1961 award to WBBM Chicago for a seven-part documentary series, *The Price of Justice,* produced largely inside the walls of Cook County Jail. John Callaway was producer.

Sothern re-runs ▪ Thirteen re-runs of *The Ann Sothern Show* will be presented on CBS-TV, Mondays at 9:30 p.m., beginning July 13. The comedy series rebroadcasts will be sponsored by General Foods, through Benton & Bowles.

'CBS Reports' expands ▪ New *CBS Reports* schedule will go into effect in October when the CBS News series, currently carried every other Thursday (10-11 p.m.), will present three programs every four weeks in the same time period. In the fourth week, a variety of CBS News programming, drawn from *The Great Challenge, Years of Crisis* and news specials, will be scheduled.

New producer ▪ Stanley Colbert, who has made two independent motion pictures recently, was named producer of Ziv-UA's syndicate tv film series *Ripcord.* The series, which concerns the new thrill-sport of "para-diving," is now being offered to stations and advertisers.

New on CBS Radio ▪ CBS Radio is adding two new quarter-hour science series and a news analysis program, all starting this week. They are *University Explorer* (Sun. 11:45 a.m.-12 p.m.), produced by Hale Sparks of the U. of California's public information staff; *Science Editor* (beginning Friday, May 19, for scheduling by local stations), a weekly review of *Hard News* in applied science and technology and a 10-minute news show on Sunday, 11:35-11:45 a.m.

Service to agriculture ▪ The mass media, including radio-tv, will be honored by "Oscars in Agriculture" awards established by DeKalb Agricultural Assn. Inc., (hybrid seed corn), Dekalb, Ill., through its agency, Western Adv. The awards committee includes Ben Ludy, president of KWFT Wichita Falls, Tex., and Larry Haeg, general manager, WCCO Minneapolis, among others. Deadline for entries is June 15. Address: Room 3500, 35 Wacker Dr., Chicago, Ill.

New St. Louis film company

Ram Studios, St. Louis, recording and tv-film facility, has opened offices in the penthouse of the Ambassador Hotel, that city. It is headed by Herbert R. Ragsdale, formerly president of his own Kansas City agency. Other officers are Robert W. Edwards, vice president, previously with Greenway Adv., St. Louis, and Robert C, Chase, for 10 years with D'Arcy Adv., that city, as vice president in charge of production.

Atlas Film plans expansion

Plans to expand the tv commercial and program activities of Atlas Film Corp., Oak Park, Ill., have been announced. Atlas is now headed by James A. Kellock, for 25 years vice president and general manager of Wilding Inc., Chicago, who with associates has acquired controlling interest in Atlas from a local investment banking firm. Lawrence P. Mominee, previously Atlas president, now is executive vice president. Atlas has branches in Washington, D. C., and Bloomfield Hills., Mich., and plans to open other offices in New York, Cleveland, Cincinnati, St. Louis and Minneapolis.

Everybody (almost) likes 'Sing Along'

BONANZA YIELDS NO. 1 SPOT IN TVQ ATTITUDE POLL

Sing Along With Mitch may not be hitting the numerical viewing elite (the top 10 in audience ratings), but NBC's alternate Friday hour has become the sentimental favorite of the land. In TvQ's national attitude poll for April, *Mitch* and *Bonanza* switched their one-two positions of the month preceding.

Teenagers were the only top 15 group in the age, income and population subdivisions below to turn a deaf ear on the singing maestro. These show themselves a fickle lot altogether with their 15 favorites at least a third changed from the March quotients (BROADCASTING, April 10).

The nighttime breakdowns following come from a total-show picture that TvQ measures 10 ways in all, by sex, education, occupation, geography, etc. TvQ, a division of the Home Testing Institute, Port Washington, N.Y., gets its attitude scores by questionnaires from 1,000-family national samples, dividing the percentage of those familiar with a show into those who call it "One of my favorites." The winners for April:

TvQ TOP PROGRAMS
TOTAL AUDIENCE

Rank	Program		TvQ
1	Sing Along With Mitch	NBC	54
2	Bonanza	NBC	52
3	Andy Griffith Show	CBS	48
4	Wagon Train	NBC	46
5	Flintstones	ABC	44
5	Real McCoys	ABC	44
5	Red Skelton	CBS	44
8	Perry Mason	CBS	43
9	Gunsmoke	CBS	40
9	Rawhide	CBS	40
9	Untouchables	ABC	40

CHILDREN 6-11 YEARS OLD

Rank	Program		TvQ
1	Flintstones	ABC	90
2	Bugs Bunny	ABC	72
3	Dennis The Menace	CBS	70
3	Walt Disney Presents	ABC	70
5	Andy Griffith Show	CBS	68
5	Bonanza	NBC	68
5	Matty's Funday Funnies	ABC	68
8	My Three Sons	ABC	67
9	Red Skelton	CBS	65
10	Leave It To Beaver	ABC	63

TEENAGERS 12-17 YEARS OLD

Rank	Program		TvQ
1	Bonanza	NBC	62
2	Flintstones	ABC	61
3	My Three Sons	ABC	60
4	Untouchables	ABC	57
5	Roaring 20's	ABC	55
6	Route 66	CBS	54
6	Twilight Zone	CBS	54
8	77 Sunset Strip	ABC	51
9	Andy Griffith Show	CBS	50
9	Many Loves of D. Gillis	CBS	50

YOUNGER ADULTS 18-34 YEARS OLD

Rank	Program		TvQ
1	Bonanza	NBC	46
2	Sing Along With Mitch	NBC	45
3	Andy Griffith Show	CBS	43
3	Perry Mason	CBS	43
5	Untouchables	ABC	41
6	Red Skelton	CBS	40
6	Thriller	NBC	40
8	Route 66	CBS	38
9	Wagon Train	NBC	37
10	Checkmate	CBS	36
10	Naked City	ABC	36

MIDDLE-AGED ADULTS 35-49 YEARS OLD

Rank	Program		TvQ
1	Sing Along With Mitch	NBC	55
2	Bonanza	NBC	49
3	Wagon Train	NBC	46
4	CBS Reports	CBS	43
5	Andy Griffith Show	CBS	42
5	Candid Camera	CBS	42
5	Perry Mason	CBS	42
5	Red Skelton	CBS	42
9	Real McCoys	ABC	41
10	Checkmate	CBS	37

OLDER ADULTS 50 YEARS & OVER

Rank	Program		TvQ
1	Sing Along With Mitch	NBC	65
2	Lawrence Welk Show	ABC	56
2	Perry Mason	CBS	56
4	CBS Reports	CBS	50
4	Real McCoys	ABC	50
6	Wagon Train	NBC	49
7	Andy Griffith Show	CBS	46
8	Bonanza	NBC	45
9	Price Is Right (Night)	NBC	43
10	Garry Moore Show	CBS	42
10	Gunsmoke	CBS	42
10	I've Got A Secret	CBS	42

BY MARKET SIZE
TOP TV PROGRAMS
Over 2,000,000

Rank	Program		TvQ
1	Sing Along With Mitch	NBC	57
2	Flintstones	ABC	47
3	Andy Griffith	CBS	42
3	Bonanza	NBC	42
3	My Three Sons	ABC	42
3	Perry Mason	CBS	42
7	Red Skelton	CBS	41
7	Untouchables	ABC	41
9	Thriller	NBC	39
10	Candid Camera	CBS	38

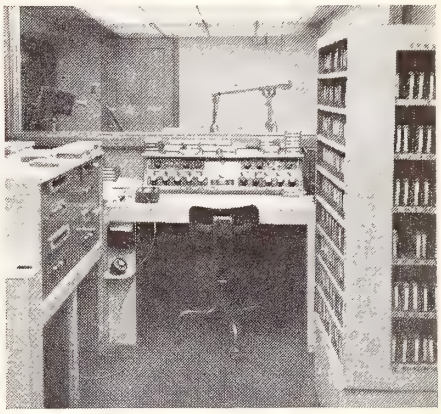
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Rank	Program		TvQ
1	Sing Along With Mitch	NBC	54
2	Bonanza	NBC	53
3	Red Skelton	CBS	49
4	Andy Griffith	CBS	45
4	Garry Moore	CBS	45
4	Untouchables	ABC	45
4	Wagon Train	NBC	45
8	Perry Mason	CBS	44
9	Checkmate	CBS	43
10	Candid Camera	CBS	42
10	Gunsmoke	CBS	42
10	Route 66	CBS	42

50,000-499,999

Rank	Program		TvQ
1	Sing Along With Mitch	NBC	54
2	Andy Griffith	CBS	53
2	Bonanza	NBC	53
4	Real McCoys	ABC	51
5	Wagon Train	NBC	49
6	Red Skelton	CBS	47
7	Flintstones	ABC	46
8	Perry Mason	CBS	45

NOT A TURNTABLE IN SIGHT!



St. Louis WIL Radio Control Room Completely Automated With AUTOMATIC TAPE CONTROL

Faced with an ever-increasing number of taped spots, themes, programs, special effects and production aids, Wonderful WIL turned to AUTOMATIC TAPE CONTROL. 100% of broadcast schedule is recorded on plastic covered tape magazines and stored in control room for instant broadcast use. Operator simply slips the magazine in a playback unit, pushes a button and the material is on the air. The tape resets itself automatically, ready for immediate reuse or storage. The Balaban stations pioneered this equipment which was designed by the originator and largest manufacturer of automatic tape control systems . . . now in use in over 600 radio and TV stations. Frequency response is ±2 db from 70 to 12,000 cps; ±4 db from 50 to 15,000 cps; signal-to-noise ratio is 55 db; wow and flutter are under 0.2% RMS.

Complete automation now possible with

NEW ATC 55

Newly developed unit permits playback of 55 consecutive magazines without resetting or reloading. Used in sets of two or more, ATC 55 can give you completely automated broadcasting.

Write or wire us for full details today.

AUTOMATIC ATC TAPE CONTROL

209 E. Washington St., Room 400
Bloomington, Illinois

Program 'strengths and weaknesses' measured

An attempt is being made to measure the "strengths and weaknesses" of episodes or segments within a network tv program, it was disclosed last week. A pilot study already has been made of CBS-TV's *The Garry Moore Show* (Tue., 10-11 p.m.),

The company experimenting with this form of "measurement" in the Home Testing Institute, Port Washington, N. Y., which publishes TvQ (measurement of people's opinions of tv programs as contrasted to services which measure audience size).

According to Harry Brenner, HTI's president, the new approach —said to have been requested by a client for a program which HTI doesn't identify—would permit even the "most knowledgeable producers and performers . . . to measure the public's pulse instead of their own in appraising both new and established tv properties." *The Garry Moore Show* experiment was conducted by TvQ researchers as a matter of interest to the firm (this particular study was not prepared upon client request).

As disclosed to BROADCASTING last week, the institute started by asking respondents to rate the program on the TvQ scale (as "one of my favorites," "very good," "good," "fair" and "poor"). It then proceeded to dissect the program by star and by program features. The TvQ for the show as a whole drew a most favorable response from 200 of the 499 questioned, or 40%. Stars Garry Moore, Carol Burnett, Durward Kirby all scored slightly above this level.

A particular segment—"That Wonderful Year" (show measured was telecast December 1960)—had a TvQ just under the show's level (a 35% compared to the 40), with the range then dropping in this order: comedy sketches (33), Marion Lorne (22), dancing group (15), opening theme (15), singing group (14) and guest performers in general (8).

Analysis ▪ Mr. Brenner makes this analysis (in part) ". . . It is of some interest to observe that the role in which Marion Lorne has been cast, is decidedly not receiving the same acceptance as the other stars. And it is clear that the selection of guests of this show leaves something to be desired. . . . It would certainly seem that more thought should be given to the kind of guests that would appeal to the audience of this show."

He notes that some of the "like" responses came from people who considered the show only "fair" or even "poor," which, he finds, presents an "opportunity to obtain clues to potentially very strong features." For example, he reads the scale to indicate that Messrs. Moore and Kirby are chief attractions for the particular group who generally do not like variety and who find the singing and dancing unappealing.

How Much A 'Fan' ▪ Also analyzed was the degree to which the respondent was a fan of the program. The person who labeled the show as one of his favorites apparently was more likely to be part of its primary audience and the one whose opinion was most important to the show's producer. The study found the frequency of viewing the particular show directly related to a respondent's over-all opinion of the program.

The analysts found they could detect prominent dislikes in "clusters" around a specific element within the show, a factor believed of special interest when applied to those who are the show's staunchest fans.

9	**CBS Reports**	CBS	44
9	**Route 66**	CBS	44

Under 50,000

Rank	Program		TvQ
1	**Bonanza**	NBC	57
2	**Sing Along With Mitch**	NBC	56
3	**Andy Griffith**	CBS	52
4	**Wagon Train**	NBC	50
5	**Real McCoys**	ABC	49
6	**Red Skelton**	CBS	48
7	**Flintstones**	ABC	44
7	**Route 66**	CBS	44
9	**CBS Reports**	CBS	41
9	**Father Knows Best**	CBS	41
9	**Gunsmoke**	CBS	41
9	**Perry Mason**	CBS	41

Rural

Rank	Program		TvQ
1	**Bonanza**	NBC	57
2	**Wagon Train**	NBC	53
3	**Real McCoys**	ABC	51
4	**Andy Griffith**	CBS	49
5	**Rawhide**	CBS	47
5	**Sing Along With Mitch**	NBC	47
7	**Gunsmoke**	CBS	44
7	**Perry Mason**	CBS	44
9	**Route 66**	CBS	43
10	**Flintstones**	ABC	42

TOP TV PROGRAMS BY INCOME
$8,000 & Over

Rank	Program		TvQ
1	**Sing Along With Mitch**	NBC	50
2	**Flintstones**	ABC	42
3	**Bonanza**	NBC	41
4	**Perry Mason**	CBS	39
4	**Red Skelton**	CBS	39
4	**Untouchables**	ABC	39
7	**Andy Griffith**	CBS	38
7	**Garry Moore**	CBS	38
9	**Kraft Music Hall—Como**	NBC	35
9	**Real McCoys**	ABC	35

Under $5,000

Rank	Program		TvQ
1	**Bonanza**	NBC	58
2	**Sing Along With Mitch**	NBC	52
2	**Wagon Train**	NBC	52
4	**Andy Griffith**	CBS	51
5	**Real McCoys**	ABC	49
6	**Perry Mason**	CBS	47
6	**Rawhide**	CBS	47
8	**Red Skelton**	CBS	46
9	**Gunsmoke**	CBS	45
10	**Route 66**	CBS	44

$5,000-$7,999

Rank	Program		TvQ
1	**Sing Along With Mitch**	NBC	58
2	**Andy Griffith**	CBS	48
2	**Flintstones**	ABC	48
4	**Bonanza**	NBC	47
5	**Red Skelton**	CBS	44
6	**Wagon Train**	NBC	42
7	**Real McCoys**	ABC	41
8	**Perry Mason**	CBS	40
8	**Untouchables**	ABC	40
10	**Candid Camera**	CBS	39
10	**Father Knows Best**	CBS	39

TvQ Score—the proportion of those familiar who have rated the program as "one of my favorites."

CAN YOU TAKE A JOKE??

Well, then I must confess that it's not exactly yours for the *taking*, but I DO offer—at reasonable rates—a weekly script service consisting of stories, satires, humorous comments on the passing scene—40 separate pieces of various length, designed to put the light touch to your programming. It's the kind of material which, for the past ten years has stood this country boy in good stead in the big city. It would, of course, be EXCLUSIVE to you within your coverage area!

If interested—and I hope you are—write for sample script and details to:

JACK STERLING

BARBTON, INC.

485 Madison Ave., New York 22, N. Y.

Sarnoff, five others honored in Montreux

16 OF 40 SPEAKERS AT TV FESTIVAL ARE FROM U.S.

RCA's board chairman, Brig. Gen. David A. Sarnoff, and five international colleagues have been selected by the International Telecommunications Union for awards this Saturday (May 20) at the Montreux, Switzerland, International Festival of Television Arts & Sciences.

The citations recognize contributions to international communications and climax the ITU festival symposium. They go to Gen. Sarnoff; Sir Noel Ashbridge, retired technical services director of the BBC and chairman of the Marcon: Group of Companies; Prof. J. Boutry of the French National Conservatory of Arts & Sciences and president of the Lab of Electronics & Applied Physics, Paris; Prof. P. V. Shmakov of the Leningrad Television Institute; Erik Esping, technical director of Swedish Post, Telegraph & Telephone and a study group chairman of the International Radio Consultative Committee (CCIR); Dr. Kenjiro Takayanagi, managing director of the Victor Co. of Japan and developer of the Takayanagi tv tape system.

Americans are contributing heavily to Montreux proceedings this week and next. Sixteen of 40 symposium speakers are from the U. S. and a discussion on space broadcasting is dominated by delegates from this country.

Dr. John R. Pierce, Bell Telephone Labs' director of research in communications principles, will analyze the potentialities of space tv relays. Dr. L. Jaffee of the U. S. Aeronautics and Space Administration (NASA) and R. P. Haviland of the General Electric Co. missile space vehicle department will give views on artificial satellites for tv.

Experts from RCA, GE, Ampex and other companies around the world will cover a broad range of technical subjects. An equipment trade fair runs through May 27. NAB's delegate to the festival is Herbert Evans, president of Peoples Broadcasting Corp., who will speak next week on television trends in North America. Screenings also start next week in the network music-variety show contest sponsored by the Swiss Broadcasting Corp. The "Golden Rose" award and a festival variety show will end the Montreux meetings May 27.

International exchange of tv ideas proposed

A proposal for the formation of an international organization to stimulate an interchange of ideas by American and European producers and directors of tv films and commercials was made last week by Nox Lempert, executive producer of Films Five Inc., New York, before a group of film students from 11 countries meeting at the Cannes Film festival in France.

Following Mr. Lempert's proposal, Nicholas D. Newton, Films Five president, stated his company is prepared to provide a convention and seminar site at Sugar Bush Valley, Vt., for a proposed conclave during the summer of 1962.

Films Five Inc. was organized recently to produce tv film commercials and industrial motion pictures. Other key executives in the organization are Jacques Dufour, creative director and Walter Bergman, supervisor of studio operations. Headquarters and studio facilities are at 18 E. 50th St., New York 22, N. Y. Telephone is Plaza 2-7960.

Abroad in brief...

Does it sell? ▪ Award-winning television commercials of the U. S. and Canada were featured at a special meeting of the Toronto Advertising and Sales Club on May 11. About 700 advertisers, agency and industry representatives attended the session. The commercials were being judged in New York by 58 top advertising executives on the basic question: "Does it sell?"

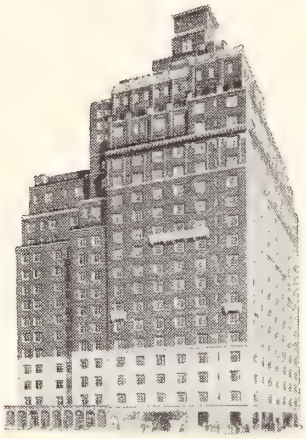
Retainer ▪ M. Levy Assoc. Ltd., Ottowa, Ont., has been retained as engineering consultant by the Canadian Assn. of Broadcasters. Dr. Maurice Levy, a graduate of French universities, had done work before World War II for the International Telegraph & Telephone Corp., was with the research laboratories of General Electric Co. of England from 1945-50, and since that time has been a member of the Canadian Defense Research Board.

World star cast ▪ Robert Saudek Assoc., N. Y., is scouting talent around the globe for a planned 90-minute tv special which will highlight the First International Assembly of the Academy of Television Arts & Sciences in New York next November. Robert Dowling, an Assembly committee chairman, is on special assignment to recruit talent from the USSR. Networks are bidding for rights to the show being produced by Saudek Assoc.

WITHIN A STONE'S THROW OF COMMUNICATIONS ROW!

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MADISON AVENUE AT 52nd STREET



A Bigger and Better

Berkshire HOTEL

Just steps from anywhere... now with 500 individually decorated rooms and suites — and completely air conditioned.



The magnificent new

BARBERRY

17 E. 52 St.

Your rendezvous for dining deliberately and well... open every day of the week for luncheon, cocktails, dinner, supper.

PLAZA 3-5800 • TWX: NY 1-138

KNOTT HOTELS



Vibrator chairs were the feature attraction at the BPA suite last week. But an old rocking chair inhabited by BPA President John Hurlbut (seated at left) seemed to cause the most comment. Other relaxers (l to r) are L. Walton Smith, WROC-TV Rochester (donator of the chair), a director of BPA; Don Curran, ABC Radio o&o stations; and Doug Holcomb, WGBI and WDAU-TV Scranton.

Ol' rocking chair's got him

President John F. Kennedy may have the most famed rocking chair in the land, but President John F. Hurlbut of the Broadcast Promotion Assn. says he will have the most traveled rocker in the country before the year is up.

It began at last week's NAB convention in Washington when Mr. Hurlbut, WFBM-AM-FM-TV Indianapolis, was presented with his own personal rocking chair by L. Walton Smith, WROC-TV Rochester, N.Y., a director of BPA, who lugged it 500 miles to Washington through a driving rainstorm—tied on the back of his compact car.

The rocker, it seems, brought much prestige to Mr. Hurlbut and BPA which had in its convention hospitality suite expensive vibrating chairs which were welcome sights to many a weary delegate.

Discovered in the attic of an old farmhouse near Rochester by Mr. Smith, the rocker apparently has a bright future in store with appearances scheduled for BPA's board meeting in June and annual meeting in November, both in New York.

Philip Morris throws a party in Louisville

Philip Morris Inc. threw its annual open house in Louisville, Ky., and radio spread the sound around town. The cigarette firm, operator of what it calls the world's largest cigarette factory in Louisville, has been staging a free Derby Festival Music Show since 1957 for townspeople and Derby week visitors.

One of the sponsor's tv stars, Dwayne (Dobie Gillis) Hickman, was special guest star and parade marshal for the civic party. Eleven country-music acts and Johnny (call-for-Philip Morris) were brought to the local Fairgrounds Coliseum for an 8 p.m. show, free to all and heraded for weeks by Louisville radio. Events of the day were on the air and disc jockeys from half a dozen stations served as alternating m.c.s of the Coliseum show. WOWI New Albany., Ind., provided a fleet of open cars for the parade and star transportation. WTMT Louisville presented a complimentary Philip Morris show. Another local station, WKLO, staged a pre-festival contest to pick a youngster to ride with the parade marshal. WHAS Louisville, WBRT Bardstown, Ky., and WSLM Salem, Ind., sent m.c. talent to the Coliseum show along with the other stations.

Spencer Jones, factory manager of the Philip Morris plant in Louisville and chairman of the city's Derby Festival committee, entertained distinguished visitors at home and held open house at the plant all week. The Derby week show is a community relations promotion for the maker of Marlboro, Parliament, Philip Morris and Alpine cigarettes.

A proud contest winner

Money may not be the greatest thing there is but it certainly does speak. WCPO Cincinnati will testify to that. Take the case of Jim Rice, a second place winner in one of the station's contests.

Soon after the contest had ended and WCPO read the names of the winners Pat Crafton, station manager, received a telegram from Mr. Rice asking that the names be read again. Mr. Crafton refused, explaining that this was only possible on a commercial basis. Mr. Rice accepted, wrote his own commercial and stipulated that it be used after the 7:30 p.m. news—when he was driving his best girl to the movies.

Eastman breakfast unveils spot radio presentation

Early birds, who answered a breakfast invitation from Robert E. Eastman & Co., were rewarded with showing of Eastman's new spot radio presentation during the NAB Convention in Washington.

Using 36 color slides, the 20-minute presentation stresses spot radio's penetration of complete market areas (in most cases double that of newspapers); its mobility (through car radios and portables), and its frequency (in the average market, 42 one-minute spots can be purchased for the price of a half-page newspaper ad or two 20-second tv spots).

The rep firm will make its slide kit available to Eastman-represented stations, and stations in non-competitive markets, at cost. Inquiries should be addressed to Robert Eastman & Co., 527 Madison Ave., New York 22.

WQMR takes its listeners to Broadway musicals

While many radio stations are content with bringing good music to their listeners, one has found it rewarding to bring its listeners to good music—show music in this case.

WQMR Silver Spring, Md. (Washington, D.C. suburb), which features a Broadway show program every Saturday afternoon in *Matinee at One,* in which the scores of two shows are played, worked out a monthly promotion whereby 45 listeners actually can see the shows in person.

The idea of Ed Winton, the station's vice president and general manager, the plan works something like this: once a month WQMR charters a bus (46 passengers), complete with bar (part of the deal) and offers a weekend in New York; roundtrip transportation; hotel accommodations; two breakfasts; and orchestra tickets to two top Broadway shows—all for $50 per person.

Last week the first excursion was completed. Result: a packed bus, tickets to "Wildcat" and "The Unsink-

able Molly Brown," and a sell out for the next trip—still a month away.

Mr. Winton says the promotion will continue as long as good seats are available. In fact, the idea has caught on so well that some tickets for the July trip have already been sold and the two shows haven't even been firmed as yet.

N.C. tv stations join to save battleship

Ten North Carolina television stations have joined hands to help save the battleship USS North Carolina from the scrap heap and make it a permanent state memorial.

With $250,000 needed to make the project a success, the stations met, dedicated themselves for the common cause and are saturating the state with messages for contributions. The warship will be berthed in Wilmington, N.C., where a 36-acre tract has been made available.

Those participating in the plan: Wayne Jackson, program director, WECT (TV) Wilmington; Ben Runkel, WSJS-TV Winston-Salem; Hank Tribley, operations manager, WNCT (TV) Greenville; Joe Terrell, WRAL-TV Raleigh; Bob McCort, WSOC-TV Charlotte; John Young, director of television, WUNC-TV Chapel Hill; Jack Markham, WFMY-TV Greensboro; Ernie Greup, program manager, WTVD (TV) Durham; John Comas, program manager, WSJS-TV Winston-Salem; Hal Wilson, operations manager WITN (TV) Washington and Harry Middleton, production director, WTVD (TV), the host station.

Drumbeats...

The personal touch ▪ Blair-TV, N.Y., and actor Don Ameche have gotten together on an electronic promotion to magnetize New York timebuyers toward WXYZ-TV Detroit. Postal cards asked buyers to call Mr. Ameche, who, by way of an automatic telephone recording device, revealed the advantages of buying WXYZ-TV.

Winner takes all ▪ KYW radio Cleveland presented the first mother of Mother's Day in the Cleveland Metropolitan Area with a Caloric Compacto Gas Range with the assistance of the 30 hospitals who called in the results of the competition to KYW. At the hospital a miniature model was presented to the winner. On her arrival at home she will be greeted with the real thing.

Cabbies to help ▪ WQXI Atlanta, Ga., has obtained the cooperation of Atlanta's Veteran Cab Co. as an extension of the station's news department. Drivers will report accidents, fires and other on-the-spot "scoops" to their dispatcher, who, in turn will call the station. The driver with the best story of each week wins a prize.

Expensive but effective ▪ WMCT (TV) Memphis seems to have hit on something good with its "impact advertising." The station promotes specific programs rather than slogans and station call letters. The campaign is based on daily changes of the (12½′ x 12′) King Sized Posters used on the sides of Memphis buses. With this operation WMCT (TV) is able to promote the hour-long lead-off shows the same day they are scheduled. Posters are also placed on the back of the buses for the five-day-a-week shows (i.e., *Esso Reporter, Huntley-Brinkley, Jack Parr*).

Bridge give-away ▪ KCBS San Francisco will award to some lucky listener the Golden Gate Bridge—a smaller replica, that is. It's part of a contest in which listeners who want the bridge (12 feet high, 24 feet long, three feet wide, flashing red lights, weighing 750 pounds) must write in and say why in less than 50 words.

Helping hand

Stations constantly promote worthy community events, but April 15 was the day Whitehall, Mich., could do something for WCBQ there and its former manager, Bruce Van Houten, stricken with blindness. The town turned out during an eight-hour "Bucks for Bruce" drive aired on WCBQ to help Mr. Van Houten defray medical costs. Muskegon radio station disc jockeys also appeared as on-air guests.

Santangelo wins APRA's Anvil

Michael R. Santangelo, director of public relations and special events, and his department at Westinghouse Broadcasting Co. are the 1960 winners of the American Public Relations Assn.'s Silver Anvil award in the communications field, highest award in the public relations profession. The announcement was made May 4 at APRA's 17th annual convention in Atlantic City, N. J. Mr. Santangelo's winning campaign was for *Reading Out Loud,* a series of 15 telecasts conceived by him last year. The programs, which were shown on WBC's tv stations and on other stations across the country, featured prominent personalities reading aloud to their children.

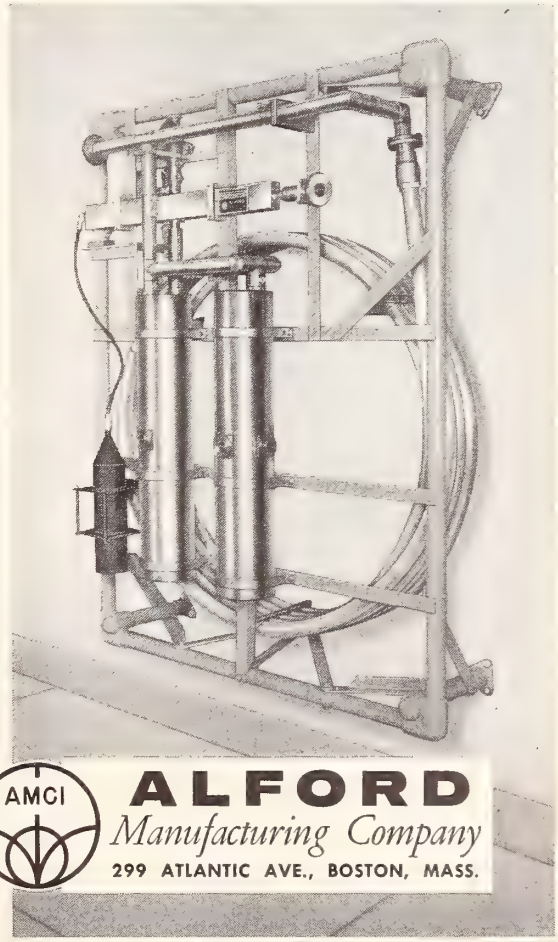
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- Constant Impedance
- No Field Tuning Required
- 5 kw Peak Visual Power
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Write for information and catalog.



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299 ATLANTIC AVE., BOSTON, MASS.

BROADCAST ADVERTISING

Howard Shank joins William Esty Co., N. Y., as vp, copy department. Most recently, Mr. Shank has been vp and creative director and member of executive committee of Grey Adv. Previously, he was with Benton & Bowles and Leo Burnett.

Gene Grayson, Alan Hahn and **Joseph Sacco,** creative supervisors, Ted Bates & Co., N. Y., elected vps. Mr. Grayson joined agency in 1955 after being with Grey Adv. as senior copywriter for five years. Mr. Hahn, who came to Bates in 1959, was formerly group head at McCann-Erickson. Prior to joining Bates in 1958, Mr. Sacco was copy supervisor with William Esty Co.

Courtier L. Parsons, former production manager, Young & Rubicam, N.Y., promoted to vp and director of mechanical production.

Frances Rutland, copy supervisor, Dancer-Fitzgerald-Sample Inc., N. Y., elected vp.

William E. Holden named new senior vp and New York manager of Fuller & Smith & Ross. **John A. McKinven,** previously vp for creative services, moves into marketing services. **Kenneth E. Moore,** vp and chairman of plans board, fills newly created post of vp-client service. **Gene Taylor,** formerly vp and creative director, becomes vp creative services.

B. Lowell Jacobsen, formerly vp of personnel and labor relations, NBC, joins Pepsi-Cola Co., N. Y., in newly-created post of vp of industrial relations.

Jerome H. Ludder, formerly president of Executive Seminars, N. Y., joins Geyer, Morey, Madden & Ballard, that city, in research and marketing. He has also been with Time Inc., and was director of special projects for *Life* Magazine.

Anita Waxman named Boston, Mass., office manager of Ray Barron Inc., advertising agency. **Blanche M. Greenhill** joins as account executive and **Robert A. Leverant** joins copy department.

Joseph La Rosa, formerly art director of Needham, Louis & Brorby, New York, and more recently with McCann-Erickson, returns to NL & B as director of art department. **John R. McAlpine,** assistant general manager of St. Paul office of Erwin Wasey, Ruthrauff & Ryan, joins New York staff of NL & B as account executive.

Ralph D. Rose and **William C. Turner** named account supervisors for Ketchum, MacLeod & Grove. Mr. Rose, who was assigned to agency's Pittsburgh headquarters, joined as account assistant in 1951. Mr. Turner, who was assigned to Washington office, joined agency in 1959.

W. C. Lewellen, account executive in Los Angeles office of J. Walter Thompson Co., resigns as of May 31.

Jean O'Connor and **William D. Magnes** named media director and creative director, respectively, of Robert M. Gamble Jr., advertising agency in Washington, D.C. Miss O'Connor was associated with Abramson Advertising and Larrabee Assoc., while Mr. Magnes had been copy chief at Larrabee Associ., and prior to that, was account executive with several New York advertising agencies.

Robert P. Frey, formerly of Lehn & Fink, joins research and marketing department of Monroe F. Dreher Inc., New York advertising agency.

Samuel P. Norton and **Lee J. Cirillo** join copy department of N. W. Ayer & Son, Philadelphia. Mr. Norton was formerly with Adams Assoc., York, Pa., and Mr. Cirillo was with Meermans Inc., Cleveland. **Owen F. Hoyt,** free lance writer, joins Ayer's San Francisco office as representative.

Sheila Kelley appointed to editorial staff of Harshe-Rotman & Druck, New York. Miss Kelley comes from Washington office of Sen. Jacob K. Javits (R-N.Y.) where she handled press and pr. She will continue to serve as his radio and tv consultant.

THE MEDIA



Mr. Fleming

Joel Fleming named vp and general manager of broadcast operations for Ivy Broadcasting Co., Ithaca, N. Y., (WOLF-AM Syracuse, and five fm outlets all in New York state: WRRA Ithaca, WRRC Cherry Valley, WRRD DeRuyter, WRRE South Bristol, WRRL Weathersfield, and WTKO-AM Ithaca, owned by Radio Ithaca Inc., and operated in association with Ivy.). Mr. Fleming will be taking over duties previously handled by **E. E. Erdman,** company president. **Robert Newman,** assistant manager of WTKO named station manager, succeeding Mr. Fleming.

Jack Hill appointed vp, public affairs and community relations, KNOE-TV Monroe-West Monroe, La., in addition to current duties as assistant to program director and weathercaster.



Mr. Shuel

William J. Shuel, sales manager of WIRE Indianapolis, named general manager. Mr. Shuel who has been with station since 1950, had been named sales manager in 1959. Prior to that he was on sales staff of WXLW, that city.

Longman to follow Frey as AMA president

Donald R. Longman, vp and director of research, J. Walter Thompson Co., New York, has been elected president of The American Marketing Assn. for one year term beginning July 1, 1962. New officers of AMA serve ex-officio with current executive board for one year orientation period prior to assuming office. Dr. Albert W. Frey, formerly of Dartmouth and now on faculty of U. of Pittsburgh, was elected last year to serve as AMA president, beginning this July 1.

Other officers elected for 1962-63 term are: **Schuyler F. Otteson,** professor of marketing and head of department of marketing, Indiana U., of Marketing Education Div.; **Dillman M. K. Smith,** vice chairman of board, Opinion Research Corp., Princeton, N. J., vp of Marketing Research & Development Div.; **Edward C. Bursk,** professor of business administration, Harvard Business School, vp of Marketing Management Div.; and **Gerald A. Koetting,** Marketing analyst, Lincoln Engineering Co., St. Louis, vp of Assoc. Development Div. **Margaret L. Reid,** manager of market research, Plastics Div., Monsanto Chemical Co., elected secretary-treasurer.

Elected to AMA board of directors for 1962-63: **Richard M. Alt,** New England Life Insurance Co.; **Edward R. Bartley,** B. F. Goodrich Co.; **Alberta B. Edwards,** Schering Corp.; **George L. Herpel,** International Shoe Co.; **A. J. Kinard,** Quaker Oats Co.; **Joseph W. Newman,** Stanford U., and **Kenneth Wilson,** U. of Cincinnati.


Mr. Behnke

John Behnke, commercial manager of KOMO Seattle, Wash., named station manager, succeeding **Maitland L. Jordan,** who was named sales manager of KOMO-TV, that city. Mr. Behnke will continue to serve in present capacity until later this summer, when he will assume full duties of new position.

Ralph J. Robinson, general manager of WACE Chicopee, Mass., named to newly created post of director of engineering for Communications Industries Corp., New York, chain which includes: WACE Chicopee, Mass.; WEOK Poughkeepsie, N. Y.; WKST New Castle, Pa.; KWST-TV Youngstown, Ohio.

Larry Pickard, writer-producer, managing editor of NBC-TV's *Today* show, named to newly created post of director of news and special projects for WBZ-TV Boston.

DeLacy Thorne, music operations department, CBS-TV, named assistant to manager of orchestras broadcasting on CBS Radio.

Av Westin, CBS News producer-director in N. Y., named to similar post in London.


Mr. Farnsworth

Guy B. Farnsworth, formerly manager of KGVO Missoula Mont., named general manager of WOKW Brockton, Mass., station to go on air end of June. Previously he was manager of KCRC in Enid, Okla., and for the past three years has been engaged in music business.

Robert F. Fuzy, supervisor of instructional programming for Ohio State U. Telecommunications center, named operations manager of WOSU-AM-FM-TV (non-commercial station) Columbus, Ohio.


Mr. Ramsay

Joe S. Ramsay named general manager of KBUY Amarillo, Tex. succeeding **Bob Ghormley,** who has been transferred to GEMCO Radio of Texas headquarters in Dallas where he will function as regional sales manager. (GEMCO chain includes KOKE Austin and KINT El Paso, both Texas.)

John F. Lynch, former director of public affairs, CBS News, appointed executive assistant to John H. Secondari, executive producer, ABC News special projects division.

Jack L. Callaway, commercial manager for KLIN Lincoln, Neb., named general manager, succeeding **Kenneth C. Delp,** named general manager of KREO Indio, Calif.


Mr. Hubbach

William J. Hubbach, general sales manager of KOMO-TV Seattle, Wash., named manager of Fisher Broadcasting Co., owner and operator of new tv station which will begin operations over ch. 2 in Portland, Ore., in fall of this year.

Robert T. Mason, WMRN Marion, Ohio; **John R. Henzel** WHDL Olean, N.Y.; **Merrill Lindsay,** WSOY Decatur, Ill.; **F. E. Lackey,** WHOP Hopkinsville, Ky.; **David H. Morris,** KNUZ Houston, Tex.; **James L. Howe,** WIRA Fort Pierce, Fla.; **Gene Trace,** WBBW Youngstown, Ohio, elected to board of directors of Community Broadcasters Assn., Marion, Ohio.

John F. Dille Jr., WSJV (TV) South Bend-Elkhart, Ind., elected chairman of board of governors of ABC-TV Affiliates Advisory Assn., succeeding **Howard W. Maschmeer,** WNHC-TV New Haven, Conn. **John T. Gelder Jr.,** WCHS-TV Charleston, W. Va., elected vice chairman; **D. A. Neel,** WHBQ-TV Memphis, Tenn., secretary; and **Mike Shapiro,** WFAA-TV Dallas, treasurer.

John Palmer, formerly of John E. Pearson Co., joins Broadcast Time Sales, as western new business development manager.

Martin D. Wickett, head of own advertising firm, appointed management consultant for KRAK Stockton, Calif.

Ken Fanazini, announcer-director with WICU-TV Erie, Pa., appointed program director. **Ivan Tomcho,** formerly with WWTV (TV) Cadillac, Mich., joins as director and **Vance McBride** rejoins announcing staff after two year absence, during which time he was associated with WFLB Fayetteville, N.C.

Tom Hawkins, pr director for KGFJ Los Angeles, named program director. Mr. Hawkins will continue to act as pr director in addition to his new duties.

Michael W. Gradle, vp of Hollywood office of Needham, Louis & Brorby, named manager of advertising, promotion, press & publicity for KRCA (TV) Los Angeles.

William Brown Jr., named promotion manager, WVUE (TV) New Orleans.

WPOP
HARTFORD—CONN.
Central Connecticut's
STATION
with
COMPLETE
FAMILY SERVICE
PROGRAMMING
WPOP
Phillip Zoppi, General Manager | Adam Young, Inc., Nat'l Rep.
A TELE-BROADCASTERS STATION


Chuck Read's
Piano
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MINITAPE
Where you go, Minitape goes, with its own power and precision recording unit in one compact aluminum case. Sports, crime, special events . . . no other recorder can do the job of Minitape. Quality equal to finest AC-operated units. Get all the facts about Minitape today!
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• FULLY TRANSISTORIZED
• LIFETIME BATTERY
• FLAT TO 10,000 CYCLES
STANCIL-HOFFMAN CORP.
921 N. Highland Ave. • Hollywood 38, Calif.

Al Taylor, production and news director for WOKY Milwaukee, named program director of KXIV Phoenix, Ariz.

Johnny Gunn, air personality and creative director for KEZY Anaheim, Calif., named program director.

Lee White, program director of KPUG Bellingham, named promotion director of KAYO Seattle, both Washington.

Dean Faulkner, promotion manager for KOA-AM-TV Denver, Col., forms Broadcast Promotion, firm catering to stations which do not have their own promotion departments. Agency is located in Denver and is to service Rocky Mountain area.

Charles E. Jones, administrative vp for sales and client service, Potts-Woodbury, Kansas City advertising agency, appointed general sales manager of WHB, that city.

Carolyn Johns, previously with KAJI Little Rock, Ark., named continuity director for WOKY Milwaukee, Wis. **Sam Hale** joins station as air personality.

Jack Tompkins, farm director for KCMC-TV Texarkana, Tex., named farm and ranch director for KFDA-TV Amarillo, also Texas.

Budd Duvall, formerly with KRGI Grand Island, Neb., to KHAS-TV Hastings, Neb., as news director.

David Croninger, formerly of WTAC Flint, Mich., named Detroit radio sales manager for Metropolitan Broadcasting Corp.

Frank Browne, member of program sales staff of KTTV (TV) Los Angeles, appointed sales manager of station's syndication division. He will headquarter in New York.



Mr. McGuirk



Mr. Hodgett



Mr. Bailey

Terrance McGuirk, E. James Hodgett and **Robert E. Bailey** join Storer Television Sales, N. Y., new rep firm, as account executives. Mr. McGuirk, who has been with CBS for past ten years, served most recently as account executive with network's tv spot sales department, prior to which he had been sales manager of Extended Market Plan unit. Mr. Hodgett comes from WPIX (TV) New York, where he had served as account executive for past four years. He also worked in research department of CBS-TV Spot Sales from 1955 to 1957 Mr. Bailey was account executive with Peters, Griffin, Woodward, N. Y., for past 10 years.

Robert Beall named local sales manager of WTRF-TV Wheeling, W. Va., succeeding **Robert E. Hagan,** who resigned to join local sales staff of KYW-TV Cleveland. Before joining station, Mr. Beall was employed in sales department of Hazel Atlas division of Continental Can Co., New York.

Jack Donahue, in executive sales position with KTLA (TV) Los Angeles, named to newly created position of director of national sales. **Martin F. Connelly** appointed national sales manager and **Jack Van Nostrand** appointed account executive.

Vern Metcalfe named sales manager of KJNO Juneau, Alaska. **Dennis Koch** named to sales department.

William C. Yenerich appointed sales manager of KTIV (TV) Sioux City, Iowa. He has been member of sales staff for past four years.

Morton Sidley, formerly in executive capacity with KLAC Los Angeles, named general sales manager of KHJ, that city.

John F. Tenaglia, account executive with KQV Pittsburgh, Pa., named assistant general sales manager.

Robert M. Miggins, account executive with KPIX (TV) San Francisco, named assistant sales manager.

Donald Wilks, formerly of Good Music Broadcasters, N. Y., joins sales staff of Daren F. McGavren Co., that city.

Lyn Stoyer, account executive with WSAT Cincinnati, appointed sales representative for WCKY, that city.

Piers Anderton, associate producer of NBC-TV's *Texaco Huntley-Brinkley Report*, takes over Bonn, Germany, bureau as correspondent for NBC News.

John A. Carrigan Jr., joins Radio-T.V. Representatives, Chicago office, as account executive.

Roy Bellavia, continuity production director for WGRY Gary, Ind., named account executive and air personality for WSBC-FM Chicago.

James Galvin, director of advertising and promotion for WXYZ-TV Detroit, joins sales staff of KPHO-TV Phoenix, Ariz., **Tony Larson** joins KPHO as staff announcer.

Gary Owens joins program staff of KFWB Los Angeles. He was formerly with KEWB Oakland, Calif.

Marc Jennings joins news staff of WHNB-TV Hartford, Conn.

Martin Jensen, joins WMT Cedar Rapids, Iowa, news staff.

Dave Hart joins WGTO Cypress Gardens, Fla., as air personality, replacing **Mark Pritchard,** who moved to WTAR Norfolk, Va.

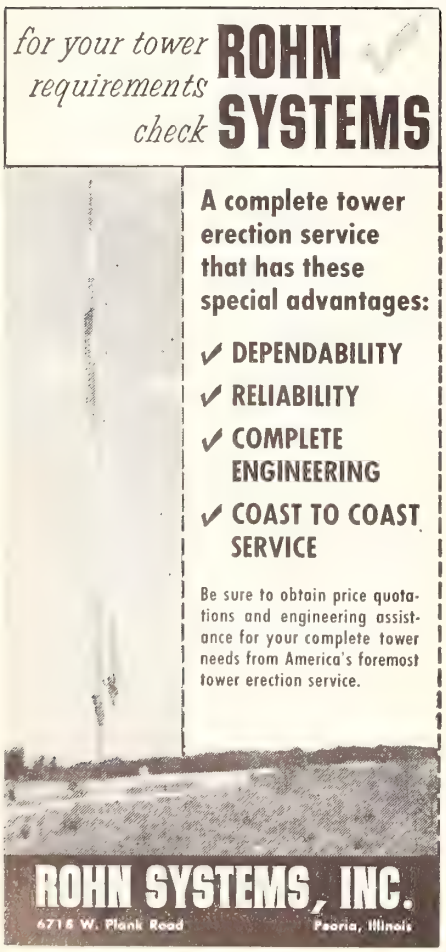
Dan Curtis and **Al Taylor** join WRCV Philadelphia as air personalities.

PROGRAMMING



Mr. King

Charles King appointed general manager of Independent Television Corp.'s Arrow Productions Div., N.Y. Prior to joining ITC, Mr. King was vp of Danziger Productions and vp at Bernard Schubert Co. He also served as director of sales, NTA Film Network; chairman of plans board and director of broadcasting at Paris & Peart (now Gardner Adv.); vp, Charles Dallas Reach Co. (now Reach-McClinton), and director of program sales for MBS.



Rudy Petersdorf joins National Telefilm Assoc., as director of business administration. Mr. Petersdorf, who will headquarter in Beverly Hills, has been in business affairs department of Desilu for over four years, and prior to that served in legal department of Capitol Records for two years.

Samuel Manners, associate producer of Screen Gems' *Route 66,* named executive in charge of production of all Herbert B. Leonard's tv shows, current and future. Two series currently in production are *Naked City* and *Route 66.*

William C. Thomas, motion picture-tv producer, joins Tom Corradine & Assoc., Hollywood production-distribution company.

Rich Newman, formerly assigned to WXTV (TV) Youngstown, to Knoxville, Tenn., to handle *House Detective,* there. **Lou Tappe,** formerly commercial manager of WNPC Plymouth, N. C., joins *House Detective* in Chattanooga as salesman-announcer.

EQUIPMENT & ENGINEERING


Mr. Fink

Donald G. Fink, director of research and general manager of research division of Philco Corp., appointed vp for research. He has been with Philco since 1952 when he became director of research for consumer product programs.

Justin L. Albers, manager-distributor operations, RCA Sales Corp., N. Y., named vp, distributor operation services.

Bryce S. Durant, manager, product planning and development, RCA Sales Corp., elected vp.

Arnold J. Ryden, president of Midwest Technical Development Corp., Minneapolis, and **James K. Nunan,** president of Electra Scientific Corp., Fullerton, Calif., elected to board of directors of Midwestern Instruments, Tulsa, Okla., manufacturer of elecrtonic instruments and components, and through its Magnecord division, producer of commercial and professional tape recorders and associated equipment.

William R. Weir, Pacific regional sales manager in semiconductors for Sylvania Electric Products, named to newly created position of national sales manager for semiconductor division at Woburn, Mass. **Henry H. Cunningham, Thomas A. Foster** and **Mark L. Green** join to initiate and oversee cooperative advertising programs among Sylvania's electronic parts distributors. Mr. Cunningham was formerly with Schlage Lock Co., San Francisco; Mr. Foster was with J. Walter Thompson, N. Y., and Mr. Green served Campbell-Ewald Detroit.

Robert Tilton, formerly director of engineering for Storz stations, named broadcast sales engineer for Gates Radio Co., Quincy, Ill.

Walter R. Hedeman, assistant chief engineer for systems, at Texas Instrument's apparatus division, appointed coordinator of advanced development, engineering division of General Precision's GPL division in Pleasantville, N. Y., developers and manfacturers of airborne navigational systems, data processing equipment and medical electronic devices, as well as closed circuit tv systems and motion picture projection apparatus.

Bernhard Yagerman, special projects engineer and southwestern sales manager for Canoga division of Underwood Corp., Van Nuys, Calif., named sales manager of electronics division of Telechrome Manufacturing Corp., Amytiville, N. Y.

Robert E. Culligan appointed advertising supervisor of Revere Camera Co., Chicago, subsidiary of Minnesota Mining & Manufacturing Co. Mr. Culligan has been member of 3M advertising department since 1956.

Alex E. Alden, research engineer for 20th Century-Fox Film Corp., joins Society of Motion Picture & Television Engineers, N. Y., as staff engineer, succeeding **J. Howard Schumacher.**

INTERNATIONAL

W. Hugh Clark, vp and director of radio & tv at Young & Rubicam Ltd., Toronto, named vp in charge of sales for newly formed CTV Canadian Television Network.

ALLIED FIELDS

Peter Cott, pr and press director for National Academy of Television Arts & Sciences, named director of national projects. Mr. Cott will be responsible for coordination and development of new chapters and expansion of Academy's lecture bureau and educational program.

GOVERNMENT

Fletcher G. Cohn, legal adviser on antimonopoly in Bureau of Litigation for Federal Trade Commission, named assistant general counsel for legislation.

DEATHS

Mrs. George C. McConnaughey, 62, wife of former FCC chairman, died at her home in Upper Arlington, Ohio, May 7.

Microphones
to suit any need!

FINEST QUALITY MICROPHONE



Standard of the industry, the RCA 77-DX offers full range frequency response with a choice of three pickup patterns. Available in a satin chrome finish for radio and a low gloss gray for TV, it will offer years of rugged dependable service.

$180.00
less base

COMMENTATOR MICROPHONE

The BK-1A is a popular microphone for interviews, panel shows, and all general announce work. Its rugged construction, and the fact that it's not sensitive to wind and mechanical vibration make the BK-1A ideal for outdoor remotes.



$75.00
Base shown, $7.75

HIGH FIDELITY UTILITY MICROPHONE



General purpose BK-11A microphone is the modern version of the very famous 44-BX. It is ideal for every studio use, especially live music pickup. The BK-11A is an economical high-performance unit designed for years of rugged service.

$125.00
Base shown, $7.75

PERSONAL MICROPHONE
Ideal for Remotes

Wherever a small inconspicuous microphone is needed the BK-6B can be used. This 2.3 ounce unit offers excellent reproduction for every speech application whether worn around neck with lanyard cord supplied, held in hand, or stand mounted.



$82.50

Order any of these by mail. Write to RCA, Dept. UC-22, Building 15-5, Camden, N.J. Enclose check with your order and microphones will be sent prepaid. Whatever your broadcast equipment needs, see RCA FIRST!

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RCA

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING May 4 through May 10. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

CALL LETTERS ASSIGNED

KDAS (TV) Hanford, Calif.—Gann Television Enterprises.

New am station

APPLICATIONS

Hamden, Conn.—Continental Bcstg. Co. 1530 kc; 1 kw. P.O. address 2407 Dixwell Ave. Estimated construction cost $50,980, first year operating cost $96,000, revenue $100,000. Principals: **A. James Bruno** (50%), **J. Kenneth Bradley** (50%). Mr. Bruno is president of industrial plant; Mr. Bradley is attorney. Ann. May 8.

Wallingford, Conn.—Quinnipiac Valley Service Inc. 860 kc; 1 kw. D. P.O. address 142 Meadow St., Naugatuck, Conn. Estimated construction cost $33,716, first year operating cost $60,000, revenue $75,000. Principals: **John T. Parsons** (43%); **James W. Miller** (43%); **Vernon L. Wilkinson** (14%). Mr. Parsons is president of WOWW Naugatuck, Conn. Mr. Miller has numerous business interests. Mr. Wilkinson is attorney. Ann. May 10.

Bel Air, Md.—Bel Air Bcstg. Co. 1520 kc, 250 w. P.O. address Box 37A Bel Air. Estimated construction cost $15,396, first year operating cost $60,000, revenue $80,000. Principals: **Samuel Miller, Arthur A. Snowberger, John D. Worthington, George W. Truelove, LeRoy Stokes, Lee L. Case** (16⅔% each). Messrs. Miller and Case are partners in specialized recording and equipment-leasing firm; Mr. Worthington owns publishing Co.; Mr. Truelove has been proprietor of candy-manufacturing plant; Mr. Snowberger is partner in radio engineering firm. Ann. May 8.

Elizabeth, N. J.—Radio Elizabeth Inc. 1530 kc, 500 w. P.O. address 1195 East Grand St. Estimated construction cost $25,414, first year operating cost $80,000, revenue $100,000. Principals: **Dominick A. Mirabelli, Michael F. Quinn, August F. Arace, Elizabeth A. McKenna, John R. Quinn** (20% each). Mr. Mirabelli is attorney; Messrs. Quinn are employes of book manufacturing Co.; Mr. Arace is stock broker; Mrs. McKenna is fine arts instructor. Ann. May 8.

Haddonfield, N. J.—Radio Haddonfield Inc. 1510 kc, 250 w. P.O. address 205 Rhoades Ave. Estimated construction cost $64,772, first year operating cost $65,000, revenue $68,000. Principals: **Mildred W. Farren** (40%); **James L. Rubenstone** (55%). Mrs. Farren is employe of advertising agency; Mr. Rubenstone is assistant general manager of WJMJ Philadelphia. Ann. May 8.

Hopewell, Va.—Eliades Bcstg. Co. 1540 kc, 10 kw. P.O. address State Planters Bank Bldg. Estimated construction cost $32,000, first year operating cost $43,270, revenue $56,000. Principals **Homer C. Eliades** and **Plato G. Eliades** (each 50%) are attorneys. Ann. May 8.

Richmond, Va.—Richmond Bcstg. Co. 1540 kc, 50 kw. P.O. address 3855 30th St. N., Arlington, Va. Estimated construction cost $145,000, first year operating cost $125,000, revenue $130,000. Principals: **Richard S. Cobb** (50%), **Milton Beyer, James T. Doukas** (each 25%). Mr. Cobb is partner in frozen-food firm; Mr. Beyer is president and Mr. Doukas vice president of wholesale food distributor. Ann. May 8.

Existing am stations

KCKY, KCLF, KGLU, KVNC, KWJB-FM and KZOW Coolidge, Clifton, Safford, Winslow and Globe, Ariz.—By letter, granted authority to remain silent for period ending Aug. 4; cautioned that nighttime illumination of antenna supporting structures must be maintained to extent required by outstanding station licenses. Comr. Bartley dissented. Action May 5.

KWNA Winnemucca, Nev.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action May 3.

WPRP Ponce, P. R.—Granted change on 910 kc from 5 kw, DA-N, unl. to 500 w-N, 5 kw-LS, and change trans. site; engineering conditions. Action May 3.

WKYN Rio Piedras, P. R.—Granted (1) renewal of license and (2) mod. of license to change designation of studio and station location to San Juan; remote control permitted. Action May 3.

APPLICATIONS

WOWW Naugatuck, Conn.—Cp to change frequency from 860 kc to 1380 kc, change hours of operation from D to unl. using power of 500 w, 5 kw, install DA system D and install new trans. (Mutually contingent on grant of new station at Wallingford, Conn.—filed concurrently).

WEAD College Park, Ga.—Cp to change frequency from 1570 kc to 1150 kc, make changes in ant. system (increase height) and make changes in ground system. (Requests waiver of Sect. 3.28(c) and Sect. 1.309 of rules).

WJBC Bloomington, Ill.—Mod. of license to change station location from Bloomington to Bloomington-Normal, Ill.

KDEC Decorah, Iowa—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Shares time with KWLC).

KWLC Decorah, Iowa—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Shares time with KDEC).

WKIP Poughkeepsie, N. Y.—Cp to increase daytime power from 250 w to 1 kw, install new trans. and make change in ant. system (increase height) and change ant.-trans. location.

WLSE Wallace, N. C.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WTTF Tiffin, Ohio—Cp to increase power from 1 kw to 5 kw and install new trans.

WLAN Lancaster, Pa.—Cp to increase daytime power from 1 kw to 5 kw, install new trans. and change from DA-N to DA-ND.

WDYL Ashland, Va.—Mod. of cp to change frequency from 1430 kc to 1540 kc, change power from 1 kw to 10 kw, (1 kw during critical hours) change type trans. and make changes in ant. (decrease height).

WKBA Vinton, Va.—Mod. of cp to increase power from 1 kw to 10 kw, change type trans. and install DA system daytime.

KGA Spokane, Wash.—License to operate KGA Spokane, Wash. on 1510 kc, power of 50 kw, unl hours of operation and employing DA-N; filed by Bankers Life Casualty Co.

CALL LETTERS ASSIGNED

KFIF Tucson, Ariz.—Southwest Bcstg. Co., changed from KSWC.
KZOT Marianna, Ark.—Lee Bcstg. Inc.
KKCN Ukiah, Calif.—Ukiah Radio.
KALN Iola, Kan.—Iola Bcstg. Co.
WYGO Corbin, Ky.—Tri-County Bcstg. Co.
KHAL Homer, La.—Claiborne Bcstg. Corp., changed from KVHL.
KJCF Festus, Mo.—Donald M. Donze.
WMCR Oneida, N. Y.—Madison County Bcstg. Corp., changed from WONG.
WLNC Laurinburg, N. C.—George W. Phillips.
WPTI Cookeville, Tenn.—Cookeville Bcstg. Corp.
KTON Belton, Tex.—Belton Bcstrs. Inc.
KODA Houston, Tex.—Taft Bcstg. Co.
KIKK Pasadena, Tex.—Industrial Bcstg. Co., changed from KRCT.
KATQ Texarkana, Tex.—Floyd Bell.

New fm stations

APPLICATION

Honolulu, Hawaii—William E. Neumann. 94.7 mc, 16.8 kw. Ant. height above average terrain minus 163 ft. P.O. address 2410 Chuckanut Drive, Bellingham, Wash. Estimated construction cost $19,000, first year operating cost $11,640, revenue $14,000. Principals: **William E. Neumann,** sole owner, is chief engineer of stations owned by International Good Music Inc. Ann. May 8.

CALL LETTERS ASSIGNED

KHOM (FM) Turlock, Calif.—House of Music.
WMUK (FM) Kalamazoo, Mich.—Western Michigan University, changed from WMCR.
WDIF FM) Buffalo, N. Y.—WDIF Corp.
KROW (FM) Dallas, Tex.—McLendon Corp., changed from KOST.
KOST (FM) Houston, Tex.—McLendon Corp., changed from KROW.

Hearing cases

FINAL DECISIONS

■ Commission gives notice that March 14 initial decision which looked toward granting application of Radio Georgia for new am station to operate on 1590 kc, 500 w, D, in Thomaston, Ga. became effective May 3 pursuant to sect. 1.153 of rules. Ann. May 4.

■ Commission gives notice that March 14 initial decision which looked toward (1) granting applications of Mitchell Melof for new am station to operate on 1550 kc, 10 kw, D, in Smyrna, Ga., John M. McLendon, tr/as Radio Mississippi, for new station on 1550 kc, 10 kw-N, 50 kw-LS, DA-2, in Jackson, Miss., engineering conditions and program tests not to be authorized until permittee has shown that McLendon has divested himself of all interest in, and severed all connection with station WOKJ Jackson, James A. Noe for new station on 1550 kc, 5 kw, D, in Baton Rouge, La., Springhill Bcstg. Inc., for new station on 1550 kc, 50 kw, DA, D, in Mobile, Ala., and Northwest Mississippi Bcstg. Co. for new station on 1550 kc, 5 kw, D, in Senatobia, Miss.; and (2) denying applications of Cosmopolitan Bcstg. Co. for new stations on 1550 kc, 10 kw, D, in New Orleans, La. and Memphis, Tenn., and College Park Bcstg. Inc., to change facilities of station WEAD (formerly WCPK) College Park, Ga., from 1570 kc, 1 kw, D, to 1550 kc, 5 kw, D became effective May 3 pursuant to sect. 1.153 of rules. Ann. May 4.

INITIAL DECISIONS

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward granting application of Nassau Bcstg. Co. for new am station to operate on 1350 kc, 5 kw, DA-2, unl., in Princeton, N. J., and denying applications of Greater Princeton Bcstg. Co., and

EDWIN TORNBERG
& COMPANY, INC.

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Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

New Jersey Bcstg. Co., seeking same facilities and Norwalk Bcstg. Inc., to change facilities of station WNLK Norwalk, Conn., on 1350 kc from 500 w, D, to 500 w-N, 1 kw-LS, DA-N. Action May 9.

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting applications of Bureau Bcstg. Co. for new am station to operate on 1490 kc, 100 w, unl., in Princeton, Ill., and Village Bcstg. Co. (WOPA) Oak Park, Ill., Burlington Bcstg. Co. (KBUR) Burlington, Iowa, and Northwestern Publishing Co. (WDAN) Danville, Ill., to increase daytime power from 250 w to 1 kw, continued operation on 1490 kc with 250 w-N, each conditioned to accepting such interference as may be imposed by other existing 250 w class iv stations in event they are subsequently authorized to increase power to 1 kw. Action May 9.

OTHER ACTIONS

■ By memorandum opinion and order, commission denied petition by Broadcast Bureau for review of hearing examiner's order continuing commencement of hearing in Kingstree, S. C., from May 9 to May 31 in proceeding on applications of Palmetto Bcstg. Co. for renewal of license of station WDKD Kingstree, and for license to cover cp. Action May 5.

■ Commission gives notice that March 15 initial decision which looked toward granting application of Robert L. Lippert for new am station to operate on 1550 kc, 500 w, D, in Fresno, Calif., became effective May 4 pursuant to Sect. 1.153 of rules. Action May 4.

■ By letter, commission denied request by Capitol Bcstg. Corp. for waivers of sects. 3.66 and 3.93(a) of rules to permit operation of station WCAW Charleston, W. V., by remote control and without first-class operator in charge while operating with a directional array. Comr. Cross dissented. Action May 3.

■ By memorandum opinion and order, the commission denied petition by Northfield Bcstg. Co. Northfield, Minn., for reconsideration of Feb. 23 grant without hearing of application by Midwest Bcstg. Corp. (KDMA) Montevideo, Minn., to change from DA-1 to DA-N, continued operation on 1460 kc, 1 kw, unl. Action May 3.

Routine roundup

BROADCAST ACTIONS
By Broadcast Bureau

Action of May 5

KD-3320, KIM-698 Guntersville, Ala. — Granted renewal of licenses for remote pickup stations.

Actions of May 4

Granted cps for following new vhf tv translator stations: Lake Television Assn. Bayfield, Colo., on ch. 10 to translate programs of KOB-TV (ch. 4) Albuquerque, N. Mex.; condition; Knik TV Club, Palmer, Alaska, on ch. 3 to translate programs of KTVA-TV (ch. 11) Anchorage, Alaska; Pelton Telecasters, Madras, Ore., on ch. 4 to translate programs of KGW-TV (ch. 8) Portland, Ore.; Loma TV Club, Loma, Mont., on ch. 11 to translate programs of KFBB-TV (ch. 5) Great Falls, Mont.; Newcastle TV Assn., Inc. Newcastle, Wyo., on ch. 11 to translate programs of KOTA-TV (ch. 3) Rapid City, S. D., 9 to translate programs of KTWO-TV (ch. 2) Casper, Wyo., and 7 to translate programs of KDUH-TV (ch. 4) Hay Springs, Neb.; W. N. F. TV Sterling, Colo., on ch. 13 to translate programs of KOA-TV (ch. 4) Denver, Colo.; WNF TV Jacinto, Nebr., on ch. 3 to translate programs of KOA-TV (ch. 4) Denver, Colo.; Gardiner Community TV Assn., Gardiner, Mont., on ch. 13 to translate programs of KXLF-TV (ch. 4) Butte, Mont., and 11 to translate programs of KID-TV (ch. 3) Idaho Falls, Idaho; Riggins TV Assn. Riggins, Idaho, on ch. 12 to translate programs of KLEW-TV (ch. 3) Lewiston, Idaho; Star Valley TV System Inc., Afton, Wyo., on ch. 7 to translate programs of KID-TV (ch. 3) Idaho Falls, Idaho; condition.

Actions of May 2

■ Waived Sect. 4.709(b) of rules and granted special temporary authority for following vhf tv repeater stations: City of Milford, chs. 12, 8, and 10 Milford, Utah (KSL-TV, ch. 5, KUTV, ch. 2, KCPX-TV, ch. 4, all Salt Lake City, Utah).

Actions of May 8

KTCS Fort Smith, Ark.—Granted assignment of cp to B. M. Salyer Jr., et al., d/b as KTCS Radio Co.

■ Granted licenses for following fm stations: KLYN-FM Lynden, Wash., KDVR (FM) Sioux City, Iowa; WFMD-FM Frederick, Md., and specify studio location as Catoctin Mountain, 7.5 miles northwest of Frederick, Md. (same as trans.), and delete remote control operation.

WHLM Bloomsburg, Pa.—Granted license covering increase in power, changes in daytime DA system and change in nighttime DA pattern; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sect. 317 of the Communications Act. Action May 8.

WNOW York, Pa.—Granted license covering installation of alternate main trans. for daytime operation.

KOSY Texarkana, Ark.—Granted mod. of license to change name to Gateway Bcstg. Co. Action May 8.

WRAC Racine, Wis.—Granted cp to replace expired permit which authorized change of ant.-trans. and studio location, ant. and ground systems, type trans.; remote control permitted. Action May 8.

WPRT Prestonburg, Ky.—Granted cp to replace expired permit which authorized increase in power, change ant.-trans. and studio location, install DA-D, and make changes in ground sytsem and install new trans. Action May 8.

WYLD New Orleans, La.—Granted cp to replace expired permit which authorized changes in ant.-trans. location, change in nighttime DA system and ground system, change type trans.; remote control permitted daytime only. Action May 8.

KPSR (FM) Palm Springs, Calif.—Granted extension of authority to remain silent for period ending July 15. Action May 8.

■ Following stations were granted extensions of completion dates as shown: KOL-FM Seattle, Wash. to June 8; WAJC (FM) Indianapolis, Ind., to August 14; KSTN-FM Stockton, Calif. to June 8; WGGC (FM) Glasgow, Ky., to June 8; KPOL-FM Los Angeles, Calif., to July 31; WJBL Holland, Mich., to June 8; WBHM Birmingham, Ala., to November 7; KBER San Antonio, Tex., to September 7; WORT New Smyrna Beach, Fla., to September 1; WAVO Decatur, Ga., to June 8; KAGI Grants Pass, Ore., to August 20.

WMGW-AM-FM Meadville, Pa.—Granted change of remote control authority. Action May 5.

KATN Boise, Idaho—Remote control permitted. Action May 4.

WNPS New Orleans, La.—Granted change of remote control authority. Action May 4.

Actions of May 3

WMMW Meriden, Conn.—Remote control permitted. Action May 3.

KRAE Cheyenne, Wyo.—Remote control permitted. Action May 3.

WHCT (TV) Hartford, Conn.—Granted mod. of license to change name to RKO Phonevision Co. Action May 9.

KJH-44-7 Wilmington, N. C.—Granted cps for new tv inter-city relay station; and tv STL stations. Action May 9.

WTAL Tallahassee, Fla.—Granted cp to change ant.-trans. location; conditions. Action May 9.

WMTV (TV) Madison, Wis.—Granted cp to install aux. ant. at main trans. site. Action May 9.

WHAP Hopewell, Va.—Granted mod. of cp to change type trans. Action May 9.

WEPM Martinsburg, W. Va.—Granted mod. of cp to change type trans. for day and night use (one main trans). Action May 9.

KIX-40-42, KIS-78, KJB-89, KIY-95 Wilmington, N. C.—Granted mod. of cps to change frequency to 1990-2008 mc; emission; receiving point and direction of radiation (BMPTS-245, 247); change receiving point and direction of radiation; change class of station to a tv STL station; emission; frequency to 2042-2059 mc; and direction of radiation and receiving point; change frequency to 1990-2008 mc; emission; and type trans. Action May 9.

■ Following stations were granted extensions of completion dates as shown: KBMT (TV) Beaumont, Tex. to July 10; KVLS (TV) Flagstaff, Ariz. to November 8; KLRN (*TV) San Antonio, Tex. to November 28.

KHFR (FM) Monterey, Calif.—Granted mod. of cp to increase ERP to 18 kw; ant. height to 2,570 ft.; specify studio location; change ant.; ant. system; remote control permitted. Action May 4.

KXTV (TV) Sacramento, Calif.—Granted mod. of cp to change ERP to vis. 309 kw; aur. to 155 kw; type ant. and make changes in ant. system. Action May 4.

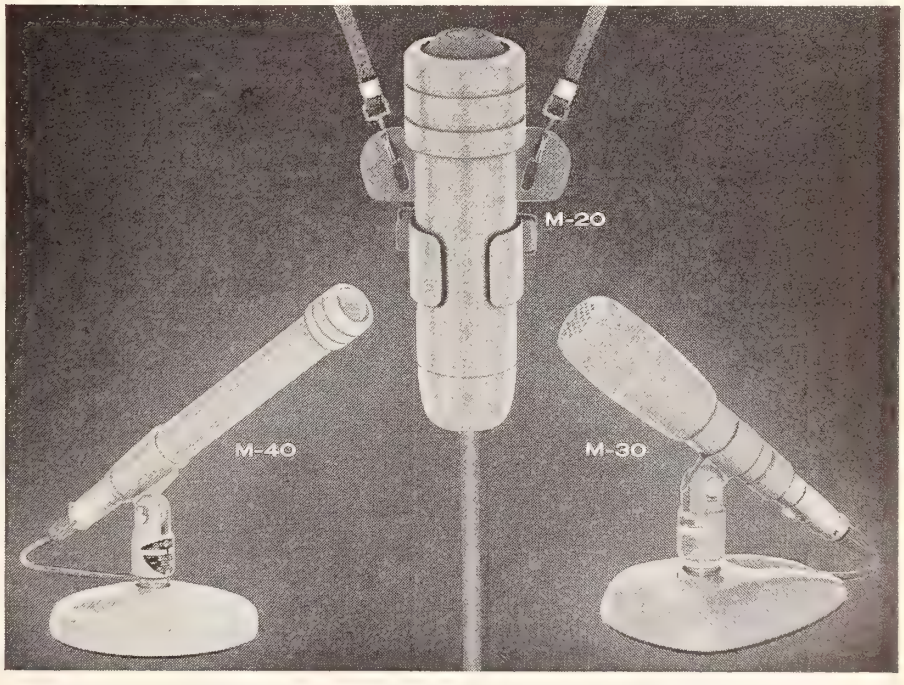
WGNI Wilmington, N. C.—Granted mod. of cp to change type trans. Action May 4.

■ Following stations were granted extensions of completion dates as shown: WSRW,

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WSRW-FM Hillsboro, Ohio to Nov. 1; WRAN Dover, N. J. to Oct. 20. Ann. May 5.

KPSD Amarillo, Tex.—Granted extension of authority through Aug. 1 to remain silent. Action May 3.

WIEL Elizabethtown, Ky.—Granted involuntary assignment of license to Charles L. Owen, et al, d/b under same name. Action May 4.

KXMB-TV Bismarck, N. Dak.—Granted assignment of license to KXMB-TV Inc. Action May 4.

WBET, WBET-FM Brockton, Mass. — Granted relinquishment of positive control by Home National Bank of Brockton and Louise P. Sampson, executors of estate of Charles L. Fuller and Home National Bank of Brockton, trustees of Alice M. Dunbar Trust Agreement through distribution of shares of stock from Charles L. Fuller estate to Charles A. and Albert W. Fuller. Action May. 4.

KOGO San Diego, Calif.—Granted cp to install new auxiliary trans., remote control permitted. Action May 4.

KXRJ Russellville, Ark.—Granted mod. of license to change name to The Valley Bcstrs. Action May 4.

WLBN Lebanon, Ky.—Granted involuntary assignment of license to Charles L. Owen, et al, d/b under same name. Action May 4.

WMLF Pineville, Ky.—Granted cp to change ant.-trans. and studio location. Action May 4.

WVAM-FM Altoona, Pa.—Granted cp to install new transmission line. Action May 4.

KITY (FM) San Antonio, Tex.—Granted cp to change ERP to 19 kw; ant. height to 390 ft.; install new ant. and make changes in ant. system. Action May 4.

KLIR Denver, Colo.—Granted cp to install auxiliary trans. (present location of main trans.). Action May 4.

WOL-FM Washington, D. C.—Granted cp to install new ant. Action May 4.

WMAL Washington, D. C.—Granted cp to install new trans. Action May 4.

WOL Washington, D. C.—Granted cp to install new trans. Action May 4.

KBLF Red Bluff, Calif.—Granted cp to change ant.-trans. location; make changes in ground system; install new trans.; change studio location; and specify remote control point. Action May 4.

WNBH New Bedford, Mass.—Granted cp to install old main trans. as auxiliary trans. at present aux. trans. site. Action May 4.

WHIO-FM Dayton, Ohio—Granted cp to increase ERP to 50 kw. Action May 4.

WFID-FM Rio Piedras, P. R.—Granted cp to make changes in ant. system (increase height). Action May 4.

WFAH-FM Alliance, Ohio—Granted mod. of cp to decrease ERP to 27 kw; change ant. and trans. Action May 4.

WNNJ-FM Newton, N. J.—Granted mod. of cp to change type trans.; type ant.; increase ERP to 2.85 kw; decrease ant. height to 140 ft. Action May 4.

WQMS (FM) Hamilton, Ohio—Granted mod. of cp to change type trans. Action May 4.

KBET Reno, Nev.—Granted mod. of cp to change type trans. Action May 4.

ACTIONS ON MOTIONS

By Chairman Newton N. Minow

■ Granted motion by Broadcast Bureau, with certain exceptions, and corrected in various respects the transcript of oral argument in proceeding on applications of Alkima Bcstg. Co., for new am station in West Chester, Pa. Action May 3.

By Commissioner Robert T. Bartley

■ Granted petition by Sands Bcstg. Corp. and extended to May 18 time to file replies of all parties to petitions by Hoosier Bcstg. Corp., and Independent Indianapolis Bcstg. Corp. to enlarge issues in proceeding on their applications for am facilities in Indianapolis, Ind. Action May 5.

■ Granted petition by Broadcast Bureau and extended to May 9 time to respond to petition by Tedesco Inc., for rehearing in proceeding on application of Hennepin Bcstg. Associates for am facilities in Minneapolis, Minn. Action May 5.

■ Granted petition by WPET Inc. (WPET) Greensboro, N. C., and extended to May 19 time to file exceptions to initial decision in proceeding on its am application. Action May 4.

■ Granted petition by Tropical Telecasting Corp., and extended to May 15 time to reply to opposition to petitions by South Texas Telecasting Inc., to enlarge issues in Corpus Christi, Tex., tv ch. 3 proceeding. Action May 4.

■ Granted petition by WTSP-TV Inc., and extended to June 9 time to file reply brief to exceptions in Largo, Fla., tv ch. 10 proceeding. Action May 4.

■ Granted petition by Broadcast Bureau and extended to May 16 time to file exceptions to initial decision in proceeding on applications of Washington State University for renewal of license of station KWSC (& aux.) and for modification of license of station KWSC Pullman, Wash., and First Presbyterian Church of Seattle, Washington, for renewal of license of station KTW Seattle. Action May 4.

■ In view of April 25 ruling of presiding Hearing Examiner, as corrected by May 2 order, denying for want of prosecution application of Elias and Robinson for am facilities in Glen Burnie, Md., dismissed as moot applicants petition for dismissal of their application. Action May 2.

■ Granted petition by Rollins Bcstg. Inc., and extended to May 15 time to file replies to exceptions and supporting brief and oppositions to reopen record filed by Des Plains-Arlington Bcstg. Co., in proceeding on its application for new am station in Des Plains, Ill., et al. Action May 2.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled hearing for July 20 and prehearing conference for 9 a.m., June 1, in proceeding on applications of James V. Perry and Quests Inc., for new am stations in Grove City, Pa., and Ashtabula, Ohio. Action May 9.

■ Scheduled hearing for July 20, and prehearing conference for 9 a.m., June 1, in proceeding on application of Robert E. and Marcella Podesta for fm facilities in Santa Clara, Calif. Action May 9.

■ Scheduled hearing for July 20, and prehearing conference for 9 a.m., June 1, in proceeding on application of Y T Corp., for fm facilities in Palo Alto, Calif. Action May 9.

■ Granted request by KSUM Bcstg. Co. (KSUM) Fairmont, Minn., to extent that it involves dismissal of its am application but dismissed application with prejudice and retained in hearing status remaining applications in consolidation. Action May 4.

■ In view of April 25 ruling of presiding hearing examiner, as corrected by May 2 order, denying for want of prosecution application of Elias and Robinson for am facilities in Glen Burnie, Md., dismissed as moot applicants petition for dismissal of their application. Action May 2.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Broadcast Bureau and extended to May 8 time to respond to petition to enlarge issues in proceeding on applications of Vernon E. Pressley for am facilities in Canton, N. C. Action May 5.

■ Granted motion by Palmetto Bcstg. Co., and continued to May 31 hearing now scheduled for 10 a.m., May 9, in Kingstree, S. C., in proceeding on its applications for renewal of license of station WDKD Kingstree, and for license to cover cp. Action May 5.

■ Granted as of May 1 petition by Broadcast Bureau, and extended from May 1 to May 10 time to file proposed findings in proceeding on am applications of "Jet" Bcstg. Co. Inc. (WJET) Erie, Pa., et al. Action May 2.

By Hearing Examiner Asher H. Ende

■ Granted motion by Olean Bcstg. Corp., and continued until further order dates (a) for exchange of exhibits now specified as May 5; (b) for notification of witnesses now specified as May 12, and (c) May 23 hearing in proceeding on its application and that of WIRY Inc., for am facilities in Plattsburg and Lake Placid, N. Y. Action May 4.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Willamette-Land Tv Inc., and extended from May 2 to May 16 date for exchange of exhibits, May 16 to May 31 date for notification of witnesses for cross-examination and from May 23 to June 5 for hearing in proceeding on its application for new tv station to operate on ch. 3 in Salem, Ore. Action May 3.

■ Granted petition by Broadcast Bureau and continued from May 4 to May 15 time to file Bureau's findings in proceeding on applications of Sayger Bcstg. Co. and Malrite Bcstg. Co., for am facilities in Tiffin and Norwalk, Ohio. Action May 2.

By Hearing Examiner Isadore A. Honig

■ Pursuant to agreement of parties at May 3 hearing, scheduled hearing conference for May 24 in proceeding on applications of Blue Island Community Bcstg. Inc., for fm facilities in Blue Island, Ill. Action May 4.

■ Closed record and scheduled May 26 and June 7 time to file proposed findings and replies in proceeding on application of Valley Bcstrs. for am facilities in Espanola, N. Mex. Action May 4.

By Hearing Examiner Annie Neal Huntting

■ Upon informal agreement of parties, scheduled hearing for June 21 in proceeding on applications of Berkshire Bcstg. Corp. and GROSSCO Inc., for am facilities in Hartford and West Hartford, Conn. Action May 2.

■ Granted petition by Broadcast Bureau and extended from May 1 to May 8 time to file proposed findings, on own motion extended from May 11 to May 18 time to file replies in proceeding on application of James J. Williams for am facilities in Williamsburg, Va. Action May 2.

By Hearing Examiner H. Gifford Irion

■ Scheduled prehearing conference for June 8 in proceeding on am applications of Gordon A. Rogers and Triple G Bcstg. Co. (KWAY) Vancouver, Wash. Action May 4.

By Hearing Examiner David I. Kraushaar

■ On own motion, scheduled prehearing conference for 9:15 a.m., May 25 in proceeding on am application of Crawford County Bcstg. Co. (WTIV) Titusville, Pa. Action May 4.

By Hearing Examiner Jay A. Kyle

■ Pursuant to May 5 prehearing conference, scheduled further prehearing confer-

Continued on page 125

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CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, pleace). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Wanted: Manager with small to medium market experience for Indiana independent daytime station. Prefer past managerial experience but will consider anyone with high sales experience and ability to get along with people. Send all replies to Box 104F, BROADCASTING.

Manager for medium to small market with heavy emphasis on sales. Box 238F, BROADCASTING.

Sales manager for metropolitan market. Personal sales success essential. Box 239F, BROADCASTING.

Wanted, station manager for 250 fulltime for south Texas town of over ten thousand. Salary plus percentage. First license beneficial. Box 247F, BROADCASTING.

Eastern sales manager for Commercial Recording Corporation. Excellent immediate opening for man with thorough knowledge of radio and advertising agency operation to open New York office for expanding progressive recording corporation. Will travel eastern area. This man is presently engaged in radio sales in New York City. Automobile furnished. Substantial draw. Right man will earn in excess of $20,000 first year. Contact Dick Morrison, Circle 6-0695, N.Y.C. May 11 through May 16.

Experienced manager capable of organizing new 500 WD station in central North Dakota's most progressive city. Send resume etc. to Judson D. Tracy, Pres., Central Broadcasting Co., Carrington, N. Dak.

Sales

Salesman—Southwest, medium market. Excellent opportunity with aggressive station. Established accounts. Box 197F, BROADCASTING.

Opportunity for national sales manager top rated station midwest medium market. Send full resume, sales record, to Box 199F, BROADCASTING.

New Jersey—excellent opportunity for good producer. Multiple chain, top New Jersey indie. Box 265F, BROADCASTING.

Opportunity for energetic salesman of good character for network station in Texas resort city. Box 274F, BROADCASTING.

East Tenn. daytimer needs young, aggressive experienced small market salesman for sales manager in single station market. Opportunity to settle down in small college town. Salary, commission, multiple station ownership. Box 310F, BROADCASTING.

Experienced salesman. Draw $150 per week. Plenty of opportunity to go up with expanding chain, New England. Rush details. Box 345F, BROADCASTING.

Salesman: Excellent opportunity with aggressive station for experienced man. Call or write Mr. Gene Steinhorst, Sales Manager, WGEZ, Beloit, Wisconsin.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Announcers

Announcer with first class ticket, maintenance is secondary. Box 928D, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Wanted—Best young dj in modern radio! We're not top 40—but we're a leading "live wire" operation in major Michigan market. Send details and tape to Box 170F, BROADCASTING.

Announcer—DJ with good commercial delivery. Educated, reliable, industrious. Production station, medium market. Resume and tape. Box 198F, BROADCASTING.

Negro dj. Strong, experienced air personality for major midwest market. Tape and resume. Box 243F, BROADCASTING.

Experienced, well-educated announcer for south Texas network station. Box 277F, BROADCASTING.

Immediate opening for dj in 75,000 central New York market. Prefer man who can fit into tight production format. Send resume, tape, requirements to Box 296F, BROADCASTING.

Auditioning now for Fall opening upstate New York for experienced, compatable personality. Versatility, reliability, showmanship required. Opportunities rewarding. Personal interview after tape, photo, resume salary requirements. Box 341F, BROADCASTING.

Wanted—experienced morning dj. Also experienced salesman. Good pay for qualified persons. Apply to Box 192, Urbana, Illinois.

Experienced announcer with 1st class ticket for 1 kw daytime station. This is a new "good music" station with outstanding potential. Send details with minimum salary requirements to Box 693, Atlanta 20, Georgia.

California (Central Valley) indie wants newscaster-sportscaster (must gather, write). Planned salary increases. Tape, resume to Box 1312, Porterville.

Wanted, experienced announcer-salesman. Hard worker can make $600-$700 a month. Must be family man. Personal interview required. K-GRL, Bend, Oregon.

Experienced staff announcer needed by leading independent music news operation. Forward full details, tape. WASA, Havre de Grace, Md.

Florida daytimer needs announcer immediately. Adult music station, no screamer. Send resume, tape, recent photo, and salary requirements, to WFTW, Box 10, Ft. Walton Beach, Florida.

Opening for staff announcer. Must be good at news, doing national news and commercials and must be interested in adult music. No dj's need apply. Starting salary from $85 a week depending upon background and experience. Must have details of experience, present salary, availability. Prefer personal interview but must have tape. Apply WGHQ, Box 427 Uptown P. O., Kingston, N. Y.

Morning man, experienced bright rating conscious. Top 40. Tape, resume, salary desired immediately to WMEX, 70 Brookline Avenue, Boston 15, Mass.

Staff announcer, must be able to run board and do a good air job. Send tape, picture and background plus salary wanted to Manager, WMOK, Metropolis, Illinois.

Help Wanted—(Cont'd)

Announcers

Progressive, production-minded station desires first ticket announcer. Salary open. New building, new Collins equipment. Home on premises available if desired. WMVO, Mount Vernon, Ohio.

Announcer with first class ticket for 1 kw daytime station. Please send details first letter to WONG, Box 451, Oneida, New York.

Announcer, with first class ticket (no maintenance) for one kw daytime station soon to go on air in eastern Pennsylvania. Good future and salary for capable young man. Send tape and resume to WYNS Lehighton, Pennsylvania.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Technical

Immediate opening for experienced chief. Montana kilowatt with remote control needs man that can assume full responsibility for technical end. Station has excellent equipment. Applicant must have executive ability and be strong on maintenance. Send resume including credit, character references, plus picture. Box 842E, BROADCASTING.

Chief engineer for top flight am-fm operation in large market. Must be experienced with directional antenna, have good electrical education and ability to handle men. Box 188F, BROADCASTING.

Engineer-newsman—1st class ticket—maintenance not required. Get local news, write it, and announce it. Prefer man with ability to run department with full authority and responsibility. Write Box 323F, BROADCASTING.

Chief engineer/announcer, first class ticket, quality voice for 5000 watt quality operation in sunny Florida. Position available immediately. Box 214F, BROADCASTING.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Production—Programming, Others

Newsman for dominant middlewestern independent with experience in writing and delivering local news. You'll work with six mobile units. Box 961E, BROADCASTING.

Texas station needs experienced dependable traffic manager. Box 275F, BROADCASTING.

Experienced, persuasive copywriter for network station Texas resort city. Box 276F, BROADCASTING.

Immediate opening for local news editor and news director. Must gather, write, edit, produce and announce local news broadcasts. This is not a 40-hour a week job. Will only hire on basis of personal interview or tape. Maximum starting salary $110 to $115 a week. 1000 watt daytime station going 5000 watt immediately. Write WGHQ, Box 427 Uptown P. O., Kingston, N. Y.

Copywriter . . . At once! Experienced only. Top pay for right person. Send resume, background, samples. Paul Parker, WLAS, Jacksonville, N. C.

RADIO

Situations Wanted—Management

Assistant manager, administrative assistant, program manager, other executive. 13 years experience radio-tv. Familiar current industry, labor and government matters. Trouble shooter. Now operations manager major market 50 kw. 28, family. Box 225F, BROADCASTING.

Looking for a general manager-salesman-announcer-copywriter all in one. I'm your man. Northeast. Box 333F, BROADCASTING.

Manager or sales manager (and combination)—Highly qualified. Young, experienced, integrity. Small family. Desire medium to large market. West coast, and western states reply only. Box 338F, BROADCASTING.

Small market manager. Experienced all phases announcing. Civic minded. Top references. Will consider #2 spot. Tv experience, announcing, directing. Available immediately. Warren Hewitt, Beardstown, Illinois.

Sales

Excellent references to back up mature, married, experienced, radio-television June graduate seeking sales position. Will consider announcing-sales. Box 280F, BROADCASTING.

Announcers

Top radio personality for Connecticut, New Jersey, New York. Working now. Box 955E, BROADCASTING.

Quality announcer-dj—strong news, experienced, college grad, young, ambitious, sincere. Box 240F, BROADCASTING.

Serious or good music stations: 7 years experience pd-announcer-news. Excellent references. Locate New England. Tape-resume. Box 244F, BROADCASTING.

Experienced announcer- dj with 1st phone desires to relocate. Young family man, dependable; tight production, programming experience. No maintenance. Box 268F, BROADCASTING.

Fast paced, bright, mature announcer. 5 years experience: Top 40, good music, news, fm. Tight board good production. Prefer adult programming station in midwest. Tape and resume on request. Box 278F, BROADCASTING.

Announcer-dj, experienced. Presently doing morning show in 9 station market. Can run tight board. Married, age 24, draft free. Box 281F, BROADCASTING.

Direct from the top station in top chain, an audience building top 40 personality dj is available. Box 283F, BROADCASTING.

Qualifications: 4 years, dj in southern market serving over one million, number one rated show; veteran; college; married; presently employed by a northern market over 100,000. Reason for leaving seeking greener pastures where personality will not be subjugated by managements policy. All offers considered, tape, resume, on request. Box 284F, BROADCASTING.

DJ, 24, draft-free, one year experience, amazing. Ad-lib, extraordinary potential, comic bonus, "top 40," anywhere. Box 285F, BROADCASTING.

Versatile announcer. Mature, experienced. Two years college. Excellent music man. Box 287F, BROADCASTING.

Experienced first phone dj bright, fast paced, personality, tight production. Box 289F, BROADCASTING.

Texas preferred. Experienced announcer-dj. 1st phone, family man. Perhaps all-night major. Box 269F, BROADCASTING.

Newsman-dj. 2 years experience. Tight production. Not a floater. Box 297F, BROADCASTING.

Situations Wanted (Cont'd)

Announcers

Announcer—Show business background. Performer, promotion, management. Slight air and tv experience. Quick wit, ad lib humor, no hysteria. Good on news and commercials. Comparable with the best. Community minded. Up on current events. Money secondary. Also like selling. Tape, photo, references available. Box 294F, BROADCASTING.

Personality dj. First phone license. Sober, family man. Top audience rating. Experienced c&w and pop. Also as farm director, news editing and newscasting, sales, commercials. Prefer board shift with c&w record show. Box 303F, BROADCASTING.

Experienced 1st phone straight announcer . . . daytime only . . . Family, prefer Texas-Oklahoma. $100. Box 309F, BROADCASTING.

Young married dj with 1½ years diversified experience desires to re-locate with modern format station in medium market. Box 312F, BROADCASTING.

Sports director, nine years experience play-by-play, finest references. Box 313F, BROADCASTING.

Attention top 40's. Experienced young dj with personality plus ideas desires move up. Box 315F, BROADCASTING.

Light experienced 1st phone, announcing for quality fm type programming. Box 317F, BROADCASTING.

Major markets-personality, 6 years experience, now p.d. in metropolitan area, desires middle of road music station! Box 320F, BROADCASTING.

Experienced first phone morning deejay. Authoritative news. Best references. Box 321F, BROADCASTING.

Top flight sportscaster, looking for station of same caliber. Interested in station that offers sports fans as much local sports as they want. If you're that station. contact immediately. Box 322F, BROADCASTING.

Modern deejay or program director. PD now. You needum help? Me chief/brave type, gottum lost experience . . . stuff on ball. Our station number one. Gottum nice squaw . . . 2 papooses. Wantum continue on big-type range . . . You wantum your smoke signal number one . . . You pay good wampum . . . We pow-wow O.K.? Box 325F, BROADCASTING.

Mature announcer, experienced all phases radio and television. California preferred. Box 326F, BROADCASTING.

College and announcing school grad. 26, seeking first job in radio. Serious and responsible. Will also consider summer position. Box 329F, BROADCASTING.

Attention stations within 250 mile radius of N.Y.C.—Newsman, dj seeks permanent position. 2 years experience. Tight production. Bright. NYC, phone BU 4-8737. Box 331F, BROADCASTING.

Announcer, dj, experience, married. Bright sound and tight production. Play all kind of music. Box 332F, BROADCASTING.

Experienced announcer, news man, runs own board, adult programming, will learn sales your way. Box 334F, BROADCASTING.

Disc jockey, announcer; experienced; bright sound; tight production technique; personality; not a floater. Box 335F, BROADCASTING.

Young announcer wants start in radio . . . 3 years television background, now want to break into radio announcing. Versatile, ambitious, confident, ready to work. All types of music. Immediate availability. Tape and photo also available. Box 337F, BROADCASTING.

Young, aggressive negro dj, school grad. 1 year experience. Will travel. Box 339F, BROADCASTING.

Situations Wanted (Cont'd)

Announcers

Negro announcer-personality. Two hundred mile radius of Philadelphia. Have gimmic, married, and need a break. Box 340F, BROADCASTING.

Summer only: Experience since age 12. Strong remotes. UPI correspondent with major story in central New York last summer. Good adult music. Daylight preferred. Available June 5. $90.00. Box 343F, BROADCASTING.

Announcer five year experience, first class license desires to relocate. Prefer east. Box 344F, BROADCASTING.

I'm dull on r&r but have a passion for gospel and rhythm and blues. Fire, intelligence, and massive board experience. No sales. Box 346F, BROADCASTING.

Announcing—Desires immediate work. Announcing school graduate, with third class permit, desires work at a small 500 watt station. Has had experience at copywriting, along with board work. Seeks steady work with secure future. Handicapped person wishes to make a success of radio. News experience. Contact Jim Bye, at OXford 3-6478, or write P.O. Box 945, Litchfield, Minnesota.

Experienced 1st phone announcer desires to improve engineering. Available immediately—call C. F. at CH 6-3541, 507 Mills, Bainbridge, Georgia.

Housewive's deejay (teenagers like me, too). Mature, bright, friendly—project fine station image. Great on shopping center remotes, personals, record hops. 15 years experience. Promoter, idea man. No r&r junk music, no formats and screaming. Experienced tv, too. No drink, no payola background. Personal interviews with metropolitan stations only. Don't answer if your budget provides only for hiring of 21 year old announcer types. TUexdo 6-1421. Tommy Edwards, Box 7297, Cleveland 29, Ohio.

Top-rated personality, formerly with No. 1 station in 400,000 east coast market. Recently completed teaching assignment with broadcasting school. Available for right opportunity in medium-large market. Jerry Gillies, 2712 Knorr Street, Philadelphia 49, Pa., MA 4-1071.

Family man wants permanent position immediately. Nine years experience with news, programming combo, play-by-play. Thomas Gooding, 7308 East Minnezona, Scottsdale, Arizona, WHitney 6-9155. Resume, references on request.

First phone, will announce. Board practice while engineer at 5 kw station. Year college, age 19. Will send tape. Ray Hettinger, 1274 Holbrook, San Antonio, Texas.

Morning-afternoon dj . . . all-around radio man available now! Outstanding qualifications and fine references. Write Dick Richy, Apt. #7, 214 Blue Ridge Ave., Front Royal, Virginia or call collect MElrose 5-4803.

Announcer, 1st phone, no maintenance, no car, $85. BE 7-6721 after 5. Walter Piasecki, 2219 N. Parkside, Chicago.

Columbia College graduate desires announcing job. Sound commercial background. Will locate anywhere where potential exists. Tape available. Bill Yormark, 3206 W. Ainslie, Chicago 25, Illinois.

Technical

Chief engineer, am or fm. Licensed 15 years. Experienced. Now available. Box 298F, BROADCASTING.

Chief engineer . . . experienced all phases: administrative, construction, maintenance, measurements, proofs. Now employed, seek better oportunity. Box 307F, BROADCASTING.

Technical school graduate first phone, married, desires permanent position with future, prefer northeast. Box 316F, BROADCASTING.

Chief engineer-announcer, three years experience. 4405 Antha, Houston, Texas.

Situations Wanted (Cont'd)

Technical

Young man w/1st phone seeks responsible position. 25, married, RCA grad, ham, some college and 2 years electronic technician. Richard Aronson, 21 W. Union St., Wilkes-Barre, Pa. VA 4-8674.

First phone. Some experience. Any location. William Baldwin, Rt. 1, Box 257, Palatka, Florida. Phone EAst 5-7049.

Production—Programming, Others

Award-winning news director wants to relocate in a major market. 14 years experience. Box 207F, BROADCASTING.

June graduate in agricultural journalism, with two years radio-television experience, seeking position in farm and news broadcasting. Box 288F, BROADCASTING.

Situations Wanted (Cont'd)

Production—Programming, Others

Details, details, details! Every smooth operation needs one man to pick up loose ends—production, copy, traffic, music, news, and sports. Prefer behind-the-scenes action in metropolitan market, but will shine on mike if necessary. My aim-administration. So, you current administrators, get the details on this detail man. Box 292F, BROADCASTING.

Serious minded, award winning news director, farm background, family man, 8 years midwest radio experience, presently employed, seeks job with future. Box 305F, BROADCASTING.

Experienced, mature announcer, top forty, country programming. Southern California preferred. Box 327F, BROADCASTING.

Announcing school and college grad seeks start in radio news. Gathering, writing, broadcasting. Box 330F, BROADCASTING.

Situations Wanted (Cont'd)

Production—Programming, Others

Newsman seeking sound metropolitan station. 7 years in radio and journalism. All phases of reporting. Give complete description of job and staff. Available immediately. Box 336F, BROADCASTING.

News director: 10 years experience. Accurate, straight forward coverage only. Gather, write, air. Award winner. Top references. John Scott, KPEL, Box 3120, Lafayette, Louisiana.

Whole staff available, collectively, individually. Victims mismanagement, misappropriation, complete disillusionment characteristic Florida markets. Current remuneration rubber checks, confederate dollars. Thoroughly experienced. Sales-production-announcing-copy. Top-pop format a must. Make offer. Phone, write, wire—Jerry Spinn, Box 211, Ft. Pierce, Fla. HOward 1-2264.

TELEVISION

Help Wanted—Sales

Energetic, persuasive salesman large Texas market. Box 272F, BROADCASTING.

Technical

TV summer studio relief 2nd class license minimum. Contact: Mr. Merritt, C. E., WICS-TV, Springfield, Ill.

We need an experienced man for general maintenance—channel 11 RCA transmitter, studio camera, control room, projection room, and microwave links. You will have help and supervision and will be oriented in the job but will not be trained. No watches. Asst. chief for the right man. $125.00 per week. Also control room operator, 1st phone, no experience. $86.42, 44 hours. R. W. Caughey, WINK-TV, Fort Myers, Florida. Phone EDison 4-1131.

Experienced studio or maintenance technician for permanent position. Scale to $148 per week. Send name, references to: Chief Engineer, WTTW, Box 1100, Chicago.

Production—Programming, Others

Continuity writer with speed and creativity for vhf in large Texas city. Box 271F, BROADCASTING.

Experienced, dependable traffic manager Texas vhf. Box 273F, BROADCASTING.

Experienced tv program director needed in progressive two station midwest uhf tv market. Want a stable "idea man" who can produce results. Send resume, photo and salary requirements to Box 290F, BROADCASTING. Replies confidential.

TELEVISION

Situations Wanted—Sales

Sales-minded executive producer-director desires creative sales situation with progressive television station. 10 years major market. Box 266F, BROADCASTING.

Announcers

Mature announcer, many years major television market. Southern California preferred. Box 328F, BROADCASTING.

Technical

No United Nation's diplomat but have put out many brushfires worldwide for television broadcasters. All phases. Planning, installation, start up, proofs, and operational instruction. Desire position broadcasting or allied fields. Foreign or domestic. Contact Box 245F, BROADCASTING.

Licensed tv engineer 5 years experience all phases of studio operation and some maintenance, including vtr and microwave. Box 286F, BROADCASTING.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)_____

☐ TF (until forbid)

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payment in advance)

☐ **Help Wanted**—25¢ per word—$2.00 minimum

☐ **Display ads** $20.00 per inch—STATIONS FOR SALE advertising require display space

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ **All other classifications** 30¢ per word—$4.00 minimum

(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

SITUATIONS WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

FOR SALE

☐ equipment

WANTED TO BUY

☐ stations
☐ equipment

ADDITIONAL CATEGORIES

☐ Instructions
☐ Business Opportunity
☐ Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed $ ☐ Bill

Situations Wanted (Cont'd)

Technical

Engineer, highly qualified am-tv all phases including construction. Last twelve years chief. Family, stable, prefer Florida or general southeast area, large market or well equipped small market. Resume. Box 299F, BROADCASTING.

Ham operator wants start, television or radio. Good voice, some film experience. No first phone. Summer replacement? Fine! Box 319F, BROADCASTING.

Family man. 37, first phone. Presently employed in one man operation of uhf educational television station. Desires job with opportunity. Television or radio. Willing to work into combo. Available after June 1st. Contact Charles R. Deason, 907 Denton Dr., Euless, Texas, phone BUtley 3-4377.

Production—Programming, Others

Editor-Been away, want back. Radio or tv, news or sports. Gather, write, edit, some photography. Journalism graduate, limited experience. Prefer far west. Employed, available July 1. Box 202F, BROADCASTING.

News director. On-camera, legislature, special events, SOF, 12 years. Box 252F, BROADCASTING.

I prefer to do: Extemporaneous daytime tv shows. (Guaranteed to swamp your competitor.) I am willing to do: 1. Sales promotion and local tv sales management. 2. Tv public service interview and film shows. Tv editorials—Written and delivered. 4. Newspaper column—where tv affiliated or conjunctive. 5. Cartoons for tv or publication. 6. Children's shows—Telling and illustrating stories. 7. MC and studio direction of comedy and variety shows—also singing, dancing and acting. 8. Public relations appearances. Most of these are done in a thought provoking presentation and a suspenseful manner—designed to attract attention—with a highly identifiable (southern accent) voice, individualized style and appeal. Interested parties address correspondence to: Peabody Hunter. Box 270F, BROADCASTING.

Program director — news director — announcer. Also, capable salesman. Thoroughly experienced: 7 years—television; 11 years radio. AB degree. Teetotaler, 36. Interested in better opportunity for advancement. Telephone 872-1316, Atlanta, Georgia, or write Box 300F, BROADCASTING.

June graduate with B. S. degree seeking production position in northeastern U. S. Will consider ETV. Married. Experienced in production, direction, announcing, and some programming. Top references. Box 301F, BROADCASTING.

Teacher for educational tv. Worked in commercial advertising/tv. Have MS. Box 342F, BROADCASTING.

Film editor with over 4 years experience desires job in the southeast with possibility of working into some other phase of business. I have two years of college. P.O. Box 3026, Columbia, S. C.

FOR SALE

Equipment

GE 3 kw fm transmitter, presently set for operation at 1500 watts. 250 watt driver in excellent condition. Amplifier ready to go at 1500 watts. Simple conversion to full 3 kw. Can be multiplexed. Complete for $1500.00. Box 230F, BROADCASTING.

General Radio 1606A bridge $400. RCA WX2D field instensity meter $500. Both excellent condition. Box 279F, BROADCASTING.

For sale as a complete package the following pieces of equipment: 250 watt, G.E. transmitter, G.E. two-studio console, two Presto turn-tables, G.E. limiter amplifier, and a PT-6 Magnecorder. All in good condition. Taken out of use because of power increase. Price $3,000.00. Box 295F, BROADCASTING.

FOR SALE

Equipment—(Cont'd)

Recording studio, fully equipped and with good clientele. Includes a good home, partly furnished. Details upon request. Box 2505, Lakeland, Florida.

Thinking about automation? . . . We have the unit for you . . . Seaburg selecto-matic model 200LU-1 in good shape . . . $250. Contact W. Watt, KOFE, Pullman, Washington.

REL model 694 STL, tuned to 944.5 mc. Includes two 6' dishes. WIBA, Madison, Wisconsin.

Rust remote control R1-108, Presto disk cutter, limiter, mike boom stand 8 ft. ext. Best offer buys. WKXL, Concord, New Hampshire.

Two used Scully lathes with new feed screws and fingers excellent shape with four RCA cutter heads, two Altec amps., one spare motor, spare set belts. Will take best offer. Will supply photos on request. Audio Acoustics, P.O. Box 444, Arlington, Texas.

Four (4) AM 200 foot, fully galvanized Blaw-Knox towers. A-1 condition. Self-supporting, no-rust. F.O.B. Tallahassee, Florida. Will deliver and erect. Make offer, one or all. D & D Tower Engineers, LaFayette, Alabama. P.O. Box 648.

Will accept best offer for one 600 ft. and two 175 ft. guyed towers, standing. Immediate removal of towers and foundations required. Write Paul Cram, 1028 Stumpf Blvd., Gretna, Louisiana or call New Orleans, FOrest 1-2224.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

George Kim & Son. Tower-painting, repairing, erection and demolishing. Ebensburg, RD#2, Pennsylvania.

Power supplies, RCA WP-33B's and 580-D's, excellent condition. Write for prices Jerry E. Smith, Box 840, Corpus Christi, Texas.

WANTED TO BUY

Stations

Experienced radio man desires small profitable station in the mid-south. Correspondence confidential. Box 900E, BROADCASTING.

Experienced radio man would like to purchase profitable radio station in the mid-south. All correspondence confidential. Box 116F, BROADCASTING.

Experienced broadcaster, with adequate finances and fine record in community service, wishes to buy single-market daytime station or other small operation. Reply to Box 267F, BROADCASTING.

Young station manager desires lease. Small or medium market. Possible option. Prefer Florida. Box 314F, BROADCASTING.

Will purchase your construction permit . . . anywhere U.S.A., confidential . . . cash . . . reply Box 318F, BROADCASTING

Equipment

FM transmitter 3 or 5 kw and associated equipment such as coax, antenna bays, monitors, etc. Must be in A-1 condition. Send full particulars to Box 167F, BROADCASTING.

Used vhf transmitter 12½ or 25 kw, and associated equipment. Must be in A-1 condition. Specify channel of transmitter. Box 293F, BROADCASTING.

Want any excess AM, FM, TV equipments including tubes. Good prices. Electrofind, 440 Columbus Avenue, N.Y.C.

WANTED TO BUY

Equipment—(Cont'd)

Need G. R. Bridge 916 or 610, RCA-Clark field strength unit, B and W or Hewlett Packard audio oscillator and noise and distortion meter. Communications Service, Inc., 3209 Santon Street, Dallas, Texas.

200, 300, 400 ft. steel towers heavy duty. Telechrome sweep generator, stabilizing amplifiers. Western Microwave, Box 691, Livingston, Montana.

Used tv station equipment. VHF. With remote telecasting equipment, if available. Top prices. Columbia Electronics, 4365 West Pico Blvd., Los Angeles 19, Calif.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

FCC first class license twelve weeks. PCIT, Woodburn, Oregon, YUkon 1-1066.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC first class license in 5 or 6 weeks. Instruction eight hours a day, five days a week. No added charge if additional time or instruction needed, as license is guaranteed for tuition of $300.00. Professional announcing training also available at low cost. Pathfinder Method, 5504 Hollywood Blvd., Hollywood, California. Next classes June 5th and July 31.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 21. August 30, October 25. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California "Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course."

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

MISCELLANEOUS

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

MISCELLANEOUS

Comedy for radio performers! Not just lines but material tailored for deejays. "Deejay Manual," a complete gagfile sampler of "radio" comedy. $5.00—Show-Biz Comedy Service (Dept. DJ), 65 Parkway Court, Brooklyn 35, N. Y.

Bingo cards for radio and television programs personalized with your advertisement (you furnish art work) seven days delivery. $1.50 per 1000 F.O.B. Sweetheart Mountain Productions, 1245 South Inca St., Denver 23, Colorado. RAce 2-1940.

RADIO

Help Wanted—Sales

OPPORTUNITIES IN SALES

Multiple station operators need radio and tv salesmen immediately. Top pay for producers, plus an unequalled opportunity for management training, if you qualify. This is your chance to join one of the best-known and most highly respected organizations in broadcasting. If you are ready for the big time write details to:

Box 311F, BROADCASTING

Announcers

MIDWEST MAJOR

Modern station seeks bright-sounding announcer for personality operation. No news. Salary open but we expect to pay $7,000 or better. Send tape, resume.

Box 306F, BROADCASTING

RADIO

Situations Wanted—Management

BRAZIL

Eager young U. S. citizen with Brazilian family connection desires permanent assignment in Latin America. 11 years experience all phases radio except technical, including 9 years management and sales management. Helped build two tv stations. 2½ years newspaper writing and advertising. Languages need development. Will consider advertising agency, equipment product or service sales, new assignments or what have you. Full background bared. Best of references.

Box 308F, BROADCASTING

Situations Wanted (Cont'd)

Announcers

WE HAVE NEW D.J.'s

All sizes, all colors, all ages, all sexes. And all willing to work—eager to please. No prima donnas. Costs you nothing to get their tapes. Tell us what you want. Placement Dept., J. B. Johnson School, 930 F St., N.W., Washington 4, D. C.

Production—Programming, Others

DENVER'S #1 RATED RADIO PERSONALITY* "ROY THE BELL BOY"

Fourteen years experience. Bright, yet smooth delivery. Strong on commercials and tight production. Mature and steady. Excellent background and references. Only top stations will be considered. Write, wire or call:

* Hooper & Pulse

Roy W. Gunderson
5250 West 53rd Ave.
Box #6
Arvada, Colorado
Phone HArrison 4-7532

WANTED TO BUY

Stations

$100,000
CASH AVAILABLE

To use as down payment for all or 50% of fulltime radio station. Prefer middle to large market within 90 minutes flying time from New York City. Will assume active management, principals only. All replies confidential.

Box 868E, BROADCASTING

FOR SALE

FOR SALE
ANNOUNCER'S SCHOOL

East Coast major market. Money Maker. Working announcers as instructors. Good enrollment; can be expanded. Now running absentee. Member Better Business Bureau, Bd. of Trade, etc. $35,000 cash required.

Box 983E, BROADCASTING

Stations

AM & FM SINGLE

Outstanding single market in northeast. New equipment and desirable real estate. Station is in the black. Priced at a firm $75,000 with 29% down and a favorable payout. Present owners have other interests and want to dissolve working partnership.

Box 304F, BROADCASTING

GEORGIA FULLTIME

Located in Southeast Georgia. Ideal low cost set up for owner-Manager. Price $50,000.00. Terms available.

Box 282F, BROADCASTING

FOR SALE

Stations (Cont'd)

MID-WESTERN RADIO STATION

Daytimer located in 12,000 population market. Only station in town. Approximately two years old with all new equipment and building. Ideal opportunity for owner-operator. Priced less than $100,000. Sorry no terms. Send all replies and financial information to Box 291F, BROADCASTING. Please, no brokers.

WESTERN OREGON

Splendidly located 250 watt daytimer. Owner must sell due to illness. $75,000 —Terms.

HARRIS ELLSWORTH
Licensed Broker
P. O. Box 509 Roseberg, Ore.

Calif	single	daytimer	$ 75M	terms
N.Y.	single	fulltime	54M	29%
Wash	single	daytimer	50M	cash
Indiana	single	regional	125M	cash
N.C.	single	daytimer	138M	29% for 55%
Tenn	single	daytimer	65M	terms
Fla	medium	fulltime	175M	29%
Idaho	medium	daytimer	90M	29%

And others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

Fla. major $240,000—Fla. 5 kw $225,000—Fla. 5 kw $185,000—Fla. regional $175,000—Fla. regional $160,000—Fla. regional $125,000—Fla. 5 kw $135,000—Fla. major $120,000—Fla. single $50,000—Fla. single $42,000—Tex. major $485-000—Tex. major $200,000—Tex. fulltime $160,000—Tex. single $60,-000—Tex. single $55,000—La. major $97,500—La single $85,000—Ark. single 80% for $65,000—Miss. single $50,000—Miss. single $45,000 —Va. major $215,000—Ga. regional $225,000—Ala. major 5 kw $275,000—Southern major Radio-TV $4,000,000. Others! PATT McDONALD CO., BOX 9266, GL 3-8080, AUSTIN, TEXAS.

STATIONS FOR SALE

CALIFORNIA. Daytime. Absentee owned. Doing $50,000 annually. Asking $100,000 29% down. Can be negotiated.
NORTHWEST. Daytimer. Gross $40,000. Good profit. Ideal man and wife operation. Asking $75,000 including real estate, car and other assets. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Continued from page 118

ence for May 15, at 3 p.m., to include oral argument on petition by Mt. Holly-Burlington Bcstg. Co., for leave to amend its application for new am station in Mt. Holly, N. J., which is consolidated for hearing with applications of Burlington Bcstg. Co., and Burlington County Bcstg. Co., for am facilities in Burlington and Mount Holly, N. J. Action May 5.

■ Upon request by Mt. Holly-Burlington Bcstg. Co. rescheduled prehearing conference now scheduled for May 5 at 10:00 a.m., for 2:00 p.m., that date in proceeding on its application for am facilities in Mt. Holly, N. J. Action May 4.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by SanVal Bcstrs. and extended to May 8 time to file replies to proposed findings in proceeding on its application for am facilities in Oroville, Calif., et al. Action May 2.

PETITIONS FOR RULEMAKING FILED

Broadcasting & Film Commission of National Council of Churches of Christ in United States of America—Requests revision of rules to provide for the adoption of the uniform program log submitted by petitioner.. Ann. May 5.

Processing line

STANDARD BROADCAST APPLICATIONS READY AND AVAILABLE FOR PROCESSING PURSUANT TO SECT. 1.354(c) OF COMMISSION'S RULES—LIST NO. 21

■ Notice is hereby given, pursuant to Sect. 1.354(c) of Commission Rules, that on June 12, 1961, standard broadcast applications listed in attached appendix will be considered as ready and available for processing, and that pursuant to Section 1.106(b)(1) and Section 1.361(b) of Commission Rules, an application, in order to be considered with any application appearing on attached list, or with any application now on file, or filed before June 9, 1961, which may be mutually exclusive with an application on such list, must be substantially complete and tendered for filing at offices of the Commission in Washington, D. C. by whichever date is earlier: (a) the close of business on June 9, 1961, or (b) if action is taken by Commission on any listed application prior to June 9, 1961 by virtue of its being mutually exclusive with application appearing on earlier list, no later than close of business on day preceding date on which such action is taken, or (c) day on which conflicting application was "cut off" because it was timely filed for consideration with application on a previous list.

Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Sect. 309(d)(1) of Communications Act of 1934, as amended, is directed to Section 1.359(f) of Commission Rules for provisions governing time of filing and other requirements relating to such pleadings.

APPENDIX

BP-11690 KFNV Ferriday, La.—Miss Lou Broadcasting Co. Has: 1600 kc, 1 kw, D; Req.: 1390 kc, 1 kw, D.

BP-11761 NEW Shreveport, La.—Nebroco Entertainments Inc. Req.: 1390 kc, 500 w, D.

BP-12744 KQBY San Francisco, Calif.—Gordon Broadcasting of San Francisco Inc. Has: 1550 kc, 10 kw, DA-2, unl.; Req.: 1550 kc, 10 kw, 50 kw-LS, DA-2, unl.

BP-13596 NEW Myrtle Creek, Ore.—Earl McKinley Trabue Req.: 1010 kc, 1 kw, D.

BP-13837 NEW Slaton, Tex.—Holmes-Roberts Broadcasting Co. Req.: 1530 kc, 1 kw, D.

BP-13838 WICE Providence, R. I.—Providence Radio Inc. Has cp: 1290 kc, 1 kw, 5 kw-LS, DA-2, unl.; Req.: Change DA pattern.

BP-13839 WAIR Winston-Salem, N. C.—Forsyth Broadcasting Co. Has: 1340 kc, 250 w, unl.; Req.: 1340 kc, 250 w, 1 kw-LS, unl.

BP-13842 NEW Wyoming, Mich.—Wolverine Broadcasting Co. Req.: 1530 kc, 500 w, DA, D.

BP-13843 KNCY Nebraska City, Neb.—Otoe Broadcasting Co. Has: 1600 kc, 500 w, DA, D.; Req.: 1450 kc, 250 w, 1 kw-LS, unl.

BP-13844 NEW Kutztown, Pa.—Saul M. Miller Req.: 1510 kc, 250 w, D.

BP-13848 NEW Reading, Pa.—Hudson Broadcasting Corporation Req.: 1510 kc, 1 kw, D.

BP-13851 WLBR Lebanon, Pa.—Lebanon Broadcasting Co. Has: 1270 kc, 1 kw, DA-N, unl.; Req.: 1270 kc, 1 kw, 5 kw-LS, DA-2, unl.

BP-13859 NEW Indian Rocks Beach, Fla.—Johnson Broadcasting Corporation. Req.: 1520 kc, 1 kw, DA, unl.

BP-13861 NEW Minden, La.—Champion Broadcasters Inc. Req.: 1380 kc, 500 w, D.

BP-13867 NEW Cottonwood, Ariz.—Verde Valley Broadcasters. Req.: 1240 kc, 250 w, unl.

BP-13869 NEW Dardanelle, Ark.—Yell County Broadcasting Co. Req.: 1420 kc, 500 w, D.

BP-13870 WHIR Danville, Ky.—WHIR Inc. Has: 1230 kc, 250 w, unl.; Req.: 1230 kc, 250 w, 1 kw-LS, unl.

BP-13872 NEW Northfield, Minn.—Northfield Broadcasting Co. Req.: 1460 kc, 500 w, D.

BP-13873 NEW Lapeer, Mich.—Chief Pontiac Broadcasting Co. Req.: 1530 kc, 1 kw, DA, D.

BP-13874 WPRE Prairie du Chien, Wis.—Prairie Broadcasting Co. Has: 980 kc, 500 w, D.; Req.: 980 kc, 1 kw, D.

BP-13876 NEW Scott City, Kans.—Broadcasters of Scott City. Req.: 1310 kc, 500 w, D.

BP-13877 NEW Iowa City, Iowa—Iowa City Broadcasters Inc. Req.: 1510 kc, 250 w, D.

BP-13878 KWBE Beatrice, Neb.—Mia Enterprises Inc. Has: 1450 kc, 250 w, unl.; Req.: 1590 kc, 1 kw, 5 kw-LS, DA-2, unl.

BP-13884 KFIV Modesto, Calif.—Modesto Broadcasting Co. Has: 1360 kc, 1 kw, DA-N, unl.; Req.: 1360 kc, 1 kw, 5 kw-LS, DA-2, unl.

BP-13886 NEW Pine Bluff, Ark.—James J. B. Scanlon. Req.: 1530 kc, 250 w, D.

BP-13890 WGSA Ephrata, Pa.—Garden Spot Broadcasters Inc. Has: 1310 kc, 1 kw, DA, D. Req.: 1310 kc, 5 kw, DA, D.

BP-13891 WTCN Minneapolis, Minn.—Twin State Broadcasting Inc. Has: 1280 kc, 1 kw, 5 kw-LS, unl.; Req.: 1280 kc, 5 kw, DA-N, unl.

BP-13895 NEW Stanford, Ky—Lincoln-Garrard Broadcasting Co. Req.: 1520 kc, 500 w, D.

BP-13896 NEW Urichsville, Ohio—Tuscarawas Broadcasting Co. Req.: 1540 kc, 250 w, D.

BP-13897 NEW Eugene, Ore.—Emerald Broadcasting Corp. Req.: 1500 kc, 10 kw, D.

BP-13898 WYCL York, S. C.—York-Clover Broadcasting Inc. Has: 1580 kc, 250 w, D.; Req.: 1540 kc, 1 kw, D.

BP-13899 NEW Gouverneur, N. Y.—Genkar Inc. Req.: 1230 kc, 250 w, unl.

BP-13902 WKAI Macomb, Ill.—WKAI Broadcasting Co. Has: 1510 kc, 250 w, D.; Req.: 1510 kc, 1 kw (500 w, C.H.), D.

BP-13903 KBRL McCook, Neb.—The McCook Broadcasting Co. Has: 1300 kc, 1 kw, D; Req.: 1300 kc, 5 kw, DA, D.

BP-13904 NEW Lynchburg, Va.—Southeastern Broadcasting Corp. Req.: 1320 kc, 1 kw, D.

BP-13905 NEW Poughkeepsie, N. Y. — Poughkeepsie Radio Inc. Req.: 1530 kc, 5 kw, D.

BP-13906 NEW Chestertown, Md.—Russell H. Morgan Req.: 1530 kc, 250 w, D.

BP-13909 NEW Rome, Ga.—Radio Rome Req.: 1360 kc, 500 w, D.

BP-13911 NEW Salinas, Calif.—John E. Grant Req.: 980 kc, 1 kw, D.

BP-13912 NEW Provo, Utah—Champion Electronics Req.: 1540 kc, 1 kw, D.

BP-13913 KNDE Aztec, N. M.—I. E. Shahan Has: 1340 kc, 250 w, unl.; Req.: 1340 kc, 250 w, 1 kw-LS, unl.

BP-13914 WINX Rockville, Md.—Montgomery County Broadcasting Inc. Has: 1600 kc, 500 w, 1 kw-LS, DA-N, unl.; Req.: 1600 kc, 1 kw, 5 kw-LS, DA-N, unl.

BP-13915 WHOM New York, N. Y.—Progress Broadcasting Corp. Has: 1480 kc, 5 kw, DA-2, unl.; Req.: Change DA system.

BP-13916 WMNI Columbus, Ohio—North American Broadcasting Co. Has: 920 kc, 500 w, DA-1, unl.; Req.: 920 kc, 500 w, 1 kw-LS, DA-2, unl.

BP-13917 NEW Great Falls, Mont.—Bible Broadcasting Assn. Req.: 730 kc, 1 kw, DA, D.

Applications on which 309(b) letters have been issued:

BP-12121 WGMA Hollywood, Fla.—Melody Music Inc. Has: 1320 kc, 1 kw, D.; Req.: 1320 kc, 5 kw, DA-2, unl.

BP-13853 NEW Beaufort, S. C.—Ben P. Davies Jr. Req.: 1520 kc, 1 kw, D.

BP-13856 NEW Charleston, S. C.—Ben P. Davies Jr. Req.: 1490 kc, 250 w, unl.

BP-13892 NEW Aiken, S. C.—Robert S. Taylor Req.: 1300 kc, 500 w, D.

BP-13908 KEAN Brownwood, Tex.—Kean Radio Corp. Has: 1240 kc, 100 w, unl.; Req.: 1240 kc, 250 w, 1 kw-LS, unl.

Application Deleted from Public Notice of April 21, 1960:

BP-13083 NEW Coachella, Calif.—Coachella Radio Corp. Req.: 1460 kc, 500 w, D. (In pending file re inconsistency with Mexican Agreement)

Application Deleted from Public Notice of August 2, 1960:

BP-13291 NEW Bolivar, Tenn.—Savannah Broadcasting Service Inc. Req.: 1050 kc, 250 w, D. (Assigned new file number: BP-14644).

Application Deleted from Public Notice of August 3, 1960:

BP-13415 NEW Phoenix, Ariz.—Maryvale Broadcasting Co. Req.: 1520 kc, 1 kw, DA, D. (Assigned new file number: BP-14574).

Application Deleted from Public Notice of December 9, 1960:

BMP-8899 WMNT Manati, Puerto Rico—Arecibo Broadcasting Inc. Has: 1050 kc, 250 w, unl. Req.: 1400 kc, 250 w, 1 kw-LS, unl. (Assigned new file number: BP-14669).

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING May 11

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,531	45	130	809
FM	797	70	199	124
TV	486[1]	56	86	98

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING May 11

	VHF	UHF	TV
Commercial	464	78	542
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by the FCC (March 31, 1961)

	AM	FM	TV
Licensed (all on air)	3,530	791	486[1]
Cps on air (new stations)	31	65	55
Cps not on air (new stations)	150	206	89
Total authorized stations	3,711	1,062	641
Applications for new stations (not in hearing)	560	71	25
Applications for new stations (in hearing)	196	24	54
Total applications for new stations	756	95	79
Applications for major changes (not in hearing)	510	57	35
Applications for major changes (in hearing)	208	4	16
Total applications for major changes	718	61	51
Licenses deleted	1	0	1
Cps deleted	1	3	0

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

Air freight helps get the word around



Emery Air Freight is used regularly to ship film, transcriptions, and scripts of Canada Dry commercials to stations all over the country to meet program deadlines. Emery Air Freight gives same day or overnight delivery *anywhere* in the nation. Plan now to take advantage of the speed and reliability of Emery by specifying "Ship Emery Air" on *your* shipments. Find out how much faster Emery can deliver to any point in the nation by calling your local Emery man, or write . . .

EMERY AIR FREIGHT

801 Second Avenue, New York 17, New York

Offices in all principal cities.

OUR RESPECTS to John Frank Pival, president, WXYZ-AM-FM-TV Detroit

He knows the 'guts' of a good show

The antenna tower—that gives it away. Without it you could easily imagine you were driving into some swank suburban country club. Or some fashionable estate of a blue blood who could afford it.

But getting back to reality, you're making a business call on John Pival at his office. It's a $4.5 million office that since 1959 has housed the tv and radio facilities of WXYZ Inc., a wholly-owned subsidiary of ABC. Some 111 acres of lush green and rolling Michigan countryside surround the site, which is at Southfield, Mich., just northwest of Detroit. To one side, by big trees, is a charming guest house, once the farm home there.

Stepping inside the gracious reception hall, you're lulled into a suspicion that the antenna tower maybe wasn't there. But moving through the door into the hallway you are suddenly aware of much activity, a crisp hustle and bustle of business that is being performed without lost motion or time. Look at the floor. Polished so brightly you want to ice skate. Look around you. People, paper, phones, all mixed in motion, but all trim as a navy vessel under way.

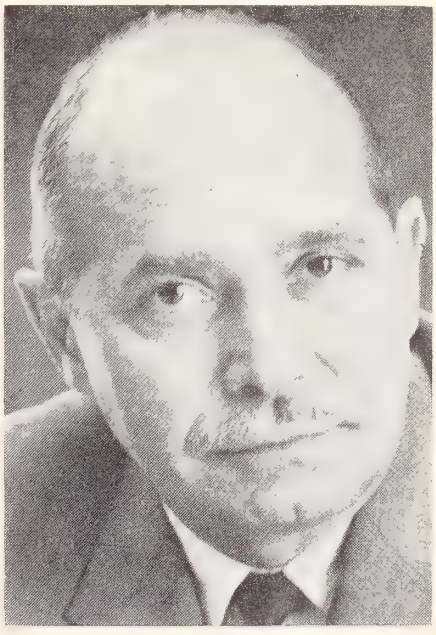
Tight Ship ▪ In the words of some of his associates, you sort of meet John Pival before you ever see him. Like a good captain, he runs a "tight ship" and you can discern it in the way things are being done and the attitude of those doing them. The morale is high and the "crew" expresses respect for a man who at times is said to be a hard taskmaster, but is always fair and equitable, as well as gracious.

When you meet the president of WXYZ Inc., who is also general manager of WXYZ-TV, you will learn quickly too that he is outspoken. "The day of reckoning is coming over the cost spiral in television production," Mr. Pival will tell you. There is just too much waste in a lot of network and syndicated production, he avows, and one of these days the advertiser is going to ask the critical question: "Can't it be done cheaper?" At WXYZ-TV Mr. Pival puts into practice his theories on how to enhance quality while reducing costs. Example: he flies Don Ameche in periodically for a day's video taping session. Mr. Ameche gets a fat fee but WXYZ-TV gets the audience-winning personality every night as host of its feature film strip, *Hollywood Theatre.*

Ask Mr. Pival about color and he will be equally frank. "I'm not anti-color. It's all right for certain vehicles But there are three elements television needs more than color. Intimacy. Immediacy. Spontaneity. These are the guts of any good entertainment."

It's in His Blood ▪ Mr. Pival should know something about entertainment. He's been working in some facet of the show world since boyhood and there probably isn't a medium of entertainment or communication in which he has not been active at some point through the years. It explains why Mr. Pival didn't hesitate to send the station's top newsman, Lee McNew, to Africa during the height of the Congo crisis to film an intimate look at the natives of Leopoldville. From 5,000 feet of film, a half-hour documentary, *Inside the Congo,* was edited, aired locally and then syndicated. There are other significant examples. Like *The Exciting Years,* the public affairs series presented every third week in prime time. It weds drama to historical fact to portray how we got such modern day miracles as airplanes and phonographs.

John Frank Pival was born Dec. 6, 1913, in Akron, Ohio. Detroit, however, was soon to become his home and heart. He attended Eastern High School in Detroit. There he got the jumps out of his system running hurdles in track. He was sports editor of the school paper and also was a sports stringer for the *Detroit Times.* As many boys do, he worked at the local movies and he did so well that Al Galston made him assistant manager of the Gratiot Theatre there at the age of 15. He fortified his career prospects by also enrolling at Detroits' Roth & Berdun Theatrical School. His chief hobby, photography, enhanced his technical skills.



WXYZ's Pival
Entertainment in his blood

His talent for building and exploiting successful entertainment packages soon became apparent to Detroit theatre owners and as the years added up so did Mr. Pival's experience and income as he moved to higher management posts in the city's show world. In 1934 he became general manager of the Schreiber chain of five theatres and two stage houses.

Radio Pioneer ▪ Mr. Pival left no stone unturned in exploitation of his entertainment ventures. It was natural he would discover radio as an ideal medium for cross-promotion of talent and movies. He soon became host of various programs on local stations and his many-faceted roles enabled him to help launch the theatrical careers of stars like Danny Thomas and Joan Leslie. During World War II he served as lieutenant senior grade in the Coast Guard with a principal role of handling booking, press and radio relations for "Tars and Spars."

After the war his priority status enabled him to buy two wire recorders and so equipped he ventured forth as a one-man roving news and documentary unit. WXYZ liked his package and its producer and when ABC bought the station in 1946 he continued there, soon writing and co-producing the network's "first" tv documentary, *New Automobiles,* a film program that explained to the public why they weren't getting their new cars as soon as they wanted them.

Because of his diverse background, Mr. Pival was the logical choice of the then WXYZ chief, James G. Riddell, to be coordinator of the planning for WXYZ-TV and to become manager of tv programming when it went on the air in the fall of 1948. Mr. Pival was elevated to manager of WXYZ-TV in 1951 and vice president in 1954. He became president of WXYZ Inc. last year.

Looking Ahead ▪ Mr. Pival's reputation for developing strong local personalities and original live programming, joined with video tape, WXYZ-TV's big studios and technical facilities complex, plus the station's own golf green and natural settings, signal a growing future in syndication and commercial production too.

Mr. Pival married Virginia Okray at Angola, Ind., on May 31, 1938. They live at Birmingham, Mich., and share interests in golf and gardening.

The wrong path to greatness

THE true condition of broadcasting lies somewhere between the extremes described last week during the annual convention of the NAB.

Broadcasting is not nearly as bad as FCC Chairman Newton Minow pictured it.

It is better than NAB President LeRoy Collins thinks it is.

It is not nearly as good as it is believed to be by the broadcasters who winced at Mr. Collins and cried in rage at Mr. Minow.

If any of the major speakers could be said to have identified, with accuracy, the nature of broadcasting today, it was President John F. Kennedy. Broadcasting, said the President, who must be acknowledged as an expert on the subject, is the "most powerful and effective communications force yet designed," but it has an opportunity to be even more powerful and effective.

That, it seems to us, sums up broadcasting at this point of its evolution. It is good, even great in some respects. But it needs to be moved toward higher planes of greatness. The question is whether the movement will come from within broadcasting, from a restless, internal search for excellence, or from outside it, from those who would impose their personal tastes in the belief, however well-intended, that they have a mission to elevate broadcasting by force and so to elevate the whole public.

If the movement is to be generated from outside broadcasting, it can be done only at the frightful cost of lost liberty. This to us is the real reason for alarm in Newton Minow's speech. He demanded improvement in programs and in the next breath threatened revocation of licenses as the penalty for failure to abide by that demand. In his view that procedure is legal. In our view it is not. At some point soon an attack must be mounted against Mr. Minow's interpretation of the First Amendment and of the anti-censorship provision of the Communications Act. We think the attack can be successful if it is conducted by authorities who understand constitutional law.

The weakness of the theory that the FCC can evaluate programming without offending the First Amendment was clearly revealed in Mr. Minow's speech last week. He said, for example, that in the new license application forms which the FCC is preparing he hoped there would be a place for tv network affiliates to report their clearances of network information programs. To quote him exactly:

"I believe that stations taking network service should also be required to report the extent of the local clearance of network public service programming, and when they fail to clear them, they should explain why. If it is to put on some outstanding local program, this is one reason. But if it is simply to carry some old movie, that is an entirely different matter. The commission should consider such clearance reports carefully when making up its mind about the licensee's over-all programming."

It is obvious that Mr. Minow intends the commission to make a judgment whether a local origination that is substituted for a network show is good or bad. The minute the FCC makes a judgment of that kind—even if responsible people would agree with the judgment—it has put the government in the business of program evaluation. And if the power to evaluate programming is accompanied by the power to revoke licenses, the business is censorship, no matter how many times Mr. Minow says it is not.

There is an element of sophistry, it seems to us, in Mr. Minow's professions of abhorrence of censorship. "I am unalterably opposed to governmental censorship," he told the NAB. "There will be no suppression of programming which does not meet with bureaucratic tastes."

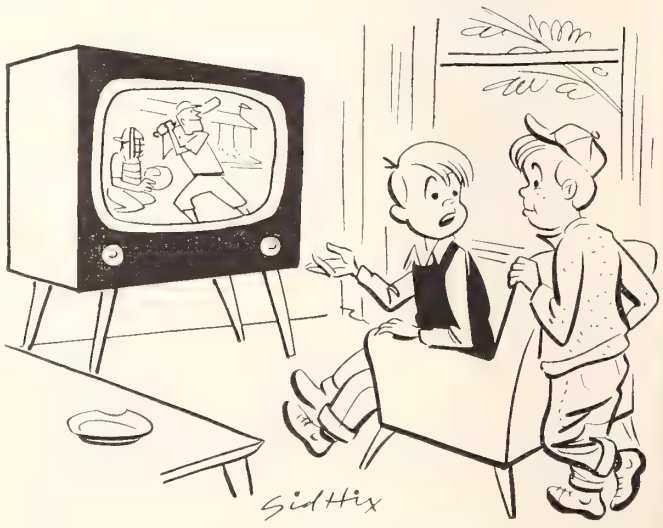
That promise would be more persuasive if it were not contained in a speech otherwise devoted wholly to a description of the means by which Mr. Minow hopes to force a change in television programming. If he ever does persuade a majority of commissioners to cancel the license of a station whose programming has been judged inferior, the act would constitute a total suppression of all the programming of that station. And the act would have been taken precisely because the programming did not meet with bureaucratic tastes.

The first opportunity for a challenge of Mr. Minow's position is already at hand. The FCC has requested comments on its proposed changes in license application forms. It will be interesting to see how vigorous a comment will be filed by the NAB under its new leadership. We would hope to see an NAB document at least as positive in its defense of freedom as the comments filed several weeks ago by the Washington law firm of Pierson, Ball & Dowd, on behalf of 19 of its client stations (BROADCASTING, May 1).

The law firm said the FCC's proposed forms of program reporting would lead to "censorship in its simplest form." It is an attempt by government to influence the content of communications, said Pierson, Ball & Dowd. "Whether the hand it lays upon broadcast programming is heavy or light, the clear purpose of the commission is to use its licensing power to prevent some broadcast communications and to elicit others."

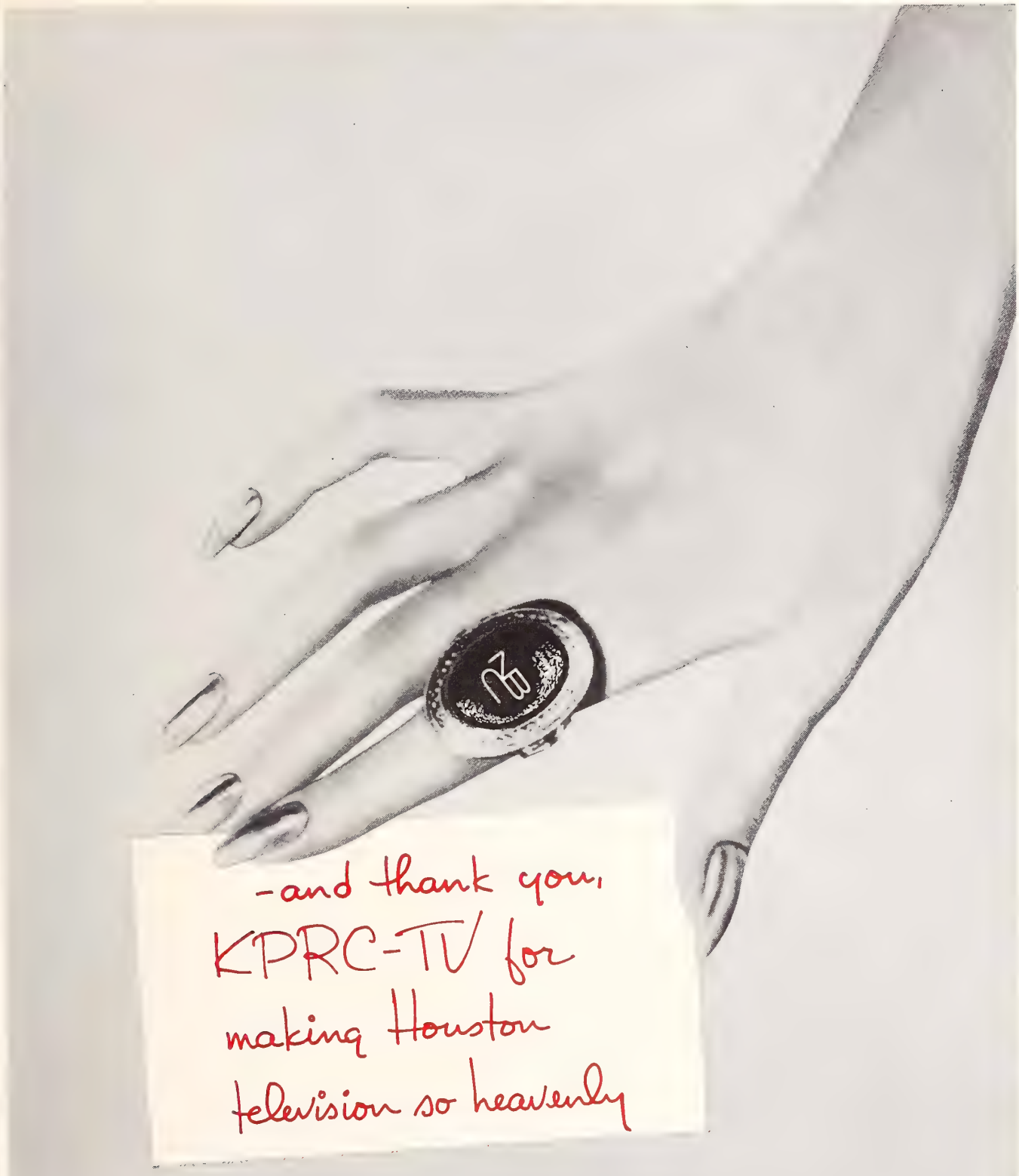
Mr. Minow's speech last week made the commission's purpose even clearer. There can be no doubt now that he has embarked on a calculated plan of program controls, and it may be assumed that he believes he has the necessary votes to execute it. If broadcasters allow him to proceed on that course, they will deserve all the regulation they get.

It seems to us that the real message of the NAB convention last week was this: Broadcasting must invigorate its efforts to keep what freedom it has and indeed to reclaim the freedom it has lost. It must also invigorate its efforts to improve and diversify its programming. There was some truth in Mr. Minow's criticism and in what LeRoy Collins said. But the greatness that broadcasting must seek cannot be gained by Mr. Minow's methods. It will come only from broadcasters themselves, if it comes at all.



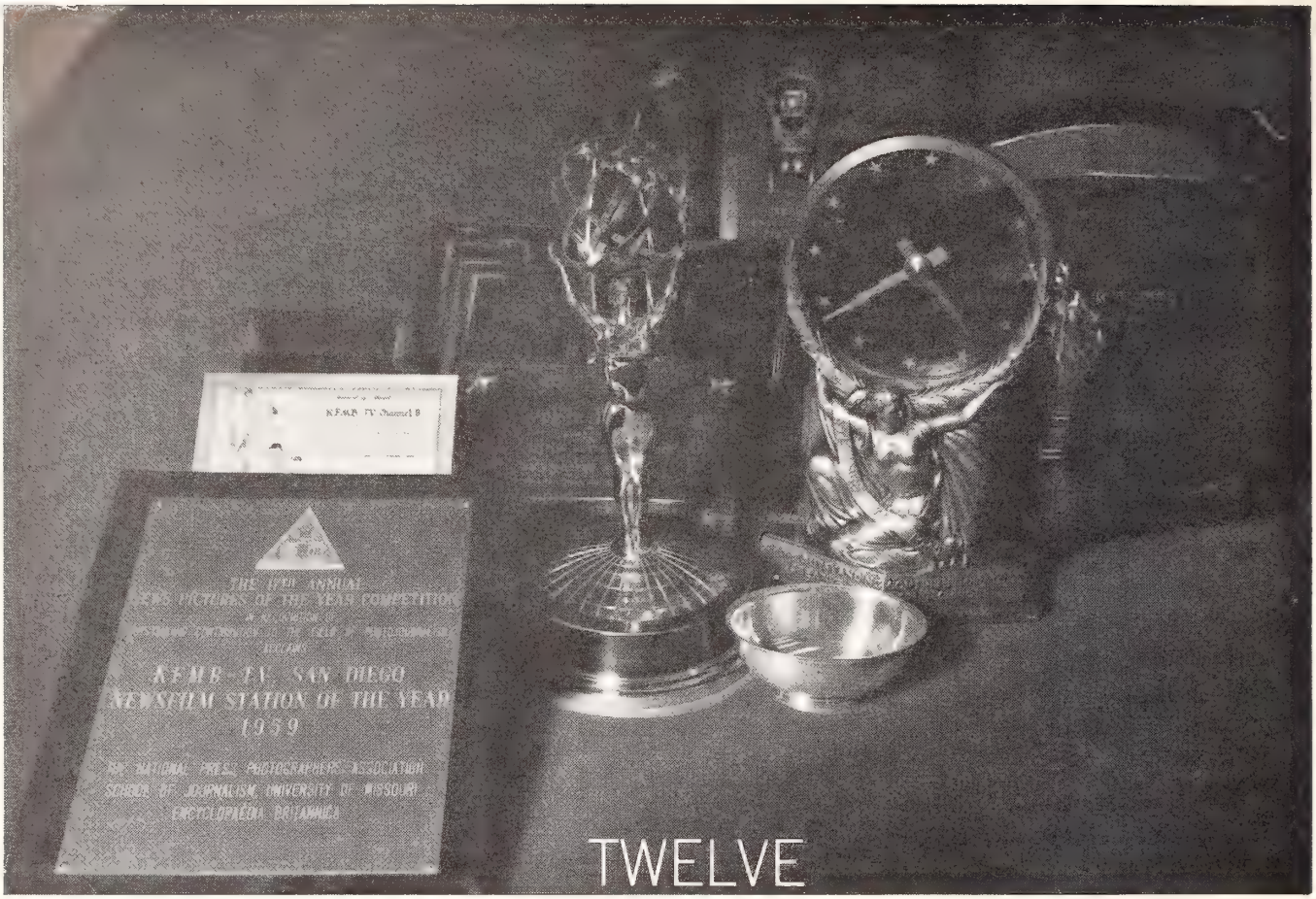
Drawn for BROADCASTING by Sid Hix

"It's not that I'm crazy about baseball. I just want to learn how to shave!"



EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

"THANK YOU, JULIETTE MARGLEN"



TWELVE AWARD-WINNING YEARS!!

That's 12 years out of 12, friends, and no station runs up a record like this by luck or accident. • KFMB-TV is proud of these awards, because they represent **professional** recognition from some very tough judges—our own business colleagues. • But we're especially proud of the station's reputation with the severest of all critics—local audiences. They don't vote on awards. But somehow they always line up quietly, in great numbers, behind the news programs that have real depth and imagination. • That's the only kind of news we have on KFMB-TV... and that's where you'll find the San Diego audiences. • KFMB-TV news is gathered, analyzed, written, edited and presented by the most respected staff of television journalists in the West. They have **earned** this respect, by putting honest substance and integrity into every news program that goes on the air. • Ask your Petry man for all the facts.

KFMB • TV-8 ◉ SAN DIEGO CALIFORNIA

SYMBOL OF SERVICE

TTC

WROC-FM, WROC-TV, Rochester, N. Y. • KERO-TV, Bakersfield, Calif.
WGR-FM, WGR-AM, WGR-TV, Buffalo, N. Y. • KFMB-AM, KFMB-FM,
KFMB-TV, San Diego, Calif. • WNEP-TV, Scranton—Wilkes-Barre, Penn.
WDAF-TV, WDAF-AM, Kansas City, Mo.

Represented by
Edward Petry & Co., Inc.
The Original Station Representative

TRANSCONTINENT TELEVISION CORP. • 380 MADISON AVE., N. Y. 17

35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

MAY 22, 1961

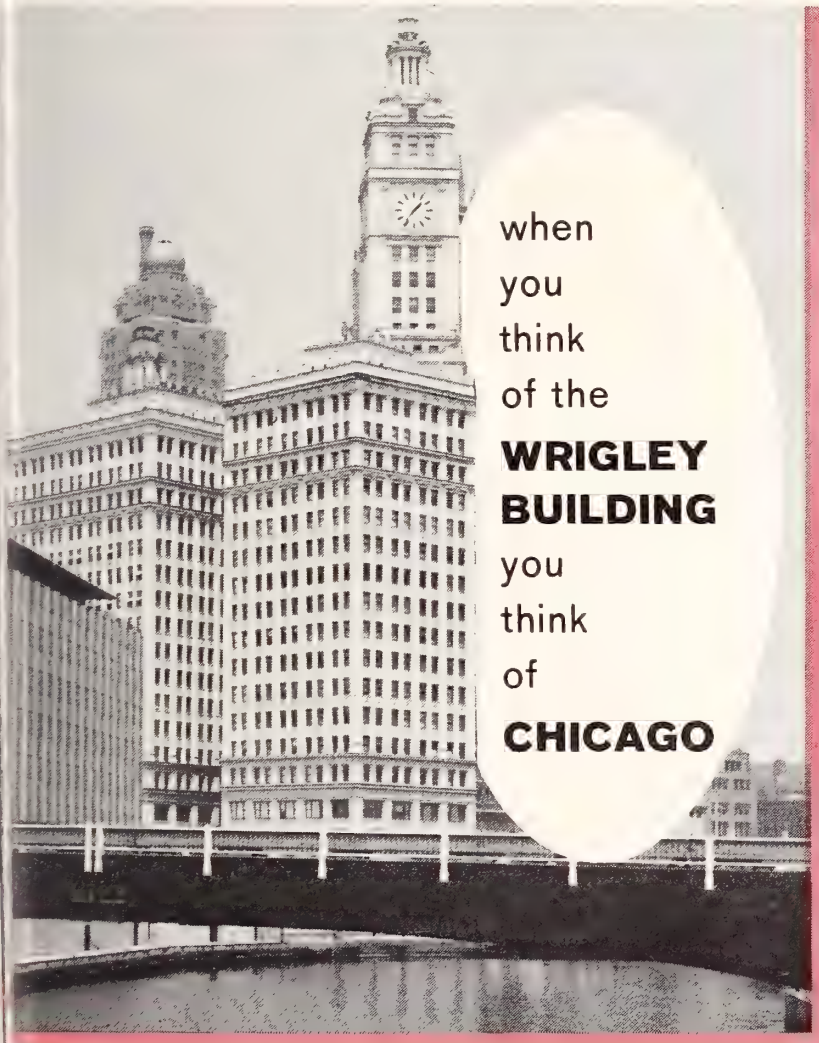
Gulf puts it in writing: no triple spots around its NBC-TV programs 27

Looks like Minow scuttled reorganization plan with his NAB blast 55

Soft drink makers use radio-tv to turn hot weather into cold cash 40

Bates' Pinkham says networks understaffed in program department 34

COMPLETE INDEX PAGE 7



when you think of the **WRIGLEY BUILDING** you think of **CHICAGO**

hat makes the Wrigley Building so memorable? It nds out in its landscape—just the way everything mem- able stands out in its field. These stations stand out, too in the minds of national advertisers. They know these tions deliver the most sales.

when you think of SPOT TELEVISION think of these stations

KOB-TV	Albuquerque	WSM-TV	Nashville
WSB-TV	Atlanta	WNEW-TV	New York
KERO-TV	Bakersfield	WTAR-TV	Norfolk-Newport News
WBAL-TV	Baltimore	KWTV	Oklahoma City
WGR-TV	Buffalo	KMTV	Omaha
WGN-TV	Chicago	KPTV	Portland, Ore.
WFAA-TV	Dallas	WJAR-TV	Providence
KDAL-TV	Duluth-Superior	WTVD	Raleigh-Durham
WNEM-TV	Flint-Bay City	WROC-TV	Rochester
KPRC-TV	Houston	KCRA-TV	Sacramento
WDAF-TV	Kansas City	WOAI-TV	San Antonio
KARK-TV	Little Rock	KFMB-TV	San Diego
KCOP	Los Angeles	WNEP-TV	Scranton-Wilkes Barre
WPST-TV	Miami	KREM-TV	Spokane
WISN-TV	Milwaukee	KVOO-TV	Tulsa
KSTP-TV	Minneapolis-St. Paul		

Television Division

Edward Petry & Co., Inc.

The Original Station Representative

W YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

2 BRAND NEW FIRST RUN SERIES —READY TODAY FOR IMMEDIATE LOCAL PROGRAMMIN

from ITC

WHIPLASH



starring

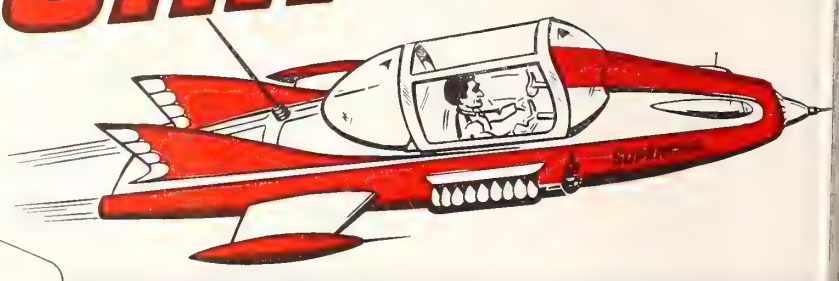
PETER GRAVES



Rugged, 6'3", Midwest-born Peter Graves (star of FURY, now in its 6th year on NBC), plays Chris Cobb, the American who braved a new frontier to form Australia's first stagecoach line... and became a living legend! Filmed on location. Raw excitement... thrills of a still untamed land.

MIKE MERCURY in SUPERCAR

Mike Mercury and a large cas
plus the amazing SUPERCAR: je
through the sky... skims the ocean
surface... and dives belov
A flexible programming opportunity



For the first time on television . . . a revolutionary electronic process, "Super Marionation"... a Space Age saga totally new in concept and wonderfully imaginative.

Leading the world in television program sales

INDEPENDENT

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488 Madison Avenue • **New York** 22, N.Y. • PLaza 5-2100
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KTRK-TV
VITAL
BUILDING
WITH
HOUSTON



THE BETTMANN ARCHIVE

Textile production today is atomic-powered, efficient, fast. Fabrics can now be dyed photo-chemically, using a uranium compound as a catalyst. In 1876, cloth was woven and dyed at home, by hand, in a long, time-consuming, arduous procedure.

UNITED PRESS INTERNATIONAL PHOTO

Public service

in step with the times

WGAL-TV

NATIONAL ASSOCIATION OF BROADCASTERS
SEAL OF GOOD PRACTICE
TELEVISION CODE

Television is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

Through the years, machines have been redesigned and improved to render more efficient service to users. Similarly, WGAL-TV, alert to its responsibilities, has kept pace with the times in order to fulfill the *current* needs of the many communities it serves.

WGAL·TV
Channel 8
Lancaster, Pa. · NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER COMPANY, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Springer did it

Man behind drive to beat Reorganization Plan No. 2 to give FCC chairman dictatorial power, was Rep. William L. Springer (R-Ill.) His biggest assist, although it wasn't planned that way, came from FCC Chairman Newton N. Minow himself through his television "wasteland" speech before NAB convention. Even Democratic stalwarts, expected to favor administration's almost identical reorganization plans for other independent agencies, deserted FCC project.

Rank and file broadcaster opposition to FCC packing plan developed spontaneously after Minow speech. There was no organized opposition coordinated through NAB or any other trade group. FCC Bar Assn. however, did oppose measure from date of its introduction, April 27.

Collins summons advisers

First session of advisory committee to NAB President LeRoy Collins was called quietly late last week. In Thursday night huddle three-man group reviewed Gov. Collins' statement opposing FCC reorganization Plan No. 2 and is understood to have discussed NAB's own reorganization as well as myriad of crises that developed out of annual convention. Advisory group was formed at February NAB board meeting at request of Governor. Members are chairmen of joint, radio and tv boards respectively—Clair R. McCollough, Steinman Stations; Tom Bostic, KIMA Yakima, Wash., and Dwight W. Martin, WAFB-TV Baton Rouge, La. Latest draft of proposed NAB reorganization is bulky document believed directed at functions rather than personnel.

Red soaps, S.A.

In stepping up propaganda activities in Latin America, Communists are now providing, gratis, packaged programs for local longwave stations. Most, reportedly, are in soap opera format, attractive to Latins, and depict American style capitalism as taking unfair advantage of poor, sick and needy.

WMGM gets renewal

FCC last week quietly renewed license of WMGM New York, held up pending inquiry into purported station payola. Action came after ex-WMGM dj Peter C. Tripp was found guilty of accepting $36,050 from eight record companies in 1958-59. Renewal came because Tripp did not implicate WMGM as having knowledge of payola, thus clearing way for renewal.

Awaiting FCC action is $11 million sale of WMGM to Crowell-Collier, pending since last October. Consideration could not be given this transfer until WMGM acquired its renewal. Fact that Crowell-Collier was fined $10,000 (which it is protesting) for purported technical violations by its Minneapolis-St. Paul outlet (KDWB) won't necessarily have bearing on WMGM transfer since forfeiture, authorized last season, is in lieu of more drastic action of revocation or license renewal proceedings. Second big New York transfer—$10 million sale of WINS by J. Elroy McCaw to Storer Broadcasting Co., also pending since last October, is being held up pending investigation on purported station payola.

Pay-tv pay

International Telemeter has some significant pay-tv figures now on hand which haven't generally been distributed. They indicate people will pay money to see even so-called "limited-appeal" Broadway attractions. For example, *Show Girl,* Broadway's only-moderately-successful showcase for Carol Channing's talents, managed to capture 38 per cent or about 2,300 of Telemeter's 5,800 pay-tv homes in Etobicoke (Canada) at $1.50 per household. Projected nationally in U.S. this ratio could mean about $28 million in receipts.

Post-lude

Saturday Evening Post, never too favorably disposed toward commercial television, apparently has scheduled block-buster sometime soon. John Bartlow Martin, regular contributor, accompanied FCC Chairman Minow practically everywhere during NAB convention week and preceding week was present at CBS television affiliates meeting in New York. Mr. Martin, reportedly also had hand in actual writing of Minow's "wasteland" speech.

Glett to NTA?

Charles L. Glett will succeed Oliver A. Unger as executive head of National Telefilm Assoc., according to authoritative report, pending official action by NTA board Saturday, (May 20). Meeting will elect new officers following resignation of Mr. Unger as board chairman, president and director (see page 54). Mr. Glett, one-time CBS Hollywood vp for both radio and television, was head of National Film Investments, in charge of broadcast and community antenna properties of National Theatres & Television, at time NTA was operating as division of NT&T. NT&T still holds 38% of NTA stock and is largest single shareholder.

Truth about magazines

That hot competitive battle for national ad dollar between magazines and tv is getting hotter. Latest magazine advertising bureau claim (in full-page newspaper advertisements): readership is at all-time high with marked increases in circulation in past 20 years. Say Television Bureau of Advertising experts: magazines haven't kept pace with increase in population, number of magazines per adult has been steady with 1.5 for last nine years (excepting 1955-56 period when index went up slightly), magazines per household have fallen in past five years, and time spent with magazines lingers at relatively low level (12 minutes per day).

TvB has another objection. Graph published by MAB shows steep climb in readership in 1954-55 period and is based on Audit Bureau of Circulation figures (general and farm magazines). Notes TvB: magazine circulation rise of 15 million in that period is only part of story because 1955 was first year Reader's Digest *was audited as ABC publication and addition of* Digest *alone was responsible for more than 10 million of 15 million gain.*

Professors of programming

FCC reached into upper levels of "culture" last week in getting further outside opinions on subjects to be included in agency's new program reporting form. Four college professors—Bernard Berleson of Columbia U.; Ithiel Pool, MIT; Gay Steiner, U. of Chicago, and Patrick Hazard, Pennsylvania U.—were called to Washington last Wednesday (May 17) for meeting with Kenneth Cox, chief of Broadcast Bureau, and other staffers. Despite "crash" order placed on promised revisions to proposed questions (BROADCASTING, May 15), changes have been delayed by NAB and congressional hearings but FCC consideration of new forms is likely this week.

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BUMPER TRIP

(or this media director's name was Mahomet)

A media director set out by car for the New York H-R offices, seeking a personal discussion about WMAL-TV. Being a slow starter (he wasn't buying WMAL-TV yet), he traveled at an average speed of only 10 miles per hour going in.

Driving home, he was so elated * that he sped up to an average speed of 15 miles per hour.

What was his average speed for the round trip? Send us the correct solution and we'll speed you one of our unique new "round" prizes. We'll let them be a surprise, but we guarantee you, the gifts are worthy of your mathematical talents if you can solve this puzzle.

**He had discovered the clear-cut fact that WMAL-TV delivers the largest audience in the Washington market, 6 PM to Midnight, all week long. (NSI Jan. '61)*

wmal-tv abc

Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM,** Washington, D. C.; **WSVA-TV** and **WSVA,** Harrisonburg, Va

WEEK IN BRIEF

A stiff sock at triple-spotting between network programs was taken last week by Gulf Oil and Young & Rubicam. They have a clause in their NBC-TV contract banning the practice. See Lead Story . . .

TRIPLE-SPOTTING BAN . . . 27

Summer's almost here, and lip-smacking soft-drink purveyors can hardly wait for the sizzling afternoons and hot nights that push their market to a peak. A summary of advertising plans for the season. See . . .

TURNING WEATHER INTO CASH . . . 40

Maybe T.L.C.'s the answer to all this programming agitation. At least, that formula (Tender Loving Care) is offered by Richard Pinkham, a top official of Ted Bates, who says networks are understaffed. See . . .

SPECIFIC FOR NETWORK ILLS . . . 34

When FCC Chairman Minow crashed the front pages with his now famous smear of broadcasting, some shrewd Capitol Hill figures said he had torpedoed his own reorganization bill. Looks as though they were right. See . . .

HOUSE TO RAM FCC PLAN . . . 55

While we're on the subject, let's take a look at reaction to the chairman's speech. His mail is highly favorable. But the newspaper reaction was mixed and broadcast editorials viewed it dimly. See . . .

SPLIT ON MINOW COMMENT . . . 58

Now and then a calmer approach helps in time of bleating and belching, such as advocacy of better time-clearance records for public affairs shows. A perspective look at the "vast wasteland" problem and the responsibility of advertisers. See . . .

SPONSORING QUALITY PROGRAMS . . . 30

Secretary Ribicoff, of JFK's Cabinet, said some pretty words to broadcasters during the NAB convention but he backed up a ways last week by saying they're derelict in public service programming and etv. See . . .

RIBICOFF'S NEW TUNE . . . 62

All convention eyes seem to be turning toward Washington—at least in the media field. Next to meet in the nation's capital will be the all-embracing Advertising Federation of America which convenes May 28. See . . .

ANOTHER WASHINGTON MEETING . . . 36

It's great fun these days to downgrade the public's tastes but there's nothing low-brow about the current crop of Emmy Awards. Culture and high-level information programs get a big share of the honors. See . . .

EMMYS GO HIGH-BROW . . . 68

There's a lot going on everywhere during National Radio Month, which has a week to go. The whole story can't yet be pieced tokether but there are highspots—J. L. Hudson Co.'s promotion, for example. See . . .

RADIO MONTH HITS PEAK . . . 78

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

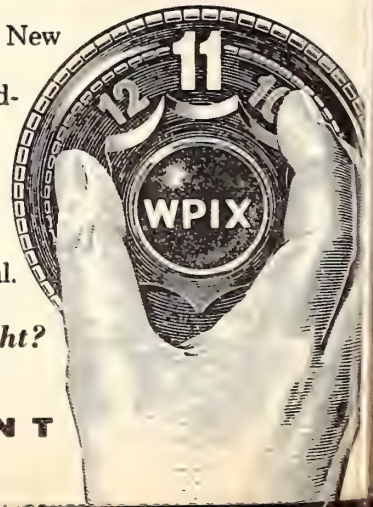
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We don't believe in hiding honors under a bushel. Particularly this one. WPIX is the *only* New York independent TV station qualified to display the National Association of Broadcasters' *Seal of Good Practice*. It's far from being an empty honor – it has real and valuable meaning for *you*, our advertisers. It is an assurance of *specific* higher standards of programming and commercial practices. WPIX is the only independent *with* the Seal.



Where are your 60-second commercials tonight?

NEW YORK'S PRESTIGE INDEPENDENT

MINOW DENIES HE'D BE FCC KINGPIN

Craven, Cross back Kennedy plan; congressmen oppose it

FCC Chairman Newton N. Minow denied Friday White House plan to reorganize FCC would create "one-man agency" by giving him additional powers.

Policy would still be made by all seven commissioners, he said, and if he abuses authority given him it could be rescinded.

Suggestion that commissioners could be coerced into taking positions contrary to their conscience is "insult" to them, Mr. Minow said.

He was joined in support of plan by Commissioners T. A. M. Craven, who previously had been reported opposed, and John S. Cross. Commissioners Frederick W. Ford, Rosel H. Hyde and Robert T. Bartley opposed it. Commissioner Robert E. Lee was not present.

Opponents said plan would give too much power to chairman. Commissioner Hyde said power to assign personnel to cases, which would be given chairman under plan, would amount to power to control policy.

Confusion ▪ Rep. Oren Harris (D-Ark.) said his Subcommittee on Regulatory Agencies agrees objectives of plan are desirable but opposes FCC reorganization on grounds it amends Communications Act in two areas and will leave "confusion and uncertainty."

He asked that plan be rejected to give his subcommittee chance to introduce legislation in normal way to amend act.

Speaking for himself, Rep. Harris said, "I am one of those who feel that there can be reorganization within these agencies to expedite the public's business."

FCC chairman could not grasp additional powers without consent of other commissioners, he stated, and others should have guts to object. Safeguards are built into plan to prevent emergence of one-man commission, he maintained.

Rep. William Springer (R-Ill.) disagreed. He said that "once anybody has a chance to get control, he usually takes steps to exert that control." In order to maintain balance, he stated, all seven commissioners must participate in policy decisions and personnel assignments.

Alternative ▪ Rep. William Avery (R-Kan.) said that "if it is the will and desire of the Congress to relinquish all control over the agencies, then it would be appropriate to permit the reorganization plan to become effective."

Robert M. Booth, president of Federal Communications Bar Assn., testified in opposition to plan for FCBA. He made these points: right to full and complete hearing would be abolished; workload of courts would be materially increased; authority of chairman to delegate is so broad that procedures which would be followed cannot be determined; concept of bipartisan commission would be destroyed; most of desired objectives can be achieved under present statutes.

Meanwhile, Sen. John L. McClellan (D-Ark.), chairman of Senate Government Operations Committee, announced hearings June 6 and 7 on all four reorganization proposals.

NBC-TV changes policy on rate protection

New policy on rate protection to advertisers when affiliated stations' network rates are raised was reported Friday by NBC-TV. Main result, officials said, will be saving in bookkeeping work by advertisers, agencies, affiliates and network.

Now in operation, new policy is to give at least six months' notice when any affiliate's rate is to be raised. Until effective date, charges to all advertisers will be based on old rate; after effective date, all advertisers will pay new rate. Old policy—Standard at CBS-TV and ABC-TV—was to give 30 days' notice of rate increase but let advertisers continue on old rate for six months if they were using station prior to effective date.

Officials noted that under old policy station getting rate increase often in effect had two different rates during six-month protection period. Similarly, agencies might be paying two different rates for different clients during this period, depending on which had beat the deadline entitling them to six-month protection against increase. NBC authorities said new policy eliminates this confusion but is not expected to mean significantly more or less revenue for network—except through savings in manhours of bookkeeping and accounting.

Anticipation

ABC-TV shipped two mobile trucks equipped with tv cameras and video tape recorders to France on Friday (May 19) in expectation that proposed Kennedy-Khrushchev summit meeting in Vienna on June 3-4 will be confirmed. In meantime, equipment will be used to cover Kennedy-DeGaulle meetings set for late this month.

M-E loss to JWT: L&M's $10 million

McCann-Erickson Inc., New York, in throes of account-losing cycle, will drop about $10 million in billing Aug. 18 when broadcast-heavy Liggett & Myers Tobacco Co.'s Chesterfield, Oasis, and Duke cigarettes move to J. Walter Thompson Co., New York. Radio-tv billing is estimated at more than $7 million.

Brief announcement by L&M of termination of M-E association points up loss by that agency of approximately $18 million in billing in past six weeks. Earlier defections were Colgate-Palmolive's Ajax ($4 million) and Bulova ($4 million).

Next fall L&M is committed to sponsorship in *Checkmate* and *Twilight Zone* on CBS-TV; *Follow the Sun* on ABC-TV and *87th Precinct* on NBC-TV.

L&M spokesman declined to give reason for move, but it was believed declining sales on three brands is responsible.

Television Bureau of Advertising figures show gross expenditures for three brands in tv time totaled more than $6 million in 1960, Chesterfield accounting for about $4.3 million. Radio billing was about $1 million.

It was speculated that Thompson's acceptance of cigarette account—it's turned down cigarettes several years and never taken liquor business—indicates change in policy under agency's new leadership by Norman Strouse, and that Thompson thus may be looking around for good liquor account to match L&M prize.

Y&R loses AA's $6 million

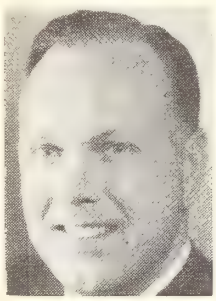
Young & Rubicam is losing $6 million American Airlines account Aug. 15, but no successor has been chosen. Agencies said to be in running for account are BBDO, Doyle Dane Bernbach, Lennen & Newell, Ted Bates and Ogilvy, Benson & Mather. Broadcast billing is about $1 million in spot radio and $300,000 in spot tv.

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Barbour

Oliver Barbour, former radio-tv programming vp of Benton & Bowles, N.Y., to Ogilvy, Benson & Mather as manager of Beverly Hills, Calif., office. Christy Walsh, OBM vp and Beverly Hills manager, resigned earlier this month. Mr. Barbour left Benton & Bowles last fall after 13 years with agency and joined Associated Radio & Television Service, N. Y., where he has been vp.


Mr. Quaal

Ward L. Quaal, vp, and general manager of WGN Inc., elected executive vp and general manager. WGN Inc. operates WGN-AM-TV Chicago and through wholly-owned subsidiary KDAL Inc. operates KDAL-AM-TV Duluth. **Carl J. Meyers,** manager of engineering for Tribune's radio-tv stations, elected vp and director of WGN Inc. He fills board vacancy created last summer by death of Chesser M. Campbell, who then was publisher of *Tribune* and president of WGN Inc. **Bruce Dennis,** manager of WGN news department, elected director of KDAL Inc.


Mr. Thrower

Fred M. Thrower, vp and general manager of WPIX (TV) New York, appointed executive vp and re-elected to board of directors for WPIX Inc. and WGN Inc., Chicago, and elected to board of directors of KDAL Inc. Mr. Thrower joined WPIX (TV) as vp and general manager in 1953 from CBS-TV where he had been vp in charge of sales. Earlier he'd been with NBC's Blue Network as vp and general sales manager and with its successor company, ABC, for nine years. He began his career with NBC's program department in 1931 and in 1933 transferred to network's sales department.

John G. Cole, senior tv producer, and **Donald Moone,** account supervisor, elected vps at Sullivan, Stauffer, Colwell & Bayles, N. Y. Mr. Cole, who joined SSC&B in 1953 as assistant director of its Hollywood office, was transferred to N. Y. office in April 1959. He began his advertising career in mid-30's in copy department and radio production at Gardner Adv., St. Louis. He has also been copywriter at Compton Adv. and radio director and tv supervisor for Ruthrauff & Ryan. Mr. Moone joined agency in 1956, starting in merchandising department. He is now supervisor of Lever Bros.' account group. Before SSC&B association, Mr. Moone was sales executive for Snow Crop citrus juices.


Mr. Cole


Mr. Moone

For other personnel changes of the week see FATES & FORTUNES

American Oil launches big all-media drive

American Oil Co., New York, is launching extensive all-media advertising campaign tomorrow (May 23), including spot radio effort on 333 stations and spot tv drive on 154 outlets, which call attention to its new single, nationwide operation. Agency is D'Arcy Adv., St. Louis and New York.

Commercials and advertisements in newspapers and on billboards emphasize company's "Big Step" theme, which is that three regional petroleum marketers—American Standard Oil Co. (Indiana) and Utah Oil Refining Co. now constitute one operation. Tv spots include two-minute "spectacular" commercial, starring baritone Bill Lee and chorus of 26 singers and dancers. With variations, song will be used also on radio. Budget was not disclosed.

RCA increases color line

RCA announces it will come out with 22 color tv receivers in fall, most complete line in its history, at retail prices ranging from $495 for table model to $1,500 for combination stereo, am, fm, phonograph unit. Receivers will introduce new RCA high fidelity picture tube, which reportedly increases picture brightness and contrast up to 50%.

WLOX in line for ch. 13

FCC has directed staff to prepare document reversing supplemental initial decision to grant ch. 13 Biloxi, Miss., to Radio Assoc. (WVMI Biloxi). If FCC finalizes action, channel will go to WLOX, that city.

In 1957 FCC granted channel to WVMI; WLOX appealed case and court remanded to FCC. Hearing examiner's initial decision would reaffirm original FCC grant. Controversy hinged on loan by Gulf Coast hotel operator Edward Ball to Radio Assoc. $300,000 for 53% of company as collateral.

WVUE (TV) New Orleans has used ch. 13 in interim. Case is over eight years old.

Saying it with music

If broadcasters want to satisfy musical tastes of FCC Chairman Newton N. Minow and his family, they'll program music like Mendelssohn's Violin Concerto, Rhapsody on Theme of Paganini by Rachmaninoff and Moldau by Smetana. Those are favorite selections of Mr. and Mrs. Minow according to Sunday's (May 21) *Guest Conductor* program on WGMS-AM-FM Washington. Rather advanced favorites of oldest two of three Minow daughters (aged 6 and 8) are "My Fair Lady" and "Carousel."

Whiteside commits suicide

Thurman A Whiteside, key figure in conspiracy case involving former FCC Commissioner Richard A. Mack, was found shot to death in his Miami office Friday (May 19), victim of an apparent suicide. Dr. Joseph Davis, county medical examiner, said "apparently he died almost instantly." Mr. Whiteside was acquitted last October on both counts of his indictment after first trial ended in hung jury.

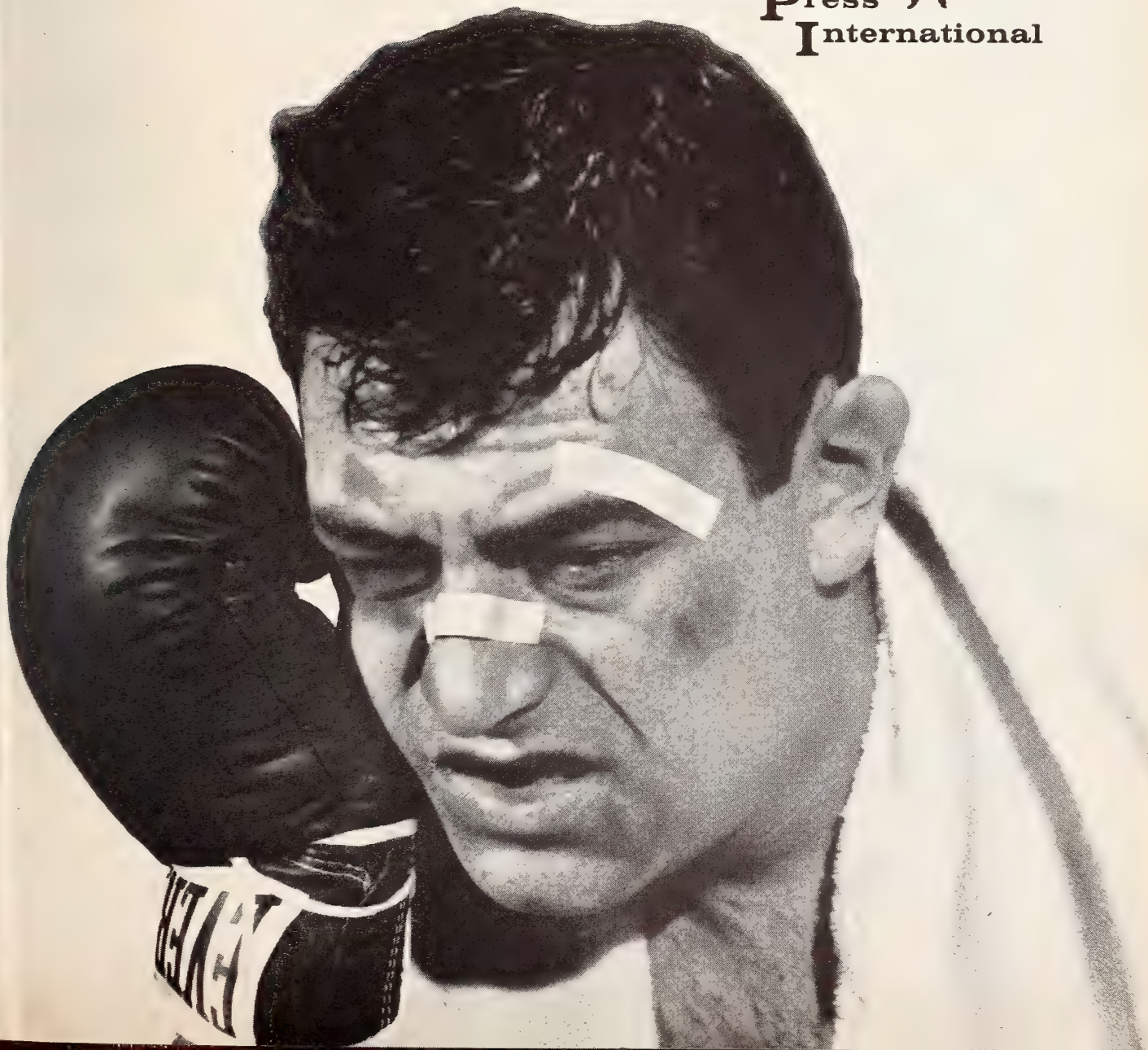
"Goodness," said Killer Jones,
"I suffered contusions
and abrasions."

You'll never get a quote like this from UPI.

We quote them the way they talk.

United Press International

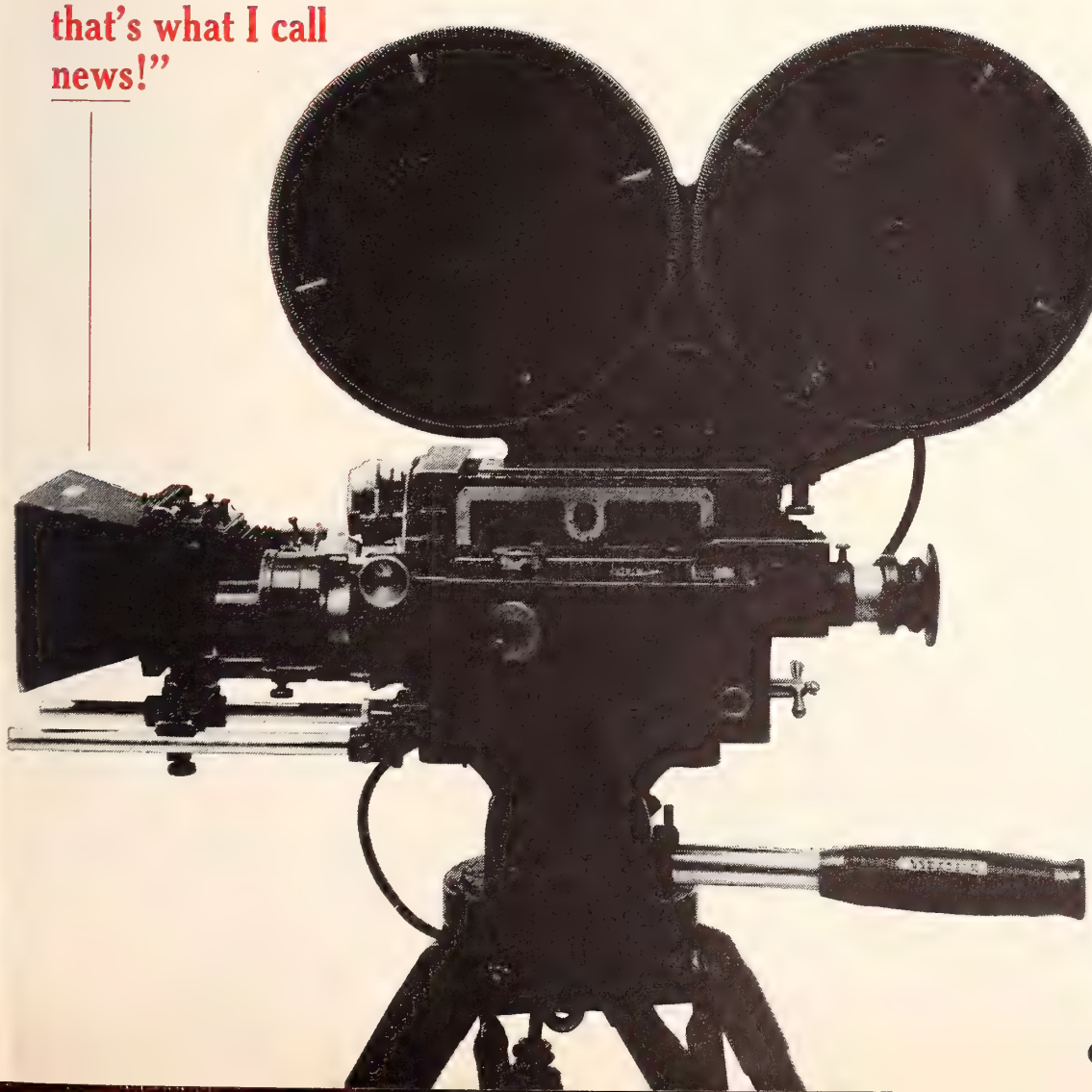
A UPI MAN IS AT THE SCENE



"Wow!
Viewers spend a
total 23 million hours
each week
watching news
on the five CBS Owned
television stations.
In fact,
42% of the total
television news audience
in the five markets
gets the news
from the CBS Owned
television stations."



"Man...
that's what I call
news!"



CBS
TELEVISION
STATIONS

A Division of Columbia
Broadcasting System, Inc.
Operating
WCBS-TV New York
KNXT Los Angeles
WBBM-TV Chicago
WCAU-TV Philadelphia
KMOX-TV St. Louis
(all represented by
CBS Television Spot Sales)



WAVE-TV sells 28.8% more Soft Drinks and Confections

— to 28.8% more men, women, teenagers and children!

WAVE TV

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
NBC SPOT SALES, National Representatives

NO ONE ELSE CAN MAKE THAT STATEMENT!



...JUST US!

of all the TV stations in the Pacific Northwest only KTNT-TV includes all 5 cities* in its "A" contour

*SEATTLE TACOMA EVERETT BREMERTON OLYMPIA

Before you buy television in the Pacific Northwest, consider this one basic fact: Only KTNT-TV in this area includes five major cities of Western Washington within its "A" contour, and KTNT-TV's tower is ideally located to beam a clear signal to all of this major market.

Ask your WEED TELEVISION man about dozens of other reasons you should include KTNT-TV in your advertising plans.

KTNT TV CBS
CHANNEL 11
CBS for Seattle, Tacoma and Puget Sound area
Studios in Seattle and Tacoma

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

MAY

May 1-31—**National Radio Month.**

*May 15-27—**The First International Festival of Television Arts & Sciences.** Montreux, Switzerland. **The festival is divided into three parts:** (1) May **22-27—Television Contest** (telecasts from all countries wishing to participate will be judged; and (2) May 15-27—**Television Equipment Trade Fair** (display of latest equipment).

May 20-24 — **Assn. of Independent Metropolitan Stations,** spring meeting. Broadmoor Hotel, Colorado Springs, Colo.

May 22-24—**National Symposium on Global Communications, Institute of Radio Engineers.** Hotel Sherman, Chicago.

May 23—**Los Angeles Advertising Women,** annual awards banquet, Beverly Hilton Hotel, Beverly Hills, Calif. "Lulu" awards will be presented to women producers of outstanding advertising during 1960.

May 24—**Broadcast Adv. Club of Chicago,** luncheon meeting. To be addressed by CBS Inc. President Frank Stanton. Grand Ballroom, Sheraton-Towers, Chicago.

*May 25—**Chicago Unlimited** silver salute to radio. Grand Ballroom, Sheraton Towers Hotel, Chicago. Reception 6:30 p.m., dinner 7:30 p.m.

May 25-26—**Iowa Broadcasters Assn.,** annual convention. Speakers include FCC Commissioner Robert T. Bartley. Roosevelt Hotel, Cedar Rapids.

May 25-26—**Federation of Canadian Advertising & Sales Clubs,** 14th annual conference. Ottawa, Ont., Canada.

May 26-27—**Radio/Television News Directors of the Carolinas,** annual meeting. Francis Marion Hotel, Charleston, S. C.

*May 27—**Idaho-Utah AP Broadcasters' Assn.,** annual spring meeting. Hotel Rogerson, Twin Falls, Idaho.

May 27-31—57th annual **Advertising Federation of America** convention. Speakers include: Paul Rand Dixon, chairman, FTC; Earl W. Kintner, former chairman, FTC; John P. Cunningham, chairman, Cunningham & Walsh; Gen. Alfred M. Greunther, president, American Red Cross; Emerson Foote, president, McCann-Erickson; Ed Zern, vice-president, Geyer, Morey, Madden & Ballard; Leslie Bruce, advertising director, Purex Corp., and Dr. Dexter M. Keezer, vice-president, McGraw-Hill Publishing Co. Sheraton-Park Hotel, Washington, D.C.

*May 29—**Hollywood Advertising Club,** luncheon meeting, 12 noon at Hollywood Roosevelt Hotel. Lloyd W. Dunn, vp for advertising, Capitol Records, will speak on "Packaging and Merchandising Sound."

JUNE

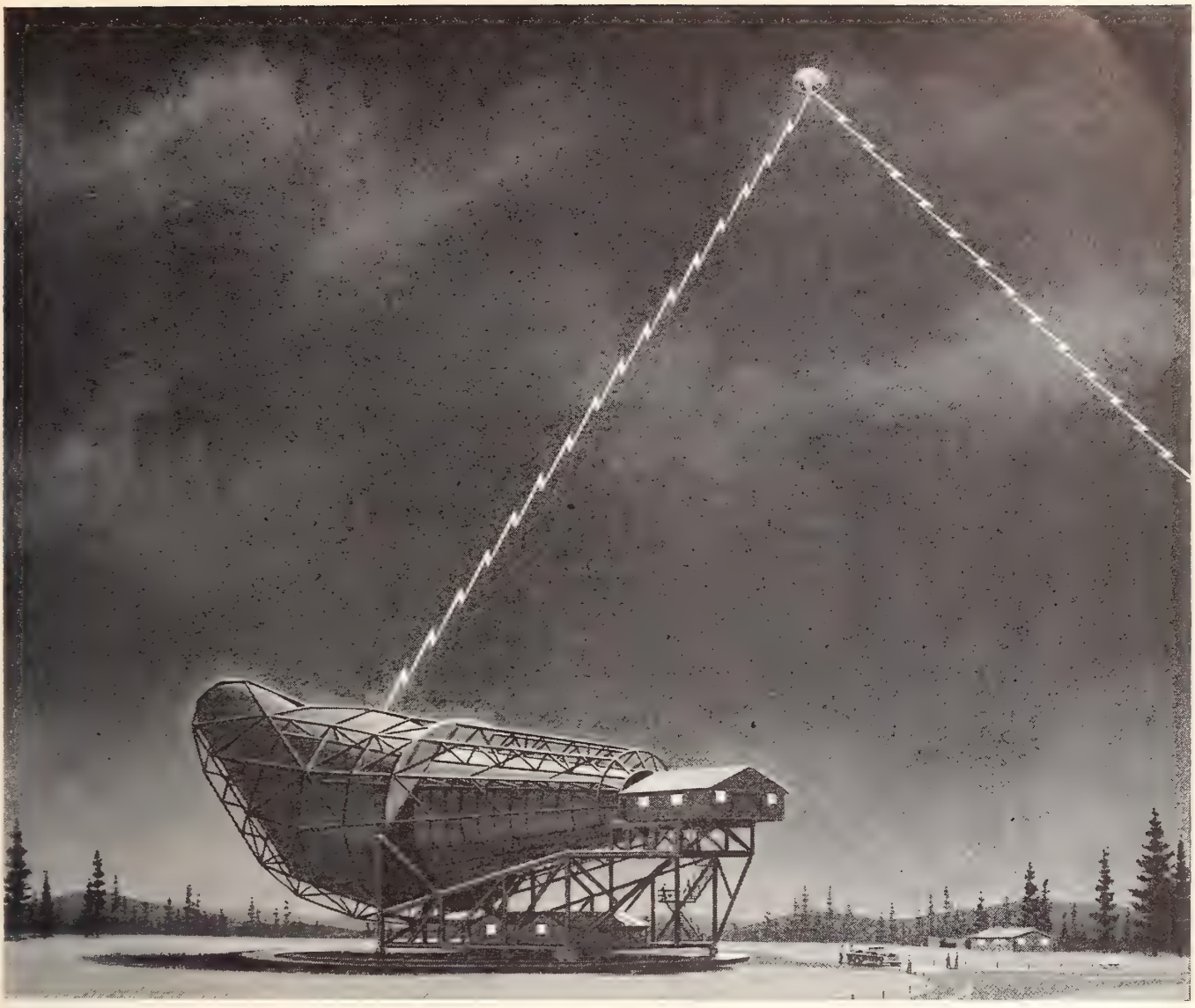
June 1 — Deadline for comments on **FCC** proposal to reserve a vhf channel in New York and Los Angeles for educational use.

June 2—**Wyoming AP Broadcasters,** convention. Plains Hotel, Cheyenne.

June 2 — **UPI Broadcasters of Michigan,** spring meeting. Selfridge Air Force Base, Mt. Clemens.

TvB Sales Clinics

May 23—San Francisco, Cincinnati.
May 25—Los Angeles, St. Louis.
May 30—Jacksonville, Fla.
June 1—Charlotte, N. C.
June 6—Minneapolis-St. Paul.
June 8—Chicago.
June 13—Omaha.
June 15—Oklahoma City.
June 20—San Antonio.
June 22—New Orleans.



GIANT BELL SYSTEM ANTENNA for catching and amplifying signals from satellite will be 177 feet long and about as high as an 8-story building.

Bell System Is Far Advanced on Satellite to Extend Microwave Communications across the Seas

Microwave system overseas via satellites is a natural extension of today's nationwide telephone and TV networks.

The Bell System is ready right now to move fast on a communication system using satellites in outer space.

We've already made telephone calls from coast to coast by bouncing radio signals off NASA's Echo I satellite.

We're well along on designing and building an experimental active satellite and are prepared to pay for the launching and for transmission facilities on the ground.

Our aim is to create more high-quality voice channels, and, ultimately, global television channels. We would connect our U. S. communication network with those of other countries and provide international overseas service.

There's one thing we'd like to make completely clear.

The Bell System is not seeking a monopoly of space communications.

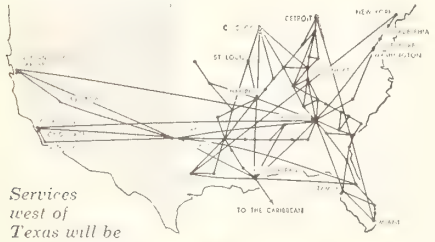
There would be all kinds of opportunity for the producers of electronic gear and other products because of the need to purchase many parts of the system from these producers.

We believe that the Bell System's proposals offer the best means to serve the public's interest in a broader communication network for tomorrow. We believe, also, that they offer the best means to get a working system "in being" in the shortest possible time.

BELL TELEPHONE SYSTEM



Delta moved directly into the Jet Age with the first Douglas DC-8's and the World Champion Convair 880's. This leadership pays dividends today in superior service and maximum experience on every route operated.



Services west of Texas will be announced soon

DELTA

the air line with the BIG JETS

RAB SALES CLINICS

May 22—Chicago.
May 22—Denver.
May 23—Indianapolis.
May 23—Salt Lake City.
May 25—Columbus, Ohio.
May 25,26—Tulsa.

June 2-3—**Industry Film Producers Assn.** second annual convention and trade show. Hotel Miramar, Sanata Monica, Calif.

June 3 — **Florida AP Broadcasters Assn.** Daytona Beach.

June 3-4—**Oklahoma AP Broadcasters Assn.**, meeting. DeVille Motor Hotel, Oklahoma City.

June 5-16 — **International Communications Workshop**, sponsored by World Commission for Christian Broadcasting, American Jewish Committee and several other religious groups. U. of Southern California, Los Angeles.

June 6—**American Marketing Assn.**, New York chapter, marketing workshop: Management use of marketing research companies. Lever House auditorium, New York, 4 p.m.

June 8-9—**North Carolina Assn of Broadcasters, convention.** Durham. Speakers include Clair McCollough, chairman NAB joint boards; J. Leonard Reinsch, radio-tv advisor to President Kennedy and Sol Taishoff, editor and publisher of BROADCASTING.

*June 8-9—**Assn. of National Advertisers** workshop on planning and controlling profitable advertising, Westchester Country Club, Rye, N. Y. Speakers at members-only session Thursday: Robert E. Kahl, executive vice president, Borden Foods Co., on profit-loss approach to advertising; Michael Schiff, Ph.D., professor of accounting, New York U., on cost allocations; George Wilson, manager, merchandising and advertising, Johnson & Johnson, and Lionel Brown, advertising manager of Knomark Inc., panelists in discussion of budgeting; William Mueller, partner in Arthur Andersen & Co. accounting firm, on auditing agency work. Friday speakers: Joseph F. Anderson, advertising manager, Dictaphone Corp., on planning and controlling; Bruce Werrt, assistant advertising manager, Goodyear Tire & Rubber Co., on media department organization; James J. McCaffrey, senior vice president of Ogilvy, Benson & Mather, on getting increased mileage from the media budget; Robert Bergmann, president, Filmex Inc., on controlling the cost of tv commercials, and a panel on "how the advertiser and agency can work together for profit-oriented advertising." Ray Wilson, supervisor of advertising services, Shell Oil Co., is program committee chairman.

June 8-10—**Western Assn. of Broadcasters**, annual meeting. Banff Springs Hotel, Canada. Speakers include Don Jamieson, president Canadian Assn. of Broadcasters.

June 8-10—**Marketing Executives Club of New York**, annual seminar, Pocono Manor, Pa.

June 9-10 — **Conference on Government-Business Relations in Marketing.** American U., Washington, D. C.

June 10—**Florida UPI Broadcasters Assn.** annual meeting. Pensacola.

June 11-14—**Assn. of Industrial Advertisers** annual conference. Statler-Hilton Hotel, Boston.

June 11-23—**AFA's** third annual Advanced Management Seminar in Advertising & Marketing. Conducted by faculty members of Harvard Graduate School of Business Administration. Chatham Bars Inn, Cape Cod, Mass. Registration and tuition fee: $375. Application forms at AFA, 655 Madison Ave., New York.

*June 12—Deadline for comments on **FCC** proposed rulemaking to curb "hidden plugs" and "payola."

June 12-13—Third National **IRE** Symposium on Radio Frequency Interference. D. R. J. White, Don White Assoc., chairman. Maj. Gen. James Dreyfus, USA, keynote speaker.



MONEY TALKS
—but what does it say?

If you eavesdrop in the business-paper field, you'll find the circulation dollars saying to the publisher: the man who sent me in *wants* your publication.

For parting with money in exchange for a businesspaper is more than just sweet sorrow—it's proof that the one who parts sets a definite, ascertainable value on the publication.

And, carried to the next logical step, it's an affirmation to the advertiser that the readers are meeting him at least half way.

A lot of very good businesspapers believe this is an important consideration. In fact, by having their circulations audited by the ABC, they voluntarily lay their books open to the scrutiny of interested outsiders and, in a very real sense, invite—and obtain—customer supervision of one of the most vital phases of their businesses.

If you could hold a quiet conversation with your advertising dollars, we think you'd hear a good many of them saying they'd feel a lot safer about the mission you're sending them on if they carried this kind of insurance.

THE ASSOCIATED BUSINESS PUBLICATIONS ABP

AUDITED PAID CIRCULATION ABC

The plus value of paid circulation is "wantedness"

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

BROADCASTING is the only publication in its field qualifying for ABC and ABP membership.

IN RADIO IT'S THE

SALES CLIMATE THAT COUNTS

WPEN IS THE STATION OF THE STARS

WPEN was the first station in Philadelphia to program TOP FLIGHT personalities. These salesmen are now established and have built up large and loyal audiences. They do not broadcast in an atmosphere of frantic sounds and chaotic music. On WPEN, the most important sound is your commercial. WPEN is the station of Per-SELL-nalities.



JACK O'REILLY
5:30 A.M. to 9 A.M.
5 YEARS

PAT and JACK
9 A. M. to 10 A. M.
7 YEARS





RED BENSON
10 A. M. to 1 P. M.
5 YEARS



MAC MCGUIRE
1 P. M. to 3 P. M.
4 YEARS



BUD BREES
7 P. M. to 11 P. M.
7 YEARS



LARRY BROWN
3 P. M. to 7 P. M.
4½ YEARS



FRANK FORD
11 P. M. to 2 A. M.
4 YEARS

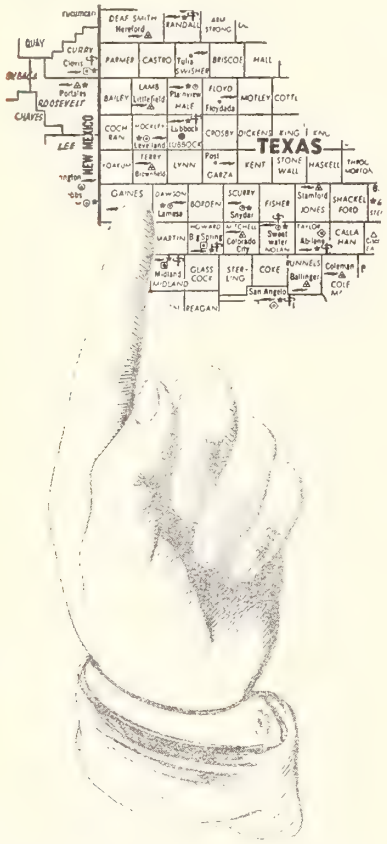
OUR BEST SOUND IS A RINGING CASH REGISTER

WPEN

PHILADELPHIA

Represented Nationally by **GILL-PERNA**

Your single purchase buys co-ordinated promotion and coverage over 67,000 square miles in West Texas and East New Mexico! Here, the West Texas Television Network serves the CBS signal to a 62-county area and 1,079,300 people with effective buying income of $2,054,386,000 and retail sales in excess of $1,409,-857,000*



*All figures are unduplicated by any W.T.T.N. stations. Ref.: Sales Management 1961 Survey.



west texas
television
network

W. D "Dub" Rogers, President and Gen. Mgr

NATIONAL REPRESENTATIVE
THE BRANHAM COMPANY

BROADCASTING PUBLICATIONS INC.
PRESIDENT ..... SOL TAISHOFF
VICE PRESIDENT ..... MAURY LONG
VICE PRESIDENT ..... EDWIN H. JAMES
SECRETARY ..... H. H. TASH
TREASURER ..... B. T. TAISHOFF
COMPTROLLER ..... IRVING C. MILLER
ASST. SEC.-TREAS. ..... LAWRENCE B. TAISHOFF

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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While they last!

ORDER YOUR COPY NOW!

(on first come—first served basis)

BROADCASTING

1960 Yearbook Issue*

"the one-book library of television and radio information"

46 separate directories indexing the world of broadcasting

- tv stations
- am stations
- fm stations
- educational stations
- networks
- sales representatives
- advertising agencies
- associations
- services
- government
- schools

plus—

market data, billings, ratings, programs, talent, historical facts—all arranged and indexed for instant reference

station listings by state and city show executive personnel, network, power, frequency or channel; separate directories by call letters, frequencies, newspaper and group ownership.

- limited number available at $4.00 per copy

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Circulation Department
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Washington 6, D. C.

*published every September as 53rd issue of BROADCASTING—The Businessweekly of Television and Radio

YOU CAN QUOTE ME...

"RCA Victor distributors tell me they select the WLW Television Stations to advertise RCA Victor Color sets because they're among the Colorcasting leaders in the nation . . . with their Color TV engineering skills, wonderful Color programming, and Color selling power."

Jack M. Williams

Jack M. Williams, Vice Pres.
Advertising and
Sales Promotion
RCA Sales Corporation

I'LL SAY THIS...

"WLW Television Stations have gone all out to sell RCA Victor Color TV sets in the grand tradition of the Crosley Broadcasting group . . . covering store fronts and home fronts to really mean business for RCA Victor. Advertisers have a pot of gold waiting for them at the end of the WLW Television Color rainbow!"

Raymond W. Saxon, Vice Pres.
Marketing
RCA Sales Corporation





COLOR TV



Call your WLW Representative . . . you'll be glad you did!
the dynamic Crosley Stations

WLW-C Television Columbus
WLW-T Television Cincinnati
WLW-A Television Atlanta
WLW-I Television Indianapolis
WLW-D Television Dayton

W L W Radio

Crosley Broadcasting Corporation, a division of Avco



Moral: A dollar invested in day-time TV reaches more wome more often than the same dollar spent at night! Time was when the a vertiser interested in talking to women stood by this hard and fast rule: Daytime for frequency; Nig time for reach. Things have changed. A recent research study shows Daytime leading Nighttime reach at every level of frequency. NBC had Nielsen compare a typical night-time buy—an altern half-hour—and an NBC day-time schedule of approximately the same cost. Result? Over a fo

NBC Day-time Line-up: 10:00 Say When • 10:30 Play Your Hunch (color) • 11:00 Price Is Right (color) • 11:30 Concentration • 12:00 Truth or Consequences • 12:30 It Could Be



eek period, the evening show reached 18,100,000 different homes. The NBC day-time schedule ached 22,100,000 different homes; 4,000,000 more homes for Daytime! What's more, the average y-time home received almost twice the number of commercial messages, yielding 477 more homes er dollar. Whether it's a matter of four weeks or eight weeks, homes reached once or a ozen times . . . day-time dollars reach more homes.* So, if you've got women on your mind, nsider the advantages of ***NBC Television Network—first in the Daytime!***

*Nielsen Average Audience Data, March, April, May 1960

lor) • 2:00 Jan Murray Show (color) • 2:30 Loretta Young Theatre • 3:00 Young Dr. Malone • 3:30 From These Roots • 4:00 Make Room For Daddy • 4:30 Here's Hollywood

MONDAY MEMO

from C. JAMES PROUD, president and general manager, AFA

History shows that an attack on one is an assault on all

The last 12 months since Advertising Federation of America's previous meeting have been a time of change, tension and serious threat to many things which we hold dear. During this year we have nominated and elected a new President of the United States. The electronic industry became a key factor in that election, and broadcasting and advertising proved themselves more conclusively than ever to be a vital part of the warp and weave of our American way of life.

It is therefore appropriate, I think, that AFA should be bringing its full range of interests of advertisers, agencies and media to focus in Washington in the forthcoming week. There we hope to assess advertising's main *overall* problems and to try to forsee the trajectory of this industry's future progress. As usual, the Federation's convention is portrayed on a "wide screen," with the focus very much on the broad international implications as well as our more immediate national problems.

Tax on Tv ▪ For instance, the opening session Monday, May 29, will delve directly into the serious threat posed by the Conservative British government's imposition of a 10% tax on television advertising in mid-April.

AFA construes such actions by America's historic ally as setting dangerous precedents in the taxation (1) of advertising *per se* and (2) of a particular form of advertising.

As in the case of the Baltimore city taxes on advertising, the original act invariably sets off a nuclear reaction which suddenly spreads far beyond the scene of the explosion. It takes no genius to forsee serious threats which will follow the British action.

Even if we are not concerned with international problems, we believe all advertising men and women, and particularly those in the electronic fields, have major stakes in the work of the Advertising Federation of America. For the local, state and national problems of all advertising are enormous, and none of us can afford to stand alone, dependent upon our own strength and our own defenses.

That is why AFA opened its Washington office in the fall of 1959 to develop a two-way communications exchange between its 50,000 members and our official representatives in Washington. We agree with the former Federal Trade Commission chief, Earl Kintner, that "the best government is the least government." We also believe that the less shouting we have to do in Washington to get attention, the more effective our work becomes.

Uninhibited Jabs ▪ We felt that way when, in the early rounds of political oratory last summer, a few headline hunting politicos took free and uninhibited jabs at "Madison Avenue," "payola" and the advertising industry in general. AFA decided early in the game that it would be futile and foolish for the Federation, or any other segment of the industry, to get involved in a name-calling contest with these critics, thus giving them what they wanted—a publicity gimmick to feed their own selfish ambitions.

But the long-range philosophical dangers to the advertising industry were not—and are not—lost upon the Federation leadership. It is recognized that there are many persons, misguided for the most part, who believe that the right of freedom of speech should be curbed. Even the President of the United States recently defended the right of government to censor and screen news in times of crisis, and he labeled this as such a period.

The recent address of FCC Chairman Newton Minow certainly gives the communications world, and especially the broadcasting industry, food for sober thought.

Needless to say, there was much applause for Mr. Minow's talk, especially his courage in making it before the audience he selected for his maiden effort. Many advertisers and agency officials frankly praised Mr. Minow's forthrightness because they felt that strong words to encourage television stations, and networks, to meet their full responsibilities to the public—both in programs and advertising—are necessary at this time. With this we agree.

Advertisers Must Share ▪ The responsibility for improved programs and better balanced advertising schedules, however, is not on the shoulders of the broadcasters alone, although I believe they must accept the major load. Advertisers and agencies must share an important part of the liability for protecting the public's interest.

It seems to us that advertising always will be under attack as long as the advertising family continues to view itself as separate and competitive entities, without the cohesion of family responsibilities or loyalties. This is a serious mistake.

Too frequently we have seen disinterest and even jubilation on the part of rival media when another medium is under attack. We do not like what we have seen because we know from history that an attack on one of us is an assault on all.

Self-discipline ▪ Advertising during its long career as a spark plug of America's economic growth has fought hard to exercise self-discipline in its service to the American people. Our success or failure in this field of self-regulation will determine how much new government regulation will be imposed by the present administration.

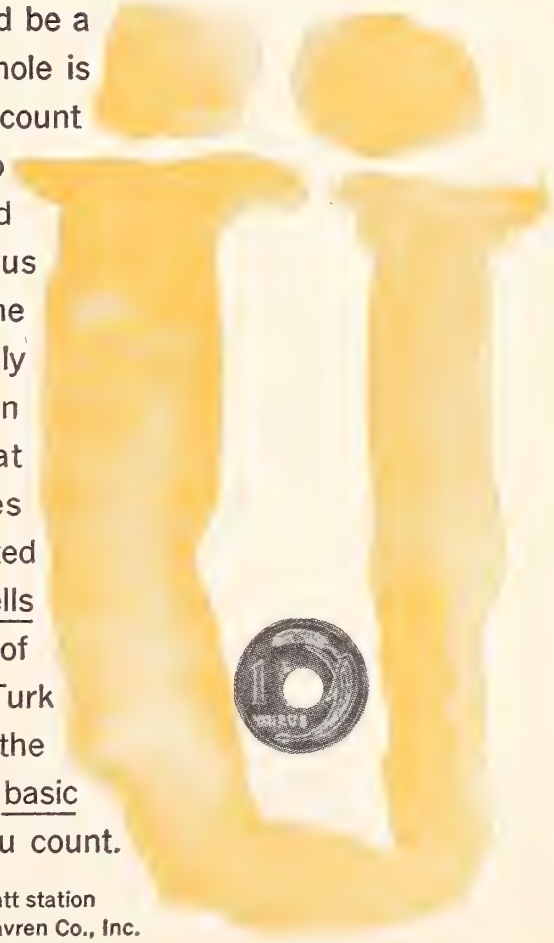
It is our job to prove that self-policing will work, and this means advertisers, agencies, media and their associations must share that responsibility. The one catalyst group comprising all these interests, plus their 18 national vertical associations, is AFA

It welcomes the use of its vast "grass roots" organization, of which the Advertising Clubs are its cohesive force, to help educate and cultivate the understanding and appreciation of this great economic tool which has played such an important part in making America the last hope of the Free World.



A cross-section of advertising interests will be represented when the Advertising Federation of America meets in Washington May 28-31 at the 57th annual convention. C. James Proud, president-general manager since June 1957, spent 12 years as a newspaperman, has served as advertising manager-public relations director of General Motors' Aeroproducts Division, and has been on AFA's executive staff for 14 years. He's a member of The Advertising Council.

MAKE YOUR KURUS COUNT! A cache of Kurus would be a Turkish delight to any Ottoman. The coin-with-the-hole is currency from Istanbul to Azerbaijan, and Turks today count on Kurus to buy everything from new scimitars to compact cars. In Baltimore, an advertising Turk could work wonders with a conservative collection of Kurus because there isn't any mystery or mysticism about the sales promotion power of WBAL-Radio. Maryland's only 50,000 watt station dominates the entire metropolitan area plus 37 surrounding counties in a radius that reaches four adjacent states. WBAL-Radio produces results in this rich region by providing more unduplicated coverage than any other native station. WBAL-Radio sells by sustaining listener interest with a consistent format of full range programming and music for mature minds. Turk or Tycoon, you don't need multiple schedules to cover the Maryland market . . . just depend on WBAL-Radio—the basic buy in Baltimore, the medium that makes every Kuru count.



WBAL-RADIO BALTIMORE NBC Maryland's only 50,000 watt station
Associated with WBAL FM & TV / Nationally represented by Daren F. McGavren Co., Inc.



What's this got to do with your time buy in this market? Just this: We've always felt advertisers on this station deserve expert technical handling of commercial material, on film, live or film in combination with local-live tags. That's why KJEO-TV. is famous in Central California for its engineering skills, top announcers, its overall campaign for an "Air Time Corporate Image"—and this means confidence your time buys on KJEO-TV get selling attention from experts.

our ratings? We've Got Them!

Check with your nearest H-R representative

our network affiliation? abc Of Course!

KJEO

CHANNEL 47

Fresno, California

OPEN MIKE ®

Good company

EDITOR: I'm glad to see (NAB CONVENTION, May 15) I was in good—and agreeable—company with the comment on the Minow speech! — *S. M. Ballard, President, Geyer, Morey, Madden & Ballard Inc., New York.*

Big response

EDITOR: . . . I've had many, many old friends write or call after you ran the pictures of the good people from Country's Delight (milk) and WBBM-TV (FANFARE, April 10). As a P.S. to the story, we had over 2.2 million entries in the contest. Captain Kangaroo was even better than we first suspected.—*William C. Olendorf, Vice President, Marketing, Tobias, O'Neil & Gallay Inc., Chicago.*

The real message

EDITOR: . . . It seems that you have clearly and frankly stated the real message of the NAB convention in the last paragraph of this editorial masterpiece ("The wrong path to greatness," EDITORIALS, May 15).

Broadcasting must not only "invigorate its efforts," it must fight to keep what freedom it has as well as the freedom of every single citizen in this country. —*Lawrence Webb, Managing Director, Station Representatives Assn., New York.*

EDITOR: I must compliment you on your editorial, "The wrong path to greatness" (EDITORIALS, May 15). I feel sure the majority of the broadcasters attending the NAB convention in Washington felt that President Kennedy used more tact and approached the problem with a greater sense of public relations and feeling for the broadcaster than did either Mr. Minow or Gov. Collins. Mr. Minow, in particular, should take a lesson or two from his boss.

. . . I might even suggest at this time that this editorial be framed and posted in the office or reception room of every broadcasting station in this country.—*Fred L. Bernstein, Vice President, Radio Tv Representatives Inc., New York.*

EDITOR: "The wrong path to greatness" was magnificent. This industry has little to fear with men like you speaking out. —*Ben Strouse, President, WWDC Washington.*

RFE Fund thanks

EDITOR: We at the Radio Free Europe Fund would like to use BROADCASTING as a medium for thanking the broadcasting industry for its wonderful response to the 1961 "Broadcasters for Radio Free Europe" campaign (and) . . . the industry's maximum use of program materials made available through The Advertising Council.

. . . Contributions to P.O. Box 1961, Mount Vernon, N.Y. . . . are substantially larger than in any other year. . . . We are receiving excellent response as well to the RFE Broadcasters Participation Awards program. . . . Over 200 entries have already been received at P.O. Box 21-B, Mount Vernon, and the closing date is not until May 31. —*John M. Patterson, President, Radio Free Europe Fund, New York.*

The alternative?

EDITOR: This is a London envelope. It might be interesting to let U.S. readers know how the British government re-



minds 'em to cough up $ for radio privileges—while we get abuse by FCC guys.—*A. A. Schechter, A. A. Schechter & Assoc., New York.*

Quick reaction

EDITOR: I would like . . . to thank you for the fine treatment you accorded our recent report, "Television 1961: Packaged, Taped and Brightly Colored" (BROADCAST ADVERTISING, May 8). . . .

I thought you would be interested to know that due to BROADCASTING's coverage . . . we have already—in less than one week—received many requests for a copy of our complete report. . . . —*Marvin D. Melnikoff, Director of Marketing & Research, Weed Tv, New York.*

The Florida story

EDITOR: . . . One of the finest market studies ever published on the state of Florida (BROADCASTING, April 17). I was tremendously impressed with the vast amount of data and accuracy. . . . —*Ed Keys, Assistant Manager, Miami-Dade County Chamber of Commerce.*

No interest in WLMJ

EDITOR: You carried the announcement (FOR THE RECORD, May 1) that WMNI had received a construction permit for a new fm station in Columbus.

It was further indicated that William R. Mnich held an interest in WLMJ Jackson, Ohio. This is not correct. Our application indicated that I divested myself of this (10%) interest in April, 1955. The only broadcast interest I currently hold is in WMNI.—*William R. Mnich, President, WMNI Columbus, Ohio.*

Red Alert!

The bombardment is on! No sirens, no explosions, but a persistent bombardment from Radio Moscow of twisted news, half-truths, red herrings designed to confuse and divide us. To alert the nation to this danger, WBT Radio for the last two years has been interpreting and refuting Soviet propaganda on its program, Radio Moscow. Three times a week excerpts from Soviet shortwave broadcasts to Canada and the United States are presented, followed by an analysis of the distortions and fallacies they contain. Already fourteen other major U.S. radio stations broadcast WBT's Radio Moscow; and it is being used as classroom material in colleges and public schools. This year Radio Moscow has won three national awards for WBT Radio—the Freedoms Foundation George Washington Honor Medal Award, the Sigma Delta Chi Public Service in Radio Journalism Award, and the TV-Radio Mirror Gold Medal Award. All of us at WBT are proud of the recognition our program has received. We are encouraged in our belief that truth is our surest defense against the voice of Communist enslavement. **WBT RADIO CHARLOTTE**

Jefferson Standard Broadcasting Company



there is nothing harder to stop than a trend

Things keep looking up.

ABC doesn't want to try to steal any of the headlines' thunder. But, in the spirit of the general jubilation, let us say that The Trend is "A-Okay all the way" toward ABC-TV.

Reason: ABC's leadership in Sports. (ABC's Wide World of Sports, All-Star Golf, Orange Bowl Game, Bing Crosby Golf Tournament, Fight of the Week, NCAA Football, Pro Football & College Basketball.)

Reason: ABC's leadership in action adventure entertainment. (The Untouchables, 77 Sunset Strip, Maverick, Naked City.)

Reason: ABC's leadership in comedy, cartoon shows. (My Three Sons, The Flintstones.)

Reason: ABC's facing of the issues of the day. (ABC-TV News Final, The Winston Churchill series, Close-Up!, Expedition!)

The result: Where people can choose, in the largest 3-network competitive area measured by Nielsen,* ABC is No. 1 in evening audience.

Look at the up-looking chart at the right.

There is nothing harder to stop than a trend.

NETWORK	24 measured weeks 3-net share Oct. 24, 1960—Apr. 16, 1961
ABC-TV	37%
NET Y	34%
NET Z	29%

ABC Television Network

*Source: National Nielsen 50 Markets TV Reports, Average Audience, October 24, 1960 through April 16, 1961. Sunday, 6:30 to 11 PM, Monday through Saturday, 7:30 to 11 PM.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
May 22, 1961 Vol. 60 No. 21

CONTRACT BANS TRIPLE-SPOTTING

Y&R-Gulf Oil pact with NBC-TV may develop entirely new pattern as other agencies applaud, consider advantages of following suit

A new approach initiated by Gulf Oil Corp. and its agency, Young & Rubicam, to combat triple-spotting by stations between network programs appeared last week to be gaining in advertiser attention.

Most agency executives when queried on the Gulf-Y&R move—that of inserting an anti-triple-spotting clause in a contract with NBC-TV—reacted in one of two ways:

- Either they are studying the move with an eye to the possibility of following suit;
- Or they said that while they do not intend to take direct action themselves, they feel the Gulf-Y&R move is a step in the right direction.

The clause agreed upon by NBC-TV and Gulf commits the network to use its "maximum efforts" to prevent any station carrying Gulf programs (a regular news series starting next fall, in addition to specials) from triple-spotting "either immediately before or immediately after the telecast of this show."

Can Cancel ▪ The contract clause further states that Gulf reserves the right to cancel any station which triple-spots immediately adjacent to the program.

NBC-TV said last week that no other advertiser has made a formal request for a similarly worded contract, but acknowledged that several other agencies had called to ask for clarification. It was indicated that NBC-TV would take "under advisement" any additional such requests by advertisers.

Young & Rubicam sources revealed the agency would rely mostly on reports —both regular and specially prepared —provided by Broadcast Advertisers Reports, an off-the-air monitoring service, in policing the clause.

Some agencies pointed out that the Gulf situation is unique. Much network tv programming now, they reminded, are multiple-sponsorships, thus creating a complex problem for the sponsors to sift out when attempting to determine infractions of an anti-triple spotting rule.

It was also noted that Gulf apparently feels it can drop an affiliate in a highly competitive marketing area but that most tv advertisers are hardly eager to take such drastic action. And, these executives added, the news show is difficult to sell, a factor that might prompt a network to go along with such a clause in the contract.

The new Gulf-NBC-TV agreement is the latest development in Young & Rubicam's running battle with the networks (particularly with ABC-TV) over moves to expand station-break time next fall (BROADCASTING, April 24). Some observers feel that in this new pact, Y&R, though apparently unable to defeat the station-break expansion proposal, has managed to dramatize an advertiser's insistence on a limitation in station break time to two commercials.

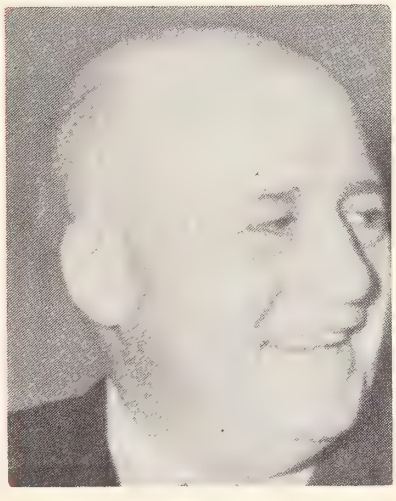
Pattern For Fall ▪ It appeared doubtful that other advertiser network contracts for 1961-62 could be negotiated with anti-triple-spotting clauses at this time, however, because the contract pattern for next season's shows is already set.

One agency reported that it is taking another tack in the station-break hassle. An executive at the agency, which asked that its identity be withheld, stated his company has asked a network (CBS-TV) for reimbursement for any time "lost" in program commitments next season. (The networks, if they expand station breaks, must shorten the adjacent network programs by several seconds). Several agencies had hinted they would ask for "rebates" if the expansion policy was placed into effect (BROADCASTING, April 24).

BBDO, which for some three years has written anti-triple-spotting measures into its standard spot contracts in tv, reported it is considering a similar measure in future network buying though not necessarily with the same phraseology as that contained in the Gulf agreement. Agency spokesmen, however, said they couldn't be more specific.

Other agencies canvassed by BROADCASTING: J. Walter Thompson Co. (Ruth Jones, associate media director) reported it understands the Gulf con-

Mr. Sam says 'We don't like it'



President Kennedy's Reorganization Plan No. 2, to revamp the FCC and concentrate more power in its chairman, went to the chopping block last week—sent there by the only man in Congress who can pronounce a *coup de grace* and almost always make it stick—House Speaker Sam Rayburn (D-Tex.).

The FCC reorganization plan was the only one of the President's four plans to shake up regulatory agencies (others cover the Federal Trade Commission, Securities & Exchange Commission and Civil Aeronautics Board) to be handed the short straw.

The speaker didn't elaborate on whether the House would accept a more moderate version of what has been called the "FCC-packing plan" —which in its proposed form would give the White House greater control over that agency. He said merely that the FCC plan is the only one of the four selected for extermination, because "we don't like it."

Thus, he'll bring his power in the House to bear to cause a veto of the plan sometime before it would otherwise go into effect a little more than a month from now—if the Senate doesn't beat him to it.

For complete story see page 55

SRA says 40-second criticism 'unwarranted'

ABC-TV's plan to expand station breaks from 30 to 40 (or 42) seconds finally got an official good word last week from somebody besides ABC. Station Representatives Assn. sent a letter to all commercial tv stations in the U.S. saying SRA member firms "applaud" the plan.

Lawrence Webb, SRA managing director, said in the letter that the longer breaks would help advertisers by opening up prime-time availabilities that don't even exist now, while contributing to the efficiency and flexibility of stations. Without specifically mentioning triple-spotting, which many opponents of the plan fear will be its result (see page 27), Mr. Webb stressed that "the plan specifically does not provide for more than two paid commercial announcements and therefore represents no numerical change in present station practices, nor violation of the NAB television code"

Mr. Webb continued:

"The increase to 42 seconds will greatly enhance the ability of stations . . . to increase the efficiency and flexibility of their operations, thereby providing better service to the viewing public and the advertiser.

"A great number of advertisers contend that their commercial messages cannot properly be presented in the limited time of an ID or a 20-second announcement. In peak audience periods there has been no way for spot advertisers to buy on an individual market basis this preferred length of commercial time. The addition of 10 seconds to the time between network programs answers such need and contributes even more to the flexibility of spot—one of the medium's strong inherent advantages."

The plan has been widely condemned by agencies, the Assn. of National Advertisers and officials of the two other networks (though they make clear that they will follow suit if ABC goes through with its plan, as it now seems virtually certain to do). Mr. Webb's letter said the criticism was "unwarranted."

tract is "experimental," that it is watching it closely and has the whole situation under "review."

Foote, Cone & Belding (Arthur S. Pardoll, associate media director) sees merit in the contract clause idea and notes the agency is opposed to stations triple-spotting between network programs. And "if the network will guarantee no triple-spotting, we're for it."

Compton (Frank Kemp, senior vice president and media director) considers the step a "good idea" but the agency hasn't proposed such a move to its clients though it will explore the matter for the future.

Benton & Bowles (Lee Currlin, vice president and media manager) similarly applauds the idea, recalls the agency once tried to work out anti-triple-spotting contract with the networks but no agreement could be reached, though the networks promised to crack down on violators.

A Dissent ▪ The vice president in charge of radio-tv for another large agency voiced dissent with his colleagues and insisted Y&R's plan was "impractical." He pointed out that enforcement of a network-agency agreement is at the local level and the network can "do little about it." A contract, he claimed, is not going to clear up triple-spotting. He added: "If an agency is anxious to get a show on the network and we all know how limited time slots are, an agency would be foolish to add to the problem by insisting on stipulations that can't be enforced anyway."

Another major agency asserted it has been in direct contact with the networks on just this problem for the past 18 months, has been using "every weapon and device at our command to overcome this excess of spots." Among actions: letters to network affiliate stations asking them not to "over-commercialize," and cooperation with BAR in "policing" stations. The agency attributed the Gulf contract to FCC Chairman Newton N. Minow's talk at the NAB convention rather than to a marketing factor. It was hinted that the agency may take further measures of its own to prevent stations from being "larcenous" with clients' broadcast time.

Pulse 'Profiles' pick up six

Six new subscribers have bought The Pulse Inc.'s "Tv Audience Profiles," report on U. S. market breakdowns.

The new subscribers are Colgate-Palmolive Co.; McCann-Erickson; Kenyon & Eckhardt; Sullivan, Stauffer, Colwell & Bayles, Tucker-Wayne Adv., and The Katz Agency. Total subscribers now number 13. The service was started Jan. 1.

"Tv Audience Profiles," published in January, May and July are book length containing more than 200 pages. They are based on personal interviews in 1,750 U. S. households and analyze all network television programs in terms of 36 separate product use and demographic categories. Price for the service varies according to the subscriber category—advertiser, agency, network, station rep or allied fields. Maximum price is $1,500 for advertising agencies. Another service offered by the report is a "personalized" breakdown requested by a particular subscriber.

Agency appointments...

▪ Scripto Inc., Atlanta, appoints the McCann-Marschalk Co., N. Y. and Atlanta, as agency for its line of writing instruments. Account, which bills approximately $1 million and is active in spot radio-tv, had been at Donahue & Co., N.Y. McCann-Marschalk, in recent weeks, acquired the Tidy House ($1.8 million) and Speidel ($1.2 million) accounts.

▪ General Insurance Co. of America, Seattle, appoints Lennen & Newell as its agency. Billing for 1961 is approximately $1.5 million, of which 50% is in television. The account had been at Cole & Weber Inc., Seattle.

▪ Pan Pacific Fisheries (Lucky Strike, Top Wave tuna and Glamour Puss cat food) appoints Roche, Eckhoff & Assoc. as its agency.

▪ Sealy Inc. (bedding) for its Berkeley, Calif., plant, to Garfield, Hoffman & Conner, San Francisco, for regional advertising to include radio-tv.

▪ California Food Products of Chicago (Slim-Ade fruit beverages) to M. M. Fisher Assoc., Chicago. Radio-tv will be used.

▪ Fabro Inc., Atlanta, to Tobias, O'Neil & Gallay, Chicago, for Henny Pen Brand dog food and Switch Brand cat food. Three-fourths of budget will go to broadcast media in selected markets in the South for the next six months, eventually expanding to the national market. Radio-tv currently are being used in Baltimore and Washington.

▪ King Cola Corp., Newark, N. J., appoints Smith/Greenland Co., N.Y., as its advertising agency for King Cola Genuine Cola Syrup and King Cola Chocolate Flavored Genuine Cola Syrup.

▪ Daniel & Charles, N. Y., has resigned its Coty Inc. account because it feels that "further agency activity on [the account] is unwarranted."

▪ Hunt Pen Co. (manufacturers of Boston pencil sharpeners and Speedball pens), Camden, N.J., appoints Wermen & Schorr, Philadelphia.

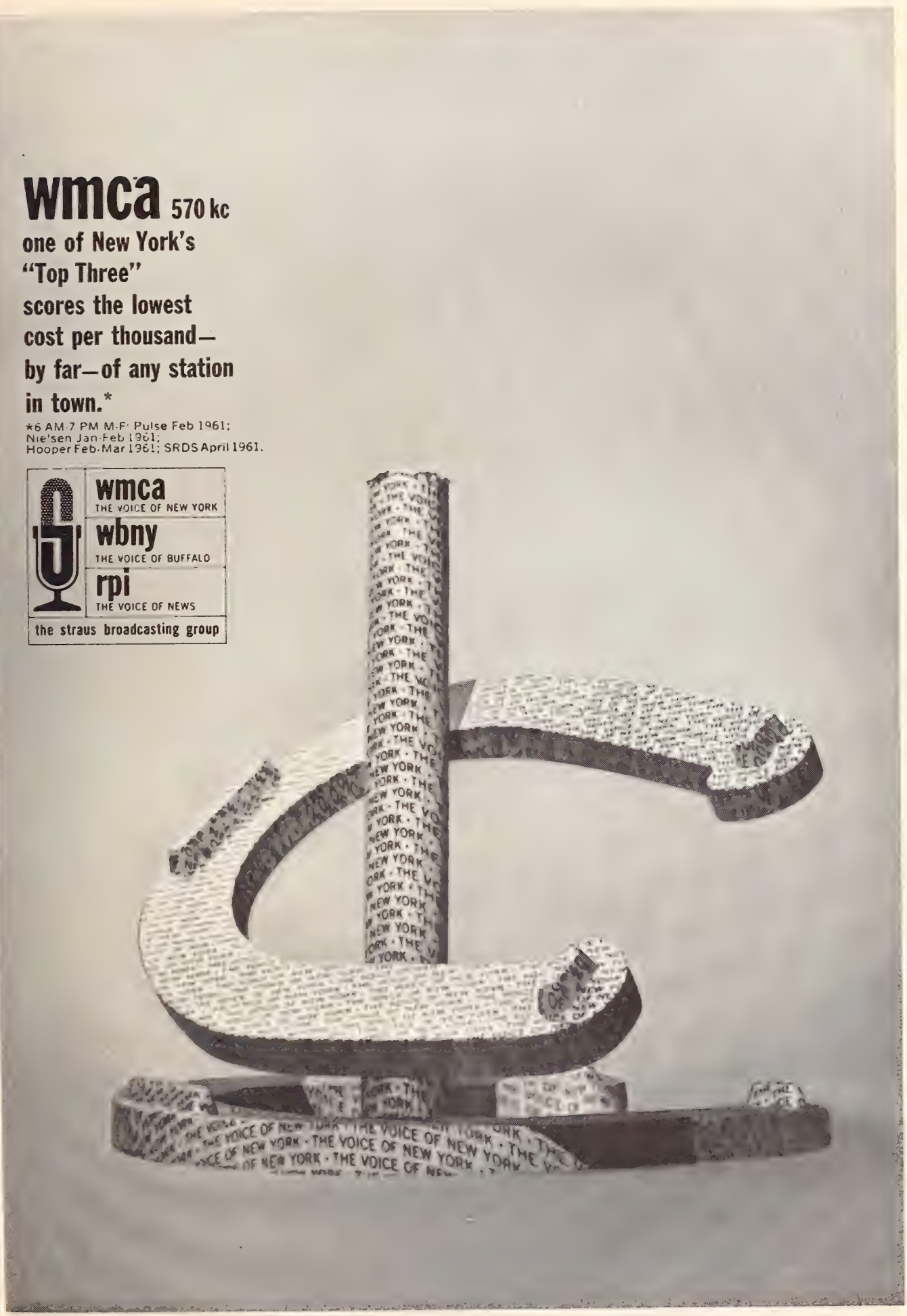
▪ Capital Cities Broadcasting Corp., N.Y., appoints the Zakin Co., N.Y., as its advertising agency. Media plans include trade and consumer publications. Capital Cities owns and operates WROW and WTEN (TV) Albany,

wmca 570 kc

one of New York's "Top Three" scores the lowest cost per thousand— by far—of any station in town.*

*6 AM-7 PM M-F Pulse Feb 1961; Nielsen Jan-Feb 1961; Hooper Feb-Mar 1961; SRDS April 1961.

wmca
THE VOICE OF NEW YORK
wbny
THE VOICE OF BUFFALO
rpi
THE VOICE OF NEWS
the straus broadcasting group



PERSPECTIVE ON THE NEWS

Must advertisers sponsor quality shows?

STATION CAUTION MAY HAVE CAUSED PRESENT CRISIS

In his speech about the "vast wasteland" of television programming (BROADCASTING, May 15) FCC Chairman Newton N. Minow raised but did not answer a question that has puzzled the broadcast advertising business for years: to what extent, if any, do advertisers themselves have a responsibility for cultivating this allegedly arid area?

Chairman Minow pinned the tail on broadcasters and threatened condemnation proceedings against stations which do not spruce up. Although there is deep disagreement over the legality of his "right" to force them into the cultural hothouse business, there is not much serious dispute with the theory that if "improvement" is to come, it will come from broadcasters primarily.

There also is a strong consensus that, conversely, broadcasters could have avoided much of the trouble they're in, if they had taken a few simple precautions in the past. One of these would have been to clear for the networks' sustaining public affairs shows with something closer to the uniformity with which they clear for commercial "entertainment" shows.

Mr. Minow obviously subscribes to this theory. He suggested in his speech that stations which don't clear such programs may be asked to tell the FCC why they don't. He is being seriously challenged on FCC's constitutional right to ask that question, but otherwise the validity of his point seems generally accepted.

This line of reasoning is that sheer volume, if nothing else, would operate against the Minows and other critics if, for instance, such programs as CBS-TV's *Washington Conversation* were seen in 200 cities instead of 64; if the cities where NBC-TV's *Nation's Future* may be seen numbered almost 200 instead of fewer than 100, and if ABC-TV's *Issues and Answers* went into 200 cities instead of 35.

These examples are extreme—but not very. Without exception—and without regard to the reasons—the records show that unsponsored public affairs programs fed by the networks get only a fraction of the clearances normally enjoyed by sponsored programs, "entertainment" or whatever.

On CBS-TV, for instance, the top-rated *Gunsmoke* is cleared by 200 stations. The only public-affairs programs with clearances anywhere close to that number are three sponsored shows, all of which fall short by at least 20%. Prudential's *Twentieth Century* is carried on 161 stations, American Machine & Foundry's *Tomorrow* specials have averaged about 160, and Firestone's *Eyewitness to History* is on 130.

On NBC-TV the prime-time *Nation's Future* averages 98 stations, the co-op *Meet the Press* is carried on 118, the variously sponsored *Project 20* specials have got as high as 167, and two of the *White Paper* series, under Timex sponsorship, have drawn 142 and 12 respectively—all as against 193 on the lineup for top-draw *Wagon Train*.

On ABC-TV the *Close-Up* series sponsored by Bell & Howell has been seen on 147 stations and Metracal's Winston Churchill series averages 116, Ralston-Purina's *Expedition* is on 74 the advertiser ordered a short lineup in this case).

The fact that many sustaining informational or cultural programs are networked on Sunday afternoons is a long-standing point of criticism against the networks—and to a lesser extent against advertisers for not sponsoring them in those or better time periods. Mr. Minow did not specifically tell advertisers to get jumping, but he did offer a roundabout suggestion that they ought to do better than they do. "Tell your sponsors," he advised broadcasters, "to be less concerned with costs per thousand and more concerned with understanding per million."

This advice directly raises an old question for which no universally satisfactory answer has yet been produced. From a strictly business standpoint a strong argument can be—and inevitably is—made on the ground that advertisers are in business to sell products and hence are obligated to their stockholders to reach as many potential customers as they can and to do so as inexpensively as possible. In most cases this concept requires programs having so-called "mass-mass" audience appeal.

There does not seem to be any solid body of belief, even among broadcasters, that this businesslike approach is wrong, but agreement comes in several different shades.

One of the most frequent reservations is that while advertisers cannot be expected to forsake mass audiences to cater to a select few, neither can they afford—for the sake of their own advertising—to let television become a junkyard. To preserve television as an effective place for their sales messages to appear, they must insist on "quality" in whatever they spon-

N.Y.; WPRO-AM-TV Providence, R.I.; WCDC (TV) Adams, Mass.; WTVD (TV) Raleigh-Durham, N. C., and last week bought WPAT Paterson, N.J., subject to FCC approval (see story, p. 52).

Business briefly...

Dow Chemical Co., Saran Wrap, Midland, Mich., ordered one-minute, weekly participation in ABC-TV's *Ben Casey, M.D.,* starting Oct. 2 (Mon. 10-11 p.m. NYT). Agency: Macmanus, John & Adams, Bloomfield Hills, Mich.

P. Lorillard & Co. and **S. C. Johnson & Son** ordered sponsorship of *Frontier Justice,* a western drama series consisting of selected rebroadcasts, on CBS-TV starting Aug. 3 (Thur. 8:30-9 p.m. EDT). Ralph Bellamy will host the program, which will continue through Sept. 28. Agencies: Lennen & Newell (P. Lorillard) and Needham, Louis & Brorby (S. C. Johnson).

Dynamic Record Co., today (May 22) starts sponsoring *The Larry Moore Show—Dynamically Speaking* live on KTLA (TV) Los Angeles, Monday-Friday, 10-10:30 a.m. A week later, tapes of the program will start on WNTA (TV) New York and in 25 other major markets. Series will deal with mental, physical and spiritual self-improvement and will advertise instructional albums on such subjects as weight control, smoking control, relaxed sleep, memory improvement, self-confidence and children's behavior training. Gower Adv. Agency, Hollywood, is in charge of the syndication, with Larry Larson, head of the agency, producing. Beidner, Temkin & Ziskin, certified public accounting firm identified with motion picture and tv projects, is back of Dynamic Record Co.

Brown & Williamson Tobacco Co., Lever Bros., and **Kimberly-Clark Corp.** ordered sponsorship of CBS-TV's *The Defenders,* new series of legal dramas, starting Sept. 16 (Sat. 8:30-9:30 p.m. EDT). Agencies: Ted Bates (B&W), Ogilvy, Benson & Mather (Lever Bros.) and Foote, Cone & Belding (Kimberly-Clark).

Rep appointments...

- WGAN-TV Portland, Me.: Blair

sor—but this does not necessarily mean they must sponsor so-called "quality" programs. Although some of the latter wouldn't hurt the objective of making television a better place to advertise, according to this line of reasoning, the main point is not that advertisers should build the medium up, but that they should not let it down.

There is another variation on this theme which holds that both the problem and its cure lie in the hands of "the public."

At a more remote extreme is the concept that the problem belongs to broadcasters but that advertisers are in it, too—and ought, for their own sakes and the sake of television and the nation, to contribute positively to its solution. Edward R. Murrow, then a CBS newsman, now head of the U.S. Information Agency, gave probably the most eloquent exposition of this theory in a speech in Chicago in October 1958.

His suggestion was that, in addition to information programs provided by the networks, "each of the 20 or 30 big corporations which dominate radio and television" should give up one or two of their regularly scheduled programs each year and let the networks program the time with informational shows in the interests of a more enlightened citizenry (BROADCASTING, Oct. 20, 1958).

The agency-advertiser enthusiasm with which Mr. Minow's tough talk was generally greeted sent observers scurrying to the records for a quick look at what these people are buying as compared to what they are applauding.

The published records of LNA-BAR and TvB show that in 1960 the 20 heaviest buyers of network television time represented 50% of all network gross time expenditures on the networks. The records also show that as a group these 20 advertisers put, roughly, from 9 to 12% of their network money into programs of the sort that Mr. Minow seems to want more of.

The 12% figure, which represents approximately $41 million in gross expenditures for network time, covers a broad interpretation of "selective" or "quality" programming including sports, awards presentations, Miss America and similar contests, musical programs and drama along with news, the political conventions and elections, and various documentaries and similar information programs. The 9% figure, representing about $31 million in gross time expenditures, was based on a much narrower interpretation which eliminated sports, beauty contests and the like, and concentrated primarily on news, conventions and elections, informational programming, and "serious" drama and music.

For purposes of the comparison, the choice of programs to be counted or not counted had to be arbitrary. In general it might be said that those chosen were programs which as a rule appeal more to selective audiences than to mass audiences.

On the narrower definition of programs—those less likely to enjoy mass appeal—the heaviest spenders varied widely in cutting up their 1960 budgets between "entertainment" programs and those with more limited appeal. Allocations for so-called "quality" programs ranged from zero on the part of some advertisers to 23, 28 and 30% of the network budgets of others —and 100% in the case of one advertiser.

Procter & Gamble, No. 1 spender (with probably the No. 1 reputation for "cost per thousand" buying), put approximately 1% of its 1960 gross network expenditures for time into time devoted to programs that generally would be classified as informational, cultural, etc. American Home Products, No. 2 network spender,allocated closer to 22% to such programs. Lever Bros., No. 3 in network investments, had close to 5%.

The others in the top 20 network spenders apportioned their budgets for information and similar programs approximately as follows: General Motors 1%, Colgate 0.2%, General Foods 2%, Reynolds Tobacco 9%, Sterling Drug 0.2%, General Mills 10%, Brown & Williamson 9.5%, Texas Co. 100%, Philip Morris 30%, Ford Motor 2% and Bristol-Myers 13%.

Below the top 20 spenders there were a number which went all the way in backing critically acclaimed categories. Bell Telephone, Bell & Howell, Breck Shampoo, DuPont, Equitable Life, Firestone, B. F. Goodrich, Hallmark, Longines, Prudential, Purex, U.S. Steel and Westinghouse were among the major spenders which, like Texas Co. in the top 20, put all or practically all of their network money into such so-called "quality" programs as news, docmentaries, music, drama and depth studies of "significant" subjects.

Network authorities are pleased to report that the number is gradually growing. Gulf, to name just one, is going heavily into news specials this year. Overall, the history of sponsorship in this area suggests that while the question of whether advertisers have a responsibility to underwrite such programs may never be answered with finality, in time they will find that, obligated or not, it is profitable for them to do so.

Television Assoc. effective June 1.

▪ WEBC Duluth, Minn.: The Katz Agency, New York.

▪ WHOU Houlton, Me.: New England Spot Sales, Boston, as its regional representative.

▪ WAAF Chicago appoints The Bolling Co. as national sales representative.

Ad agency receipts $4.3 billion in '58

Receipts of advertising agencies in the United States totaled $4,347,000,000 in 1958, according to an analysis by the U.S. Dept. of Commerce based on the 1958 census of business.

The New York consolidated area, including northeastern New Jersey, ranked first in total receipts and employment, with 939 establishments reporting $1.9 billion receipts and a payroll of $207 million for 24,040 employes.

Chicago, including northeastern Indiana, ranked second with receipts of $639 million, a payroll of $67.5 million and 8,350 employes.

Nationally, 4,240 agencies reported payrolls of $462 million paid to 61,327 employes.

Total agency receipts and payrolls in other major cities were as follows:

Detroit, $335 million receipts, $21.8 million payroll; Los Angeles-Long Beach, $220 million and $20.1 million; Philadelphia, $100.8 million and $15.6 million; San Francisco-Oakland, $99 million and $9.9 million; Minneapolis-St. Paul, $75.5 million and $7.5 million; Cleveland, $72.9 million and $9.4 million; St. Louis, $66 million and $6.8 million.

Boston, $64.8 million and $7.2 million; Pittsburgh, $64 million and $6.6 million; Cincinnati, $43.4 million and $3.1 million; Milwaukee, $41.8 million and $6.5 million; Newark, $29.8 million and $3.6 million; Dallas, $27.8 million and $3.9 million; Houston, $25.9 million and $2.9 million; Kansas City, $23.4 million and $2.6 million.

Baltimore, $21.7 million and $2.1 million; Seattle, $21.2 million and $3.1 million; Buffalo, $20.3 million and $2.7 million; Atlanta, $20.2 million and $2.9 million Portland, Ore., $19.1 million and $1.96 million; Washington, $16.7 million and $2.1 million; Miami, $16.5 million and $1.8 million; Denver, $13.5 million and $1.47 million.

Anyone for Tennis?

Tennis, lovely sport though it is, doesn't have a blessed thing to do with the subject matter of these paragraphs.

But we're trying to be as gracious as possible about our block-busting victory in this year's national Emmy Awards, and all the *relevant* headlines that come to mind sound terribly egotistical.

Now that we're talking to you in more subdued type, however, we can forget about tennis and admit that our cup runneth over. Next spring, we must remember to order a larger cup.

If NBC's double-barreled programming concept of quality and balance needed any vote of approval, the voting members of the National Academy of Television Arts and Sciences supplied it Tuesday night.

When a network wins every major Emmy in the fields of Drama, Variety and News as well as the all-embracing "Program of the Year" prize, it has a right to pop a few buttons or even a jeroboam of champagne.

In garnering no fewer than five important awards all by itself, Hallmark's two-hour production of "Macbeth" more than justified last summer's decision to film the work abroad—in surroundings that would reflect the era in which a man's castle was his home.

WHEN THE FILMING started, not even the prescient three witches could have foreseen Emmys for Maurice Evans, Judith Anderson and Director George Schaefer or, for that matter, the two separate awards ("Best Drama" and "Outstanding Program of the Year") for the production itself.

But that's the way it came out, and it couldn't have happened to a more deserving sponsor. As Academy chief Harry Ackerman pointed out in announcing a Trustees' Award for Joyce C. Hall, the Hallmark president has been an uncompromising backer of quality TV entertainment for the past decade.

Knowing Mr. Hall for the modest man he is, we suspect he was a bit embarrassed by the in-person accolade. We're sure he would rather have had every televiewer simply send him a card.

It goes without saying that no man is more self-effacing than Fred Astaire, who's gone up for so many statuettes that he's begun to develop a Walt Disney sprint. NBC's "Astaire Time" took the two top awards in the "Variety" class—one for the show, the other for the performer.

As for the Emmy to "The Texaco Huntley-Brinkley Report," that was a bit of news that should have surprised no one. For some time now, Chet and David have been making an enormous contribution to NBC's clear-cut leadership in the current-events field.

So solid is the impact of this leadership that NBC draws the largest audiences even when (as in the case of the live coverage of Alan Shepard's flight into space) the very same news program is being seen on several channels.

Other Emmys won under the NBC banner included acting awards to Barbara Stanwyck and Roddy McDowall and a prize for electronic camera work to the Bell Telephone Hour's "Sounds of America."

IT SEEMS to us that just about all the Emmys this year—even those we didn't win—reflect a great deal of credit on TV in general, and the Academy is to be congratulated for its over-all excellence of judgment.

WE'RE HAPPY the Emmy people saw fit to issue a Trustees' Citation to all those who contributed to "The Great Debate," especially since so much of the spadework was done by NBC Chairman Robert Sarnoff. It was his invitation to John F. Kennedy and Richard M. Nixon that won their participation in the historic series.

And if we had to be beaten out for the Public Affairs award, it was no disgrace to have lost to CBS' "The Twentieth Century." That fine series was created by Irving Gitlin, who transferred to NBC last fall, and has since been a very busy creator right here ("White Paper," "The Nation's Future," "Purex Specials," et al.).

We congratulate CBS on its Emmys, particularly those for Humor (Jack Benny); Music (Leonard Bernstein); and Comedy Writing ("The Red Skelton Show"). Similarly, we're sure ABC is proud of its two prize-winners ("Naked City" for film editing, and "The Valiant Years" for documentary writing).

Looking back on the list of honors, it strikes us that we came close to winning just about *all* the major prizes. Take Humor and Music, for example. If "Macbeth" had only had a few laughs here and there, and if Astaire had danced to a Shostakovich symphony... Hindsight, it's wonderful.



An agencyman gets specific on network ills

BATES' PINKHAM ASKS BIGGER, BETTER PROGRAM STAFFS

The storm stirred up by FCC Chairman Newton N. Minow's NAB convention speech (BROADCASTING, May 15) has stimulated specific recommendations for improving programming from Ted Bates' top tv executive.

The advertising agency executive is Richard A. R. Pinkham, a director and senior vice president in charge of broadcast operations at Bates. His suggestions are contained in a letter sent late last week to three tv network heads (NBC's Robert E. Kintner, CBS-TV's James T. Aubrey Jr. and ABC-TV's Oliver Treyz). Mr. Pinkham himself is a former network programming vice president (at NBC-TV before he joined Bates in 1958).

The answer to better programming on tv, Mr. Pinkham's letter contends, T.L.C. —"tender loving care" in writing, directing, casting and production. Mr. Pinkham says he believes network program departments are understaffed; that the people charged with responsibility for program quality on "30 or so shows a week, vary in size from a bare few to a mere handful—and every year they cut back further."

He suggests that "the networks hire a slew of top creative people," including experienced writers and editors "who can command the respect of producers, many of whom have built up resistance to network supervising because it has been haphazard and frequently amateur." Consequently, Mr. Pinkham says, many producers "have become slipshod" with the result "that violence has become a substitute for imaginative plot resolution. (When in doubt, slug.)"

The letter says network programming people should have no more than three shows to supervise and should work closely with the agency's creative people.

Start Early ▪ Mr. Pinkham thinks the networks should order their programs earlier each year and commit them into immediate production. He feels this "would banish the awful specter of approaching deadlines . . . permit more time to be spent in polishing and perfecting a shooting script . . . eliminate the unbelievable but not infrequent fact that scripts are sometimes received by the networks and the agencies *after* the show has started shooting."

There are, he says, many good shows on the air that can still stand improving and even more mediocre shows that he's sure can be improved. He believes violence, as a byproduct, will always be present, but will "tend to be minimized as imagination is given more time to resolve plot problems."

He asks the tv network heads not to "kid" anybody. "Television," he writes, "can't be legislated, threatened or cajoled into improved quality. We can attain it and thus maintain the vigor of the medium only by having the time and creative personnel to do the job right—slowly and under tight supervision."

Mr. Pinkham said his letter, in part, represents his thinking on improving the quality of tv within its present framework. He said he is impressed by the Minow speech—not in detail, but in essence—and hopes "it will shock us awake."

"It took a shock to wake the movies up," he said, and it took tv to "show them the commercial potential of excellence," which they now sometimes attain.

But Mr. Pinkham stressed that he does not mean Mr. Minow can "inspire" broadcasters to find new program forms. "There aren't any," Mr. Pinkham declared, but he does think tv can do what it is doing better. He cites two Hollywood examples of doing things better within an exisiting framework: "High Noon," a western, and "The Maltese Falcon," a private-eye story.

Eldon and mother will be back in the fall

Humor, fantasy and believability are the keys to the advertising approach of Eldon Industries Inc., Hawthorne, Calif., which has completed plans for a 24-market tv spot campaign next fall to introduce nationally a line of four new toys. Based on the success of its first tv spots this winter on the West Coast (BROADCASTING, Jan. 23), the toy manufacturer, via Guild, Bascom & Bonfigli, San Francisco, has prepared a new series of film commercials for a $1 million campaign that includes heavy schedules of one-minute and 20-second spots in major markets.

As in the pre-testing, the fun and construction details of the Eldon toys are displayed in the hands of the company's namesake, Eldon, the boy genius, whose hag of a mother takes justified pride in her son's inventions. Eldon's entries for the October-December campaign: Yakkity Yob, the red-headed robot ($7.95); a line of auto road racers ($9.95 to $29.95);



The Eldon World Maker Kit ($12), and a self-propelled wind-up Jumping Jack ($3.98). The commercials were filmed at MPO Productions Inc., New York.

Electronics determines market limits—Goldberg

"Manufacturers know that today's customers live in media markets whose boundaries are electronic," Melvin A. Goldberg, Westinghouse Broadcasting Co.'s director of research, told the Babson Institute annual conference on advertising in Boston last week.

The "Megatown" pattern of marketing has broken old geographical lines, he explained, and made personal selling obsolete all along the distribution line. Pre-selling by advertising has supplanted the salesman in shopping centers, Mr. Goldberg said. Much of this "automated selling," guiding selections from large stocks, is done by tv, which is indeed the basic medium in today's market because of its total coverage of Megatown, according to the WBC research chief. (WBC stations are WBZ-WBZA-WBZ-TV Boston - Springfield; KDKA-AM-TV Pittsburgh; KYW-AM-TV Cleveland; WIND Chicago; WOWO Fort Wayne, Ind.; KPIX (TV) San Francisco; KEX Portland, Ore., and WJZ-TV Baltimore.)

Allen to return to tv

Steve Allen will return to television next fall as star of his own comedy-variety program on ABC-TV (Wed., 7:30-8:30 p.m.) under the sponsorship of the Pepsi-Cola Co., New York, through BBDO New York, and The United States Time Corp., New York, through Warwick & Legler, New York. The starting date of the *Steve Allen Show* is Oct. 4.

Mr. Allen has been off the air since last summer when his program concluded its cycle over NBC-TV.



A "well-bred" SUCCESS story for WDAY-TV, Fargo!

Every afternoon from 4:00 to 5:00, the old Hayseed puts on a local live talent show called "Party Line" — breezy informal chatter that really wows the wimmin.

During *one* minute of *one* day, earlier this year, the chat was about the next day's opening of a new Cox's Bakery store — their eighth. Results? To quote Dale Cox himself, "We sold 500 loaves of bread before we got the door open for business; 7,300 loaves on opening day; 9,400 loaves the second day. This is a *first* and the people are still coming in."

"Party Line" is doing a *spectacular* job for a number of big-time food and household products. Ask PGW for all the facts!

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

ANOTHER MEETING FOR WASHINGTON

This time it's the Advertising Federation of America

The fourth major media conference held in Washington in four months is scheduled when the Advertising Federation of America holds its annual convention May 28-31 at the Sheraton-Park Hotel. AFA met in Washington earlier in the year, Jan. 31-Feb. 1, when its members from all advertising fields joined with government officials and legislators in a discussion of common problems.

NAB held its annual convention in Washington a fortnight ago (BROADCASTING, May 15) contacting legislators and top regulatory officials. The American Society of Newspapers also met in the nation's capital in April as did the Assn. of National Advertisers.

Principal government speaker at the AFA convention will be Paul Rand Dixon, chairman of the Federal Trade Commission. He will speak at the May 30 luncheon. That afternoon Earl W. Kintner, former FTC chairman, will take part in a government regulation panel. With him will be Ed Zern, Geyer, Morey, Madden & Ballard; Burton E. Hotvedt, Brady Co., and Leslie Bruce, Purex Corp.

The advertising woman of the year will be announced at a May 28 brunch conducted by the AFA Council on Women's Advertising Clubs. The first general session will be held May 29 with Gen. Alfred M. Gruenther, president of the American National Red Cross, as keynote speaker. Other speakers at the opening session will be Dr. John Treasure, J. Walter Thompson Co., London, and Paul Thompson, *Readers' Digest*.

Economic and social aspects of advertising will be the afternoon topic May 29. Speakers are Dr. Dexter M. Keezer, McGraw-Hill Publishing Co.; Dr. Neil H. Borden, Harvard Business School, and Dr. Colston E. Warne, Amherst College professor and president of Consumers Union of the U. S.

The U. S. Treasury will salute advertising's 20th anniversary of cooperation in the sale of savings bonds at a May 29 dinner dance. A morning panel May 24 will deal with training of advertising personnel of the future. Speakers include Emerson Foote, McCann-Erickson; Otto Kleppner, The Kleppner Co., Prof. Harry W. Hepner, Syracuse U., and Prof. Charles Allen, Oklahoma State U.

AFA will honor three advertising leaders with citations for distinguished service to advertising. They are Walter D. Fuller, Curtis Publishing Co.; Stanley Resor, J. Walter Thompson Co. and Capt. Edward V. Rickenbacker, Eastern Air Lines. Awards will be presented at the May 30 luncheon. Two agency pioneers, Barney Link and Harley Procter, have been elected to the Advertising Hall of Fame.

The two host clubs are Advertising Club and Women's Advertising Club of Washington. Co-chairmen are William F. Sigmund, Henry J. Kaufman & Assoc., and Kay Hanson, United Service Assoc.

A feature of the May 30 program will be a showing of the winning 1961 tv commercial films picked by critics as entertaining as well as instructive. Gene Barry, star of the *Bat Masterson* tv show, will be among entertainers at the May 30 dinner.

John P. Cunningham, of Cunningham & Walsh, will speak May 31.

Tv network billings in February

Estimated expenditures by product classification

	February 1961	Jan.-Feb. 1961	Jan.-Feb. 1960
Agriculture & farming	$ 132,488	$ 231,353	$ 345,730
Apparel, footwear & accessories	919,762	1,518,757	646,975
Automotive, automotive accessories & equipment	3,700,688	8,620,065	8,918,673
Beer, wine	491,292	972,521	1,464,064
Building materials, equipment & fixtures	143,704	241,245	256,891
Confectionery & soft drinks	1,868,921	3,788,798	3,191,406
Consumer services	397,648	1,022,656	894,856
Drugs & remedies	8,216,806	17,566,927	15,848,210
Entertainment & amusement	79,086	236,458	.....
Food & food products	11,078,686	22,251,577	19,989,182
Freight, industrial & agricultural development	96,050	153,80	114,000
Gasoline, lubricants & other fuels	1,256,956	2,628,915	2,756,500
Horticulture			75,350
Household equipment & supplies	2,126,670	4,462,906	3,883,328
Household furnishings	268,479	572,812	761,570
Industrial materials	1,702,288	3,768,521	4,017,043
Insurance	850,687	2,054,534	1,846,925
Jewelry, optical goods & cameras	938,758	1,780,418	1,543,949
Office equipment, stationery & writing supplies	362,841	447,929	535,708
Political	.....	.....	.....
Publishing & media	137,408	277,427	7,314
Radio, tv sets, phonographs musical instruments, accessories	209,140	406,364	707,659
Retail or direct by mail	26,493	26,493	.....
Smoking materials	6,048,972	12,862,510	13,428,422
Soaps, cleaners & polishes	6,791,263	13,297,194	11,517,474
Sporting goods & toys	306,583	641,724	352,176
Toiletries & toilet goods	8,650,355	17,990,535	18,276,217
Travel hotels & resorts	.....	.....	309,272
Miscellaneous	667,767	1,471,585	1,607,364
Total	$57,469,791	$119,294,074	$113,296,258

Source: TvB/LNA-BAR

Top 15 network company advertisers

February 1961

1.	Procter & Gamble	$3,604,994
2.	American Home Prods.	2,793,153
3.	Lever Brothers	2,240,834
4.	General Motors	1,980,889
5.	General Mills	1,877,269
6.	General Foods	1,665,010
7.	Colgate-Palmolive	1,638,867
8.	R. J. Reynolds Tobacco	1,372,270
9.	S. C. Johnson & Son	1,166,420
10.	Brown & Williamson Tobacco	1,109,348
11.	Sterling Drug	1,087,882
12.	Bristol-Myers	1,047,001
13.	Gillette	1,025,981
14.	Texaco	991,496
15.	Liggett & Myers Tobacco	889,754

Source: TvB/LNA-BAR

Top 15 network brand advertisers

February 1961

1.	Anacin tablets	$822,529
2.	Winston cigarettes	654,262
3.	Dristan tablets	519,891
4.	Kent cigarettes	505,912
5.	Texaco, Inc., gen. promotion	475,918
6.	L & M filter tip cigarettes	474,556
7.	Bayer Aspirin tablets	420,158
8.	Salem cigarettes	411,384
9.	Ford passenger cars	392,465
10.	Nabisco cookies	387,687
11.	Colgate Dental Cream	384,328
12.	Tide	384,272
13.	Corvair passenger cars	376,531
14.	Schlitz beer	359,124
15.	Alka-Seltzer	342,934

Source: TvB/LNA-BAR



VOLUME II
"FILMS OF THE 50's" NOW FOR TV

FORTY-ONE OF THE FINEST FEATURE MOTION PICTURES PRODUCED BY WARNER BROS. FROM SEVEN ARTS!!!!!!!!!

JIM THORPE ALL AMERICAN

BURT LANCASTER

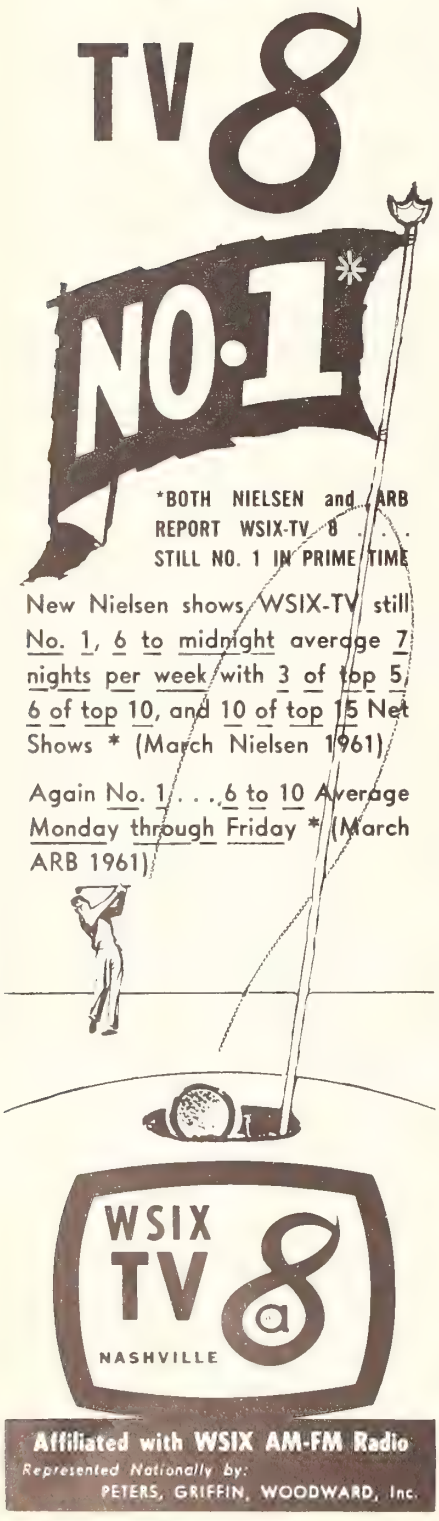
CHARLES BICKFORD PHYLLIS THAXTER
STEVE COCHRAN

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 6710 Bradbury Lane ADams 9-2855
BEVERLY HILLS: 232 So. Reeves Drive GRanite 6-1564

For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data).

Your Message Is
ALWAYS
ON TARGET
with
NASHVILLE'S
WSIX
TV 8



Affiliated with WSIX AM-FM Radio
Represented Nationally by:
PETERS, GRIFFIN, WOODWARD, Inc.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week May 11-17 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., May 11	**The Untouchables** (9:30 p.m.)	ABC-TV	28.1
Fri., May 12	**Twilight Zone** (10 p.m.)	CBS-TV	21.3
Sat., May 13	**Gunsmoke** (10 p.m.)	CBS-TV	31.6
Sun., May 14	**Candid Camera** (10 p.m.)	CBS-TV	26.5
Mon., May 15	**Andy Griffith** (9:30 p.m.)	CBS-TV	22.2
Tue., May 16	**Emmy Awards** (10 p.m.)	NBC-TV	33.9
Wed., May 17	**Naked City** (10 p.m.)	ABC-TV	21.2

Copyright 1961 American Research Bureau

THOSE SWINGING SUITS

Radio, music, hip talk sell clothes to male teen-agers

Male teenagers, popular music, jive talk, the "natural look" and radio personalities in five major markets are the combined elements in a 26-week spring and fall campaign for a new radio advertiser, Henry I. Siegel Inc., New York.

After its one-market radio test on WINS New York last fall, H.I.S. brand sportswear for men quizzed retailers to see how its specially tailored formula worked during the 13-week trial. Retailer satisfaction led to an extension of the plan to four more mrakets in the new campaign, which started April 3. After a July hiatus, the campaign resumes Aug. 14 and runs through mid-November. A survey similar to the one in New York is being considered for June in the other markets.

The H.I.S. radio baptism got underway Aug. 22 1960, with three live spots daily, Monday through Saturday, on the *Jack Lacy Show*. Currently, a schedule of 15 to 18 spots weekly is running on WLS Chicago, KLIF Dallas, KRLA Los Angeles, KYA and KQBY, both San Francisco, and WINS. If the campaign is as successful as the original test, it's understood the agency, Leber & Katz, New York, will favor a spot campaign in 36 key markets next year.

'Swing' for 'Hip' ▪ The Leber & Katz formula for WINS is followed in each market. Transcribed one-minute spots that "swing" for "hip" teenagers are followed by a straight advertising pitch by a d.j. The transcribed spots feature youthful voices speaking in teenage jargon, for example: (music intro) "Any guy after the real goods, the original, authentic *natural* look, doesn't have to look any farther than the nearest swingin' men's store for a cool summer suit by famous H.I.S. . . ."

All the H.I.S. commercials are spotted in late afternoon (4-7 p.m.) record programs. The one variation is at KQBY, where the appeal is aimed at "classical cats." In-store posters feature pictures of the local d.j. dressed in H.I.S. clothes. Though not wholly converted from print media, H.I.S. is cutting a radio pattern to match its "slim, trim and tapered" apparel. Retailers in the five markets have started to tie in their print ads with the local d.j. program.

Listeners will tell their H.I.S. retailer that they heard the store's name on radio, as the advertiser learned in the questionnaire last fall. Of 47 stores surveyed, 34 reported that customers said they heard the store's name on WINS. And 36 stores reportedly sold more H.I.S. merchandise last fall than the previous fall season. Most dealers enthusiastically endorsed the radio spots. A typical comment: "We had so many phone calls and other direct inquiries concerning your radio-advertised merchandise that the name 'H.I.S.' and 'Harrison Sport Shop' in this area became almost synonymous. We certainly hope you'll continue this radio campaign."

Tidewater 'Mileage' repeat

Tidewater Oil Co. for the second year has acquired exclusive broadcast rights to the radio feature *Melody Mileage* in 28 eastern markets, Jack Leener, Tidewater advertising manager, announced last week. The markets run along the East Coast from Maine to Virginia, including Vermont, Connecticut, New York, Pennsylvania and Maryland.

Melody Mileage comprises 10-15 daily broadcasts of a lucky four-digit number by each radio station. If the broadcast number matches that on the mileage meter of a listening motorist, he can drive to the nearest Flying A service station and claim a certificate good for 10 gallons of gasoline. The program is distributed by Creative Productions, Los Angeles. Foote, Cone and Belding, Los Angeles, is the Tidewater agency.

STATE OF MAINE TELEVISION

WCSH-TV/PORTLAND NBC CHANNEL 6
WLBZ-TV/BANGOR NBC CHANNEL 2

NOW REPRESENTED BY



THE KATZ AGENCY, INC.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ATLANTA
ST. LOUIS • MINNEAPOLIS • DALLAS • SAN FRANCISCO • BOSTON

Turning hot weather into cold cash

THAT'S WHAT SOFT DRINK MAKERS HOPE TO DO WITH RADIO-TV AD AID

A long, hot summer is what soft drink makers hope for, and if the weather cooperates, radio and tv will help turn these "dreams" into cold cash. That sums up the thinking of the summer beverage advertiser. Most soft drink advertisers, including such thirst-quenching products as Kool-Aid and popsicles, are ready to launch their summer broadcast advertising programs, most likely in the next few weeks. Their greatest fear: a repeat of last summer's below-normal temperatures and a subsequent sales drop.

A BROADCASTING survey of the cold beverage advertisers' agencies showed: (1) radio-tv spot billings will exceed last summer's expenditures; (2) continued interest in radio's out-of-home audience advantage, and (3) more spot activity and less network sponsorship of program series and specials.

Pepsi-Cola and Seven-Up apparently will lead all beverage advertisers in the use of radio this summer. Dr. Pepper, Coca-Cola Bottlers, Tea Council of the U.S.A., and Kirsch Beverages also will rely heavily on network or spot radio. Dr. Pepper and Kool-Aid will lead in use of network tv. Agencies indicated that most of the thousands of bottlers across the country will be making local radio or tv buys.

Summaries of the various campaigns follow below:

Pepsi-Cola Co., New York, ordered spot schedules on ABC Radio's *Flair,* NBC Radio's *Monitor* and prime-time participations on CBS Radio and Mutual. The summer flight of Pepsi's network radio campaign, which will start May 27, will be supplemented by the local buys of more than 500 bottlers. It's estimated that Pepsi-Cola commercials will be heard on 1,100 stations, making the combined national-local effort the soft drink's biggest radio campaign. Agency: BBDO, New York.

Spot for Tea ▪ Tea Council of the U.S.A. Inc., New York, will kick off a $500,000 spot radio drive for iced tea on June 1, in 29 major markets. The 12-week campaign, using spots ranging from 20 seconds to one-minute, starts June 1 in the South and June 15 in the North. New jingles will be directed to persons seeking straight refreshment, and to weight-watchers interested in a low-calorie drink. Some 64 million people, it's estimated, will be reached in the following markets: Atlanta, Baltimore, Birmingham, Boston, Buffalo, Charlotte, Chicago, Cincinnati, Cleveland, Dallas-Fort Worth, Detroit, Greensboro, Houston, Indianapolis, Los Angeles, Louisville, Memphis, Miami, New Orleans, New York, Norfolk, Philadelphia, Pittsburgh, Providence, Richmond, San Antonio, San Diego, St. Louis and Washington. Agency: Leo Burnett Co., Chicago.

General Foods Corp., "Kool-Aid" powdered soft drink flavors, Chicago, has started one-minute weekly participations in each of the following ABC-TV programs: *Lone Ranger, Rin Tin Tin, Rocky & His Friends* and *Bugs Bunny*. Also ordered are one-minute weekly participations in NBC-TV's *Shirley Temple* and in ABC Radio's *Breakfast Club*. Agency: Foote, Cone

Bubblemeister und his yingle are ready

To personalize the "low calorie, high sparkle" campaign theme of Bubble Up, a new commercial character, The Bubblemeister, the man who puts the bubbles in Bubble Up, will make his debut on Los Angeles radio early next month.

A saturation radio campaign of some 300 spots a week on nine stations will open with a one-minute interview of The Bubblemeister, in which he will reveal in a broad German accent that he comes from a long line of Bubblemeisters. After about three weeks, the introductory spot will be succeeded by one in which the Bubblemeister recounts how his grandfather spent long years in his laboratory, trying to invent a perfect soft drink, "und den one day he vas valkin' along und a lime fell from de tree und hit him on da head . . . und gave him a good idea. Gave him a good bump, alzo. So he mixed them mit some bubbles . . . und he had . . . Bubble Up!

"So now I play the first recording vas made dere ven Grandfadder Bubblemeister tasted his high shparkle, low calorie Bubble Up:

> You get shparkle high, calorie low, Keeps you waistline status quo! When the bubbles in the Bubble Up bubble up, When the bubbles in the Bubble Up bubble up, When the bubbles in the Bubble Up bubble up!

In the third spot of the series, the Bubblemeister is a contestant on an amateur show, playing his Bubble Up bottles—the eight-once size, the 16-ounce size and the full quart bottle—and an assortment of Bubble Up cans. What he plays, of course, is the Bubble Up jingle. In the fourth spot, he adds a guitar and in the fifth the jingle has become the "Bubble Up Bounce," expanded to a full minute. There is also the "Bubble Up Waltz" and, in the final spots in the series, "The Ballad of the Bubblemeister" and "The Bubblemeister Drinking Song," burlesque folksongs by a male trio.



Three tv spots will be added as the campaign progresses: a one-minute cartoon depicting the invention of Bubble Up as related in the second radio spot, a 20-second spot and two 10-second ID's.

The Bubblemeister character was created by Klein/Barzman, Hollywood radio-tv commercial firm, which wrote and produced the spots in association with Murphy Assoc., Los Angeles, agency for both the Bubble Up Co., Peoria, Ill., and the Coca-Cola Bottling Co. of Los Angeles, Bubble Up distributor in that area. The initial campaign in Los Angeles will run through September at an estimated overall cost of approximately $100,000. After their inauguration there, the parent company will make the radio and tv spots available to the rest of its some 400 bottlers for use on the local level in their own markets.



The interesting migration habits of the red-blooded vacationing consumer

Interesting, yes. Exceedingly profitable, too, for farsighted advertisers! They *know* that every summer Michigan draws more than five million outstate tourists. And these tourists spend 650 million dollars on almost every imaginable product. When you add these folks to the seventeen million residents in our primary coverage area—and consider the fact that Ontario (right next door) draws 60% of Canada's tourist trade—you'll find that you're talking in terms of a tremendous market. And a market that WJR covers like a glove. Whether you're talking to vacationers or stay-at-homes, mass audience or a select few, the place to get results is WJR . . . try us this summer.

WJR DETROIT

760 KC 50,000 WATTS

Represented by Henry I. Christal Co., U.S. & Canada
Atlanta • Boston • Chicago • Detroit • Los Angeles
New York • San Francisco



Pepsi plans public affairs hot spots

A unique approach to Pepsi-Cola radio advertising this summer has been devised by the company's agency, BBDO, New York, which is supplying 540 local bottlers with a set of five one-minute public affairs announcements covering local sports, weather, community activities, traffic conditions and shopping opportunities. The summer effort will run from May 27 through Aug. 6.

The public affairs spots are part of an overall radio effort to be conducted this summer by Pepsi bottlers. In each of the five announcements, special lyrics were written to Pepsi's theme song—"Making Whoopee." Pepsi will supply the transcription for the opening and closing, and is paying for the entire minute, although a station uses one-quarter of the commercial for its own public affairs announcements. For example, the announcement on local weather begins:

Whether the day is cold or
or hot
And if the raindrops fall
or not
To help you plan time to
have a grand time
Here's the weather! . . .
From Pepsi to you!

The local live announcer moves in with 15 seconds of weather and subsequently the commercial moves into a jingle that ties into the weather in this way:

And if the day is fair or
not
It still makes sense to keep
a lot
Of Pepsi ice-cold . . .
Ummm! It's so nice,
cold.
Now its Pepsi—for those
who think young.



The BBDO team that created the Pepsi-Cola jingles, listen to Ted German (at piano), song writer. L to r: Linda Ashton and Marianne Stevens, copywriters; Dick Mercer, creative group supervisor.

& Belding, Chicago.

Dr. Pepper Co., "Dr. Pepper" soft drink, Dallas, started its warm weather promotion the past week in March on ABC Radio, with three participations weekly, for 26 weeks, in *Flair*. Tv activity started the first week in April with one participation weekly in each of the following daytime shows on ABC-TV: *Love That Bob, Who Do You Trust, Number Please* and *About Faces*. Supplemental radio-tv spot activity will come from Dr. Pepper's 400 bottlers. Agency: Grant Adv., Dallas.

Plans of Others ▪ Cott Beverage Corp., Cott Beverages, New Haven, Conn., is considering a tv spot campaign via its new agency, Riedl & Freede Inc., Clifton, N. J.

Cantrell & Cochrane Corp., div. of National Phoenix Industries Inc., "C&C Super Coola," Lodi, N. J., is discussing use of tv-radio spot in the New York market. Agency: Weiss & Geller, New York.

Yoo-Hoo Chocolate Products, "Yoo-Hoo" chocolate drink, Garfield, N. J., may participate in tv children's shows in the New York market. Agency: Weiss & Geller, New York.

The Seven-Up Co., "Seven-Up," St. Louis, plans an "intensive campaign designed to give maximum exposure within our budget figures and to take advantage of radio's summer increase in out-of-home listening." Broadcast plans: 42 spots weekly on three radio networks—ABC, CBS and NBC—aired from Thursdays through Sundays plus July 3-4 (Monday and Tuesday) and Sept. 4 (Labor Day). Strategy is to reach weekend shoppers and to boost "cold bottle consumption" in supermarkets and chain stores. The campaign will be heavier than last summer in terms of total dollars spent. Some local tv spot buys are also planned. Agency: J. Walter Thompson, Chicago.

Coca-Cola Co., New York, will limit national broadcast exposure to its alternate-week sponsorship of *Ozzie & Harriet* on ABC-TV (Wed. 8:30-9 p.m. EDT). (The advertiser drops the show next fall.) Local buys will be made by its 1,100 bottlers. Agency: McCann-Erickson, New York.

"No-Cal" Beverages, Kirsch Beverages Inc., Brooklyn, N. Y., will use from 20 to 30 spots weekly in a summer-long radio campaign. Markets include: New York, Philadelphia, Atlantic City, Scranton and Buffalo. Agency: Gardner Adv., New York.

Joe Lowe Corp., Popsicles, New York, will enter 115 markets for a spot tv drive during June. The number of spots varies from 10 to 15 per week according to market size. Agency: Gardner Adv., New York.

The Charles E. Hires Co., "Hires" Beverages, Philadelphia, describes its summer plans as "unsettled" at this time. Radio was used last summer in a short spot campaign. Agency: Maxon Inc., New York.

Accent on New York ▪ White Rock Corp., White Rock sparkling water and flavored beverages, Brooklyn, N. Y., may limit broadcast activity to an ID campaign on metropolitan New York tv stations. Agency: McManus, John & Adams, New York.

Nehi Corp., "Royal Crown Cola," "Nehi" and "Par-T-Pak," Columbus, Ga., will make no national broadcast buys. Many of its 500 bottlers will use broadcast media locally. Agency: D'Arcy Adv., New York.

Canada Dry Corp., Canada Dry ginger ale and sparkling water, Collins



THE LIGHTS WENT OUT...

Thanks to the super-sensitivity of the RCA-4401-V1 Image Orthicon

One night last season at New York's Yonkers Raceway, halfway through a race, an entire bank of lights went out near the finish line. Yet with only a quick camera adjustment, TV pick-up of the rest of the race came in sharp and clear with the RCA-4401-V1 image orthicon.

So sensitive is the 4401-V1 that it produces an excellent picture of a difficult low-key subject (horses against a dark track) with an incident light level of no more than 20 footcandles on the track itself. And it could easily operate at half that amount of light!



BUT NOT THE PICTURE

The 4401-V1—expressly designed for remote B&W pickup at very low light levels—is but one of the broad RCA family of specialized image orthicons. Others include:

RCA-4401: For low-light level colorcasting—studio or outdoor. Available in matched sets of three for maximum performance in color cameras.

RCA-7513: Featuring special precision construction and new RCA field-mesh design for high quality color or B&W TV.

RCA-7293-A: A field mesh image orthicon having an image section designed to prevent highlight ghosts. Field mesh design to improve corner focus and prevent porthole effects. For B&W studio and outdoor pickup.

RCA-7295-A: A 4½ inch diameter field-mesh image orthicon with high resolution and very high signal-to-noise ratio, designed for tape and B&W studio broadcast use.

RCA-7389-A: A superior-quality field-mesh design 4½ inch image orthicon, with extremely high signal-to-noise ratio, for tape and exceptionally high-quality B&W studio pickup.

RCA-5820-A: For studio and outdoor pickup in B&W. The "standard" of broadcasting.

Whatever your station's requirements or special problems, there's an RCA image orthicon designed to meet them. For information on specific types, see your local RCA Industrial Tube Distributor.

RCA®

The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA

a discussion of:

X-TRA NEWS

World's *First All-News* Radio Station

On May 6th, Radio Station X-TRA became the first all-news radio station in the history of broadcasting. We predict that this highly-specialized radio station will soon be copied in all of the first five or six American markets. We hope that the following frank questions and answers will be of service to the radio industry.

Q. What are the physical facts concerning X-TRA NEWS?

A. X-TRA NEWS (XETRA) operates with 50,000 watts power on 690 kilocycles. It is a clear-channel station blanketing the Pacific Coast. Its transmitter site is Baja California. Offices are in the Lee Towers, Los Angeles.

Q. Why change your program format?

A. X-TRA NEWS owners had realized that the station's hybrid, polyglot music-and-news programming, half for Southern California and half for Los Angeles, was an uneconomic use of that station's fantastic physical facility: 50,000 watts on the 690 kilocycles clear-channel. Such a facility must logically serve the needs of all its great *area.*

Q. But why change to an all-news format?

A. The owners of X-TRA NEWS, Radio Difusora, have long believed that television has forced radio to graduate into a service medium offering two staples: music and news. Comedy, drama, variety — such old-line radio programming is now necessarily fringe programming with marginal audiences. Working on this theory, they formulated plans to concentrate on one of these two services: news. The reasoning was simply that with over one hundred other Southern California radio stations focusing on *music* in varying degrees of intensity, *one* radio station should center itself totally upon the other of radio's two bulwarks — news.

Q. Why does an all-news format fit an area station?

A. Well, if we register a certain percentage of audience in Los Angeles, we should show roughly the same percentage in Redlands, San Diego, Santa Barbara — in fact, in every city of our primary coverage area. After all, we provide an *unduplicated* service. A percentage of people impulsively or habitually dialing for news at any given moment will be approximately the same in every city in Southern California, since our news is *area* news, specializing for all cities and concentrating on none.

Q. You say you provide an unduplicated service — what do you mean?

A. X-TRA NEWS is an expensive operation. We maintain twenty newsmen around the clock, with four on duty at all times and four on standby. There are six news services — the U.P.I. radio wire, sports wire and transcontinental "AAA" newspaper wire, as well as the Associated Press radio wire, transcontinental "AAA" wire, and U.P.I.'s special Los Angeles city wire. Other services, such as Reuters, are being studied and will be added as necessity may dictate. Not only this, but the costs of research for sales purposes are obviously greater than for the normal radio station. Thus, to duplicate the service in

a smaller market, or attempt to compete with it, would be financially unsound. Thus, our statement earlier that the top five or six markets would soon have a station emulating X-TRA NEWS. Not many other markets could support such an operation. New York and Chicago should certainly be ready.

Q. Has the all-news format ever been tried before?

A. No, definitely not. A well-meaning but abortive effort was made in another city but that station was never *all-news*. Not only was it a limited-hours station which reverted to music at night, but even during daytime hours it was never *all-news*. During the day it was part news, part book-review, part commentary, part other talk. Only an *all-news* radio station can succeed — a station which listeners can depend upon for news *instantly upon dialing*. If there is any variation, listeners can't form the habit.

Q. How do you keep people tuned to an all-news station?

A. You don't. You have a recurring tune-in. Although each newscast is different, completely up-dated, rewritten and containing several new items from our six different news wires, we do not anticipate that listeners will remain tuned to us for more than one, and sometimes two consecutive seven-minute newscasts. Of course, there are exceptions — when a major news story breaks, such as the rebel invasion of Cuba, the death of a personality, a catastrophic air crash — on such occasions, X-TRA NEWS will get a *long continuing tune-in* by the same home and automobile. But while we will have these cases, and while we have enormous numbers of people who tune to us for *specific* newscasts at *specific* hours, our typical audience is and will be composed at least 50% of people who impulsively wish to know what is going on in the world and press the button for X-TRA NEWS.

Q. Well, then, couldn't you compare it in a way with a telephone time service?

A. Exactly. Although X-TRA NEWS provides a vastly broader and immeasurably more important service, the principle is the same. The idea is that when anyone in Southern California feels the urge to know what's happening, he will push the button for X-TRA NEWS as instinctively as he would look at his clock, or dial a time or weather service, or even look outside to see what the weather is. This in-and-out, unfixed tune-in (except for major news breaks), with people switching to X-TRA NEWS as many as ten times a day, is the basic premise for the existence of X-TRA NEWS.

Q. How do you measure the audience for sales purposes?

A. It can only be done effectively with cumulative ratings which demonstrate a frequency of listening. Thus, X-TRA NEWS, like most other radio stations, can be bought most effectively on a scatter-shot, saturation basis.

Q. Does an all-news radio station offer any special advantages to advertisers?

A. We certainly think so. First of all, advertisers receive the benefit of the believability and prestige that goes with most newspapers — for X-TRA NEWS is literally the first electronic newspaper. And, of course, advertisers reach a thinking, buying, adult audience.

Q. You compare it to a newspaper?

A. Yes, it's just that — an electronic newspaper. It's facsimile without the paper. And that reminds us of the most striking sales argument we have — our circulation. Our circulation on X-TRA NEWS — provable by rating services — is in the *millions*. Compare that with any Southern California newspaper!

Russ Barnett

Managing Editor
X-TRA NEWS

What they see on
WJAC-TV



THEY BUY!



Statistics may be a pretty dry subject, but they do show that more people watch WJAC-TV in the Johnstown-Altoona market than any other station. (The statistics are those of both Nielsen and ARB.) It's more important, however, to know that WJAC-TV turns those statistics into sales for dozens of happy advertisers.

Whatever you have to sell, you'll sell it faster, and in greater quantities, to the purchasing people who watch WJAC-TV!

For Complete Details, Contact:
HARRINGTON, RIGHTER AND PARSONS, INC.
New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

Tv get's most of toy ad budgets

Leading national toy companies place virtually all their consumer advertising in tv to the virtual exclusion of all other media, it was announced by Television Bureau of Advertising.

Gross time billing for network and national spot tv for toys and games was almost $7.3 million in 1960, an increase of 17% over 1959's $6.2 million. Gross time billing in 1961, TvB predicted, will be in the neighborhood of $9 million.

TvB noted that only four of the top 10 toy and game advertisers used magazines in 1960 and none used newspapers. While the top 10 toy advertisers spent almost $4.9 million (gross time) in tv in 1960, they spent slightly less than $500,000 on magazines (gross space).

All-Year Attention ▪ One significant change in toy advertising on tv, according to TvB, is that where the industry formerly concentrated its spending on the Christmas season, it's now increasing its tv advertising during all months of the year (MONDAY MEMO, May 15).

Network tv gross time billing in 1960, according to TvB/LNA-BAR, was almost $2.1 million, as against almost $1.7 million in 1950. Spot tv time billing in 1960 was $5.2 million as against $4.5 million in 1959.

Coincidentally with the release of TvB's report, Ideal Toy Co., New York, announced last week it is returning to the ranks of weekly network tv sponsors after an absence of five years. Ideal will begin sponsorship of *Mighty Mouse Playhouse* for 26 weeks on CBS-TV, starting Sept. 16 (Sat., 10:30-11 a.m.). In recent years, Ideal has concentrated on spot tv and on tv special programs. Mel Helitzer, Ideal's director of advertising and public relations, said *Mighty Mouse* is the first of three network programs planned for the upcoming season. The agency for Ideal is Grey Adv., New York.

TOYS AND GAMES
1960 Gross Time or Space Expenditures

	Magazines*	Spot TV**	Network TV***	Total TV	Total
1. Mattel Inc.	.....	198,580	1,272,690	1,471,270	1,471,270
2. Remco	.....	750,990	46,000	796,990	796,990
3. Ideal Toy	32,014	618,760	37,790	656,550	688,564
4. Louis Marx	.....	483,990	.....	483,990	483,990
5. Am. Character Dolls	.....	316,760	80,404	397,164	397,164
6. Milton Bradley	168,544	204,850	.....	204,850	373,394
7. Colorforms	.....	113,450	232,000	345,450	345,450
8. Lionel Corp.	3,330	255,920	37,790	293,710	297,010
9. U. S. Playing Cards	254,745	.....	.....	.....	254,745
10. Binney & Smith	.....	106,760	137,458	244,218	244,218

*Magazines: PIB
**Spot TV: TvB-Rorabaugh
***Network: TvB/LNA-BAR
Note: No newspaper expenditures reported by Bureau of Advertising for above group.

mixer and quinine water, New York, reports local broadcast buys will be made by the individual bottlers, but the amount is unknown by the corporation's agency, J. M. Mathes Inc., New York.

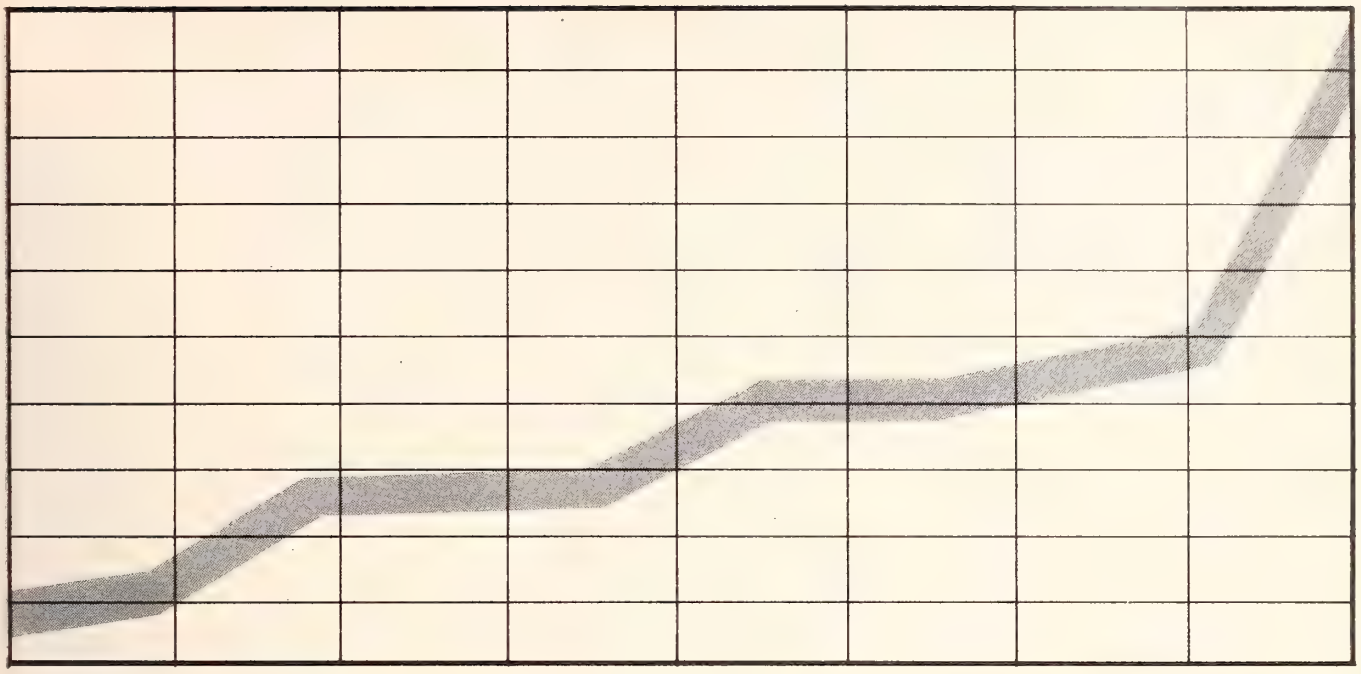
Welch Grape Juice Co., "Welch's Fiesta Punch," Westfield, N. Y., will introduce the new fruit drink nationally in a major campaign on ABC-TV's daytime schedule (*Love That Bob, Number Please, Day in Court, Who Do You Trust* and Dick Clark's *American Bandstand,* beginning May 16. Agency: Richard K. Manoff Inc., New York.

Also in advertising...

On the move ▪ John Blair & Co., Blair-TV and Blair Television Assoc. are moving to new offices on the 9th floor, The Blair Bldg., 645 N. Michigan Ave., Chicago, 11. Telephone for all three representative companies is Superior 7-2300.

Mind's eye view ▪ Robert H. Alter, manager, sales administration, Radio Advertising Bureau, told the Georgia Retail Furniture Assn. in Macon last week that "There is indisputable evidence that radio advertising unleashes the force of the imagination, creating a mental picture which allows consumers to see products within the contexts of their own taste, pocketbook and experience." As evidence, he cited results obtained from RAB's "Department Store Challenge," an experiment in comparative media (Higbee Co., Cleveland). Mr. Alter said radio commercials "succeeded time and again in pulling as many or more cash customers into the furniture department than did the same items when they were pictured in the store's daily newspaper ads."

Office moves ▪ Endorsements Inc., N.Y., has moved its offices to 400 Madison Ave. The telephone number, Plaza 1-0320, remains the same.



The plus factor in representation

VITALITY

plus

INTEGRITY

plus

FOLLOW-THROUGH

equals

GROWTH



Since Venard, Rintoul & McConnell, Inc. was organized in 1953, each year has shown a substantial gain over the previous year.

VENARD, RINTOUL & McCONNELL, INC.

TV & Radio Station Representative

AB-PT earnings continue to rise—Goldenson

BROADCASTING ARM IS COMPANY'S BIGGEST MONEYMAKER

Leonard H. Goldenson, president of AB-PT Inc., assured stockholders last week that the corporation's "strong" financial position was considerably strengthened during 1960. He said this position is necessary to meet AB-PT's growth requirements over the coming years.

AB-PT's net operating earnings for 1960 and the first quarter of 1961 reached record levels. For 1960, earnings increased 31% over the previous year and were $2.50 a share compared to $1.87 a share for 1959. The first quarter this year closed with earnings of $3,425,000 or 81 cents a share compared with $3,336,000 or 78 cents a share in the first quarter of 1959. Including capital gains, consolidated earnings for the first quarter increased to $1.73 a share compared with 79 cents in 1960. AB-PT's sales in 1960 totaled $334 million.

Mr. Goldenson said at the annual meeting in New York that the major portion of the corporation's business comes from its broadcasting operation. He asserted ABC-TV's 23.5% share of total network billings in 1960 represents the largest dollar and percentage increase in gross time billings of the three networks. "We look forward to further gains, the achievement of which will continue to come primarily from success in programming," he said.

The AB-PT president commented on FCC Chairman Newton Minow's speech concerning the tv industry at the recent NAB convention: "In two key areas Mr. Minow's objectives are in accord with our own; namely, the continuing aim to improve programming and the desire to increase competition."

Other highlights of Mr. Goldenson's report on the progress of AB-PT's divisions and activities in domestic and international broadcasting, theatres, records, film syndication, publishing and electronics:

- ABC Radio, although not operating profitably, streamlined its operation, developed new programs such as *Flair* and increased its lineup of station affiliates.
- The theatre division is the second major source of income, and the theatre business this year is running ahead of last year. AB-PT now owns 468 theatres compared to 1,200 theatres at the time of the merger 11 years ago.
- ABC-TV's programming has undergone a "most ambitious" expansion of public affairs and news programming, has developed an "especially fine" sports schedule and has enjoyed broad public acceptance of "such fine new shows as *The Flintstones* and *My Three Sons.*
- AB-PT will continue to broaden its activities in foreign commercial television and to prepare for the time when live tv programs by satellite transmission across continents will become a reality.

Jack Hausman, president of M. Hausman & Sons, textile manufacturer, was elected a new director of AB-PT. The stockholders also re-elected the following directors for the coming year: A. H. Blank, Alger B. Chapman, John A. Coleman, E. Chester Gersten, Leonard H. Goldenson, Robert H. Hinckley, Robert L. Huffines Jr., Sidney M. Markley, Walter P. Marshall, Joseph A. Martino, James G. Riddell, Simon B. Siegel and Oliver E. Treyz.

The stockholders also voted to increase the number of authorized shares of common stock from 5 million to 10 million, which Mr. Goldenson said would be "available for whatever corporate purposes that present themselves." He said there is no basis to the "rumor" repeated by one stockholder that the increase in shares would mean a stock split.

Theatres intervene in pay-tv firm's case

The fate of wired pay tv in Arkansas is at stake in proceedings that began last week before the Arkansas Public Service Commission in Little Rock. Hearings were held on a petition by Midwest Video requesting that Southwestern Bell Telephone Co., an AT&T affiliate, be ordered to lease phone cable facilities and set fair rates for them. Midwest Video is the local franchise holder of International Telemeter Co., which is trying to set up its first U.S. pay-tv system in Little Rock. (Telemeter, a division of Paramount Pictures, has already established a pilot wired pay tv system in Etobicoke, a suburb of Toronto, Ont.)

Southwestern Bell, which is not actually contesting Telemeter's request for phone cables but is cognizant of opposition to pay tv, wants official sanction before providing facilities. At the hearing, Southwestern Bell attorneys conceded that company can provide service if the Arkansas Public Service Commission rules it in the public interest.

Frank Raichle, Midwest Video counsel, argued that opponents of pay tv—principally motion picture exhibitors who have asked dismissal of the proceeding on the grounds that the Arkansas Public Service Commission has no jurisdiction—have no standing to intervene or participate; that pay tv itself is not at issue.

The local Public Service Commission listened to testimony from William C. Rubinstein and George Brownstein of Telemeter on the technical requirements of the proposed cable service, and from Paul Leird, vice president of Midwest Video. The commission then granted permission for the Independent Theatre Owners of Arkansas and other exhibitors to intervene. The hearing resumes June 1.

NJBA tightens watch against commission

The New Jersey Broadcasters Assn. is keeping vigilance against any "dictatorial or arbitrary positions" by the FCC. This position was taken at an association managers' meeting May 17, hosted by Rutgers U., New Brunswick.

Reacting to FCC Chairman Newton N. Minow's NAB speech of the previous week, NJBA members ordered that their executive committee "be empowered to draft a resolution to be presented and approved by the membership at large, if and when the actions of the FCC at some future date take dictatorial or arbitrary positions as viewed by the association." The motion was a compromise in place of a stronger resolution aimed at the FCC. Broadcasters in their debate expressed fear that the government might try to prescribe "mathematical" program balance without regard to differing needs of individual communities.

Guest speakers Robert M. Booth Jr., president of the Federal Communications Bar Assn., and Tom Wall of the Washington law firm, Dow, Lohnes & Albertson, both criticized President Kennedy's FCC reorganization proposal (see page 55). It would be harder for a petitioner to get an appeal hearing under the proposed system, Mr. Booth said, reporting that the FCBA opposes it. With additional personnel and harder work the FCC as constituted now could expidite procedures, Mr. Wall added.

In The Middle ▪ The broadcaster is caught in the middle on programming, Mr. Wall said. The FCC won't tell you what you should carry but you will find out what is inadequate at renewal time, he told the NJBA. Both speakers opposed revision of program reporting forms as proposed by the FCC. On all regulatory paperwork, the outlook is for larger forms, according to Mr.

Memo to:

Col. John J. Barton
Superintendent, Indiana State Police

Howard Seiler
Superintendent, Michigan State Police

Col. L. E. Beier
Chief, Wisconsin State Patrol

Sheriff Frank Sain
Sheriff of Cook County, Illinois

Col. William Morris
Superintendent, Illinois State Police

Governor Howard Pyle
President, National Safety Council

Orlando W. Wilson
Superintendent, Chicago Police Department

Flying Sergeant Clarence Erickson and
Flying Officer Irv Hayden
Safety Education Section, Traffic Division,
Chicago Police Department

Sergeant Tim McCarthy
Safety Education Officer, Indiana State Police

WGN Radio has won the Alfred P. Sloan Highway Safety Award for an unprecedented third consecutive year. Thank you for your cooperation—without it we could never have won this coveted recognition.

Ward L. Quaal

vice-president and general manager, WGN, Inc.

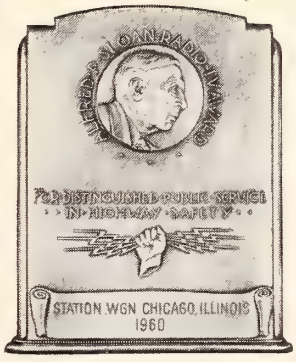
AWARD-WINNING WGN RADIO ACTIVITIES:

Signal 10

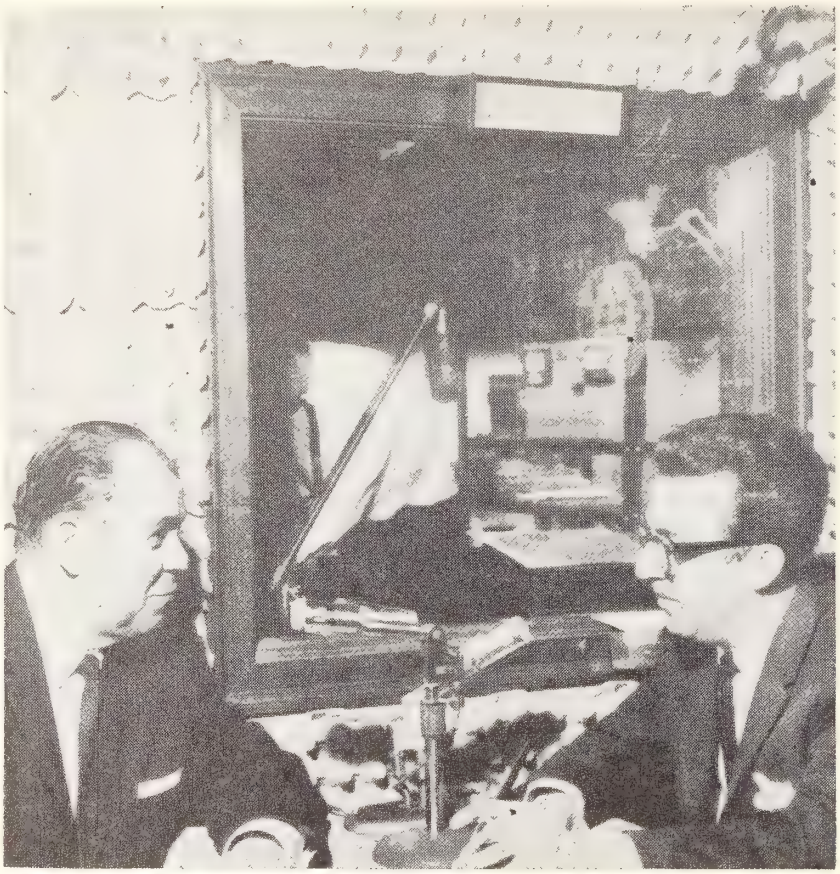
Trafficopter

Traffic Central

—plus many special highway safety campaigns.



QUALITY RADIO WGN TELEVISION INTEGRITY



A radio studio for eggheads

No telling what a fellow will do these days to get a little peace and quiet. Richard Hughes, owner of WQRS-FM Detroit (dedicated, it says to cultural items), to achieve a special kind of mood, lined the walls of his studio with egg cartons. Hence, a studio for "eggheads." Here Mr. Hughes (r) chats with visitor James A. Harrington.

Booth, who expects more details on initial applications and renewals. He and Mr. Wall advised broadcasters to keep day-by-day records of public service programs.

Editorializing should be approached with caution, Mr. Wall told a questioner. It is often hard to choose from many opposing points of view for "equal time" replies to editorials, he warned and added that the commission feels the broadcaster should seek out opposition to an editorial stand. Two of 26 NJBA radio members editorialize at present.

In business sessions Frank Matrangola of WCMC Wildwood, chairman of an NJBA committee setting up an Emergency Fm Weather Network, said this new hookup should be ready July 1. The system will work from a direct line between the Atlantic City weather bureau and WSNJ-FM Bridgeton, which will relay warnings around the state.

Jerome McCarthy, WTOA Trenton, was named to head a committee carrying out a statewide safety campaign throughout the summer.

Dr. Mason Gross, president of Rutgers, reported on university growth and thanked broadcasters for supporting higher education in New Jersey. Howard Green, WOND Pleasantville, president of the NJBA, conducted the meeting. The group will invite the Delaware Assn. of Broadcasters to a joint full-membership meeting at Atlantic City in October, day and place to be announced.

New employment service

A new radio-tv station employment service named Broadcast Personnel is scheduled to open on June 1 as a division of Jerry Fields Assoc., New York advertising executive placement service. The division will be headed by Sherlee Barish, who has resigned as a sales executive for Official Films Inc., New York, to assume the new post. Miss Barish said registration will be taken from all over the country to supply stations with all types of employes, including general managers, sales representatives, talent and technicians. Broadcast Personnel will be located at the Fields' headquarters, 16 E. 52nd St., New York.

ADVICE TO RADIO

Don't forget small accounts, SCBA told

A major problem facing radio stations today is the division of new clients, the Southern California Broadcasting Assn. was told May 18 by Vick Knight, veteran radio producer, now producing commercials for broadcast advertisers.

Today's trend is toward fewer and bigger advertisers, rather than increasing the number of small accounts, he asserted. He noted that the trend was accelerated by union rules which do not discriminate between the small book shop proprietor, who buys a spot once a week adjacent to a program of book interest and the advertiser who buys 100 spots. There is the same original fee and payment, he stated, urging station managers to take up the problem with the unions to work out a solution which will encourage small businesses to make even greater use of radio.

Knight was one of three producers who played tapes of successful commercials. One was the jingle urging listeners to visit the race track, "where the surf meets the turf down at old Del Mar," a commercial which has been on the air in Southern California for nearly 26 years and was originally sung by one of the track owners, Bing Crosby. Only after 23 years when it was impossible to get any more pressings from the original acetate, Mr. Knight was called in to remake it. This he finally did with as few changes as possible.

Don Quinn, another producer who left the radio program field to concentrate on commercials, played spots his organization, Adstaff, produced for Speedway Fuel Oil of Detroit and National Beer of Baltimore. A beer jingle describing Maryland as the "land of pleasant living" won a citation from Maryland legislators for creating a valuable regional image, he reported. It also sold beer, he added.

Dal Williams, who presented some of his spots for the Comet car and the Culligan water softener, declared that the familiar adage about one picture being worth 1,000 words is completely false. "Give me a baggage allowance of 1,000 words," he said, " and I'll take the Lord's Prayer, the 23rd Psalm, a Shakespearean sonnet, the preamble to the Constitution and Lincoln's Gettysburg Address and have enough space left over for most of the Boy Scout oath. I wouldn't trade that group of words for all the pictures in the world."

The most effective form of communication, Mr. Williams asserted, is the human voice, one person speaking to

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another. And he commented, no television producer, however large his budget, could come close to equaling the images the radio dramatists evoke with a few words and the imagination of their listeners.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ WPAT-AM-FM Paterson, N. J. (New York area): Sold by Dickens J. Wright and associates to Capital Cities Broadcasting Corp. for more than $5 million (AT DEADLINE, May 8). Capital Cities owns WROW and WTEN (TV) Albany, N. Y.; WPRO-AM-FM-TV Providence, R. I.; WTVD (TV) Raleigh-Durham, N. C., and WCDC (TV) Adams, Mass. Frank M. Smith, Capital Cities president, said Mr. Wright will continue as chief of the WPAT stations and that their "unique" format will remain unchanged. WPAT programs good music with commercial interruptions on the quarter hour in daytime and on the half hour at night. Mr. Wright and his group bought the station in 1954 for $300,000.

▪ WKTL Rome-Utica, N. Y.: Sold by Gordon Gray and associates to Jackson B. Maurer for $125,000. Mr. Maurer is the former owner of WHKK Akron, Ohio. Mr. Gray and his group retain WKTV (TV) in the same area. WKAL operates on 1450 kc with 250 w and is affiliated with ABC. The broker was Hamilton-Landis & Assoc.

▪ WJBS Deland, Fla.: Sold by Dale S. Phares to a group of Jacksonville, Fla., businessmen, for $81,000. The buyers are Benjamin E. Griffin, Joseph C. Gill, Elliott F. Darden and W. H. Adams II. WJBS is 250 w on 1490 kc. The broker was Blackburn & Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 80).

▪ KJEO (TV) Fresno, Calif.: Sold by J. E. O'Neill to Shasta Telecasting Corp. for $3 million. Shasta owns KVIP-AM-TV Redding and owns 50% of KVIQ-TV Eureka, both California. Buying into Shasta is a group of San Francisco financial interests.

▪ WPOM Pompano Beach Fla.: Sold by James C. Dean and group to Albert J. and Donald J. Owler for $300,000.

▪ KIKS Sulphur, La., and KVLC Little Rock, Ark.: Sold by Southern National Insurance Co., R. M. Saxon and Charles W. Davis to Victor Radio Co. and Victor Broadcasting Co., respectively, for $212,000, plus an agreement not to compete in these areas for five years. The purchasers are owned by Victor National Insurance Co. Dissenting to the grant were Chairman Minow and Commissioners Bartley and Lee.

▪ KFML-AM-FM Denver, Colo.: Sold by Evert Bancker and associates to Fine Arts Broadcasting Co. for $118,720. Fine Arts is a subsidiary of Televents Inc., which in turn is a subsidiary of Bill Daniels & Assoc., a Denver investment firm and broker which also has interests in KLMC-TV Lamar, Colo., and KBWC-TV Gallup, N. M. Chairman Minow did not participate.

▪ WKEI Kewanee, Ill.: Sold by WKEI Broadcasting Co. to Joseph E. McNaughton, J. Richard Sutter and George Walker for $100,000 plus $25,000 for an agreement not to compete in the area for 10 years. Mr. McNaughton has interests in WRCA Effingham and WRMN Elgin, both Illinois. Mr. Sutter has an interest in WRMN.

REVISITING HARVARD

65 broadcasters to attend annual executives' seminar

Sixty-five broadcasters, including a national rep and agency executive, will attend NAB's third annual executive development seminar to be held July 9-21 at the Harvard Graduate School of Business Administration.

James H. Hulbert, NAB broadcast personnel-economics manager, said registrants will come from 29 states and Puerto Rico. Lewis H. Avery, of Avery-Knodel, and Norman A. Varney Jr., of J. Walter Thompson Co., are the two participants outside the operating end of the industry.

Others enrolled are: John W. Jaeger, KFMM Tucson, Ariz.; Frederick A. Naglestad, KNTV (TV) San Jose, Calif.; Howard J. Smiley, KCRA-TV Sacramento, Calif.; Jack Tipton, KLZ Denver; Jess H. Cripe, WFGA Jacksonville; George B. Storer Jr., Storer Broadcasting Co.; Robert E. Metcalfe, WRDW-TV Augusta, Ga.; Harry F. Albrecht, Crosley Broadcasting Co., Chicago; Joseph S. Bonansinga, WGEM Quincy, Ill.; Charles R. Griggs, WVIN Olney, Ill.; J. William O'Connor, WCVS Springfield, Ill.; Frank Schroeder, WDZ Decatur, Ill.; Alfred E. Sorenson, WKRS Waukegan, Ill.; Robert W. Sudbrink, WRMS Beardstown, Ill.

Joseph C. Amaturo, WIRE Indianapolis; Dee O. Coe, WWCA Gary, Ill.; W. T. Hamilton, WNDU-TV South Bend, Ind.; Robert B. McConnell, WISH-TV Indianapolis; Hugh C. Laine, KNOE Monroe, La.; Winston B. Linam, KSLA-TV Shreveport, La.; Aubrey L. Moore, WBRZ (TV) Baton Rouge, La.; Lamar Simmons, WLCS Baton Rouge, La.; Jack S. Atwood, WCHS-TV Portland, Me.

Walter L. Dickson, WABI-TV Bangor, Me.; F. Parker Hoy, WLAM Lewiston, Me.; Alexander M. Tanger, WHDH-TV Boston; Gene Ellerman, WWTV (TV) Cadillac, Mich.; John F. Patt, WJR Detroit; N. L. Bentson, WLOL Minneapolis; Sherman K. Headley, WCCO-TV Minneapolis; Arthur W. Swift, WTCN-TV Minneapolis.

William A. Bates, WDAF-TV Kansas City; E. K. Hartenbower, KCMO-TV Kansas City; Donald W. Reynolds, KLRJ-TV Las Vegas, Nev.; P. Scott McLean, Crosley Broadcasting Co., New York; Jack D. Summerfield, WRVR New York; Richard A. Dunlea Jr., WMFD Wilmington, N. C.; Roland B. Potter, WKBC North Wilkesboro, N. C.; R. W. MacLeod, KFYR Bismarck, N. D.; J. D. Bradshaw, WRFD Worthington, Ohio; John Devine, KVOO-TV Tulsa, Okla.; Carl F. Meyerdirk, KVOO Tulsa, Okla.; Richard M. Brown, KPOJ Portland, Ore.; Donald A. McDonald, KEZI Eugene, Ore.

Edward J. Klym, WJAC Johnstown, Pa.;

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WNTA-TV schedules telethon report on city

WNTA-TV New York is offering two hours of prime time on Sunday, June 4, for a special program on which New York City Mayor Robert F. Wagner and 20 of his department heads will present a comprehensive report to New Yorkers on the accomplishments of the city administration and the problems facing it. The program is scheduled for 7:30-9:30 p.m.

Ted Cott, vice president in charge of National Telefilm Assoc.'s owned stations, said he believed the program will constitute "the first complete and composite picture" of a city's record. He hopes it will start a trend toward similar special telecasts.

Mayor Wagner suggested last week that part of the program be devoted to answering telephone queries from viewers. Mr. Cott replied that he believed there would not be enough time to provide both a full report and a period for answering questions. Mr. Cott suggested that the mayor and his department heads make an appearance on Betty Furness' *At Your Beck and Call* program over WNTA-TV (Mon.-Fri. 9-10:30) on the following day and answer telephone calls from viewers. This proposal is being considered by the mayor and his aides.

The telecast was derided by Bernard Newman, chairman of the New York County Republican Committee, who said it will be "a rigged television show" that will ignore the mayor's deficiencies and praise his virtues. Mr. Cott said that Mr. Newman had voiced no protest to the station.

Branham's name change

Advertising Time Sales is the name for the new company that will replace the broadcast division of The Branham Co., Thomas B. Campbell, president, announced last week (AT DEADLINE, May 15). Advertising Time Sales, to be in operation by July 1, will have offices in New York, Chicago, Detroit, Atlanta, Minneapolis-St. Paul, Dallas, San Francisco and Los Angeles, according to Mr. Campbell.

He said that stations presently represented by Branham will be represented by ATS. Branham will continue in the newspaper representation business.

Illinois AP honors best radio-tv newswriting

The Illinois Associated Press Radio-Tv Assn. last week announced winners of its state-wide newswriting contest judged by faculty members of Northwestern U. Awards covered six categories of news and were issued separately to tv and radio media and also to Chicago and non-Chicago area stations. The group also announced certificates of merit to WAAP Peoria, WGEM Quincy and WSMI Litchfield for cooperation in providing news to AP. Winners of awards:

Metropolitan Chicago stations—Best regularly scheduled news show (radio): WBBM, for *5:20 News;* (tv): WBBM-TV. Best regularly scheduled sports show (radio): WBBM, *John Carmichael's Sports Final.* Best special events coverage (radio): WBBM, election roundup; (tv): WBBM-TV, *Beat the Drum,* first place; WNBQ (TV), coverage of Starved Rock murder case, second place. Best commentary-editorial program (radio): WMAQ, *Len O'Connor Show,* first place; WBBM, *The Sound Barrier Is Broken,* second place; (tv): WNBQ (TV), *Len O'Connor Show,* first place; WBBM-TV, *Classroom Crisis,* second place. Best documentary program (tv): WBKB (TV), *Peace,* first place; WBBM-TV, *Anatomy of a Crisis,* tie for second place; WNBQ (TV), police scandal, tie for second place.

Non-metropolitan stations (all radio)—Best regularly scheduled news show: WKRS Waukegan, *12:30 News,* first place; WTAX Springfield, *Silco News,* second place; WSOY Decatur, *10 O'Clock News,* third place. Best farm show: WBYS Canton, *RFD 1560,* first place; WVLN Olney, *Newstime Farm Show,* second place. Best regularly scheduled sports show: WAAP Peoria, *Ralph Lawler Sports,* first place; WVLN Olney, *Spotlight on Sports,* second place. Best special events coverage: WIBV Belleville, political discussion at election time, first place; WBYS Canton, King Auto Electric fire, second place; WVLN Olney, coverage of new industry celebration, third place. Best documentary: WTAX Springfield, *A Look at an Illinois Mental Institution,* first place; WSOY Decatur; *Teenage Drinking in Decatur,* second place; WBYS Canton, *Pork for Prosperity,* third place. Best commentary- editorial program: WBYS Canton, commentary on inadequate school board election by Charles Wright, first place; WTAX Springfield, editorial series on various subjects including city council, second place; WAAP Peoria, *Minority Reports,* including description of opening of strip-tease show.

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NEGOTIATIONS • APPRAISALS • FINANCING

Court convicts Tripp of accepting payola

Disc jockey Peter C. Tripp was convicted last week in New York's Special Sessions Court of taking payola to play records on the air while he was employed by WMGM New York.

He was found guilty of accepting $36,050 in gratuities from eight record manufacturers or distributors from June 1958 to October 1959. He faces a maximum sentence of one year for each of the 35 counts of commercial bribery on which he was convicted and could be fined $500 on each count or a total of $17,500.

Justice Edward Breslin announced that the presiding judges (others are Justice Vincent R. Impellitteri and acting Justice Aaron Goldstein) were unanimous in the verdict and set sentencing for June 30.

The Tripp trial was the first prosecution to result from District Attorney Frank S. Hogan's investigation into payola which began exactly a year ago. Also accused of accepting payola from various record companies are four other disc jockeys: Alan Freed, formerly of WINS and WABC; Tommy Small, once with WWRL; Hal Jackson, formerly of WLIB; and Jack Walker, once with WOV (now WADO); and three other station employes: Mel Leeds, former program director of WINS; Joseph Saccone, once record librarian of WMGM; and Ronald Granger, former record librarian at WINS. All stations involved are in New York.

CBS-TV program honored among Sloan citations

A CBS-TV program on highway safety, its sponsor, producer and writer won special commendation in the 13th annual Alfred P. Sloan Awards, presented last Tuesday (May 16) to the 1960 radio-tv winners at a dinner in New York.

LeRoy Collins, NAB president, who spoke briefly at the awards ceremony, commended both the Alfred P. Sloan Foundation as sponsor of the awards and the National Safety Council which administers them. Mr. Collins said he supports wholeheartedly the continuing efforts of the nation's broadcasters to promote traffic and pedestrian safety.

The following stations, advertisers and individuals were honored for their selections:

Sustaining category—WTKM Hartford, Wis.; WGN Chicago, WNEW New York; Canadian Broadcasting Corp., and WCPO-TV Cincinnati.

Commercial category — Thomson Brake & Alignment Co., KVOE Emporia, Kan.; Portland Cement Assn., Tennessee district, WLAC Nashville; Florida State Theatres Inc., regional network of independent radio stations; Metropolitan Life Insurance Co., national network of independent radio stations; Shell Oil Co., WWJ-TV Detroit, and Philip Morris Inc., sponsor of CBS-TV's *CBS Reports* presentation (Dec. 20) of "The Great Holiday Massacre."

KLON Long Beach, Calif., and WQED (TV) Pittsburgh were noncommercial educational station winners. Palmer Williams and George A. Vicas, producer and writer respectively of "Great Holiday Massacre" each won $1,000 cash awards, the first ever awarded by the Sloan Foundation.

WNEW announces sales organization

WNEW New York, one of the nation's most successful independent radio stations, will take over its own sales representation on June 1, when its contract with Robert E. Eastman & Co. expires. John V. B. Sullivan, vice president and general manager, said the move stemmed from a belief that WNEW's position, programming and acceptance are such that they can most effectively be represented to advertisers and agency buyers throughout the country by salesmen who not only are familiar with the station's operations but also can devote full time to the job.

Mr. Sullivan announced the expansion of the WNEW Radio Sales office in Chicago and the opening of sales offices in Detroit and San Francisco. David L. Miller, formerly of WHK Cleveland and WIP Philadelphia (which like WNEW are owned by Metropolitan Broadcasting Corp.), heads the Chicago office. He has been representing WNEW there since last September, working in cooperation with the Eastman organization. Additions to the Chicago office of WNEW Radio Sales are Gordon P. Copeland, formerly with Venard, Rintoul & McConnell in Chicago and Ken Pierce, formerly with the Chicago office of Peters, Griffin, Woodward.

David C. Croninger, formerly general manager of WTAC Flint, Mich., has been named manager of the Detroit office of WNEW Radio Sales, and Richard H. Schulte, formerly with the CBS Radio Spot Sales office in San Francisco, has been named manager of the new San Francisco office.

Dual Supervision ▪ The new sales organization will work under the supervision of H. D. (Bud) Neuwirth, vice president and director of Metropolitan Radio Sales, and Richard H. Gerken, eastern sales manager for WNEW Radio Sales.

Disclosure of the move, which had been anticipated unofficially for some time, revived conjecture that the parent Metropolitan Broadcasting Co. might be considering establishing its own sales-representation firm for some or all of its other stations. Officials reported, however, that no such move was being considered and stressed that WNEW was a "special situation." But they acknowledged that if the WNEW move proves profitable they might naturally be inclined, in time, to review their other station situations on a case-by-case basis.

Back to school

Dr. Frank Stanton, president of CBS, will speak at the 95th commencement exercises of the Massachusetts Institute of Technology June 9 in Cambridge. Dr. Julius A. Stratton, president of MIT, in his announcement cited Dr. Stanton's "relentless campaign for free access to information and for the corollary responsibility in reporting it. In a time when effective communications between people and nations are needed more than ever before, it is especially appropriate to have a speaker who is internationally recognized as a leader in radio and television."

Unger resigns from NTA over policy difference

National Telefilm Assoc. Board Chairman Oliver A. Unger resigned last week because of a policy disagreement with officials of National Theatres & Television, 38% owner of NTA, and the company's largest single stockholder.

Mr. Unger said Thursday (May 18) that NTA needs a better operating management team—one more in accord with NT&T—which has gone through a number of recent changes. NT&T, he said, has new people with new ideas that he disagrees with, so "I am resigning in the best interests of everyone."

A special NTA board of directors' meeting was to be held this Saturday (May 20) in Beverly Hills, Calif., to elect new NTA officers.

Mr. Unger has not announced his future plans.

Jury upholds Bloomberg

The Massachusetts Supreme Court has upheld a jury's award of $20,761 to Haskell Bloomberg, station broker. The award was for a 5% broker's commission when WMGT-TV Pittsfield, Mass. (now WCDC [TV] Adams) was sold in 1958 by Leon Podolsky to Capital Cities Broadcasting Co. Mr. Podolsky's Greylock Broadcasting Co. appealed the lower court's verdict.

House ready to ram Kennedy's FCC plan

REPUBLICAN FOES GET SOME STRONG ALLIES: DEMOCRATS-WHO-COUNT

President Kennedy's plan to reorganize the FCC appears headed for defeat in the House of Representatives, possibly this week. Speaker Sam Rayburn (D-Tex.) has put himself on record as opposing the plan and predicting its defeat. And the influential House Regulatory Agencies Subcommittee, headed by Rep. Oren Harris (D-Ark.), is urging its rejection.

With the Administration stripped of these heavy guns, observers feel it lacks the defense to withstand a concerted effort by House opponents to veto the plan. The Government Reorganization Act, under which the plan was submitted to Congress on April 27, provides that either House can block the measure if it musters a bare majority against it within 60 days.

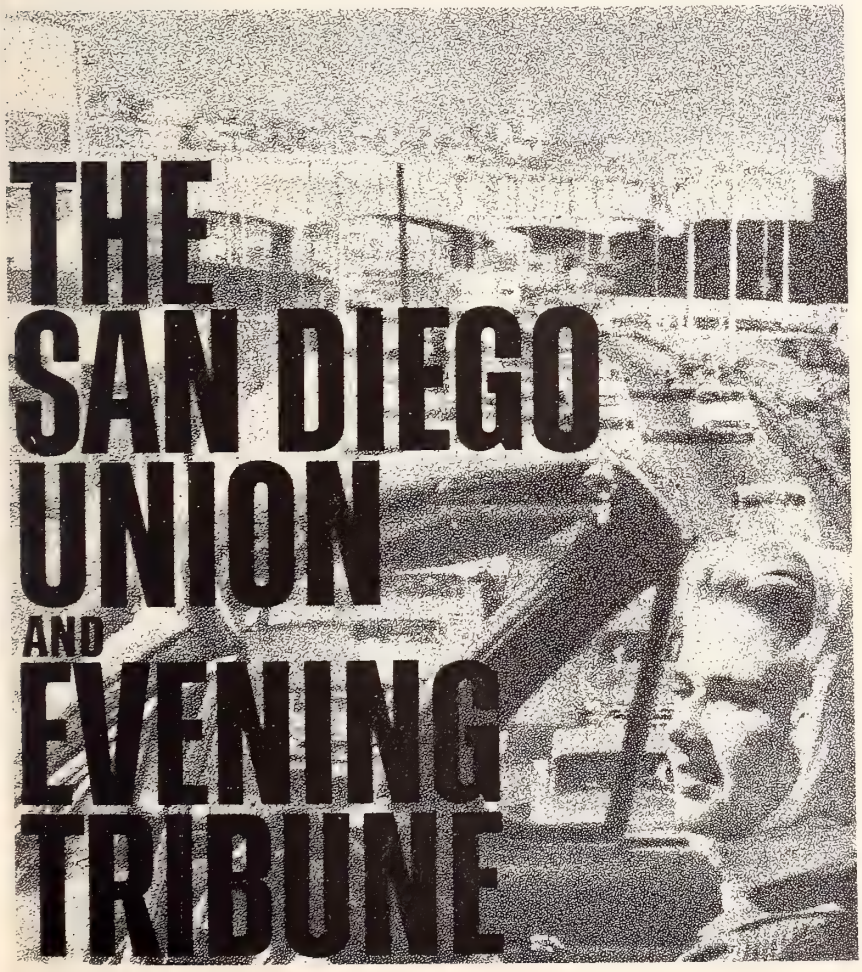
A resolution to kill the plan, introduced by Rep. Clare Hoffman (R-Mich.), was taken up by the House Government Operations Committee last week. And Rep. William L. Springer (R-Ill), a member of the House Regulatory Agencies Subcommittee, said Thursday that if the committee doesn't report the resolution to the floor by today (May 22), either he or Rep. Hoffman will try to pry it loose for a vote.

The Kennedy plan would permit the commission to delegate authority, strengthen the power of the chairman to assign personnel, including commissioners, to duties, and restrict litigants' right of appeal to the full commission. It is designed, according to President Kennedy, to give the agency greater flexibility and improve its efficiency.

'Buck' Fever ▪ But opposition to the plan sprouted almost at once. A majority of the commissioners maintained it would reduce their importance and destroy the bi-partisan nature of the commission. As Commissioner Robert T. Bartley, a Democrat and a nephew of speaker Rayburn, told the Harris subcommittee last week, "The proposed plan raises in my mind the basic question whether we are to have communications regulated by a bi-partisan independent commission or by an administrator . . . I perceive the possibility would be created for reducing the function of the six other commissioners to almost that of scribes."

In Congress, opposition developed first among members like Rep. Hoffman who are opposed in principle to any Reorganization Act legislation the White House asks Congress to accept or reject. It soon spread to those who saw in the proposed strengthening of the chairman who serves at the President's pleasure, an attempt by the White House to usurp Congress' power over the regulatory agency. This uneasiness was heightened by FCC Chairman Newton N. Minow's tough talk before the NAB convention two weeks ago (BROADCASTING, May 15).

Broadcasters, still feeling the sting of the speech which described their programming as a "vast wasteland," are reported to be pushing for the plan's defeat in Congress. Members



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The San Diego Union
EVENING TRIBUNE

of the Federal Communications Bar Assn., who represent broadcasters, have already announced their opposition (BROADCASTING, May 8). The FCBA was scheduled to testify last Friday (May 19 before the House Government Operations Committee.

In remarks to the House Thursday, Rep. Springer said the Minow speech, which warned broadcasters licenses would not be renewed *pro forma*, held "vast implications" which "alarmed many of us" on the Regulatory Agencies Subcommittee.

White House Takeover ▪ Rep. William Avery (R-Kan.), a former member of the House Commerce Committee and its Communications subcommittee, also attacked the plan last week. He said it would permit the White House to take over control of the commission.

The assaults by Republicans are in line with a general GOP move to defeat all the President's reorganization plans. Resolutions disapproving the four already submitted have been entered in both Houses. The FCC plan, however, is the only one in trouble. Proposals to reorganize the Securities and Exchange Commission, the Civil Aeronautics Board and the Federal Trade Commission were taken up by the House Government Operations Committee Thursday. The FCC plan was to come up Friday (see AT DEADLINE).

Speaker Rayburn made his views known Thursday at his daily press conference. In response to a query as to whether the four reorganization plans would pass the House, he said the FCC measure would not but that the others "are all right." Asked why he thought the FCC proposal would be defeated, he snapped, "We don't like it."

At about the same time, the House Regulatory Agencies Subcommittee was voting to oppose the plan and to authorize Chairman Harris to present this view at the House Government Operations Committee hearing Friday.

Behind Doors ▪ The subcommittee had been holding closed-door hearings since May 11, when it heard James M. Landis, the White House adviser credited with drafting the reorganization plans. Since then, Chairman Minow and the six other commissioners were called before the subcommittee.

For some time, Rep. Harris is known to have had reservations about the plan, feeling that it is not sufficiently detailed and lacks necessary safeguards. The hearings apparently reinforced his views.

Defeat of the plan, however, would not necessarily rule out legislation in this session. Rep. Harris, like most of the other reorganization plan's opponents, approves its "objectives." He is reported considering legislation to achieve such objectives by some means other than those advocated by President Kennedy.

But if the FCC plan seemed to be foundering last week, the three other reorganization plans had smoother sailing. In appearances before the House Government Operations Committee, the chairmen of the SEC, CAB and FTC were joined, with one exception, by all their fellow commissioners in endorsing the plans.

Holdout ▪ The lone exception was the FTC, where one commissioner opposed the plan entirely, and two others voiced varying degrees of doubt about the wisdom of increasing the chairman's powers. All four plans are alike in providing for delegation of authority and in empowering the chairman to assign members and employees to duties.

The single FTC dissenter was Sigurd Anderson, the only Republican on the commission. He warned that the proposal to give the chairman the power to assign work to fellow commissioners would result in a "one-man agency" and reduce the other commissioners to "staff status."

Two fellow commissioners, Robert T. Secrest and William G. Kern thought the term of the chairman should be limited. The latter said that an increase in the chairman's power "may result in the erosion of the authority and independence of the commissioners."

Rep. Harris, FCC Chairman Minow, representatives of the FCBA, and Rep. Avery were scheduled to testify Friday before the committee, headed by Rep. William L. Dawson (D-Ill.)

Meanwhile, the Senate Communications Subcommittee is readying its own hearing on the FCC plan. It will start Tuesday with Mr. Landis scheduled as the first witness. Chairman Minow, the FCBA and Leonard Marks, a lawyer and former head of the FCBA, will also testify.

PERSPECTIVE ON THE NEWS

Did Minow scuttle FCC reorganization?

HIS NAB SPEECH RAISED EYEBROWS ON CAPITOL HILL

President Kennedy is learning that some Congressmen are no more willing to swallow the one-half loaf of FCC reorganization he has offered than the entire loaf he had contemplated serving.

His message on regulatory agency reorganization, submitted last month (BROADCASTING, April 17) indicated he would recommend that sweeping powers be given agency chairmen. He suggested that each chairman be authorized, among other things, to staff his agency, review its budget and distribute funds, all in the name of centralizing responsibility, improving efficiency and reducing backlogs.

But the plans he has submitted to reorganize the FCC and three other regulatory agencies have not gone nearly so far. James M. Landis, the White House adviser who drafted them, toned them down on the advice of congressional leaders and members of the commissions.

Still, opposition to the FCC plan which, like the others, would permit the delegation of authority and give the chairman the function of assigning all personnel including commissioners to tasks, has reached the point where it includes House Speaker Sam Rayburn (see story page 55).

If there is one reason for the FCC plan's unpopularity in Congress, observers generally agree, it is to be found in the speech with which FCC Chairman Newton N. Minow blistered the hides of broadcasters at the NAB convention on May 9 (BROADCASTING, May 15).

Quartet ▪ The FCC plan is essentially the same as those for the Civil Aeronautics Board, the Securities & Exchange Commission and the Federal Trade Commission. Yet Speaker Rayburn indicated there would be no trouble in passing these through the House.

What some Congressmen—and most broadcasters—feared, as a result of Mr. Minow's speech, was that the additional powers the plan would give the FCC chairman would be used so aggressively as to raise the danger of censorship. They read in the speech the threat that unless broadcasters improved their programming to the point where it satis-

Collins says FCC wears too many hats

NAB called for rejection of President Kennedy's Plan No. 2 for reorganization of the FCC in a statement for submission May 19 to the House Government Operations Committee, which is hearing the plan.

President LeRoy Collins, after conferring with NAB's three-man advisory committee, urged the House committee to take remedial action in broadcast

fied Mr. Minow, their licenses would be lifted.

Mr. Minow, of course, has steadfastly denied that censorship is his aim. Throughout his closed-door questioning last week by the House Regulatory Agency Subcommittee, he maintained that all he intends to do is see to it that broadcasters live up to the promises they make when they get their licenses.

Mr. Minow isn't alone in denying the censorship charge. Rep. John E. Moss (D-Calif.), a Regulatory Agency Subcorrittee member, thinks the charge is "nonsense." He said censorship involves prior control of information, "and this [the FCC plan] doesn't have anything to do with that." As chairman of the House Government Information Subcommittee, Rep. Moss is regarded as something of a congressional expert on censorship.

Co-equality ▪ But this threat, real or imagined, isn't the only objection. Most of the commissioners feel the plan would downgrade their role, that they would lose their position of co-equality with the chairman. Five of the commissioners spoke against the plan for this reason. Reportedly, only Commissioner John S. Cross sided with Mr. Minow in supporting the plan before the Regulatory Agency Subcommittee.

Mr. Minow and others, however, have argued that the commissioners would not lose status, that they would still be responsible for establishing policy and deciding on the functions to be delegated. It would merely be the chairman's "housekeeping" job to see that the policy was carried out and the delegated tasks assigned. Mr. Minow, in addition, feels that the plan gives the commissioners a check on the chairman in permitting them to withdraw any delegation of power.

But the commissioners feel this is no protection at all, since if a delegation of authority were withdrawn the agency would be deprived of any advantages intended by the delegation. Further they feel, as a practical matter, it would be difficult to take back powers once granted the chairman. And several of the commissioners expressed the additional fear that the chairman could, if he chose, assign them impossible workloads— and in areas in which they had no proficiency, at that.

Opponents of the plan are also disturbed by the proposal to curb litigants' right of review. It has been held that since a vote of a majority of the commission less one member would be needed to authorize review, the commission could "duck" a controversial issue, no matter how important it was to the parties themselves or the industry.

No Guidelines ▪ At the heart of many of these objections is the lack of guidelines in the plan. There are few if any standards against which actions or policy can be measured. Even supporters of the plan agree it is vague. But they feel a "rule of reason" must be employed. The commission, for instance, shouldn't be expected to bow to every whim of the chairman. They add that many of the details that would show congressional intent could be developed in hearings and floor debate.

One other argument against the plan—and, since it touches on congressional sensitivities, an important one—was used by Commissioner Rosel H. Hyde in his appearance before the Regulatory Agency Subcommittee. Any plan, he said, that centralizes commission's power in a chairman designated by the executive "will tend to weigh the balance of power in the latter direction."

As noted, the FCC plan doesn't shift any more power to the chairman than do the SEC, CAB or FTC plans. But none of the other chairmen have indicated a willingness to use that power quite so dramatically as has Mr. Minow.

regulation through normal legislative channels instead of by executive order.

"The chairman and other members of the FCC are required to wear many different hats—I personally think too many," Gov. Collins said. "The range of their duties should be fixed by law and should not be subject to enlargement or contraction by executive order and congressional passive indulgence," he added.

Gov. Collins conferred late Thursday with his three advisors—Clair R. McCollough, Steinman Stations, combined chairman of the NAB boards; Dwight W. Martin, WAFB-TV Baton Rouge, La., Tv Board chairman; and Thomas A. Bostic, KIMA Yakima, Wash., Radio Board chairman.

Congress should give careful study to problems pointed up by President Kennedy's plan, Gov. Collins said, developing full knowledge of all the facts with ample opportunity for debate and amendment.

Approaching Reform ▪ "There are two ways of approaching needed reform in the regulatory field," he continued. "One way is to try to do a repair job by executive order on the existing structures, seeking to shore up short-comings short of a fundamental revision of the agency's basic functions. While some structural changes are contemplated in Plan No. 2, essentially it is well within the area of patchwork change.

"The other way is to take an entirely fresh look at the agency and—through congressional hearings and legislation—rebuild the basic structure and functions of the agency in a way designed to enable it best to meet the proper regulatory requirements of a changed and changing industry.

"For example, under such an approach way may be found to deal effectively with the growing concern over the possible need for more clearly delineating and separating the purely judicial functions of the FCC from its administrative functions.

"We feel that both the executive department and the Congress—as well as broadcasters and the public generally—would be better served by such a broad approach.

"We would hope that this course is the one which will be followed, and we stand ready to work with both branches of the federal government in developing a plan of reorganization along lines which will assure a more efficient and orderly conduct of the complex functions of the FCC."

Minow in favor of fees for broadcast licenses

The notion of charging fees for all broadcasting licenses — professional, amateur and special services—came up prominently in an appropriations hearing for FCC funds before the House Subcommittee on Independent Offices last March. Minutes of the hearing released last week reveal that FCC Chairman Newton N. Minow—speaking personally, rather than for the commission —is strongly in favor of charging sufficient fees to put the agency on a self-supporting basis. The fee-charging proposal was the subject of 1954 rulemaking which met with "general opposition in all classes of licensing," according to Commissioner Rosel H. Hyde.

Subcommittee Chairman Albert Thomas (D-Tex.) seemed particularly interested in probing the fee-setting question, asking: "Wouldn't the public be more sympathetic to speeding up the elimination of the [commission's] backlog if the applicants were paying a little fee fo rthe serive they request?" Chairman Minow, in favoring the idea, compared it to paying for a driver's license. He specified that amateur licenses should carry a charge.

The FCC requested in its budget sal-

aries for seven more men in the controversial Compaints & Compliance Division. Both Chairman Minow and Commissioner Frederick W. Ford spoke enthusiastically of the work done by the division since its formation last year.

Significant increases in amounts requested for travel and transportation of personnel were questioned by the subcommittee members. From an estimated total of $189,415 in 1961, the estimate for 1962 hops to $245,000. Chairman Minow explained that this was mostly to hold hearings in the field. Travel for personnel from the Office of Hearing Examiners goes from the 1961 estimate of $1,500 to $23,000; the Broadcast Bureau from $28,000 to $59,800. Chairman Minow attributed the latter increase to an expected step-up in Complaints & Compliance Division activity.

FCC to invade New York City again

Foley Square in New York will be the site of the next round in the FCC's continuing inquiry into network broadcasting. The commission, through Chief Hearing Examiner James D. Cunningham, announced last week that the hearing will resume there June 20 with testimony to be taken on the production, distribution, sale and exhibition of tv programs.

FCC Chairman Newton N. Minow, in his speech before the NAB convention, had promised that the proceeding begun in February 1959 would be brought to a close as rapidly as possible (BROADCASTING, May 15). Nineteen days of *en banc* hearings were held in Washington in December 1959-January 1960. Earlier sessions were held in New York and Los Angeles. The Los Angeles hearings were stalled when talent agencies refused to testify (BROADCASTING, Jan. 30).

Among those due to be questioned in New York are tv producers and the three networks, with a possibility the latter group will not be reached during the June hearings. Primary purpose of the investigation originally was to determine the methods of selection of tv network programs.

The inquiry later was broadened to include, among other things, a determination as to whether the general standards of the commission for the guidance of licensees in the selection of programs are adequate.

Editorials split on Minow support

BUT LETTER-WRITING PUBLIC MOSTLY BEHIND HIM

If the mail FCC Chairman Newton N. Minow has received since his now famous NAB speech is a true indicator, the public is 99 44/100% behind the chairman's efforts and ideas on improving the "quality" of tv programming.

As of noon Thursday (May 18), the New Frontier's broadcasting spokesman had received approximately 2,500 letters, telegrams and post cards—all but some two dozen strongly endorsing Chairman Minow's get-tough policy statement.

Newspapers, too, throughout the country devoted space on their editorial pages to the Minow speech. Most of them were critical of the chairman, as were editorials broadcast by stations —licensees of Mr. Minow's commission. Radio-tv columnists, by and large, supported the chairman's position, which also was argued pro and con in the prose of syndicated columnists who normally pay little attention to radio-tv.

The Print Media ▪ Of the newspapers commenting editorially on the chairman's speech, the *Richmond* (Va.) *News Leader, Wall Street Journal* and *Baltimore Sun* were the most outspoken in condemning Mr. Minow's position. Under the heading, "Or Daddy Will Spank," the *News Leader* said the chairman "gave the impression that his high-minded plans for tv will be joined to high-handed methods of putting them into practice. . . . Mr. Minow meets all these problems [of tv] with the bustling confidence of a Peace Corpsman converting a cannibal to Metrecal. . . .

"Mr. Minow does not care what the people want. . . . With benign authoritarianism he looks at the tv viewer as his personal ward. . . . It apparently has not dawned on Mr. Minow that his office does not give him parental authority over the American public, or the right to send us all to Sunday school. On what to substitute for the lovely women and lethal weapons—Mr. Minow has nothing to say. He simply orders networks and channels to improve, advice that is as useless as it is easy to give.

". . . The one test of acceptability is made clear by Mr. Minow. It is Mr. Minow. There is no doubt who is the star of this production. . . . The musical refrain of the first person singular, obviously so pleasing to Mr. Minow's ear, is as indicative of his intentions as his actual statements of intent. But the statements are astonishing enough in their own right. Mr. Minow tells us that we will not let the air waves be 'squandered' by tv channels offering poor fare—as if the air were itself a commodity, rather than a medium put at the disposal of free men.

"Freedom of the speech, whether of the press, of the individual, or of a tv station, does not imply that a person's or a newspaper's output must meet government standards of quality. Else, who of us would gossip with a friend, or dare to 'squander' paper on poetry or opinion? . . ."

The *Wall Street Journal* stated: "It all smacks of the old business of intellectual puritanism. Somebody doesn't like the books you're reading; public tastes are too low and need to be elevated. So the answer is to substitute official taste for public taste. When people permit officials to do that, they open up a real wasteland, and not just a cultural one."

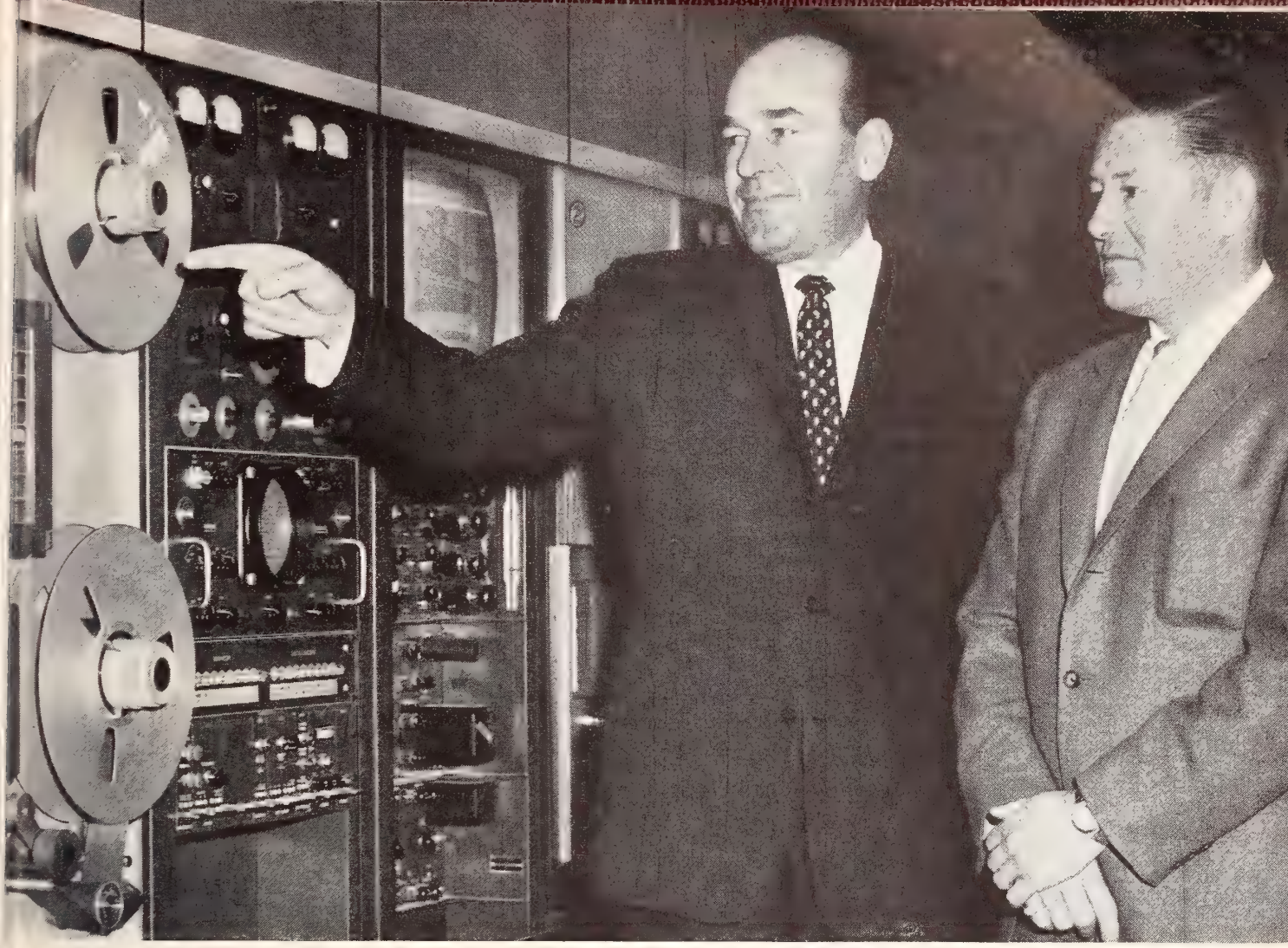
And, from the *Sun*: "Though he entered the usual disclaimer of intention to impose censorship, his speech amounted to an assertion of political authority to control tv subject matter. Apprenhensions on that score are not swept away by the fact that much of his criticism was just."

On the Other Side ▪ The *New York Times* coined the Minow indictment "an impressive document, not alone for its substantial accuracy but also for its therapeutic value to the long-suffering viewer. . . . The supporting evidence in his favor continues to grow with each passing evening amid the spot announcements. . . .

"There is an obligation for the mass media not only to give the public what it wants but also what the public may not know about. The art of communication becomes meaningless if its dominant function is mere repetition of the familiar. . . . It would be regrettable if Mr. Minow's admonition to pursue higher standards were misconstrued as a determination by the FCC chairman to serve as baby sitter to the tv industry. . . . Before complaining that Mr. Minow is wrong, it might be fun to try out what he proposes."

The *Washington Post* said that there is little or nothing new in the Minow statement "but the pressure is now coming from very influential sources. Just enough has been seen and heard of television and radio at their best to know that the broadcast media can do a great deal better if they try."

From Broadcast Editorials ▪ KGMB-



MR. HEROLD MR. EGER

"Use of RCA TV TAPE helps to bolster client's sales"

...says Joe Herold, Station Manager, KBTV, Denver

"A good example of successful selling via TV Tape is the experience of one of our clients—Bill Eger of Eger Rambler Center, Denver. Number One Rambler Dealer in the area and Number One Willys Jeep Dealer in the area, he uses television in spots. Near perfect results in presenting the message on RCA TV Tape has had a great deal to do with our client's sales success," adds Mr. Herold.

Bill Eger reports: "We use KBTV television for our car advertising and RCA TV Tape facilities for recording our spots. The results can't be distinguished from live production. We attribute much of our leadership in selling cars to the perfect results we get with RCA TV Tape."

"We usually show several autos in each commercial, and this was a burden and expense before TV Tape since we were forced to pick up and deliver cars to the studio at all hours. Now we set up a convenient time and produce a great number of commercials in one recording session. We also get the important advantage of previewing for my approval before the announcements are exposed to the public."

Your clients, too, will like the "live" picture quality of RCA TV Tape—thanks to many built-in quality-control features and the convenience of centralized control. When you come to RCA for your TV Tape equipment you get the most advanced features, and service before and after the sale that only RCA with its broad background in broadcasting can provide.

See your RCA Broadcast Representative or write to RCA, Broadcast and TV Equipment, Dept. UD-22, Bldg. 15-5, Camden, N. J.

RCA®

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

Bill proposes unit to elevate programs

Bemoaning what he feels is the low quality of television fare, Rep. Thomas C. Ashley (D-Ohio) has proposed creation of a National Advisory Board on Radio and Television.

Under a bill (HR 7082) he introduced Tuesday, the board would have 11 members, chosen by the President and confirmed by the Senate. Its duties would be to study programming trends and make recommendations, including suggested legislation, to Congress and to the FCC.

The board would be responsible for determining the means broadcasters might use to ascertain their communities' needs and the extent to which stations carry programs "designed to broaden the civic, educational and cultural interests of the American people."

The board would also examine the "nature and composition of the groups which exercise effective control over programming."

The propriety of a governmental inquiry "into the causes and possible cures of the industry's problems," he said, derives from public ownership of the airwaves.

TV Honolulu, in its first editorial on a subject not directly related to the islands, stated: "Nobody can defend tv as pure, excellent, cultural and uplifting. It isn't. Nobody can say Mr. Minow has been untruthful or has exaggerated. He hasn't. But what is perturbing, and we hope the FCC chairman will soon spell out his intent, is the concept of government monitoring or controlling the quality of television. . . . How far can a broadcaster (or publisher) go in a direction which he knows means a certain loss of audience or readership; a certain loss of business?"

WICE Providence not only aired its own series of editorials but also wrote other stations urging them to do the same. The station stressed that broadcasters cannot remain silent while competing media encourage the government "to dilute our freedom to program our stations in accordance with our knowledge of the audiences we serve."

WWDC Washington said that "when the chairman of a government bureau asserts that his agency is in a position to decide exactly what the needs of the nation are, this station believes that something more dangerous than trivial tv programming is advocated. Mr. Minow professes to oppose government censorship. Yet, in the same speech, broadcasters are told their licenses may not be renewed.

"The audience got the message. We hope it is not swallowed without a protest. The broadcasters of a free country can never serve the nation's need when they become merely the vehicle for official government views."

From WDSU-AM-TV New Orleans: "It sems to us this represents, if not censorship in the usual sense, at least a step toward censorship. There is no clear-cut difference between government control of specific programs and government control of what over-all types of programs can be scheduled.

"An FCC requirement of this kind would mean moving away from a system of free broadcasting under which thousands of independent station owners make their own program decisions. It would mean moving toward a system under which a seven-man board in Washington would intrude on programming."

Many of those writing to the chairman had personal axes to grind—but the large majority were not of this nature. A quick perusual of some 150 of the letters showed convincingly, however, that few were of the crackpot nature with most coming from persons above the average in intelligence. Many were from professional people: doctors, lawyers, school teachers, etc.

A Random Sampling ▪ Here, in capsule form, are samples of what Mr. Minow's correspondents had to say:

From New York—"I was very happy to learn that our government will be doing something to stop the spoilers of our youth and young people. It was long overdue. . . . If Russia were to pay billions of dollars to do the job of spoiling our youth, it could not have done a better job than that done by our profit-hungry tv magnates.

A District of Columbia writer—"Don't back off. . . . We viewers are on your side. More power to you and when you get it, use it."

Washington State—"Thank you for your boldness." The writer said that he had many complaints to make and asked the chairman to whom they should be made. He enclosed a self-addressed, stamped envelope for Mr. Minow's reply.

Tennessee—"Just one more individual who wants to thank you."

A Baltimore agency president—"Warmest and most heartfelt congratulations. We have long needed this kind of hard thinking and hard talking."

New York—"You are in for a tough fight. . . . Most of your adversaries are cunning and ruthless."

Ohio—"Please do not allow any more advertising. I think there is plenty now."

Ohio lawyer—"My Pa [89 years-old] has been my guinea pig these many years on what the common man thinks. . . . When my Pa says that the shows stink, believe me they must be awful bad because he is damn easy to please. . . . They are very, very bad. Believe me, dear sir, you may have the industry against you but you have the people with you."

Seattle lawyer—"Thank you for the first ray of hope . . . for protection of youth from complete training in crime and sex offenses."

Colorado—"It was a thoughtful, sensible and fair indictment that we hope heralds a new era for the FCC."

University president—"Your policy . . . is exactly what the American people want and have been waiting for so patiently. We are eagerly waiting to see what effect your policy pronouncement will have on our tv screens."

Wisconsin—"We're behind you in every effort to improve the situation."

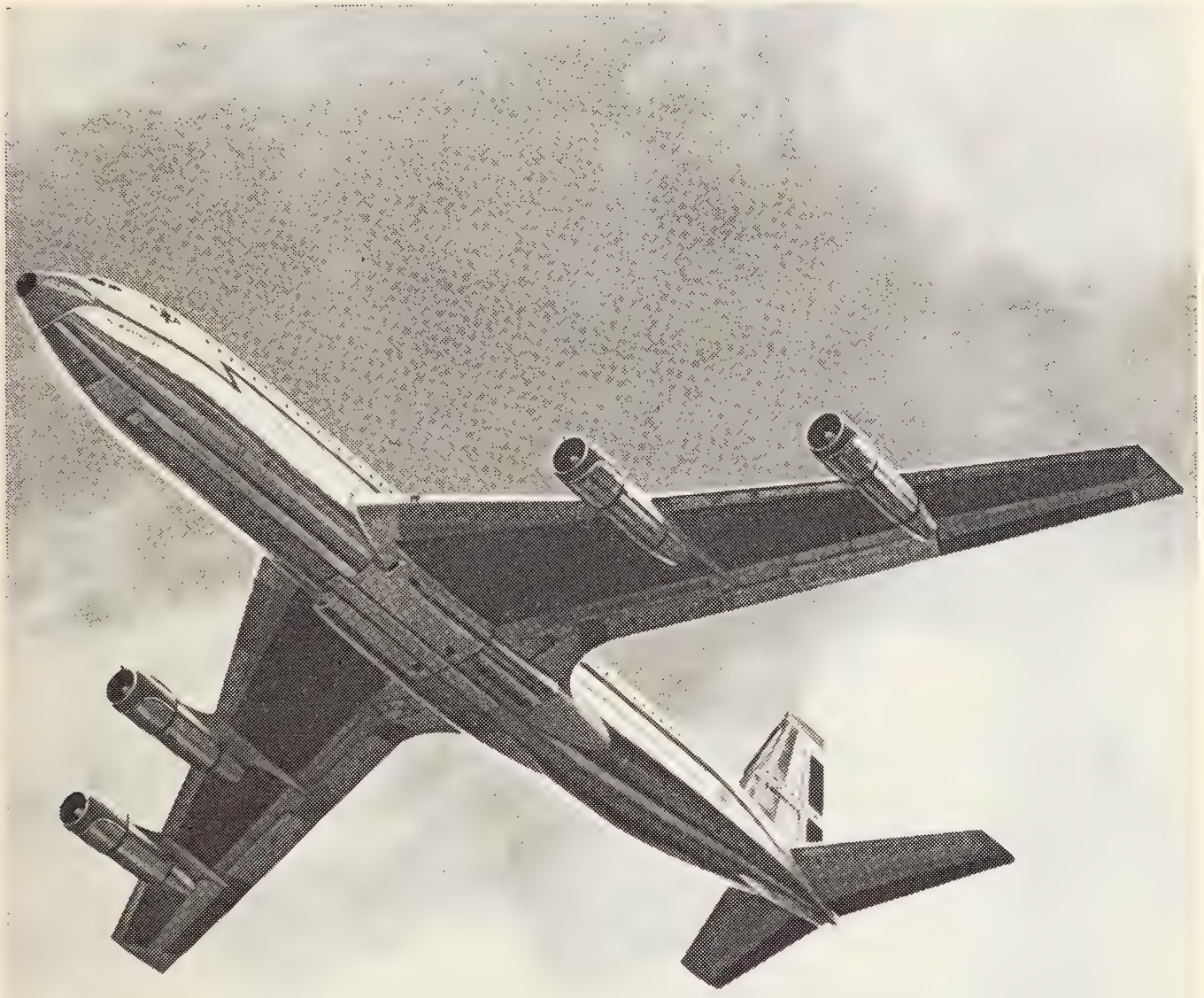
A Dissenter ▪ Of the 150 letters checked by BROADCASTING (and all 2,500 were made available), only one criticized the chairman. This one, from Massachusetts, stated: "I am appalled that you feel it is within your power to threaten the industry with revocation of licenses in the event their programming is not up to what you think are appropriate standards. [I am not in radio-tv] but an American interested in American rights and refuse to have a young, ambitious, socialistic-thinking individual like yourself destroy those rights."

Norman D. Waters, president of the American Tv Society (now RTES) from 1941-44, wired his strong endorsement to the chairman. "As a private citizen I want you to know how much I admire the courageous expression of your viewpoint," Mr. Waters said. "Obviously you are going to do an outstanding job to protect the public's interests and you deserve unqualified support."

Mr. Waters, now an advertising agency executive, said he gave up all active interest in tv "because I was not in sympathy with the direction it took. Your great speech . . . has made me feel my crusade should have been continued to make television the great power for good that lies within its grasp."

At least two of the letters received by the chairman requested the dates that Kansas City tv stations come up for renewal (Feb. 1, 1962), whether there would be local hearings and indicating that the writers had many complaints to make.

The commission staff now is midway in a crash program of analyzing the letters and placing them into various categories as to contents, locality of writer, etc.



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This is the acclaim of experienced air travelers—who have flown in the world's most advanced jetliner, the 707 Astrojet. They've told us the Astrojet provides the most comfortable, most dependable flights now available in daily transcontinental service. And as rapidly as possible, American Airlines is extending this unique jet service throughout the nation.

Powered by revolutionary new fan-jet engines, the Astrojet outperforms all other airliners. Once aboard, you notice that the Astrojet takes off quickly, climbs swiftly—you cruise confidently, quietly relaxed. Here is extra jet power, assuring better on-time dependability, even finer service to our passengers.

In Jet Age: Stage II, the Astrojet is just one more dramatic reason why American Airlines is *first choice of experienced travelers.*

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Ribicoff sings another tune on the Hill

TELLS HOUSE GROUP BROADCASTERS DERELICT IN ETV

Abraham A. Ribicoff, secretary of Health, Education and Welfare, who had some kind words for broadcasters at the NAB convention on May 10, took at least one of them back last week. "Broadcasters," he told the House Communications Subcommittee, "have been derelict in what they've given for the license they've received."

Secretary Ribicoff, who was testifying in favor of federal funds for educational television, was referring to what he considered the serious lack of "public service programming." In his speech before the NAB convention, he had congratulated the broadcasters on their performance in this area (BROADCASTING, May 15).

At another point, he said he believes one reason more of the channels set aside for etv are not being used is that the various states expected private broadcasters to provide more of this service than they have. Secretary Ribicoff, governor of Connecticut for six years until his appointment to the cabinet, said he thought private broadcasters "should have done more about making their facilities available. They talked about it, but haven't delivered."

Declaring that a nationwide system of educational television could help improve the standard of education throughout the country, the secretary recommended Congress approve a $25 million authorization for constructing etv facilities over a four-year period. The states would be required to match federal grants 50-50.

Funds For Surveys ▪ He also proposed an additional federal outlay of $520,000 to assist the states in planning their etv programs. Each state would be entitled to a maximum of $10,000 of these funds. He recommended that states be permitted to develop their plans on a regional basis and that construction grants be made on a project, rather than state, basis. These recommendations, he said, would provide the flexibility to meet the varying needs of the states.

The House subcommittee is considering seven etv measures, including one passed by the Senate. The Senate bill (S205) would provide grants of up to $1 million to each state and the District of Columbia, without requiring matching state funds. It was introduced by Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee.

While optimistic about the possibilities of educational television, Secretary Ribicoff said he hoped he'd "never see the day when everyone is spoon fed his education by some electronic device." He said he is opposed to "complete substitution of teachers by mechanical devices."

The next day, the subcommittee saw a demonstration of an electronic system that takes a step in this direction. Called Teletest Communications, the

Who'll hear Kennedy's FCC plan in Congress

It's the government operations committees of the Congress which hold the key to the President's reorganization plan for the FCC.

The Senate and House Government Operations committees are the units which have "legislative responsibility" for the reorganization. Both have indicated there will be hearings, but only one, the House committee, has scheduled them. The House committee lifted the lid on the plan for FCC reorganization last Friday (May 19).

The Senate Government Operations Committee has indicated there will be hearings, but has announced no date.

Acting in an advisory capacity are the Senate and House commerce committees, which have jurisdiction over communications and broadcast law. So far only the Senate committee has announced hearings on May 23 by its communications subcommittee, headed by Sen. John O. Pastore (D-R.I.). The House commerce committee has held executive sessions on the subject (BROADCASTING, May 15), but has announced no date for a public hearing. The committees follow:

Senate Commerce Committee—Democrats, Chairman Warren G. Magnuson (Wash.), John O. Pastore (R.I.), A. S. Mike Monroney (Okla.), George A. Smathers (Fla.), Strom Thurmond (S.C.), Frank J. Lausche (Ohio), Ralph W. Yarborough (Texas), Clair Engle (Calif.), E. L. (Bob) Bartlett (Alaska), Vance Hartke (Ind.), Gale W. McGee (Wyoming). Republicans, Andrew F. Schoeppel (Kan.), John Marshall Butler (Md.), Norris Cotton (N.H.), Clifford P. Case (N.J.), Thruston B. Morton (Ky.), Hugh Scott (Pa.).

Senate Government Operations Committee—Democrats, Chairman John L. McClellan (Ark.), Henry M. Jackson (Wash.), Sam J. Ervin Jr. (N.C.), Hubert H. Humphrey (Minn.), Ernest Gruening (Alaska), Edmund S. Muskie (Me.). Republicans, Karl E. Mundt (S.D.), Carl T. Curtis (Neb.), Jacob K. Javits (N.Y.).

House Commerce Committee—Democrats, Chairman Oren Harris (Ark.), John Bell Williams (Miss.), Peter F. Mack Jr. (Ill.), Kenneth A. Roberts (Ala.), Morgan M. Moulder (Mo.), Harley O. Staggers (W. Va.), Walter Rogers (Tex.), Samuel N. Friedel (Md.), John James Flynt Jr. (Ga.), Torbert H. Macdonald (Mass.), George M. Rhodes (Pa.), John Jarman (Okla.), Leo W. O'Brien (N.Y.), John E. Moss (Calif.), John D. Dingell (Mich.), Joe M. Kilgore (Tex.), Paul G. Rigers (Fla.), Robert W. Hemphill (S.C.), Dan Rostenkowski (Ill.), James C. Healey (N.Y.). Republicans, John B. Bennett (Mich.), William L. Springer (Ill.), Paul F. Schenck (Ohio), J. Arthur Younger (Calif.), Harold R. Collier (Ill.), Milton W. Glenn (N.J.), Samuel L. Devine (Ohio), Ancher Nelsen (Minn.), Hastings Keith (Mass), Willard S. Curtin (Pa.), Abner W. Sibal (Conn.), Vernon W. Thomson (Wis.), Peter H. Dominick (Colo.).

House Government Operations Committee—Democrats, Chairman William L. Dawson (Ill.), Chet Holifield (Calif.), John W. McCormack (Mass.), Jack Brooks (Tex.), L. H. Fountain (N.C.), Porter Hardy Jr. (Va.), John A. Blatnik (Minn.), Robert E. Jones (Ala.), Edward A. Garmatz (Md.), John E. Moss (Calif.), Joe M. Kilgore (Tex.), Dante B. Fascell (Fla.), Martha W. Griffiths (Mich.), Henry S. Reuss (Wis.), Overton Brooks (La.), Elizabeth Kee (W. Va.), Kathryn E. Granahan (Pa.), John S. Monagan (Conn.), Neal Smith (Iowa). Republicans, Clare E. Hoffman (Mich.), R. Walter Riehlman (N.Y.), George Meader (Mich.), Clarence J. Brown (Ohio), Florence P. Dwyer (N.J.), Robert P. Griffin (Mich.), George M. Wallhauser (N.J.), Odin Langen (Minn.), John B. Anderson (Ill.), Richard S. Schweiker (Pa.), F. Bradford Morse (Mass.).

Renewal problem

One of the pioneer uhf stations, ch. 17 WITV (TV) Ft. Lauderdale-Miami faces a fight to keep its authorization from the FCC. The commission last week ordered a comparative hearing between WITV's renewal application and the bid of the Board of Public Instruction of Dade County for an educational tv station on ch. 17.

WITV operated for nearly five years (November 1953 to May 1958), prior to the grant of multiple-vhf service to the greater Miami area. The board now has an etv station (WTHS-TV) in Miami on ch. 2.

system permits communication between tv teacher and pupil via open or closed-circuit television.

By pushing buttons on a recording console, the pupil can answer questions asked by the teacher. The correctness or incorrectness of the answer is flashed immediately to the pupil and teacher.

The system is the product of Corrigan & Associates Inc., of Garden Grove, Calif. Dr. Robert E. Corrigan, president, said it would not do away with the classroom teacher.

Revised sales contract meets trafficking charge

WERL Eagle River, Wis., has asked the FCC to accept an amendment removing the sale of its construction permit from the cloud of trafficking BROADCASTING, April 10). The FCC Broadcast Bureau has recommended that the amendment be accepted and the hearing be dropped.

The commission set the sale for hearing on the issue of whether permittees Kenneth S. Gordon and Walter J. Teich were trafficking in licenses in selling for $20,000 a permit on which their expenses ran $14,361. The proposed amendment would set the sale price at $13,361 plus $1,000 broker's fee.

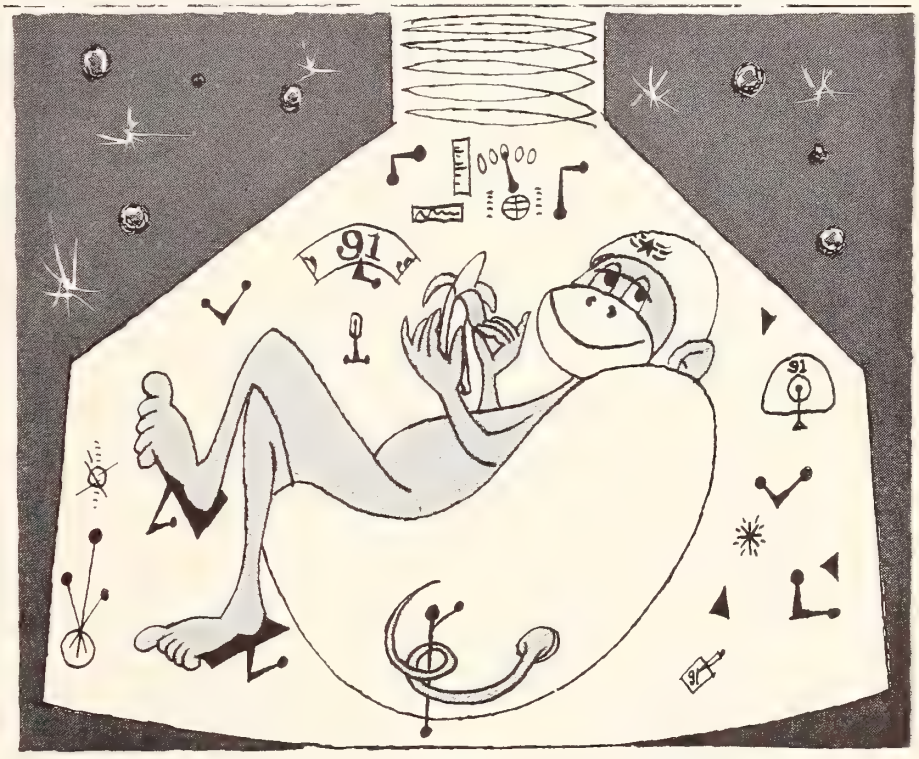
The Broadcast Bureau pointed out that the commission had not questioned the $14,361 expenses, nor had it made character qualifications of the permittees an issue. The bureau felt the amendment aligning sale price with expenditures should settle the issue.

Court orders breakdown of Midwest dissolution

An accounting of the affairs of Midwest Broadcasting Co., former licensee of the now-dark ch. 24 WCAN-TV Milwaukee, has been ordered by the U.S. Court of Appeals.

A District of Columbia appeals court ruled May 11 that such an accounting is necessary in a suit by Theodore Rosenak, one-time 10% owner of WCAN-TV, against Lou Poller, the owner of the uhf station. Mr. Rosenak claims he has a contract with Mr. Poller to share in the net proceeds from the dissolution of the Midwest company. Mr. Poller bought Mr. Rosenak's 10% interest in 1955, paying $50,000. The sales contract provided that Mr. Rosenak would share in any net proceeds realized from the close-down of Midwest Broadcasting. A U.S. District Court in Washington found there were no net proceeds and granted judgment for Mr. Poller. It was this decision which the appeals court reversed, holding it is up to Mr. Poller to show there were no proceeds for distribution.

Mr. Poller has a $1.5 million treble-damage antitrust lawsuit against CBS, involving the 1955 move by the network into the Milwaukee market. CBS bought ch. 19 there, and paid Mr. Poller $500,000 for his WCAN-TV studio and equipment. Mr. Poller claims CBS conspired to drive him out of business, taking his CBS affiliation away from WCAN-TV when the network bought the ch. 19 outlet (operated as WXIX-TV for a year before going dark). This suit was dismissed in U.S. District Court and the dismissal was sustained in a 2-1 vote by the U.S. Appeals Court. The U.S. Surpreme Court last March granted Mr. Poller's request for review (BROADCASTING, March 27).



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In San Francisco, the news is often literally, "earth-shaking." And KEWB News has the reputation of reporting it first. During the most recent tremor, for example, KEWB interviewed the University of California seismologist while buildings were still reeling!

From quakes to crack-ups, on the freeways or in free fall, KEWB award-winning News is mobile and comprehensive. KEWB's is the only radio news department in town that stays open 24 hours a day, seven days a week. Just like the minds of our listeners!

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Proposed Georgia tower may be nation's tallest

A new entry in the tall towers derby soon may become a part of the horizon surrounding Columbus, Ga.

FCC Hearing Examiner Basil P. Cooper issued an initial decision last week favoring a proposal by WTVM (TV) and WRBL-TV, both Columbus, to construct jointly a tower 1,749 feet above the ground.

The super height proposal was unopposed upon withdrawal of opposition by the Air Transport Assn. of America, which had held it would be a hazard to air navigation. The opposition was dropped after an amendment to the application which reduces the first proposed height by 11 feet. Examiner Cooper noted that the tower site is circumscribed by 270 degrees by a restricted flying area over Ft. Benning, Ga.

When constructed, the WTVM-WRBL-TV tower will be the tallest man-made structure in North America and possibly in the world. KFVS-TV Cape Girardeau, Mo., which has an antenna 1,676 feet above ground, presently has the tallest U.S. tower. Other stations which in the past have claimed this title are KSWS-TV Roswell, N.M. (1,610 feet) and KWTV (TV) Oklahoma City (1,572 feet).

Unkept program promises keep KORD on hot seat

The FCC Broadcast Bureau last week told the commission it feels that the programming promises of KORD Pasco, Wash., cannot be relied upon. The station several weeks ago (BROADCASTING, May 1) asked the FCC to renew its license, even if for a short term, rather than setting the renewal for hearing. The station said it had just finished its first renewal period and had run into unexpected programming difficulties.

The bureau claimed KORD had presented no factual showing to support its request for renewal. Leaning heavily on the station logs of the composite weeks, the bureau underlined discrepancies between KORD's promises and its performance. Local public affairs shows had been promised, the bureau said, but the logs revealed none had been broadcast; where the proposal was 700 commercial and 84 noncommercial spot announcements weekly, the logs revealed (in the 1960 composite week) 1,630 commercial and 41 noncommercial spots. KORD had claimed in 1956 that newscasts would carry public service announcements, the bureau said, but the logs showed only four noncommercial spots before or after the 536 newscasts in the composite weeks. "There is no evidence that any of the added features promised at [KORD's] last renewal time were ever broadcast," the bureau claimed.

As to the station's request for oral argument, the bureau said to grant it would be contrary to commission policy and would serve no useful purpose.

Crosley wants ch. 13 case reopened by FCC

Crosley Broadcasting Corp., permittee of WLWI (TV) Indianapolis, last week asked the FCC to reopen the record in the struggle for ch. 13 there to admit as evidence examples of how the channel has been operated under Crosley. The record was closed on Jan. 19, 1955. The case has been before the commission and the courts since 1954.

Crosley asked that oral argument scheduled for June 8 be postponed until admission of the new evidence. WIBC Indianapolis, the only other remaining applicant for ch. 13, recently requested the FCC to increase time alloted for oral argument that date from 20 to 30 minutes. That request was granted May 12.

In asking that the record be reopened, Crosley stated there had been significant changes in programming and personnel under its operation since the record was closed.

More statements on Rochester-Syracuse

There were no major changes in the positions taken by various interests on the FCC's proposal to add vhf channels in Rochester and Syracuse, N. Y., with shifts of existing stations in reply comments filed last week (BROADCASTING, April 24).

National Educational Television & Radio Center endorsed the proposal of Rochester Area Educational Television Assn. (RAETA) to add ch. 13 to that city and reserve it for noncommercial educational use. RAETA replied to ABC's exhortation to add the channel as a third commercial vhf by pointing out that the network had listed the programs it would bring to the area and that they were mostly action-adventure shows. The etv group quoted Chairman Minow's "vast wasteland" remark from his NAB address and implied that ABC-TV's programming fell in that category.

WSAY Rochester opposed the etv recommendation, saying that etv stations in other parts of the country have successfully used uhf and that vhf channels are more vitally needed by commercial than by etv broadcasters. ABC and Star Broadcasting Co. both stressed the need for a third competitive vhf channel in Rochester. If ch. 13 is used commercially, they said, some educational programs will be presented, but if it is reserved for etv, there will be no way to establish competitive commercial service for the public.

Assn. of Maximum Service Telecasters, which did not comment originally on the proposal because the drop-ins could be accomplished without violating minimum separation requirements, opposed proposals by WPTZ (TV) North Pole, N. Y. and WHEN-TV Syracuse for sites at substandard spacing.

W. R. G. Baker Radio & Television Co. opposed the plan of WPTZ for the same reasons as AMST and pointed out that if mileage separation standards are met, WKBW-TV Buffalo would not suffer interference as it claimed in its comments. Baker has said it will apply for the Syracuse channel.

Repeating that it did not oppose the FCC plan, Transcontinent Television Corp. (which now holds ch. 5 Rochester) said it did not mind shifting channels but felt it should not have to move until the third Syracuse vhf was operating, not immediately following adoption of the plan as suggested by WHEN-TV.

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Examiner would refund line charges to WSAZ-TV

WSAZ-TV Huntington, W. Va., has won the first round in its fight for reimbursement of alleged excessive tariff charges by AT&T. FCC Hearing Examiner Herbert Sharfman issued an initial decision last week ordering AT&T to refund WSAZ-TV $14,541.21, the amount paid by the station for NBC "playback" service during daylight saving time in 1958 and 1959.

Mr. Sharfman ruled that AT&T actually rendered the same service to the station (from Columbus, Ohio, to Huntington) during daylight saving time as before and consequently is not justified in characterizing the non-network (playback) programs as a separate service. Besides, he said, AT&T has not demonstrated why the programs should not be transmitted during saving time without extra charge. (During the period in question, the programs came on a delayed basis from Hollywood via Columbus rather than, as is customary, from New York via Columbus.).

WSAZ-TV has a similar complaint pending against AT&T for charges made last summer. That complaint, however, was not an issue in the instant case.

Bar favors proposal for more examiner power

A proposed revision of the Administrative Procedure Act to give examiners of regulatory commissions power to issue final decisions was reviewed May 18-19 at hearings before a Senate Judiciary Subcommittee headed by Sen. John A. Carroll (D-Colo.).

Whitney North Seymour, president of the American Bar Assn., and other ABA witnesses favored the idea, designed to speed up the regulatory process, but urged substitution of proposed ABA legislation calling for wider revision of administrative codes. Sen. Carroll feared ABA would create "a jungle of confusion wrecking many long-established precedents."

The Carroll bill (S 1734) would provide the right of appeal to the full commission but only on specific grounds. It would discourage backdoor deals at regulatory agencies, Sen. Carroll said. He has also introduced measures to impose stiff criminal penalties for influence-peddling deals and to provide codes of ethics for government officials.

The FCC last week...

▪ Denied a petition by KLFT Golden Meadow, La., for reconsideration of show cause order looking toward revocation of the station's license (BROADCASTING, Jan. 23). At the same time, the commission granted a request from its Broadcast Bureau that the hearing be enlarged to include an issue on alleged misrepresentations made to the FCC by KLFT's licensee, Leo Joseph Theriot. The hearing is scheduled to begin Wednesday (May 24) in New Orleans.

▪ Reinstated Dec. 22, 1959, grant to Idaho Microwave Inc. for microwave stations to furnish signals of Salt Lake City tv stations to a catv system in Twin Falls, Idaho. KLIX-TV Twin Falls had protested the grant, which then was set aside in February 1960. The KLIX-TV protest also was dismissed at the request of the station.

▪ Finalized rulemaking issued April 12 (and to which no objections were received) and reserved uhf chs. 69-73 in Southern Alaska Domestic Public for the use of the Alaska Telephone Co. to operate a troposphere scatter station on Annette Island (Ketchikan).

▪ Denied petition of ch. 5 KOCO-TV Enid, Okla., to identify itself as an Enid-Oklahoma City station. The station's transmitter is located aproximately mid-way between the two cities which are 65 miles apart. Commissioners Rosel H. Hyde, T. A. M. Craven and John S. Cross voted for the dual identification.

B&W

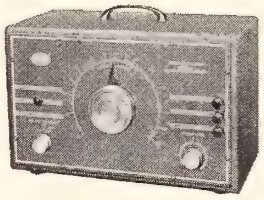
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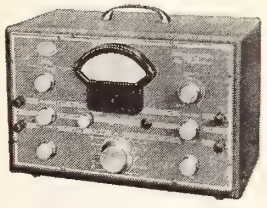
Model 404 Linear Detector. Combined RF detection and audio bridging circuits for use with any distortion meter. 400 kc to 30 mc range with 20-30 volt RF carrier. Essentially flat frequency response from 20 to 50,000 cps.

Model 300 Frequency Meter. Measures audio frequencies to 30,000 cps in 6 ranges. Integral power supply and input level control.



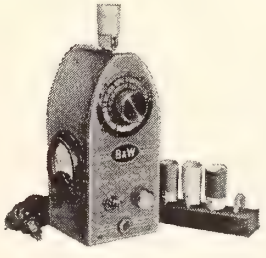
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CBS, ABC video tape converters

THEY SIMPLIFY TV STANDARDS CHANGES

The growing availability of facilities which can convert video-tape recordings to or from any of the three different foreign transmission standards and the U. S. standard of 525 lines per television frame was noted by CBS-TV last week. ABC is making a similar statement today (May 22).

CBS-TV reported the equipment in use at its New York studios is manufactured by Fernseh, GMBH, in West Germany. A network spokesman said the equipment was used by CBS-TV last summer during the Olympic Games in Rome to convert the 625-line Italian tv signals to the U. S. standard for recording on tape. He added that operation among any of the four standards of 405, 525, 625 and 819 lines can be provided. He noted that in early 1960, tapes of appearances by President Eisenhower and President de Gaulle of France were interchanged with the French Television System, but pointed out that for these telecasts, similar CBS-designed equipment was employed for several tape signal conversions.

ABC-TV announced it has developed a "revolutionary all-electronic" television standards converter which converts video tape or tv picture signals from one transmission standard to any other. Frank Marx, ABC vice president in charge of engineering, revealed the development in Montreux, Switzerland, during the World's First International Festival of Television Arts and Sciences.

Mr. Marx said that since the new development is completely electronic and eliminates the old optical photographic process, the conversion is accomplished with "no loss of picture quality." He added that the first public demonstration of ABC's converter will be held in November when the First International Assembly of the Academy of Television Arts and Sciences convenes in New York. Technical details of the new machine, he said, will be released at that time.

Camcon unit splits film camera, sound

A little black box that promises to make a whole new level of production possible in the production of informational tv films has been devised by Robert Rubin, NBC-TV supervisor of productions for creative projects, and two Massachusetts Institute of Technology graduate student engineers, Robert Gesteland and James Cunningham.

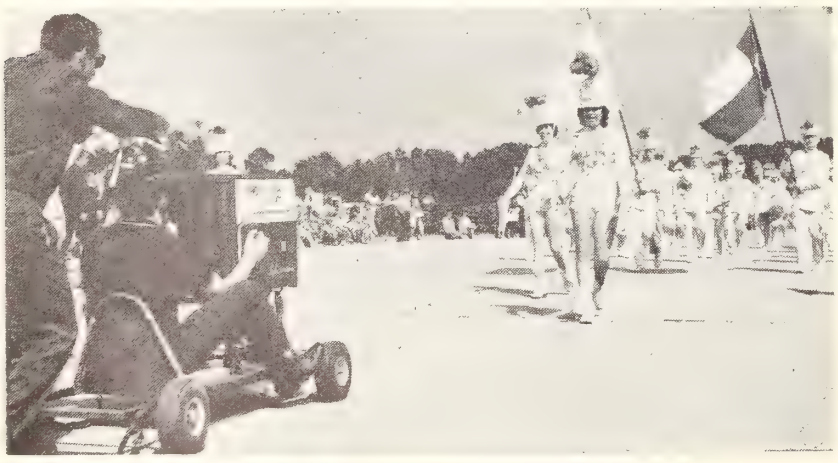
Called the Camcon Synchronization System, the black box is a light, highly mobile and rugged power pack that is designed for 16-mm film applications. The equipment permits the sound recorder to be operated completely independently of the camera mechanism while providing a precise synchronization of film and sound with the amount of drift between the two being not more than only one part in 200,000. Cameras and sound equipment using conventional power systems usually are physically connected (by wire or by radio frequency) and thus have limited mobility. And in the conventional systems, when batteries are used they must be heavy duty depending on the amount of and the time equipment will be connected. The Camcon power pack weighs only about 13 pounds compared to about 22 pounds for conventional systems, and can withstand extreme temperatures as well as five G's of shock.

According to Mr. Rubin, who is also president of the Cambridge Converter Co., the firm that produces the new power system, Camcon's "possibilities, creatively, are exciting." Producers of tv documentaries, he explains, would like to produce less stilted films by getting people to behave normally when they are before the camera. He feels that Camcon by untying the recorder from the cameras and by the nature of its mobility and unobtrusiveness, is an answer to this problem.

"Camcon permits you to film in formerly inaccessible or impractical situations," he says, "while licking the problem of sound synchronization."

Camcon was used for the first time in recent weeks by the NBC-TV production team filming the documentary "Railroads: End of the Line" which will be seen on the *NBC White Paper* program May 23 (Tuesday) at 10-11 p.m. Mr. Rubin says the entire documentary was filmed with the aid of the new power system and he cites an interview with a senator in a moving train as a good example of Camcon's ability to wed the camera and sound recorder in perfect synchronization and fidelity in a difficult situation.

Despite Mr. Rubin's affiliation with NBC, Cambridge Converter is an independent company with offices at 27 E. 62 St. in New York. The firm hopes to apply the power system to the production of industrial and sports films, and is also developing a unit twice as big for 35mm film applications.



Everybody's jumping on the bandwagon

KHOU-TV Houston has come up with a new wrinkle for low angle special event shots—the Lo Boy camera dolly, in the form of a stripped-down Go-Kart (see photo). It was assembled for a cost of $70 by a Houston Go-Kart factory, especially for use by KHOU-TV.

Technical topics...

Small EdiTall ▪ A smaller version of the professional EdiTall tape editing block is now available from the Tall Co., N. Y. The miniature S-2 EdiTall block, designed for modern compact tape recorders, is reported to be fully as precise as the larger S-3 EdiTall.

Heliax catalog ▪ Andrew Corp., Chicago, announces the availability of a 16-page catalog on Heliax, a flexible air dielectric coaxial cable. All commonly used cable sizes and impedances are covered by detailed engineering specifications. The catalog also illustrates all accessories for each cable size. The catalog (H) may be procured by writing to Andrew Corp., P. O. Box 807, Chicago 42.

Sales climbing ▪ Foto-Video Electronics, Cedar Grove, N. J., reports

that net sales for the first six months of the fiscal year ended March 31 were $300,791 compared with $144,964 for a similar period in the previous fiscal year. Company President Albert J. Baracket said that predicted net sales and unfilled orders will boost Foto-Video's overall net sales figure to more than $800,000, doubling last year's figure.

New gain set ▪ Gain set Model 625-A, a new instrument used for measuring gain, loss, noise figure and other transmission characteristics of both systems and components in uhf, vhf and microwave frequencies has been announced by Kay Electric Co., Pine Brook, N.J. Completely self-contained, the gain set incorporates mixing I-F amplifying, attenuating, detecting and indicating elements, as well as the associated power supply and control circuits required in an integrated measuring system. Its dimensions are 16x17x14 inches and weighs 25 pounds. More information is available by writing to the company.

Ceramic tube book ▪ A two-volume publication on ceramic receiving tubes, believed to be the industry's most complete compilation on the subject, is being made available by General Electric Co.'s receiving tube department, Owensboro, Ky. Bulletin ETD-2713 contains full details on GE's line of 20 registered and 15 developmental ceramic tube types. Bulletin ETD-2134 contains application information as well as data on design, materials, manufacturing and vhf-uhf performance. Both bulletins are available from the company.

Bulletin ready ▪ Universal Relay Corp., N.Y., announces that its latest product description bulletin is now available. The 20-page booklet contains prices, illustrations and descriptions of most of the company's 1.2 million relays, steppers, sensitrols, solenoids, contractors, rectifiers and related items. The bulletin may be obtained by writing to the company, 42 White St., New York 13, N.Y.

Stereo's here ▪ Fisher Radio Corp., Long Island City, N.Y., is ready to market new stereo multiplex adaptor, MPX-100, which it had engineered in advance of FCC's approval of multiplex system. Self-contained and self-powered, eight-pound MPX-100 has exclusive Stereo Beacon Circuit which automatically indicates station is broadcasting in stereo. Suggested retail price: $89.50.

New catalog ▪ Andrew Corp. has published a new 16-page catalog on its Heliax line of coaxial cable for microwave and fm broadcast use. Write: P. O. Box 807, Chicago 42.

They take second look at Collins' new look

STATION GEAR GETS NEW, FUNCTIONAL LINES, COLOR

A new method of designing transmitters and other electronic gear for radio and tv stations has been undertaken by the veteran Collins Radio Co., Cedar Rapids, Iowa.

The company has retained the Los Angeles design firm, Albert C. Martin and Assoc., to revamp all Collins equipment for an updated equipment image.

Every three months, Collins will place on the market a new item, redesigned by the west coast consultant.

Already, the new look has paid off. At the NAB convention in Washington two weeks ago, Collins sold more equipment than it did at the 1960 and 1959 conventions combined. This is the boast of E. S. Gagnon, Collins Broadcast Product Line manager.

The am and fm transmitter line is the first in the redesigned group. The transmitters are designed for simplicity of maintenance and operation. Aside from clean lines and two-tone cream-like colors, the transmitters include white meter cases.

Back to Fm ▪ Out of fm transmitter manufacturing for the past 15 years, Collins has re-entered the field with its 830 series, a full line ranging from 250 w to 50 kw, complete with multiplex and stereo adjuncts.

The 250 w fm transmitter starts at $3,000. The 50 kw version is priced at $100,000. All include solid state rectifiers on an optional basis, and use cavity power tubes in the amplifiers.

For stereo, promised on a 90-day delivery schedule, Collins will have a generator for $1,295.

Due in the near future is a complete phonograph equalizer pre-amp for stereo, including a three-stage transistorized unit with a choice of two inputs and four response curves. The present 356H1 preamplifier sells for $125.

New in the Collins line is a 20V3, 1 kw am transmitter which can be stepped down to 500 w or 250 w. It sells for $4,775.

Another new item in the Collins line is a three-channel, remote amplifier completely transistorized, which operates from 14 ordinary "drugstore" flashlight batteries. It contains three tones for checking line fidelity—100 cps, 1,000 cps and 5,000 cps—and phonograph pickup inputs for use with turntables. A feature of the 212H1 is a "sure-grip" thumb wheel for each channel, biased with a diagonal white line for riding gain. The device is priced at $325.

First relay satellite will be built by RCA

RCA will build the active relay satellite in the federal space agency's first experiment with an active repeater, it was announced last week.

Negotiations for the $3,250,000 contract will be between RCA and the Goddard Space Flight Center, it was explained. The Goddard center is part of the National Aeronautics & Space Administration. The RCA proposal was selected from seven plans submitted to NASA.

Up to now, NASA has experimented with passive, balloon satellites for narrow-band, voice and teletype circuits, bounced off these Echo satellites. Project Relay, the next step in NASA's communications development, is scheduled for next year. Planned is a 100 pound active repeater which will be lofted into a 3,000-mile-high orbit to be used for the transmission of multichannel telephone, telegraph and television signals with ground stations in Europe. Already signed to participate are the British General Post Office and the French Center for Telecommunications Studies. The satellite will contain relay apparatus to receive and retransmit radio and tv signals.

BROADCASTING

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Emmy awards go high-brow this year

HALLMARK'S 'MACBETH' WINS FIVE PLUS ONE HONORING THE SPONSOR

The Academy of Television Arts & Sciences came out bravely in favor of culture and high-level information Tuesday (May 16) in the annual presentation of "Emmy" awards for outstanding achievement during the 1960-61 tv season.

Five Emmy awards won by the *Hallmark Hall of Fame* two-hour color production of "Macbeth" cost $150,000 each in program production expenses. The estimated $750,000 spent filming the program was not all charged to the tv showing, however, as the film is being presented in motion picture theatres outside the U.S. and Canada (BROADCASTING, Oct. 10, 1960). The program's financial backers hope by this scheme to recoup some of the original costs, and perhaps eventually show a profit on the venture.

Good music, documentaries and news also ranked high. In the more popular field, Fred Astaire's *Astaire Time* and Rod Serling's *Twilight Zone* series garnered two of the coveted statuettes apiece. In the inter-network competition, NBC-TV and CBS-TV tied with 11 Emmies each, while ABC-TV programs won two.

Perhaps because of Gary Cooper's funeral, which many of the Hollywood performers had attended earlier in the day, the Emmy ceremonies seemed to lack their usual excitement. The audiences at Hollywood's Moulin Rouge and New York's Ziegfeld Theatre politely applauded the winners and the between-Emmy skits (which got their laughs mainly at tv's expense).

At home Arbitron reports that in the first half-hour of the show, 45.9% of the tv audience was watching the NBC-TV telecast for a 31.3 rating. In the second half-hour, the share of audience jumped to 51.5% (a 36.8 rating). (Arbitron did not survey the final 30 minutes of the telecast).

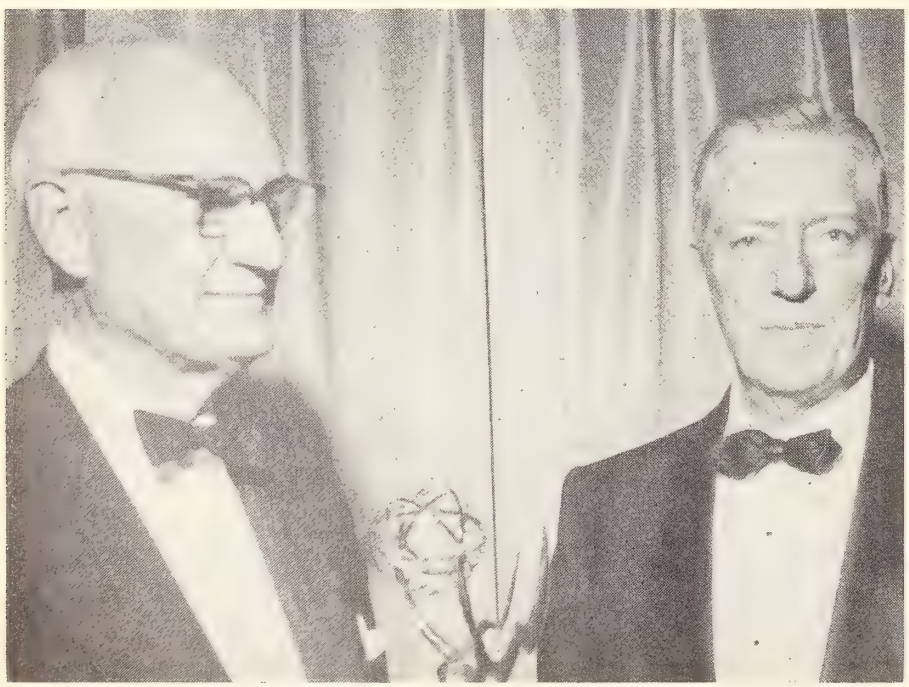
Here are the Emmy winners, listed by ATAS categories:

Outstanding program achievement in the field of humor: *Jack Benny Show* —CBS.

Outstanding program achievement in the field of drama: "Macbeth"—*Hallmark Hall of Fame*—NBC.

Outstanding program achievement in the field of variety: *Astaire Time*—NBC.

Outstanding program achievement in the field of news: *Huntley-Brinkley Report*—NBC.



Joyce C. Hall (l), president of Hallmark Cards Inc. received a special Emmy from ATAS for sponsoring 'Hall of Fame' for the past 10 years. The series' two-hour colorcast of 'Macbeth' won awards in five Emmy categories. Congratulating Mr. Hall is Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding, Hallmark agency.

Outstanding program achievement in the field of public affairs and education: *The Twentieth Century*—CBS.

Outstanding program achievement in the field of children's programming: *Young People's Concert*—"Aaron Copland's Birthday Party"—CBS.

Outstanding single performance by an actor in a leading role: Maurice Evans—"Macbeth"—*Hallmark Hall of Fame*—NBC.

Outstanding single performance by an actress in a leading role: Judith Anderson—"Macbeth"—*Hallmark Hall of Fame*—NBC.

Outstanding performance by an actor in a series (lead): Raymond Burr—*Perry Mason*—CBS.

Outstanding performance by an actress in a series (lead): Barbara Stanwyck—*Barbara Stanwyck Show*—NBC.

Outstanding performance in a supporting role by an actor or actress in a single program: Roddy McDowall—"Not Without Honor" — *Equitable's American Heritage*—NBC.

Outstanding performance in a supporting role by an actor or actress in a series: Don Knotts—*Andy Griffith Show*—CBS.

Outstanding performance in a variety or musical program or series: Fred Astaire—*Astaire Time*—NBC.

Outstanding achievement in the field of music for television: Leonard Bernstein—*Leonard Bernstein and the New York Philharmonic*—CBS.

Outstanding writing achievement in drama: Rod Serling—*The Twilight Zone*—CBS.

Outstanding writing achievement in comedy: Sherwood Schwartz, Dave O'Brien, Al Schwartz, Martin Ragaway, Red Skelton—*Red Skelton Show*—CBS.

Outstanding writing achievement in the documentary field: Victor Wolfson —*Winston Churchill, The Valiant Years* —ABC.

Outstanding directorial achievement in drama—George Schaefer—"Macbeth"—*Hallmark Hall of Fame*—NBC.

Outstanding directorial achievement in comedy: Sheldon Leonard—*The Danny Thomas Show*—CBS.

Outstanding achievement in art direction and scenic design: John J. Lloyd —*Checkmate*—CBS.

Outstanding achievement in cinematography for television: George Clemens—*The Twilight Zone*—CBS.

Outstanding achievement in electronic camera work: Charles Schmidt —Red-e-o-Tape mobile unit—"Sounds

of America"—*Bell Telephone Hour*—NBC.

Outstanding achievement in film editing for television: Harry Coswick, Aaron Nibley, Milton Shifman—*Naked City*—ABC.

The program of the year: "Macbeth"—*Hallmark Hall of Fame*—NBC.

In addition, there were:

Technical award: RCA, Marconi Wireless Telegraph Co., English Electric Valve Co., for development of the 4-½-inch image orthicon tube and camera.

Trustees awards: Joyce C. Hall, president, Hallmark Cards; National Educational Television & Radio Center and its affiliated etv stations.

Special trustees citation: to all who participated in the presidential debates, especially John F. Kennedy and Richard M. Nixon.

20th Century-Fox big profit potential

Twentieth Century-Fox Corp. stands to profit by $16.5 million should NBC-TV decide to exercise an option and contract for the whole package of more than 90 post-1951 films. This was revealed at a meeting last week in New York where film company stockholders heard details for the first time on Twentieth's licensing of NBC to telecast 30 of the films next season.

It was also announced that consolidated earnings for the 13 weeks ending April 1 amounted to $1,669,244, equal to 68 cents a share on 2,446,986 shares of common stock. Last year's first quarter figures showed consolidated earnings of $1,602,282, or 69 cents a share on 2,338,536 shares.

This year's quarterly profit was derived from the rental of feature movies to tv, from programs produced specifically for tv, and from other operations. Stockholders were also told that the company's tv station in Minneapolis-St. Paul, KMSP-TV, had become a full affiliate of ABC and that this affiliation will result in increased profits. Twentieth Century-Fox will produce three 60-minute programs and 2 half-hour shows for network tv next season.

Robertson forms Juggernaut

Dale Robertson, star of NBC-TV's *Tales of Wells Fargo,* has formed a production unit for next season's full-hour color version of the western series. Mr. Robertson announced last week that his new company, Juggernaut Inc., also expects to package other tv and motion picture properties.

Mr. Robertson, who will continue in his role as Wells Fargo agent Jim Hardie in the expanded series' new time period (Sat., 7:30-8:30 p.m. NYT), is president of Juggernaut. He named the following to executive posts: Earle Lyon, vice president; Sol Laventman, treasurer, and Milton N. White, secretary. Company offices are on the Revue Studios lot, Hollywood.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

May 22-26 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

May 22-26 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

May 22-26, 29-31 (10:30-11 a.m.) **Play Your Hunch,** part.

May 22-26, 29-31 (11-11:30 a.m.) **The Price Is Right,** part.

May 22-26, 29-31 (12:30-12:55 p.m.) **It Could Be You,** part.

May 22-26, 29-31 (2-2:30 p.m.) **The Jan Murray Show,** part.

May 22-26, 29-31 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

May 22,29 (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newell.

May 24, 31 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.

May 25 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

May 26 (8:30-9 p.m.) **Five Star Jubilee,** Massey-Ferguson through Needham, Louis & Brorby.

May 27 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

May 27 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

May 27 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

May 28 (6-6:30 p.m.) **Meet the Press,** co-op.

May 28 (7-8 p.m.) **The Shirley Temple Show,** Nabisco through Kenyon & Eckhardt.

May 28 (9-10 p.m.) **The Chevy Show** Chevrolet through Campbell-Ewald.

May 31 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Film sales...

Ed Allen Time (Fred A. Niles Productions, Chicago) Sold to WNEM-TV Bay City, Mich., and WOOD-TV Grand Rapids, Mich. Renewals: WAST (TV) Albany, N.Y.; KBTV (TV) Denver.

Background: This video tape exercise show for housewives originates at WWJ-TV Detroit.

Superman (Flamingo Films) Sold to WMTW-TV Poland Spring, Me.; WNEM-TV Saginaw Bay City, Mich.; KXLY-TV Spokane, Wash.; WMAZ-TV Macon, Ga.; KMTV TV) Omaha, Neb.; WHTN (TV) Huntington, W. Va.; KTTV (TV) Los Angeles; WVUE (TV) New Orleans; KPRC-TV Houston; KVOS-TV Bellingham, Wash., and WBAL-TV Baltimore. Also sold in following foreign markets: Japan, Philippines and Brazil.

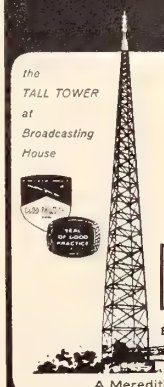
Program notes...

Johnson story ▪ David L. Wolper Productions, Hollywood, will produce a documentary tv film, *The Rafer Johnson Story,* depicting the athlete's life from childhood through his triumph in the 1960 Olympic Decathlon. The show is being produced by Jack Haley Jr. with Mel Stuart directing. F&M Schaefer Brewing Co., N.Y., through BBDO, will sponsor the film for regional airing in the East. Negotiations are being conducted with several western agencies.

Astronaut recording ▪ MP-TV Services, Hollywood, is making available a documentary tape recording of the space flight of America's first astronaut. The tape, complete from blast-off at Cape Canaveral to recovery aboard the *U.S.S. Lake Champlain,* is half hour in length and sells for $4.95. It's on a seven-inch reel. Send all inquiries to the company, 7000 Santa Monica Blvd., Hollywood 38.

Oscars unpopular ▪ Nearly 4-million fewer people watched Oscar being given away this year than last year, according to a Sindlinger & Co. report released two weeks ago. The 1961 Academy Award telecast of April 17 on ABC-TV was viewed by 63.9 million people com-

When you think of Kansas City, Mo. remember our A.P.*



Kansas City is the trade hub of the entire 200-mile-wide Mid-America market. And in Kansas City..KCMO-Radio and KCMO-TV give you 2,320,499 cash customers..at a low-cost-per-thousand. KCMO 810-Radio is Kansas City's most powerful station..and KCMO-TV on Channel 5 operates with 100,000 watts full power from America's tallest self-supported tower.

*AREA POTENTIAL

Kansas City MO TV-Radio-FM

E. K. HARTENBOWER, V. P. and Gen. Mgr., R. W. EVANS, Radio Sta. Mgr., SID TREMBLE, TV Sta. Mgr.

Represented Nationally by Katz Agency

A Meredith Station Affiliated with "Better Homes and Gardens" & "Successful Farming" Magazines

Film executives who are made, not born

The talent behind the camera is just as important as the talent before the camera.

Screen Gems knows this. It realizes, too, that with tv's rapid expansion, good young writers, directors, producers and other executives just do not stroll into the employment office.

That is why SG initiated its long-range program for personnel development. The first products are already coming off the line:

John Rhone, the first winner of a Screen Gems UCLA fellowship has completed a five-month indoctrination into the operating procedures followed by a producer of filmed programs for television. At the same time a second Screen Gems fellow has started his training course at the company's Hollywood studios.

Both are graduate students in the theatre arts department of the University of California at Los Angeles and both were chosen for the Screen Gems apprenticeships by the department faculty. Mr. Rhone is a student in the television division of the department; the second, Philip Kearney, comes from the motion picture division; the plan is to alternate the fellowship awards between the two divisions. Work done during the period at Screen Gems counts toward a master's degree and also carries a stipend of $300 a month.

William Dozier, vice president in charge of west coast activities for the tv arm of Columbia Pictures, who instituted the program, explains why SG founded the fellowships: "We're trying to do something to develop good production people for our business. There's lots of money being spent scouting for new faces in front of the camera, for young actors and actresses to replace inevitably aging stars, but practically nothing to make sure that these new stars will have good producers, directors and executives to handle the behind-the-camera part of the business.

"In the more than 20 years that I've been in a position to hire and fire, I've had 200 to 300 young men and women come into my office, clutching their new degrees in motion picture writing or production, or recently in television, and feeling all they have to do is walk in and take over. It doesn't quite work out that way. There are things that can't be learned from lectures and books but only by finding your way through the jungle yourself. What we're trying to do is to get bright young people and introduce them to our jungle to expose them to everything we do and give them a chance to see where they fit best."

No Set Curriculum ▪ Each fellowship winner gets his own office at Screen Gems and is expected to keep regular hours at the studio, working in this department and that until he has an overall picture and is ready to concentrate on what he does best. "There is no set curriculum," Mr. Dozier said. "Graduate students are generally allowed to pick their own courses on campus and we give them the same freedom as they continue their education at the studio. The main difference is that we pay them a subsistence wage instead of their paying us tuition."

When Mr. Rhone first came to Screen Gems last fall, he was assigned to *Dan Raven,* a new hour-long series, which gave him an opportunity to observe the transition of an idea to a completed script, the casting process and the other activities needed by a new program. For two months he worked closely with Tony Wilson, co-producer, on the shooting stage and in the projection room where he saw four programs through from the daily rushes to the final prints, edited and equipped with three sound strips to add dialogue, music and sound effects to the picture.

From *Dan Raven,* Mr. Rhone moved to *My Sister Eileen,* another new series which "was the same, only different," since it is a comedy series instead of adventure, a half-hour instead of an hour, shot mostly inside the studio instead of outside, with five continuing characters and others who appear from time to time instead of *Dan Raven's* only two regulars. Even the editing and printing problems are different, since *Eileen* has a laugh track, which calls for decisions on which lines should get laughs and whether they should

pared to last year's audience of 67.6-million, a 7% decrease. Other disclosures in the report: some 14-million more women than men watched the telecast, and the program had more total viewers in the Midwest than in any other section of the country.

CBS-TV specials ▪ Kirk Browning will direct *Noah and the Flood,* hour-long dance drama composed by Igar Stravinsky and choreographed by George Balanchine. The work, scored for orchestra, chorus, solo voices and narrator, will have its world premier during the 1961-62 season on CBS-TV. Another special, an operatic monologue called *The Accused,* had its premiere on the network Sunday, May 7.

Tv gets prize-winner ▪ Tad Mosel, whose current Broadway play, "All the Way Home," won a Pulitzer Prize, has been signed to write the first play for a new series of six original hour-long productions to be shown on CBS-TV next season. Entitled "That's Where the Town is Going!" Mr. Mosel's drama will premiere in October under the sponsorship of the Westinghouse Electric Corp.

AMA endorsement ▪ The American Medical Assn. has endorsed ABC-TV's medical series entry for next season, *Ben Casey* (Wed. 10-11 p.m.). In a letter to James Moser, producer of the ABC series, Dr. Eugene F. Hoffman, chairman of the Physicians Advisory Committee on tv, radio and motion pictures of the AMA, predicted that "the entire medical profession" would like the program and he compared it favorably with a past tv series, *Medic.*

Fire safety film ▪ National Board of Fire Underwriters, N. Y., which has a library of 30 educational films, has released "The Science of Fire," a new 16 mm., 20-minute color film for tv showings. Produced by MPO Productions Inc., the film may be obtained on free loan by writing to the Bureau of Communication Research Inc., 267 W. 25th St., New York 1.

Theme song ▪ WJEL Scranton, which introduced "Sound of The City," an original score, as its theme song has found that it has been designated as that city's official song. The station soon hopes to make an album available to listeners.

Project Hope ▪ *Project Hope,* half-hour documentary radio program produced by WJR Detroit, has been broadcast over 1300 stations, according to Ralph C. Charbeneau, advertising and public relations director of Ex-Cell-O Corp., Detroit, the program's sponsor. It was produced to bridge the time gap between the completed film and the shooting of the television documentary, also called "Project Hope."

be titters, chuckles or hearty guffaws.

Well Exposed ▪ Mr. Rhone spent about six weeks with *My Sister Eileen,* then moved into the publicity department to find out how it operates. He also watched several thousand feet of stock footage with a production man who was looking for some scenes with horses. And he talked to writers, especially Gene Rodenberry, who had the office adjoining his.

"I pretty much made up my own schedule," he says. "I was free to go wherever I wished and to talk to anyone and ask whatever questions occurred to me. I had great freedom."

One thing was a permanent part of his weekly schedule, without change during the entire five months: a weekly planning meeting held by Mr. Dozier each Thursday afternoon with all the Screen Gems producers and department heads, who discuss the progress and problems of the programs then in production and the plans for future shows.

Mr. Rhone completed his fellowship period by working with Harry Ackerman, executive producer of three series and in charge of development of several new programs. "Here I got an entirely new aspect," he says. "I sat in on interviews for casting new shows and had the chance to express my own opinions. I went to screenings of the shows he supervises and saw how he, not being too closely involved with the day-to-day problems of each program, was able to see it with a fresh point of view from which he made the final decisions on each episode.



Screen Gems' William Dozier (c), who heads west coast tv activities for the tv film production firm, with the first two university graduate students in the company's on-job fellowship program to train future executives: John Rhone (r) has completed training and is now on the Screen Gems payroll. Philip Kearney (l) has just embarked on the company's apprenticeship training tour of duty.

Still on Staff ▪ His fellowship over, Mr. Rhone is still a member of the Screen Gems staff, still assigned to Mr. Ackerman, but now he is on a regular salary from the studio. The permanent employment of Mr. Rhone is not to be taken as a precedent, Mr. Dozier stated, adding that he hopes all future Screen Gems fellows come through their tours of duty as well as Mr. Rhone.

Mr. Dozier also wishes other tv program producers would establish fellowships of their own to train future executives. He tried to get CBS to do it when he was there and "I got some expressions of sympathy with the idea, but it got lost in the shuffle of a big organiaztion. Screen Gems is smaller and more wieldy.

"Our two-a-year is a good start, but it's only a start," he says. "There's room for a lot of others to join us. So far, I can truthfully say, "Come on in, the water's fine.' "

Columbia U. awards ▪ Winners of the 11th annual Columbia U. Journalism Alumni Awards include Oliver Gramling, assistant general manager of the Associated Press, who was instrumental in developing the AP news report for radio, and Reuven Frank, producer of *Huntley-Brinkley News* on NBC-TV. Winners were announced May 1 by the Columbia Graduate School of Journalism.

Animation award ▪ National Cartoonists Society presented Bill Hanna and Joe Barbera, creators of *The Flintstones,* a weekly ABC-TV cartoon series, with a silver plaque for "best in animation" at the Society's 15th annual dinner at the Lambs Club in New York April 25.

The Manipulators ▪ KTSM El Paso, Tex., in a two-part, 90-minute program, *The Manipulators,* investigated the political situation in Mexico with emphasis on nearby Juarez. The show, taped over a six week period, was narrated by Conrey Bryson and Jack Chapman and written and produced by Earl Shorris.

Spanish films ▪ Tom Corradine & Assoc., Hollywood, has acquired tv rights to 200 post-'50 Spanish-speaking films in association with George Caputo, N. Y. Films will be used on a Los Angeles tv station to reach the city's Spanish-speaking public, according to present plans. Les Hellman has been appointed producer of the series, titled *Pan-American Theatre.*

Football broadcasts ▪ Ivy Broadcasting Co. has acquired exclusive radio rights to the 1961 football games played by the Buffalo Bills of the American Football League. About 20 stations are included in the lineup, originating at WBEN Buffalo

Hillman award ▪ The 1960 Sidney Hillman Prize Award for television has been awarded to Walter Peters, ABC News producer, and Marshal Diskin, director, for "Cast the First Stone" in ABC-TV's *Bell & Howell Closeup!,* shown in September 1960. The honor, which includes a $500 cash award, was the only 1960 Sidney Hillman award for broadcasting.

New syndie ▪ 39 half-hour tapes of *Zoorama,* tv show produced by KFMB (TV) San Diego, are being distributed nationally by Peter M. Roebeck & Co., N. Y. *Zoorama,* originating at the San Diego Zoo, has been televised live by the station for over six years.

New show ▪ Tri-Video Corp., N. Y., has announced the forthcoming production of a new half-hour weekly tv film series *The Presidents.* Each episode will deal with a different U. S. chief executive, in chronological order from George Washington through John F. Kennedy.

WFBM-AM-FM-TV go to the big race

Coverage of U.S. Auto Club dinner in Indianapolis by WFBM-AM-FM-TV was the first in a record series of 105 programs—most of them remote—by which the Indianapolis stations are planning to cover events surrounding the world-famous "500" Mile Race on Memorial Day.

Fourteen television and eight radio advertisers will sponsor the various broadcasts in this ambitious plan which will require a task force of about 50 men and $250,000 worth of technical equipment. A special "500" tv network involving several Indiana stations will carry WFBM-TV-originated programs from the track during the latter part of the month.

The main staple of WFBM-TV's coverage will be the daily presentation *Trackside,* a summary of events at the speedway. In addition, remote highlights will provide coverage of the Auto Club dinner, May 8; the Speedway qualifications, May 13, 14, 20, and 21; the Old Timers' Bar-B-Que (an event originated by WFBM), May 22; the Mechanic's Banquet, May 23; the $50,000 Golf Tournament; the Governor's Ball, May 26; and the Victory Dinner, May 31.

The race itself will be covered from three live tv camera locations at the track. Walkie-talkie communication will connect the major camera positions and a motorcycle will speed the exposed film to the WFBM-TV processing lab during the race. Four photo lab technicians and editors will work throughout race day at the WFBM studios putting the film together as it is developed. The finished product will be a half-hour recap show of the race at 8:30 p.m. that night.

WFBM personalities to be heard and seen on radio and tv during May include Tom Carnegie, WFBM director of sports, Jim McIntyre, Bernie Herman, and guest personality Freddie Agabashian, former "500" driver who is returning to the station for the third consecutive year.

New series ▪ Don Fedderson Productions has set August as the time for filming the pilot of a new series, tentatively titled *Myrnalene,* created by Peter Tewksbury, who will produce the series, and his associate, Jim Leighton. Mr. Tewksbury this past season produced-directed the first 38 programs of the Fedderson *My Three Sons* series.

Another Ziv-UA fall entry ▪ Ziv-UA has placed its second new series, *Ripcord,* into syndication, following *The King of Diamonds,* which was released a month ago. *Ripcord* is a half-hour, dramatic series centering around the exploits of a group of skydivers. It stars actor-athlete Larry Pennell.

Flintstones abroad ▪ International Operations Div. of Screen Gems, N.Y., has announced that both Spanish and Japanese dubbing has begun on the first year's production of *The Flintstones.* The Hanna-Barbera creation has been sold in Japan and four Latin American countries.

From balloons to jets ▪ A new 18-minute documentary, titled *Five Steps to the Jets,* is offered to television stations free on loan by Air France. The film, narrated by Ben Grauer, was produced for Air France by Richard de Rochemont. It depicts the development of aviation from the first balloon ascension to today's highspeed intercontinental jet airliners. Tv stations may use the film as a single program or in five separate episodes. Inquiries should be directed to Air France's district offices throughout the U. S. or to its public relations department, 683 Fifth Ave., N. Y. 22.

Bar group limits roles of judges, lawyers on tv

Judges should not appear on commercially sponsored television or radio programs even if they are not identified. Laywers, however, may appear provided they are identified as an "actor" or "performer."

So reads a new ethical rule of the American Bar Assn., an interpretation of the ABA's canons of ethics issued last week by the organization's committee on professional ethics. Although designed chiefly to cover tv, the opinion also covers radio and motion pictures, according to the committee chairman, James L. Shepherd Jr., of Houston.

ABA's new interpretation specifies, however, that both judges and lawyers may appear in their professional identities in mock trial programs that are educational and in public affairs series produced in cooperation with bar associations if these programs are not commercially sponsored. If the programs are commercially sponsored, judges should not appear but lawyers may. ABA said Judicial Canon No. 25 states a judge should not use "the power of his office or the influence of his name to promote the business interest of others."

What about interview, panel discussion or news documentary programs? If they are not commercially sponsored, both judges and lawyers may appear in their professional roles "provided always that such programs conform to the proper standards of bench and bar," ABA said. They may not, however, discuss pending cases specifically although they may give their opinions about general issues or programs. For instance, the judges or lawyers involved in the Chicago vote fraud trial could not appear on a panel discussing the subject, but they might appear and discuss a topic of individual rights in the context of topical events such as the bus burning in the south.

Spot news coverage of judges and lawyers as individual citizens or members of a community is not affected by the ruling, ABA indicated, except that, as above, judges should not appear in news clips commenting on cases or rulings before them or cases and rulings that are pending.

Four Star sees record in earnings for year

Four Star Television will enjoy record-breaking earnings of about $630,000, equal to $1.05 a share for the fiscal year ending June 30, President Dick Powell and Executive Vice President Thomas J. McDermott forecast Tuesday (May 16) at the company's annual stockholders meeting. The estimate was based on net income of $499,234, or 83 cents a share, for the nine months ended March 31, the executives reported; this compares to $281,537, or 47 cents a share, for the like period of the previous fiscal year. For the full year which ended June 30, 1960, Four Star's net was $317,506, or 52 cents a share.

On the basis of shows already sold for the coming season, next year should be even better, the stockholders were told. The top executives also said four-Star is exploring the possibilities of syndicating the more than 1,100 shows in its film library and of intensifying its penetration of foreign markets.

All members of the board were re-elected: Richard F. Powell, Thomas J. McDermott, Charles Boyer, David Niven, George A. Elber, A. Morgan Maree Jr., S. A. MacSween, Charles G. Boyle and Lewis J. Whitney Jr. After the meeting the directors re-elected all the officers.

News programs for youth

NBC-TV and ABC-TV announced plans last week to televise news programs next season for young people. NBC said its news program conducted by correspondent Bob Abernethy for the 8 to 18 age group, will start Sept 30 (Saturdays, noon-12:30 p.m.). ABC-TV's program of news for young peo-

ple is also scheduled to start in September and will be a ten-minute show, probably occupying a 5 p.m. time slot five days a week. Journalism students from several schools will participate in the newscasts. Both network announcements followed closely FCC Chairman Newton N. Minow's NAB convention appeal for more children's programming on the networks.

Como replacement

Perry Como, whose Roncom Productions has been producing summer replacement shows for the singer's hour-long NBC-TV series in recent years, apparently is taking summer hiatus this year. Word is that NBC-TV plans to fill Mr. Como's time period this summer with hour-long British mystery thrillers, with Frank Gallup probably hosting the series.

Disney firms vote to merge

A special meeting of Walt Disney Productions stockholders on Tuesday (May 16) approved the proposed merger of Disneyland Inc., wholly owned subsidiary, into the parent company.

The meeting also voted to ratify the employment agreement between Walt Disney Productions and Walter E. Disney and amendments to an agreement between Disneyland Inc. and WED Enterprises Inc. The board of directors, convening after the stockholders meeting, elected three additional officers of Walt Disney Productions: Joseph Fowler, vice president in charge of Disneyland operations and construction; Robert Foster, assistant secretary; Richard Johnson, assistant treasurer. The board declared a cash dividend of 10 cents a share, payable July 1.

FATES & FORTUNES

BROADCAST ADVERTISING

Mitchell J. Epstein, copy group head, J. Walter Thompson, N.Y., joins Benton & Bowles, that city, as vp and creative supervisor.

William Free, vp and associate creative director, McCann-Marschalk, N.Y., named creative director. **Richard Fry,** associate creative director, elected vp. **Marcella Free**, who joined M-M last year, appointed vp and associate creative director. **Dana Blackmar** becomes associate creative director.



Mr. Crowther



Mr. Kroll

William Crowther and **Robert Kroll,** senior copywriters, William Esty Co., N.Y., named vps. Mr. Kroll, who joined agency in 1959, had previously served as group head at Lennen & Newell, and as tv copy director, Donahue & Coe. Mr. Crowther, who also joined Esty in 1959, was formerly copy chief, Donahue & Coe, and creative group head, Compton Adv.

Charles W. Johnson, associate of Gross & Roberts, advertising and pr agency in San Francisco, announces formation of own advertising and pr firm, to be located at 703 Market St., San Francisco 3. Telephone number is YU 6-6240.

George Vickery, publicity director for WTVJ (TV) Miami, appointed vp and director of J. Robert Rowley & Assoc., pr firm, that city.

Robert Betts, senior vp, Kudner Agency Inc., N.Y., named creative director.

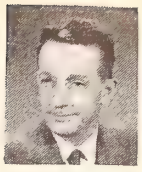
James W. Packer, division manager with Ziv-UA, Chicago, named vp for Arthur Meyerhoff Assoc., that city. He will be in charge of preparation of merchandising and marketing plans.

Holmes E. Leed, director of radio & tv department of Strauchen & McKim advertising agency in Cincinnati, appointed vp. Mr. Leed, who has been associated with agency for past seven years, is also member of its plans board.

John J. Odell, vp in charge of marketing for Keyes, Madden & Jones, Chicago, for past 15 months and before that with Quaker Oats Co. for 24 years, to Roche, Rickerd & Cleary, Chicago, as vp in charge of marketing.

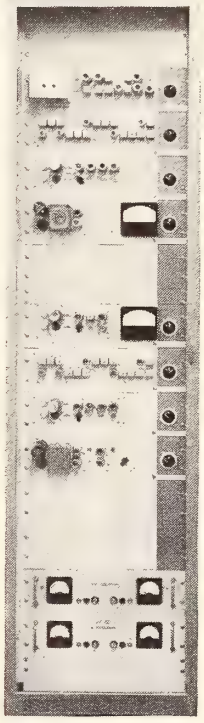
Dan C. Madden named vp and general manager of Seattle office of Grant Adv., replacing **William M. Burke,** who has resigned to devote his full attention to management of James Henry Packing Co. **Roland H. Burke,** vp in Seattle office, named senior vp and consultant. Mr. Burke will continue to headquarter in Seattle office.

Sherman Headley, WCCO-TV Minneapolis-St. Paul, re-elected president of Minnesota Broadcasters Assn. Others re-elected were **James Hambacher,** KBUN Bemidji, first vp; **Thomas Young,** KMMT (TV) and KAUS, both Austin, secretary-treasurer. **Jack Lemme,** KLTF Little Falls, elected second vp, succeeding **Cliff Hedberg,** KMRS Morris.



Mr. Parker H. Vincent, Chief Engineer
WMTW-FM, Mt. Washington TV Inc.
Poland Spring, Maine

"Even under demanding conditions, the performance of GEL equipment has been excellent and very trouble free."



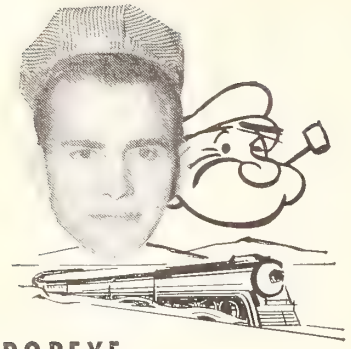
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WWL-TV's big new afternoon show scores with the kids!

Brakeman Bill runs the best known railroad in these parts, a model train that's the envy of every child's eye. Big entertainment package includes Popeye & Bugs Bunny cartoons. The kids find their favorite shows on WWL-TV!

Represented nationally by Katz

WWL-TV

GBS NEW ORLEANS

In Rochester, N.Y.

People Are Switching

FROM "TIRED" Radio

TO WVET

1280 KC

- FOR MUSIC THEY LOVE
- NEWS NAMES THEY KNOW
- COMPLETE NEWS COVERAGE

BASIC **NBC** AFFILIATE

WVET RADIO, Rochester 4, N.Y.

Nat'l Rep.: Robert E. Eastman & Co., Inc.

Hoyt E. Allen, formerly supervisor of tv commercial productions, Foote, Cone & Belding, N.Y., joins Fuller & Smith & Ross, that city, as executive producer of Alcoa broadcast commercials.

Florence W. Goldin, vp and director of Grey Adv., New York, succeeds **Evelyn Lee Jones,** business manager of Donahue & Coe, that city, for two-year term as president of Advertising Women of New York. Others elected were **Lucene Fergus,** J. Walter Thompson, first vp; **Josephine Foxworth,** McCann-Erickson, second vp; **Jeannette Lebrecht,** Grant Adv., treasurer; **Maureen Callahan,** *Redbook* magazine, assistant treasurer; **Lee Brower,** BBDO, corresponding secretary; **Mary Kersey Harvey,** *Saturday Review,* recording secretary.

J. Neil Reagan, vp, McCann-Erickson, Los Angeles, re-elected president of Radio-Television-Recording and Advertising Charities, charity fund raising organization of Los Angeles entertainment and advertising industries, Thursday, May 11. Others re-elected were **John West,** NBC vp; **Randy Wood,** Dot Records, vp; **Cy Pearson,** United California Bank, treasurer; **Robert Purcell** KFWB Los Angeles, was elected secretary.

Bill Sansing, vp and account supervisor of McCann-Marschalk Co., N. Y., appointed manager of agency's office in Cleveland, succeeding Robert Cole, senior vp who continues in Cleveland to supervise expanded activities in Midwest.

Frederick C. Williams, since 1958 account executive at Clinton E. Frank, Chicago, elevated to account supervisor.

John Tully, account executive with Batz-Hodgson-Neuwohner, St. Louis advertising agency, named media director for Frank Block Assoc., advertising and pr agency, that city.

Robert R. Schroeder named director of pr services for Griswold-Eshleman, Cleveland, Ohio, advertising agency. **William N. Troy** named to newly created post of manager of industrial publicity.

Robert H. Graf and **John J. Goshen** join tv sales staff of Peters, Griffin, Woodward, N.Y. Mr. Graf was formerly with Select Station Representatives, N.Y.; Mr. Goshen was with WCBS-TV New York.

Robert Daubenspeck, for 10 years with NBC-TV and most recently sales planning director in its Chicago office, has joined media department of Foote, Cone & Belding, Chicago, in newly created position of supervisor of broadcast facilities.



Mr. Oswald

George Oswald, senior vp and coordinator of Geyer, Morey, Madden & Ballard regional offices, elected director of agency. Mr. Oswald, who joined firm in February of this year, was previously vp, Kenyon & Eckhardt, N.Y., serving for nine years as director of K&E's branch offices and as account supervisor.

Frederick Karch, former program manager of WCAU Philadelphia, joins Ball Assoc., advertising agency, that city, as account executive in charge of radio and tv.

Kent N. Westrate, formerly with Tatham-Laird, Edward H. Weiss & Co., and Ruthrauff & Ryan, to Wade Adv., Chicago, as account executive on Toni account.

Patrick E. Jordan joins Allenger Adv., Brookline, Mass., as copy chief.

Conrad F. Meier, formerly with production department of KGNO-TV Amarillo, Tex., to copy department of McCormick Adv., that city.

George Champion Mead, for three years copy supervisor at Reach, McClinton & Co., Chicago, rejoins Earle Ludgin & Co., that city, as senior copy writer.

Gerald J. Voros joins William Kostka & Assoc., Denver pr and advertising consultants. He previously was pr representative for E. & J. Gallo Winery in Modesto, Calif.

Sal Greco, formerly advertising manager of Raymond Rosen & Co., RCA distributor in Delaware Valley area, appointed account executive at Bauer & Tripp, Philadelphia.

William J. Wiggins and **Philip N. Sabatino** join Henry J. Kaufman & Assoc., Washington, as account executive and art director, respectively. Mr. Wiggins was national representative for United Features Syndicate, while Mr. Sabatino was art director for Art Designers Inc.

Joy Wright, for past three years pub-



Chuck Read's

Piano

Playhouse

Box 414 • Doylestown • Pa.

licity director of Dallas County Community Chest, rejoins Jack Wyatt advertising and pr agency in Dallas. Miss Wright will handle press relations for firm and its clients, and serve as account executive.

Burl Robins joins copy department of Allen & Reynolds, Omaha, Neb., advertising agency.

THE MEDIA

F. T. Boise named station manager of KCBQ San Diego, Calif. Formerly with John Blair & Co. in Los Angeles for four years, he had also been station manager for KFSD San Diego.

Randolph Gretes named station manager of WRSC State College, Pa. Mr. Gretes' managerial experience includes WWBZ Vineland, N.J. and KPRL Moscow, Idaho. Station is scheduled to go on air May 29.

Andrew Andreotti and **Robert E. Weaver** named general manager and station manager, respectively, of KAMP El Centro, Calif. Mr. Andreotti is chairman of board and majority stockholder; Mr. Weaver is program director.

Walt Lawson, general manager of KPEP San Angelo, to KDAV Lubbock, both Texas, headquarters of Western Broadcasting Co., as manager of four station group. Other stations are KZIP Amarillo, Tex., and KPIK Colorado Springs, Colo. Mr. Lawson's duties were split between Sales Manager **Tom Mullins,** who assumes charge of regional and national accounts, and News Director **Bill Nicholson,** who assumes duties of office manager.

Sy Levy named station manager of WACE Chicopee, Mass. He has been associated with station for past eight years, serving as program director for last five. Before joining station, he was associated with WTXL West Springfield, Mass., WREB Holyoke, Mass., and KABQ Albuquerque, N.M.

Wally Sherwin joins KHJ-TV Los Angeles in newly-created post of director of programming, effective June 1. **Hal Phillips,** KHJ-TV's program director, is promoted to director of station operations, reporting to Mal Klein, vp and general manager. Changes are in line with KHJ-TV's new programming.


Mr. Wagner

Morton J. Wagner named executive vp and managing director of Gordon Broadcasting Co., (KQBY-AM-FM San Francisco, KSDO San Diego, KBUZ-AM-FM Phoenix, Ariz.). Mr. Wagner, who will headquarter in San Francisco, recently resigned from Bartell stations, as vp and general manager.



Farm director award

Herb Plambeck, farm director for WHO Des Moines, Iowa, selected as 1960 national winner of Animal Agriculture Award for farm broadcasters, sponsored by American Feed Manufacturers Assn. Award, was presented to Mr. Plambeck (r) by Richard L. Kathe, AFMA pr director, at association's 53 annual convention in Chicago, for "consistently outstanding service to animal agriculture," based upon "broadcasts of the highest quality, vitally needed for farm business and farm living."

Alan May and **Jack M. Ostrow** elected to board of directors of National Telefilm Assoc., N.Y., replacing **David J. Melamed** and **Samuel P. Norton,** who have resigned. Mr. Ostrow, Los Angeles attorney and accountant, is member of board of National Theatres & Television and its executive committee. Mr. May is vp and treasurer of NT&T.

Mr. Norton also resigns as president of Cinemiracle Pictures Corp., Williamsport Cable Co., Southern CATV Systems, and National CATV Systems, all NT&T subsidiaries. Mr. Norton joined National Telefilm Assoc. in 1959 and shortly afterward became associated with NT&T when NTA became its subsidiary.

Sheldon Smerling elected to board of directors of National Theatres & Television. In addition to his other duties as executive vp and chief operating officer, he will also assume charge of theatre operations.

Albert G. Zink and **Charles B. King** appointed to new managerial duties with General Electric Broadcasting stations WGY, WRGB (TV) and WGFM (FM), all Schenectady, N.Y. Mr. Zink, who was manager of news and special events for stations, was named manager-programs for broadcasting stations operation. Mr. King, formerly manager of studio operations, named manager-production.

Sydney E. Byrnes of WADS Ansonia, Conn., elected president of Connecticut Broadcasters Assn. Also elected were **Robert Tyrel** of WTIC Hartford as vp and **Herbert Rice** of WILI Willimantic as secretary-treasurer.

Murray Arnold, manager of WPEN Philadelphia, elected president of Television & Radio Advertising Club of Philadelphia.

Stuart J. Hepburn, president of KNOK Fort Worth, Tex., elected president of Fort Worth chapter of The American Business Club.

Edmund S. Dorsey appointed news director of WEBB Baltimore. He formerly was editor of Associated Correspondents News Service (newspaper-radio news service) in Washington, D. C.

Charles Burge named midwest director of client relations, CBS Radio Spot Sales, Chicago. Mr. Burge, who served as sales manager of KPLR-TV St. Louis and KWRE Warrenton, Mo., was former sales manager of KMOX St. Louis.

Rhea C. Stone, chief announcer, KVIP Redding, Calif., and tv personality with KVIP-TV, that city, resigns to form regional advertising and promotional agency with **Paul Corbin** of Santa Rosa. Agency to be known as Corbin-Stone & Assoc., will have offices in both Redding and Santa Rosa.

Walter Neiman, program department, WQXR New York, named program director, succeeding **Eleanor N. Sanger,** who has been with station since its founding 25 years ago. Mrs. Sanger will remain in advisory post as program consultant. Mr. Neiman joined station eight years ago, and has headed program department on temporary assignment since Jan. 1.

Jay Childs appointed program director for WWIL-AM-FM Ft. Lauderdale, Fla.


Mr. Baylor

Ben B. Baylor Jr., formerly in managerial positions with WMAL-TV Washington, D. C., WANE-TV Fort Wayne, Ind., and with radio-tv division of Triangle Publications, in New York, joins WVUE (TV) New Orleans as general sales manager.

Leslie H. Norins, general sales manager of KFRE-AM-TV and KRFM (FM) Fresno, appointed general manager of KEYT (TV) Santa Barbara, both California.

Charles W. Vaughan Jr., former assistant general manager in charge of programming, WCET (TV) Cincinnati, joins National Educational Television & Radio Center, N.Y., as program associate for science.


Mr. Altemus


Mr. Schloeder


Mr. Eager

Stanley Schloeder, John P. Altemus and **Alfred G. Eager** join Storer Television Sales, N. Y., new rep firm, as account executives. Mr. Schloeder had served in similar capacity with WCBS-TV New York, for two and one half years. Mr. Altemus was with Paul H. Raymer Co. as account executive, prior to which he had served as salesman for WABC-TV New York. Mr. Eager had for past five years been serving as account executive for Edward Petry & Co. in New York.

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call your H-R man

Burt Toppan named director of promotion and stockholder relations of Wometco Enterprises, Miami, Fla. Mr. Toppan had been pr and promotion director of Wometco's Miami WTVJ (TV) outlet.

William C. Hester, promotion director of CKLW-AM-FM-TV Windsor, Ont.—Detroit, appointed to similar capacity with KGB San Diego, Calif.

James B. Holston Jr. named public affairs director for KYW Cleveland. He had previously served as program manager of WANE Ft. Wayne, Ind. **Jim Leckrone** appointed production supervisor. Mr. Leckrone, who comes from WERC Erie, Pa., will also be in charge of station's music library.

Jack Laurence, currently member of WICC Bridgeport, Conn., news staff, appointed director of public affairs.

Henry D. Brenowitz, formerly advertising copywriter, MacGregor Sportswear Co., N.Y., joins WNTA Newark, N.J., as commercial continuity director.

Arthur Bartsch, named director of commercial animation for CBS Animations, new division of CBS Films Inc., N.Y. **Eli Bauer** will serve as design and story director for unit.

Lou Bortone, associate art director of Sackel-Jackson, advertising agency, Boston, to WBZ-TV, that city, as art director.

Hillis Bell Jr. named sales manager of KAKC Tulsa, Okla. He previously served as sales manager of KOIA Des Moines, Iowa.

Walter A. Kirkwood named sales manager of WILZ St. Petersburg Beach, Fla. He was recently associated with WLCY St. Petersburg as account executive.

J. Ross Felton, on sales staff of WMMN Fairmont, W. Va., promoted to sales manager.

Richard N. Jacobson, national sales manager of KHJ-TV Los Angeles, named assistant general sales manager of WOR-TV New York.

Joe Cook, director of promotion, H-R Representatives, N. Y., to director of public information and audience promotion, WCBS New York.

Paul C. Hill Jr., chief accountant at KCOP (TV) Los Angeles, named assistant controller of Crowell-Collier Broadcasting Corp., with headquarters at KFWB Los Angeles.

James J. Crane, sales manager for WLWT (TV) Cincinnati, named general sales manager of WLW, that city.

David F. Strubbe appointed to post vacated by Mr. Crane.

Roy Drushall, national sales manager and director of merchandising at KABC Los Angeles, joins Sales Merchandisers of California as sales manager. SMC, headquartered in Los Angeles, offers assistance to food product producers shelf space, display and other service at retail level.

Peter P. Theg, formerly executive vp, Broadcast Time Sales, N.Y., joins MBS as account executive.

Richard E. Taylor appointed account executive for WLS Chicago, Ill., He previously had been with WAGA-TV Atlanta, Ga., and WJW Cleveland.

Jack F. Beauchamp, account executive with The Katz Agency in New York, joins Television Advertising Representatives, that city, in similar capacity.

John Scher, account executive for KOOL Phoenix, to KBUZ Mesa, both Arizona, in similar capacity.

Doyle Woods, formerly with KLOS Albuquerque, N. M., named account executive for KIXZ Amarillo, Tex.

Dave Buckel appointed night news editor for WHK Cleveland, replacing **Keith Morris,** who takes on dj responsibility. Mr. Buckel had previously been news editor for WHOT Campbell, Ohio.

Lisa Howard, formerly Mutual Broadcasting reporter, joins ABC News as its first full-time woman correspondent. Miss Howard, who left an acting career to go to MBS in July 1960, will report on ABC-TV's *Evening Report* (6-6:15 p.m. EDT); *News Final* (11-11:12 p.m. EDT) and ABC Radio newscasts.

Gerald D. Drucker, formerly with Ziv-UA, to New York sales staff of The Katz Agency. **Richard G. Doherr,** broadcast media supervisor, Fuller & Smith & Ross, Pittsburgh, joins radio sales staff.

Herb Davis, air personality with WMAL Washington, to WAVA-AM-FM Arlington, Va., in similar capacity.

Ed Kelly, formerly with KOL Seattle, Wash., joins KAYO, that city, as air personality.

Jimmie Williams joins WCKY Cincinnati as air personality. Mr. Williams replaces **Wayne Raney,** who resigned on doctor's orders.

Robert F. Cole, air personality with WADK Newport, R.I., to WESX Salem, Mass., as engineer and announcer.

RCA realigns tube department

George J. Janoff, manager, market-planning, receiving tubes, department of RCA electron tube division, Harrison, N. J., appointed market planning manager of entertainment tube products department. Other appointments: **Joseph A. Haimes,** from manager, administration and controls, distributor products department to manager, market planning, receiving tubes; **William H. Myers,** from special projects market planning manager to same assignment for kinescopes; **Howard M. Dean,** manager, tube industry marketing, to manager, electroluminescence and devices merchandising; **Frank P. Aitelli** to new post of administrator, government coordination and new products planning; **Morris S. Lewis,** from manager, merchandising, picture tubes, to administrator, merchandising, distributor entertainment receiving tubes; **Robert S. Davis,** from administrator, merchandising, kinescopes, to administrator, distributor merchandising, kinescopes; **Robert Avigdor,** from manager, product requirements and coordination, distributor products department, to manager, sales services and control, that section.

George Spelman and **Ivan Scott** join WIP Philadelphia news staff. Mr. Spelman comes from WILM Wilmington, Del., where he was program director. Mr. Scott was newsman with KYW Cleveland, Ohio. **Joel Samuelsohn,** account executive with WCAU Philadelphia, joins WIP sales department.

Ken Patton appointed to engineering staff of WLOS-TV's studios in Greenville, S. C.

Frederick B. Peach named staff announcer for WNAC-TV Boston. He formerly served with WHYN-AM-TV Springfield, Mass.

PROGRAMMING

Howard Koerner named executive in charge of product acquisitions for Official Films Inc., N.Y. Mr. Koerner, who is also counsel to production firm, began additional duties on May 15.

Sam Brownstein joins client relations department of Community Club Awards, Westport, Conn. Prior to joining CCA, he was sales manager of Broadcast Time Sales.

Rich Newman, formerly assigned to WXTV (TV) Youngstown, to Knoxville, Tenn., to handle *House Detective,* there. **Lou Tappe,** formerly commercial manager of WNPC Plymouth, N.C. joins HD Productions in Chattanooga, as salesman-announcer.

Howard Scaman and **Robert Foster,** both formerly with Knipchild-Robinson, Chicago merchandising agency, to Fred A. Niles Productions Inc., Chicago, as creative director and sales director, respectively, of newly formed merchandising division.

ALLIED FIELDS

Ben Cottone has announced, effective June 1, new partnership, Cottone & Fanelli, in practice of law at his offices at 1001 Connecticut Ave., Washington, D.C. New partner is **Joseph A. Fanelli,** in private practice in Washington since 1945. At one time he served as chairman of U.S. Board of Immigration Appeals.

GOVERNMENT

John F. Cushman, attorney adviser to Bureau of Prisons of Justice Department, named assistant general counsel in charge of administrative law and treaties division of FCC.

Phillip M. Swatek, Washington correspondent, named chief of Federal Aviation Agency's office of public affairs.

EQUIPMENT & ENGINEERING

Robert F. Davis appointed manager-sales of General Electric's tv receiver department in Syracuse, N.Y. Mr. Davis replaces **Joseph F. Effinger,** who has been placed on special assignments in Syracuse headquarters. **John S. Chamberlin** named to newly created post of manager-product planning and market research of tv receiver department. **James G. Walton,** district sales manager in Washington, D.C., for semiconductor products department, promoted to manager of rectifier product sales. Mr. Walton, who replaces **E. N. Sampson,** recently retired, will headquarter in Auburn, N.Y.

John T. Mallen appointed to newly created position of equipment sales manager-entertainment products for electric tube division of Sylvania Electric Products, subsidiary of General Telephone & Electronics, New York.

H. T. Harwood, advertising manager for Shure Bros., Evanston, Ill., electronics and high fidelity manufacturer, named pr director.

A. L. Hammerschmidt, formerly vp, engineering and facilities administration, NBC, joins RCA, Moorestown, N.J., as chief engineer, engineering department.

DEATHS

Edwin Cahn, 67, died May 14 of cerebral hemorrhage. He had been for past seven years director of Los Angeles office of The Pulse. Prior to that he was associated with George H. Hartman, Chicago agency, where he was executive vp, and prior to that was on staff of Avery-Knodel.

Birt F. Fisher, pioneer radio broadcaster in Pacific Northwest, died May 16 in Seattle, Wash., following long illness. Mr. Fisher, industry veteran of 20 years, entered broadcasting in 1925 when he purchased KTCL Seattle.

William P. Garden, 58, administrative assistant to president of BBDO, N.Y., died May 11 at his home in Jackson Heights, N.Y.

George DeSousa, 77, retired treasurer and vp of RCA, died May 11, of cerebral hemorrhage in Beverly Hills.

Harry D. Henshel, 70, vice chairman of Bulova Watch Co., N.Y., died May 15 at his home in N.Y. Bulova had at one time owned WNEW and WOV (now WADO) New York.

Ray C. Coffie, 54, account executive with KMNS Sioux City, Iowa, died following heart attack.

Augusto Godoy, manager of J. Walter Thompson office in Lima, Peru, died of heart attack May 6 in Lima.

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Radio Month: it's hitting record pace

STATION PROMOTIONS HIT A PEAK AS 92% USE NAB JINGLES

Observance of National Radio Month during May will reach a peak this week as J. L. Hudson Co., Detroit, one of the world's largest department stores, originates six days of programming over six area radio stations.

The store's annual volume of radio receiver sales has doubled in the last three years, reaching the $1 million mark in 1960. A spokesman for the store said observance of National Radio Month provides an appropriate opportunity to recognize "the remarkable resurgence of radio as a medium."

Here is the week's schedule of special days during Hudson's radio week—May 22 CKLW, May 23 WXYZ, May 24 WWJ; May 25 WJR; May 26 WLDM(FM), May 27 WJBK. The stations will broadcast live programs from studios set up on the 13th floor of the Hudson downtown store. Station personalities will be on hand.

Harry Lipson, station manager of WJBK and Michigan chairman of the National Radio Month observance, said the Hudson week is the highlight of state activities. "We, the broadcasters, feel that this special event points up the immediacy, flexibility and personality of radio as a medium," he said. He reminded that nine out of 10 families listen an average of 17 hours per week, have 48 million radio sets in homes, 38 million in autos and over 25 million portables.

Fullrange ▪ Besides program originations, the stations will feed programs over the store's public address system. Programming will range from symphonic to country and western music. News machines will supply coverage of world events at the store studios. NAB's jingle "Keep in Touch" and the radio month theme, "The Best Sound Around," will be featured by the store.

WLDM(FM) is planning to demonstrate stereophonic broadcasting at the store May 26.

Station participation in NAB's radio month promotion probably will exceed any past observance, according to John M. Couric, public relations manager of the association. A nationwide sampling of stations showed that 92% are using the NAB jingles. Spot copy was used by 71% as were NAB program ideas and news releases, 70%; promotion suggests, 68%; fact sheet, 60%; model speech, 43%; promotion mats 35%; postage meter slubs, 8%; and bumper strips, 7%. Performance of jingles averaged 42 times per week and live copy 48 times per week.

Among first reports from stations around the country were specially tailored plans to promote the month. WSB Atlanta is broadcasting frequent "tips" about the growth and vigor of the medium. For example it cites Pulse data showing radio listening is growing.

WXYZ Detroit is tying in its new concept of public affairs programming, utilizing the voices of national and world leaders to broadcast special messages on behalf of Detroit area service agencies. It is conducting a family-fun game titled "Know Your Listener." Detroit area tuners are invited to tell about themselves, their families, their work and their play plus suggestions on ways to improve the sound of radio.

The Competition ▪ WJPS Evansville, Ind., is saluting a dozen competing stations within its coverage area, including its three Evansville competitors, WGBF, WEOA and WIKY, according to the station. The WJPS "goodie wagon" is taking station music-makers around cities in the area. They are attired in Gay Nineties style. A score of cities will be visited. WJPS figures the promotion of all stations will demonstrate radio's progress.

A radio month message to all Florida stations was sent to Florida Assn. of Broadcasters, members by Sen. Spessard L. Holland (D-Fla.). In a letter to Lee Ruwitch, WTVJ(TV) Miami, FAB president, Sen. Holland said the public sometimes takes radio for granted, particularly generations that don't recall



The cake-eaters were waiting

This three-tiered, 18-inch cake was eaten by about 200 media staffers at Ted Bates & Co., New York, to celebrate the first anniversary of WLS Chicago's Bright New Sound programming concept. Wielding knife at Bates is Jackie DaCosta while (l to r) Robert Decker and Arthur Goldstein of Bates and Arthur Vigeland of John Blair & Co., WLS national representative, await their turn. In all, WLS supplied cake to several thousand members of media departments at advertising agencies throughout the country, with single-layer cakes going to media departments of moderate size and the 18-inchers to larger agencies.

days when there was no broadcasting. He commended radio's contributions to individuals and communities in Florida and cited special services during World War II and subsequent years. "Today radio's unique ability to move goods and services in high volume at low cost is a significant factor in the economic greatness of this nation," he said.

WLOB Portland, Me., is carrying a capsule program titled *Opinion,* 60-second feature heard six times a day. Staff members have a chance to voice their opinions on any subject of their choosing.

KQTY Everett, Wash., is giving away a radio every day during radio month as well as other gifts, making 63 in all. The grand prize to be awarded June 1 is a six-speaker General Electric radio-stereo console. Contest entries are available at 30 local business establishments.

WABC New York is searching the greater New York area for young talent. The winner will receive a WABC contract.

The intensive month-long talent hunt is conducted daily at high schools and shopping centers. Station personalities aboard the "WABC Talent Search Mobile Unit" distribute audition applications at each stop. Those applicants who return forms to the station are eligible to participate in a series of studio audition parties at the end of the month. A panel of leading broadcasters will judge the taped auditions.

Petry brochure tells story of spot radio

The story of spot radio—its growth, its value and its future—is now available in a colorful, 19-page brochure produced by Edward Petry & Co., New York.

According to Petry's findings, "More people spend more time with more radios in more different places than at any other time in history."

The presentation goes on to laud other advantages of using spot. Some of them are: flexibility in time, place, and mood; commercial admission and carry-over; product association; third party recommendation and consumer attachment.

The brochure was passed out to delegates attending the NAB convention in Washington May 7-10 but more are available by writing to Edward Petry & Co., 3 E. 54th St., New York.

Quaker Oats buys repeat

Quaker Oats Co.'s second annual Aunt Jemima gospel sing talent hunt on Negro-programmed WBEE Chicago was so successful it ordered a replay Saturday (May 20) of the 2½-hour finals broadcast May 11. For 13 weeks WBEE aired taped auditions of 218 gospel groups involving 1,530 people. Listeners voted by Aunt Jemima self-rising flour label ballots.

Last year Quaker realized a 12% sales gain from this event, its only advertising for this product in any medium in Chicago and a product type that is in general decline with the advent of newer packaged mixes. The winning group, Sallie Martin Singers, sent its $200 prize check to the Pilgrim Missionary Baptist College in Nigeria. Quaker's agency is Clinton E. Frank Inc., Chicago.

Summer fun in autos

KGIL San Francisco, Calif., hosted 60 San Fernando Valley auto dealers at lunch Thursday (May 18) to play them promotional spots and show them window streamers announcing that "The San Fernando Valley is America's Auto Wonderland." The spots and streamers are part of a KGIL drive to get all valley residents to visit auto showrooms during the first two weeks in June to learn how their dealers can help them get more fun out of summer driving.

TvB's newest sales blurb

Tv's appeal to the public and to a great variety of advertisers is the subject of the Television Bureau of Advertising's latest sales presentation "TV Basics 4." Among other items, TvB reports that 5,566 different product brands advertised on national spot tv and 1,458 brands used network tv in 1960. This kind of advertising, the report indicates, gets great exposure because there are more than 54 million tv sets in use in 46.9 million homes.

All he won was a pretty smile

The old axiom, "To the victor belongs the spoils," doesn't always hold true. Here George H. Palmer (the almost winner) poses with Ruth Rea, Miss Washington of 1960, in the apparent climax to WWDC Washington's 20th anniversary birthday promotion. The station, which went on the air in 1941, awarded a cash prize to the listener who owned an automobile of the same vintage for the longest time. Mr. Palmer seemingly had it (the contest and the cash) in his pocket when Neil Burgess arrived just minutes prior to the deadline. Mr. Burgess had owned his car 18 days longer, making him the winner. Miss Rea, however, had already departed, leaving a joyous Mr. Burgess holding the loot. The Advertising Club of Washington also paid tribute to WWDC and President Ben Strouse as part of the birthday celebration.



Public affairs promotion can be fun

WIL ENLISTS 3,500 VOLUNTEERS FOR CHARITY CAMPAIGN

WIL St. Louis feels that public affairs activity by a radio station doesn't necessarily have to be "stodgy" and offers its own experience as an example.

Recently WIL completed a successful project in connection with Danny Thomas for ALSAC (Aiding Leukemia Stricken American Children) and St. Jude Hospital for Children, Memphis, Tenn., the actor's pet charity.

Reluctant to aid ALSAC's first plan —a special one-night door-to-door collection campaign—WIL chipped in with its own idea of "making it big." WIL then helped with the organizational planning, launched an extensive volunteer recruiting program and saturated the airwaves with a heavy spot campaign. Time and numbers were factors in the success or failure of the project—less than a month to secure 3,000 volunteers for the "March With Danny Thomas."

But the plan worked, attracting some 3,500 persons for the cause. Several hundred more had to be turned away.

Result: $7,000 in contributions with more coming in each day.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING May 11 through May 17. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

ACTIONS BY FCC

Midland, Tex.—Midland Telecasting Co.—Granted uhf ch. 18 (494-500 mc); ERP 631 w vis., 324 w aur.; ant. height above average terrain 443 Ft., above ground 444 ft. Estimated construction cost $33,574, first year operating cost $60,000, revenue $66,000. P.O. address 300 West Wall. Studio and trans. location Marienfield & Wall Sts. Geographic coordinates 31° 59′ 54″ N. Lat., 102° 4′ 30″ W. Long. Trans. G.E. TT24A, ant. Alford 1044. Principals include **Dalton H. Cobb** and **Henry C. Darwin**, 49% each, and others. Mr. Cobb is independent oil operator. Mr. Darwin formerly owned KPAS Banning, Calif. and KHCD Clifton, Ariz. Action May 11.

Tulare, Calif.—KCOK Inc. Granted uhf ch. 27 (548-554 mc); ERP 39 kw visual, 2.09 kw aural; antenna height above average terrain 180 ft. Estimated construction cost $159,052, first year operating cost $180,000, revenue $200,000. P.O. address: P. O. Box 119, Tulare, Calif. Studio location Tulare, Calif. Trans. location 2 miles east of Tulare, Calif. Geographic coordinates 36° 13′ 11″ N. Lat., 119° 18′ 47″ W. Long. Trans. RCA TTU-1B, ant. TFU-24DL. Legal counsel Lester W. Spillane, San Francisco, Calif. Consulting engineer A. E. Towne, San Francisco, Calif. Principals include **Joel Keith Munger** and **Harriet E. Munger**, sole owners of all voting stock. KCOK Inc. is licensee of KCOK-AM Tulare, Calif. Action May 11.

APPLICATION

Montgomery, Ala., Alabama Educational Tv Commission—uhf ch. 26 (542-548 mc); ERP 18.3 kw vis., 9.16 kw aur.; ant. height above average terrain 594 ft., above ground 553 ft. Estimated construction cost $26,000, first year operating cost $29,000, revenue none. P.O. address 807 Protective Life Building, Birmingham, Ala. Trans. location Patterson Field, Madison Ave., Montgomery. Geographic coordinates 32° 22′ 52″ N. Lat., 86° 17′ 30″ W. Long. Trans. Federal, ant. Andrews. Consulting engineer A. H. Renfro Jr. Principals include **Rex Sikes, Vincent F. Kilborn, H. Maynard Layman, Mrs. Bertha Roberts, Harold T. Purdy.** Mr. Sykes is vp of Luverne Motor Co.; Mr. Kilborn is attorney; Mr. Layman is farm editor of newspaper; Mrs. Roberts is housewife; Mr. Purdy is president of pest control company.

Existing tv stations

ACTION BY FCC

KOCO-TV, ch. 5 Enid, Okla.—By letter, denied request for waiver of sect. 3.652(a) of rules to permit identification as Enid-Oklahoma City station. Commissioners Hyde, Craven and Cross dissented. Action May 17.

CALL LETTERS ASSIGNED

WJMY (TV) Allen Park, Mich.—Robert M. Parr, changed from WRMP-TV.

New am stations

ACTION BY FCC

Nampa, Idaho—Chester C. Whittington—Granted kc, 1 kw-D, 250 w-N. P.O. address Box 826, Nampa, Idaho. Estimated construction cost $10,274, first year operating cost $24,000, revenue $36,000. Applicant is minister. Action May 11.

APPLICATIONS

Wauchula, Fla.—Brush Bcstg. Co. 1600 kc; 500 w D. P.O. address Box 1148. Estimated construction cost $10,800, first year operating cost $18,000, revenue $27,000. Principals: **Georgia M. Brush, Jerold A. Brush** (50% each). Mr. Brush is engineer-announcer with WAUC Wauchula; Mrs. Brush is owner of radio-tv service business. Ann. May 12.

Warner Robins, Ga.—Mary M. Jarrard 1660 kc; 1 kw D. P.O. address Box 271, Broxton, Ga. Estimated construction cost $8,550, first year operating cost $30,000, revenue $48,000. Principal: **Mary M. Jarrard**, sole owner, is general manager of WDMG Douglas, Ga. Ann. May 10.

Honolulu, Hawaii—Paul C. Schafer. 1430 kc; 500 w unl. P.O. address 225 South Third St., Burbank, Calif. Estimated construction cost $12,975, first year operating cost $35,000, revenue $40,000. Principal: **Paul C. Schafer**, sole owner, owns KDOT Reno, Nev., and is president of Schafer Custom Engineering, Burbank. Ann. May 10.

Hastings, Minn—Hastings Bcstg. Co. 1460 kc; 1 kw. P.O. address 839 West 5th St. Estimated construction cost $20,400, first year operating cost $52,000, revenue $65,000. Principals: **John G. McKane**, pres., (51%); **John E. Hyde Jr.** v.p., (49%). Mr. McKane is special project co-ordinator, Bureau of Information., Minn. Dept. of Conservation. Mr. Hyde is half owner of KDHL Faribault, Minn. and has controlling interest in KSUM Fairmont, Minn. Ann. May 8.

Ocean City-Somers Point, N. J.—Bi-State Bcstrs. 1520 kc; 1 kw D. P.O. address c/o Mallyck & Bernton, 621 Colorado Bldg., Washington 5, D.C. Estimated construction cost $31,000, first year operating cost $48,000, revenue $50,000. Principals: **Chandler W. Drummond** (51%), **E. Theodore Mallyck** (49%). Mr. Drummond is owner of Tungsten Refining Co. Phoenix, Ariz. and director and principal stockholder of Detroit machine tool co. Mr. Mallyck is Washington attorney and has been staff attorney for FCC. Ann. May 8.

Richmond, Va.—1540 Radio Inc. 1540 kc; 10 kw D. P.O. address 710 Cary St. Estimated construction cost $60,694, first year operating cost $84,000, revenue $95,000. Principals: **John E. Grigg, Sam Kornblau, Joseph M. Kittner, B. Earl Dunn, Welford L. Coutes, George C. Valentine, Julian J. Blanton, Garland P. Clay, Clifford M. Robinson, Julian B. Jacobs** (each 10%). Messrs. Grigg and Kornblau are equal partners in contract and holding co.; Mr. Kittner is Washington attorney; Mr. Dunn is president and half-owner of Dunn Service & Storage Co., Richmond and 25% owner of auto firm; Mr. Coutes is insurance agent; Mr. Valentine is sales manager of rubber co.; Mr. Blanton is half-owner of trucking co.; Mr. Clay is general contractor; Mr. Robinson is president and 50% owner of insurance firm; Mr. Jacobs is half-owner of Jason Construction Co. and Chester Development Corp., both Richmond. Ann. May 8.

Ellsworth, Wis.—Ellsworth Bcstg. Co. 1430 kc; 500 w. P.O. address Ellsworth, Wis. Estimated construction cost $12,600, first year operating cost $22,000, revenue $36,000. Principals: **Bernard A. Meacham** and **Alvin E. Nelson**, each 50%. Mr. Meacham is electrical contractor; Mr. Nelson owns barber shop. Ann. May 10.

Existing am stations

ACTIONS BY FCC

WAJF Decatur, Ala.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Action May 17.

KYOU Greeley, Colo.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and change trans. site; engineering conditions. Action May 17.

WSBB New Smyrna Beach, Fla.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Chmn. Minow not participating. Action May 17.

WPOR Portland, Me.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Chmn. Minow not participating. Action May 17.

WEMJ Laconia, N. H.—Granted mod. of cp to increase daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Action May 17.

KCLV Clovis, N. M.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Action May 17.

KDKA Pittsburgh, Pa., KYW Cleveland, Ohio—Granted authority through Aug. 11 to conduct special Conelrad tests utilizing frequency shift keying with deviation not to exceed 50 cycles from assigned frequency; conditioned that no interference will be caused to other stations or normal reception of programming impaired. Action May 17.

WICE Providence, R. I.—By letter, denied petition for immediate grant of application to make changes in DA system to provide greater and different coverage than is now afforded. Is licensed on 1290 kc, 1 kw, 5 kw-LS, DA-2. Action May 17.

KURA Moab, Utah—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Chmn. Minow not participating. Action May 11.

APPLICATIONS

KAHI Auburn, Calif.—Cp to increase power from 1 kw to 5 kw, install new trans. and make changes in ant. system. Ann. May 8.

KEEN San Jose, Calif.—Cp to increase nighttime power from 1 kw to 5 kw and make changes in DA system (1 additional tower) (Requests waiver of Sect. 3.28(c) of rules). Ann. May 8.

CALL LETTERS ASSIGNED

KWUN Concord, Calif.—Service Bcstg. Co.

KKJO St. Joseph, Mo.—MacRay Radio & Tv Corp., changed from KRES.

KRAZ Albuquerque, N. M.—KHAM Inc., changed from KHAM.

EDWIN TORNBERG
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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

New fm stations

ACTIONS BY FCC

Santa Cruz, Calif. Radio Santa Cruz.—Granted 99.1 mc, 24 kw. Ant. height above average terrain —251 ft. P.O. address Box 1080. Estimated construction cost $20,180, first year operating cost $7,000, revenue $7,000. Principals are **Charles V. Berlin, Fred D. McPherson Jr.** and **Mahlon D. McPherson** (one-third each). Mr. Berlin is manager and one-third owner of KSCO Santa Cruz. Messrs. McPherson have equal interests in KSCO, real estate and newspaper publishing. Action May 17.

Des Moines, Iowa—New Directions Bcstg. Corp. Granted 94.9 mc, 3.2 kw. P.O. address 400 Empire Bldg. Ant. height above average terrain 200 ft. Estimated construction cost $15,498, first year operating cost $37,500, revenue $40,000. Stockholders of applicant are **Richard L. Hopkins** 19.3%, **Donald J. Hopkins** 14.4% and 13 others. Richard Hopkins is editorial writer. Donald Hopkins is fighter pilot. Action May 11.

***Oberlin, Ohio—Oberlin College Student Network Inc.**—Granted 88.7 mc, 10 w. P.O. address 163 West College St., Oberlin, Ohio. Estimated construction cost $2,630, first year operating cost $2,700. Non-profit, educational. Action May 17.

APPLICATIONS

Ottowa, Kan.—Ottowa Bcstg. Co. 95.7 mc; 6.69 kw. Ant. height above average terrain 153 ft. P.O. address Box 46. Estimated construction cost $12,400, first year operating cost $2,000, revenue $2,000. Principals: **Roderick B. Cupp, Edwina W. Cupp** (50% each). Mr. and Mrs. Cupp are partners in KOFO Ottowa. Ann. May 12.

Springfield, Ohio—World Evangelistic Enterprise Corp. 100.7 mc; 67.3 kw, unl. Ant. height above average terrain 309 ft. P.O. address 127 South Spring St. Estimated construction cost $35,505, first year operating cost $33,800, revenue $36,400. Principals: **Paul R. Pontis, R. Glenn Greenwood, Dwight W. Coffelt, Charles C. Shaw.** Mr. Pontis is president of industrial tool design co.; Messrs. Greenwood and Coffelt are ministers; Mr. Shaw is electronics consultant. Ann. May 10.

Kenosha, Wis.—Lake Zurich Bcstg. Co. 95.1 mc; 2.5 kw, unl. Ant. height above average terrain 380 ft. P.O. address 111 West Monroe St., Chicago 3, Ill. Estimated construction cost $21,017, first year operating cost $73,595, revenue $86,392. Principals: **John C. Daly, Norris C. Froelich, Paul W. Biehl, John Rossdeutcher, William Emery** (each 10%); **Margaret Rahmel** (50%). Mr. Daly is president of currency exchange firm; Mr. Froelich has been sheriff of Lake County, Ill.; Mr. Biehl is owner of vending co.; Mr. Rossdeutcher is partner in paper bag co.; Mr. Emery is attorney; Mrs. Rahmel is housewife. Ann. May 10.

Existing fm stations

ACTION BY FCC

■ Following fm stations were granted Subsidiary Communications Authorizations to engage in multiplex operations: WLOM Chattanooga, Tenn., WTRN-FM Tyrone, Pa., WKPT-FM Kingsport, Tenn., KDWC West Covina, Calif., condition, WCRT-FM Birmingham, Ala., WAAB-FM Worcester, aMss., and WCNO Canton, Ohio. Action May 17.

CALL LETTERS ASSIGNED

KCIB Fresno, Calif.—American Family Bcstrs.

WIBW-FM Topeka, Kan.—Topeka Bcstg. Association Inc.

WHIL-FM Medford, Mass.—Conant Bcstg. Inc., changed from WISK.

WRMP (FM) Detroit, Mich.—Detroit Bcstg. Co., changed from WFME.

WTFM (FM) Babylon, N. Y.—WGLI Inc., changed from WGLI-FM.

WMNI-FM Columbus, Ohio—North American Bcstg. Inc.

WTRN-FM Tyrone, Pa.—Tyrone Bcstg. Co.

KODA-FM Houston, Tex.—Taft Bcstg. Co., changed from KHGM.

WIVI-FM St. Croix, V.I.—Radio American West Indies Inc.

WMUL (FM) Huntington, W. Va.—Marshall University.

Ownership changes

ACTIONS BY FCC

WCHP Tuscumbia, Ala.—Granted assignment of license from Carl and Harrod A. Pugh to Bcstg. Corp. of Southwest (KCTA Corpus Christi, Tex.); consideration $39,000. Chmn. Minow not participating. Action May 17.

KFMA (FM) Little Rock, Ark.—Granted assignment of cp and sca to Arkansas Radio and Equipment Co. (KARK AM and TV Little Rock); consideration $6,147. Chmn. Minow not participating. Action May 17.

KIKS Sulphur, La.; KVLC Little Rock, Ark.—Granted (1) renewal of licenses; (2) transfers of control of KIKS from Southern National Insurance Co., R. M. Saxon and Charles W. Davis to Victor Radio Inc., and of KVLC from Southern National Insurance Co., R. M. Saxon and Charles W. Davis to Victor Bcstg. Inc.; consideration $212,000 and agreement by transferors not to compete in am, fm or tv bcstg. for 5 years within 50 miles of either Little Rock or Sulphur. Transferees have same corporate officers, directors and all stock will be held by Victor National Casualty Co., which in turn is controlled by Victor National Insurance Co. Chmn. Minow, Comrs. Bartley and Lee dissented. Action May 17.

KJEO (TV) ch. 47 Fresno, Calif.—Granted (1) license to cover cp for station KJEO and (2) assignment of cps to Shasta Telecasting Corp. (KVIP AM and TV Redding, and 50% stockholder KVIQ-TV Eureka); consideration $3,000,000. This is highest price yet paid for uhf tv station. Action May 17.

KNBA Vallejo, Calif.—Granted assignment of license to KNBA Inc. (Louis J. Ripa, pres.); consideration $70,000 plus $26,285 accrued salaries and $9,035 due Mr. Ripa. Action May 17.

KFML, KFML-FM Denver, Colo.—Granted assignment of licenses to Televents Inc., tr/as Fine Arts Bcstg. Co. (KLMC-TV Lamar, Colo., and KBWC-TV Gallup, N. M.); consideration $118,720. Chmn. Minow not participating. Action May 17.

WHYS Ocala, Fla.—Granted assignment of license and cp to Robert L. Gilliam; consideration $75,000 and assumption of existing leases for trans. building and tower site. Action May 17.

WPOM Pompano Beach, Fla.—Granted (1) renewal of license and (2) assignment of license to Almardon Inc. (Albert J. and Donald J. Owler); consideration $300,000. Action May 17.

WKEI Kewanee, Ill.—Granted assignment of licenses to Joseph E. McNaughton (interest in WCRA Effingham, and WRMN Elgin), J. Richard Sutter (interest in WRMN) and George Walker; consideration $100,000 plus $25,000 for agreement not to compete for period of 10 years within 50 miles of Kewanee. Action May 17.

KCFI Cedar Falls, Iowa—Granted assignment of license to KCFI Inc. (D. F. Blanchard, pres., and H. Campbell, sec.-treas., own KSMN Mason City); consideration $100,000 and agreement not to compete in Black Hawk County or within 50 miles of Cedar Falls for 7 years. Chmn. Minow not participating; Comr. Bartley dissented. Action May 11.

KCRB Chanute, Kan.—Granted assignment of license to James R. and Barbara J. Roberts; consideration $16,400. Chmn. Minow not participating. Action May 17.

WRDO Augusta, Me.—Granted transfer of control from Adeline B. Rines to William H. Rines (interest in stations WLBZ am and tv Bangor, and WCSH am and tv Portland, both Maine); transferor is making gift of her holdings to her children and grandchildren. William H. Rines, who presently owns 23 shares voting and 1 share non-voting will receive 28 shares voting stock, and as result will own 51 shares (51%) voting. Action May 11.

KRSI St. Louis Park, Minn.—Granted transfer of control from William E. Schons, et al., to Red Owl Stores Inc.; stock transaction; Schons will be employed as consultant for six years by transferee for which he will be paid $1,666.66 per month plus out-of-pocket expenses incurred while on duty; he has agreed not to compete within a 50 mile radius of St. Louis Park. Action May 17.

KBIA Columbia, Mo.—Granted assignment of license to Barrington Bcstg. Co. (Aubrey D. and Elsie Reid own WKYB AM and FM, Paducah, Ky.). Action May 17.

WTAW College Station, Tex.—Granted assignment of license to Radio Bryan Inc. (John H. Hicks Jr., pres., and Edward L. Francis, v.p., own KOLE Port Arthur); consideration $109,000 plus $16,000 to R. E. Lee Glasgow and Hardy C. Harvey for their agreement not to compete for 8 years within 50 miles of Bryan. Action May 11.

KAGE Winona, Minn.—Granted transfer of control from Albert S. and Patricia W. Tedesco to Merlin J. Meythaler (interest in KMAQ Maquokita, Iowa), James B. Goetz

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and Rex N. Eyler; consideration $105,000. Action May 17.

WFCT Fountain City, Tenn.—Granted assignment of license to Radio Tennessee Inc. (Frederick L. Allman and Robert K. Richards own WKYR Keyser, W. Va., have interest in WKBZ Muskegon, Mich., and Allman also has minority interest in WREL Lexington, Va.); consideration $60,000. Chmn. Minow not participating. Action May 17.

KERC Eastland, Tex.—Granted assignment of license to Floyd Shelton (majority stockholder KSTA Coleman, Tex.) and Billy J. Fox, d/b as Eastland County Bcstg. Co.; consideration $45,000; conditioned that assignment not be consummated until Mr. Fox severs his employment with station KRBC Abilene. Action May 17.

KFMF (FM) Fort Worth, Tex.—Granted assignment of cp to Trinity Bcstg. Co. (am station KJIM Fort Worth); consideration $5,621. Some stockholders have individual or collective interests in KJEM Oklahoma City, Okla., KODA (AM) and KHGM (FM) Houston, and KRIG Odessa. Action May 11.

KUKA San Antonio, Tex.—Granted assignment of license to Por Favor Inc. (Alex A. Coe, president); consideration $200,000. J. H. Oppenheimer, asst. sec., has interest in KONO-TV San Antonio, and grant is conditioned that it not be consummated prior to such time as Mr. Oppenheimer disposes of his interest in that station. Action May 17.

WCMS Norfolk, Va.—Granted transfer of control from Cy Blumenthal to George Aubrey Crump; consideration $45,500 with agreements to become personally liable for $90,000 note and to pay $40,000 to transferor not to compete for 8 years and 4 months in the Norfolk area. Chmn. Minow not participating. Action May 11.

WLOW Portsmouth, Va.—Granted (1) renewal of license; (2) license for alternate main trans., and (3) transfer of control from John Quincy, et al., to Providence Radio Inc. (WICE Providence, and WDJD (FM) Warwick, R. I.); consideration $10,000 cash and $165,000, payable $52,000 cash and balance in quarterly installments over period of 10 years, for notes held by transferors. Chmn. Minow not participating. Action May 17.

APPLICATIONS

WAVC Boaz, Ala.—Seeks assignment of license from Vearl Cicero, sole owner, to Glenn M. Cornelius and L. D. Bently Jr. (46.67% each), for $33,000. Mr. Cornelius is current station manager of WAVC; Mr. Bentley is manager of WCRL Oneonta, Ala. Ann. May 8.

KEOS Flagstaff, Ariz.—Seeks assignment of license from CLEM Radio Bcstg. Inc. to John W. Ross and Alice F. Ross (50% each) for $60.000. Mr. Ross is employe of Sears Roebuck, Flagstaff; Mrs. Ross is housewife. Ann. May 10.

KJAX Santa Rosa, Calif.—Seeks assignment of license from Lew L. Gamble and Joseph Gamble, equal partners, to John Kesson Withers for $50.000. Mr. Withers is account executive for Twin State Bcstg. Inc. Minneapolis, Minn., and 33% owner of real estate corp. Ann. May 15.

WABR Winter Park, Fla.—Seeks assignment of license from Carl T. Langford, receiver, to James H. Sawyer (100%) as payment of outstanding debts. Mr. Sawyer is owner of orange grove. Ann. May 9.

KTOP Topeka, Kan.—Seeks assignment of license from Charles B. Axton to KTOP Bcstg. Inc. of which Mr. Axton is president, for $1.00. Ann. May 10.

KSIG Crowley, La.—Seeks transfer of 26,000 shares in KSIG Bcstg. Inc. from Edmund M. Reggie (20 000), Edward E. Abdalla and Herbert H. Abdalla (3,000 each) at $3.50 per share, back to parent corp. to be held as treasury stock. Ann. May 8.

KNOE Monroe, La.—Seeks assignment of cp from James A. Noe, sole owner, to KNOE Inc. of which assignor is chairman of board. Ann. May 8.

WOKJ Jackson, Miss.—Seeks assignment of license from W. L. Kent and J. M. McLendon, equal partners, to Mr. McLendon and Robert G. Nichols Jr. (each 50%), for $90.000 for Mr. Kent's interest. Mr. McClendon is principal stockholder in KOKY Little Rock, Ark., KOKA Shreveport, La. and WENN Birmingham, Ala. Mr. Nichols is attorney. Ann. May 12.

KTRC Santa Fe, N. M.—Seeks assignment of license from Garfield C. Packard to Carl S. Goodwin (50%) and Frances B. Goodwin (49.9%) for $90,000. Mr. Goodwin is president of Santa Fe Bcstg. Inc.; Mrs. Goodwin is housewife. Ann. May 10.

KKIT Taos, N. M.—Seeks assignment of cp from Donald Boston and Jack W. Hawkins (each 50%) to Art Capitol Bcstg. Inc., of which Messrs. Hawkins and Boston are stockholders (80%, 10%), for $1,275. Mr. Hawkins is president of KVFC Cortez, Colo.; Mr. Boston is manager of Big Lake, Tex., Camber of Commerce. Ann. May 10.

WKST New Castle, Pa., WKST-TV Youngstown, Ohio—Seeks change in corporate name from WKST Radio Inc. and WKST-TV Inc., both to WKST Inc. No financial consideration involved. Ann. May 9.

KBBZ Laramie, Wyo.—Seeks assignment of cp from Grady Franklin Maples to Leslie P. Ware (98%) for $4,762.49. Mr. Ware is president and principal stockholder of KLPW Union, KYRO Potosi, KOKO Warrensburg, all Missouri, and KZIX Fort Collins, Colo. Ann. May 11.

Hearing cases

FINAL DECISION

■ Commission en banc, by Comrs. Minow (Chmn.), Hyde, Bartley, Lee, Craven, Ford and Cross, took following action:

■ By decision, Commission granted application of Kingsport Bcstg. Inc., to change facilities of station WKPT Kingsport, Tenn., from 1400 kc, 250 w, unl., to 1550 kc, 10 kw, D, and denied application of John K. Rogers for new station to operate on 1550 kc, 1 kw, D, in Bristol, Tenn. Chmn. Minow and Commissioner Craven not participating; Comr. Hyde dissented. July 5, 1960 initial decision looked toward this action. Action May 17.

INITIAL DECISIONS

■ Hearing examiner Annie Neal Huntting issued initial decision looking toward granting application of Northwest Bcstg. Co. to increase daytime power of station KVFD Fort Dodge, Iowa, from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N; conditions including construction not to commence until decision has been reached in proceeding on application for increased daytime power of station KMLH Marshall, Minn. Action May 16.

■ Hearing examiner Basil P. Cooper issued initial decision looking toward granting applications of Martin Theatres of Georgia Inc., to increase ant. height of station WTVM (TV) ch. 9, Columbus, Ga., from 1,160 ft. to 1,660 ft., and Columbus Bcstg. Inc., to increase ant. height of station WRBL-TV ch. 3 Columbus, from 1,290 ft. to 1,790 ft. Action May 16.

■ Hearing examiner Basil P. Cooper issued initial decision looking toward (1) granting applications of Franklin Bcstg. Inc., to increase power of station KMAR Winnsboro, La., from 500 w to 1 kw, and Leesville Bcstg. Co. to increase power of station KLLA Leesville, La., from 250 w to 1 kw, both continuing operation on 1570 kc, daytime only, and (2) denying for failure to prosecute application of Yam Bcstg. Inc., for new station to operate on 1570 kc, 250 w, D, in Opelousas, La. Action May 16.

■ Hearing examiner Elizabeth C. Smith issued initial decision looking toward granting application of KCRA Inc., for renewal of license of station KCRA Sacramento, Calif., conditioned to accepting such interference as may result to its operation from grant of either of pending applications for new station to operate on 1340 kc in Oroville, Calif. Action May 11.

■ Hearing examiner Herbert Sharfman issued initial decision looking toward ordering American Telephone& Telegraph Co. to pay $14.541.21 to WSAZ Inc. (WSAZ-TV) Huntington, W. Va., for charges for use of program transmission chs. between Columbus, Ohio, and Huntington, W. Va. Proceeding arose from complaint by WSAZ Inc., alleging that AT&T has charged greater compensation for use of chs. than is specified in applicable tariffs. Action May 17.

OTHER ACTIONS

■ By memorandum opinion and order, Commission denied petition by Interstate Bcstg. Inc. (WQXR) New York, N. Y., intervenor, for enlargement of issues in proceeding on applications of Catskills Bcstg. Co., Ellenville Bcstg. Co., and Ulster County Bcstg. Co. for new am stations in Ellenville, N. Y. Comr. Hyde dissented.

■ By memorandum opinion and order, Commission denied joint petition by Broadcast Bureau and Booth Bcstg. Co. (WIOU) Kokomo, Ind., Clinton Bcstg. Corp. (KROS) Clinton, Iowa, Truth Radio Corp. (WTRC) Elkhart, Ind., Illinois Bcstg. Co. (WSOY) Decatur, Ill., WJOL Inc. (WJOL) Joliet, Ill., Tri-City Radio Corp. (WLBC) Muncie, Ind., and Radio Milwaukee Inc. (WRIT) Milwaukee, Wis., for reconsideration and grant without further hearing applications for increased daytime power; dismissed as moot request by Baw Beese Bcstrs. Inc. (WCSR) Hillsdale, Mich., that WLBC and WTRC grants be made subject to specified conditions. Comrs. Craven and Cross dissented.

■ By memorandum opinion and order, Commission denied petition by applicants for reconsideration and grant of applications of L. M. Hughey to increase power of station WTWB Auburndale, Fla., from 1 kw to 5 kw, continued operation on 1570 kc, D, and Sugarland Bcstg. Co. for new am station to operate on 1570 kc, 1 kw, D, in Okeechobee, Fla. Comrs. Craven and Cross dissented. Actions May 17.

■ By memorandum opinion and order, Commission (1) granted petition by KLIX Corp. (KLIX-TV ch. 11) Twin Falls, Idaho, to withdraw protest; (2) vacated Feb. 18, 1960 order which stayed effective date of Dec. 22, 1959 grants to Idaho Microwave Inc., for fixed microwave stations to carry programs of three Salt Lake City, Utah, tv stations into Twin Falls for distribution there by community ant. tv system. Action May 17.

■ By memorandum opinion and order, Commission denied petition by Leo Joseph Theriot for reconsideration of Commission action of Jan. 19, 1961, directing him to show cause why license of his am bcst. station, KLFT Golden Meadow, La., should not be revoked; granted April 10 petition by Broadcast Bureau to enlarge scope of show cause order to include determination whether Mr. Theriot made any misrepresentations to Commission. Action May 17.

■ By memorandum opinion and order, Commission denied joint petition by Finley Bcstg. Co. (KSRO) Santa Rosa, KATY Sweetheart of San Luis Obispo Inc. (KATY) San Luis Obispo, KOMY Inc. (KOMY) Watsonville, and McMahan Bcstg. Co. (KMAK) Fresno, all Calif., to make effective that part of Feb. 7 initial decision relating to their applications for increased daytime power.

■ By memorandum opinion and order, in proceeding on am applications of Mid-America Bcstg. System Inc., Highland Park, Ill., Commission took following actions: (1) denied petition by North Suburban Radio Inc., Highland Park, for conditional grant of its application; (2) denied motion by Elgin Bcstg. Co. (WRMN) Elgin, Ill., to clarify or enlarge issues; (3) granted North Suburban's motion to strike objectionable material in Elgin reply; and (4) on own motion, reopened record for further evidence on Issue 8 as amended in memorandum opinion.

■ By memorandum opinion and order, Commission denied joint petition by applicants for reconsideration and grant without hearing applications of Ivy Bcstg. Inc. (WOLF) Syracuse, N. Y., Farm and Home Bcstg. Co. (WNBT) Wellsboro, Pa., and WESB Bradford, Pa., for increased daytime power from 250 w to 1 kw, and Batavia Bcstg. Corp. (WBTA) Batavia, N. Y., for increased daytime power from 250 w to 500 w, all continued operation on 1490 kc with 250 w-N. Joint petition requesting simultaneous grant, based on mutual agreement to accept whatever interference each may cause to other, could not be granted in toto until favorable resolution of whether WBTA's proposal would cause unacceptable interference to station CKCR Ontario, Canada. Comrs. Craven and Cross dissented.

■ By letter, denied request by Williams County Bcstg. System, Bryan, Ohio, for waiver of sections of rules to permit consolidation of its application for new am station to operate on 1520 kc, 250 w, D, with application of Community Service Bcstrs. Inc. for new am station on 1520 kc, 500 w, D (250 w during critical hours) in Ypsilanti, Mich. Action May 17.

■ By memorandum opinion and order, Commission on its own motion set aside February 23 action which granted application of Peachbowl Bcstrs. Inc., to increase daytime power of station KUBA Yuba City, Calif., on 1600 kc, DA-N, from 1 kw to 5 kw, continued nighttime operation with 500 w with engineering conditions; and designated application for evidentiary hearing on engineering issues; made station KGST Fresno, Calif., party to proceeding. Action May 17.

■ By order, Commission dismissed petitions by Abilene Radio & Tv Co. and E. C. Gunter for enlargement of issues in proceeding on their applications for new tv stations to operate on ch. 3 San Angelo, Tex. Mr. Gunter's application has been dismissed at his request, thus rendering petitions moot. Action May 17.

■ By memorandum opinion and order, Commission granted petition by American Colonial Bcstg. Corp. for review of chief

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hearing examiner's March 3 order insofar as it dismissed with prejudice "applications" for changes in facilities of stations WKBM-TV (ch. 11) Caguas, and WSUR-TV (ch. 9) Ponce, P. R., which were granted Nov. 22, 1960, but effective date later postponed pending hearing on protest by WKAQ-TV San Juan; affirmed March 3 order insofar as terminating proceeding but set it aside in all other respects; and cancelled cp which American tendered for cancellation on Feb. 20. Comr. Lee dissented with statement in which Chmn. Minow and Comr. Craven joined. Action May 17.

■ By memorandum opinion and order, Commission denied petition by Robert B. Brown, Taylorsville, N. C., for mod. of issues in proceeding on his application and those of Stuart W. Epperson, North Wilkesboro, N. C., and Felix C. Abernethy, Granite Falls, N. C., for new am stations. Comr. Craven dissented. Action May 17.

■ By order, Commission stayed effective date of March 29 initial decision which looked toward denying application of Northeast Radio Inc., to increase power of station WCAP Lowell, Mass., from 1 kw to 5 kw, continued operation on 980 kc, D pending further review by Commission. Action May 17.

■ By order, Commission granted petition by WORZ Inc., and directed and authorized acting secretary to permit petitioner's counsel, and counsel for other parties in Orlando, Fla., ch. 9 tv proceeding to examine in secretary's office and in presence of all counsel wishing to participate, papers specified as "Mack Diary" for requested period of Aug. 10, 1955 to June 7, 1957. Action May 17.

■ On petition by WIBC Inc., Commission extended from 20 to 30 minutes time for oral argument by each party in Indianapolis, Ind. tv ch. 13 proceeding. Action May 17.

■ By order, Commission, in consideration of exceptions contending that Radio Associates, Inc., and WLOX Bcstg. Co., applicants for tv ch. 13 in Biloxi, Miss., should be recompared, and changes in membership of Commission, delineated permissible scope of May 18 oral argument and ordered that parties may argue not only to specific issues on remand, but to overall comparison of applicants. Action May 12.

KRPM (FM) San Jose, Calif.—Designated for hearing application to increase ERP on 98.5 mc from 3.3 kw to 46.2 kw, and ant. height from minus 157 ft. to 1,834 ft.; made Federal Aviation Agency, KAFE, KCBS-FM both San Francisco, and KXRQ Sacramento, parties to proceeding. Action May 17.

Aaron B. Robinson, Holly Springs, Miss.—Designated for hearing application for new am station to operate on 1500 kc, 1 kw, D, on sect. 3.15(b) concentration of control and programming issues.

KGMS Sacramento, Calif.—Designated for hearing application for transfer of control to Capitol Bcstg. Co. on sect. 3.25(a) multiple ownership issue. Comrs. Craven and Cross dissented.

Ebony Enterprises Inc., Chadbourn, N. C.—Designated for consolidated hearing applications for new daytime am stations to operate on 1590 kc—Ebony with 1 kw, and Peal with 500 w. Action May 11.

Radio Quests Inc., WHOT Inc. (WHOT) Campbell, Ohio—Designated for consolidated hearing applications of Radio Quests for new am station to operate on 1330 kc, 500 w, DA-D, and WHOT to change facilities from 1570 kc, 1 kw, DA-D, to 1330 kc, 1 kw-N, 500 w-LS, DA-2; made WJPS Evansville, Ind., WHAZ Troy, WEVD New York, WPOW New York, all N. Y., WFBC Greenville, S. C., and WTRX Flint, Mich., parties to proceeding. Action May 11.

Linton D. Hargreaves, Duluth, Minn.—Designated for hearing application for new am station to operate on 1390 kc, 500 w, D; made Federal Aviation Agency party to proceeding. Action May 11.

WITV (TV) ch. 17 Fort Lauderdale, Fla.—Designated for consolidated hearing applications of WITV for renewal of licenses and Board of Public Instruction of Dade County for new tv station to operate on ch. 17. WITV has been off air since May 11, 1958. Comr. Craven not participating. Action May 17.

Hazelhurst Radio, Hazelhurst, Ga.—Designated for consolidated hearing applications for new daytime am stations to operate on 1480 kc, with 1 kw. Action May 17.

Massillon Bcstg. Inc., Norwood, Ohio, Covington Bcstg. Co., Covington, Ky.—Designated for consolidated hearing applications for new daytime am stations to operate on 1320 kc with DA—Massillon, Covington, and Kenton with 500 w, and Mossman with 1 kw; made WHOK Lancaster, Ohio, party to proceeding. Action May 17.

Routine roundup

COMMENT TIME ON BROADCAST APPLICATION FORMS POSTPONED BRIEFLY PENDING ISSUANCE OF CERTAIN REVISIONS.

■ By order, Commission extended time for filing comments in proceeding on amendment of sect. IV of broadcast application forms concerning statement of program service from June 1 until further order. However, in so doing Commission indicated its desire to expedite this proceeding and, accordingly, will as quickly as possible issue further notice setting forth certain revisions of its notice of proposed rulemaking of Feb. 17, 1961. Meanwhile, no useful purpose would be served by interested parties expending time and effort to comment on presently outstanding proposals. Action May 11.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of May 16

KLOR-TV Provo, Utah—Granted involuntary assignment of license to A. Dean Jeffs, trustee in bankruptcy.

KKIT Taos, N. M.—Granted assignment of cp from Donald Boston and Jack W. Hawkins to same plus Louise Hawkins d/b under same name.

KJCF Festus, Mo.—Granted mod. of cp to change type trans.

Action of May 15

Hulett Tv Club, Hulett, Wyo.—Granted cp for new vhf tv translator station on ch. 13 to translate programs of KOTA-TV (ch. 3) Rapid City, S. D.

Actions of May 11

R. F. Edouart, Trancas, Calif.—Granted cp for new uhf tv translator station on ch. 74 to translate programs of KTLA (ch. 5) Los Angeles, Calif.

Garden County Tv Booster Co., Oshkosh and Lewellen, Neb.—Granted cps for two new vhf tv translator stations—one on ch. 12 to translate programs of KNOP-TV (ch. 2) North Platte, Neb., other on ch. 8 to translate programs of KHPL-TV (ch. 6), Hayes Center, Neb.

Texline Lions Club, Texline, Tex.—Granted cps for two new vhf tv translator stations—one on ch. 13 to translate programs of KGNC-TV (ch. 4) Amarillo, Tex.; other on ch. 2 to translate programs of KFDA-TV (ch. 10) Amarillo, Tex.

Actions of May 15

KGCA Rugby, N. D.—Granted assignment of cp to Rugby Bcstrs. Inc.

KNOE Monroe, La.—Granted assignment of cp to KNOE Inc.

WPSD-TV Paducah, Ky.—Granted mod. of cp to change type of driver for vis. and aur. amplifiers.

WLUK-TV Green Bay, Wis.—Granted mod. of cp to change ERP to vis. 316 kw, aur. 158 kw, ant. height to 1,260 ft., change trans. location (same description), change in coordinates only, type trans., type ant., and make changes in equipment.

■ Following stations were granted extensions of completion dates as shown: KJEO (TV) Fresno, Calif. to November 18; WELI-TV New Haven, Conn., to November 22; K70CE Elephant Mountain Tv Club Inc., Daggett, Calif. to November 18.

Actions of May 12

WKST-AM-TV Youngstown, Ohio—Granted assignment of licenses to **WKST Radio Inc.** and **WKST-TV Inc.**

KEZY-FM Anaheim, Calif.—Granted assignment of license to Radio Orange County Inc.

KOA-FM Denver, Colo.—Granted mod. of cp to change transmision line and increase ERP to 57 kw.

Inkom Tv Assn., Inkom, Idaho—Granted cps for two new vhf tv translator stations—one on ch. 11 to translate programs of KID-TV (ch. 3), and the other on ch. 13 to translate programs of KIFI-TV (ch. 8), both Idaho Falls, Idaho.

Action of May 5

Boyes Tv Club, Boyes, Mont.—Granted cp for new vhf tv translator station on ch. 13 to translate programs of KDSJ-TV (ch. 5), Lead, S. D.

Action of May 4

Imlay Tv, Imlay, Nev.—Granted cp for new vhf tv translator station on ch. 4 to translate programs of KOLO-TV (ch. 8), Reno, Nev.; condition.

Actions of May 11

WISE Asheville, N. C.—Granted license covering installation of new alternate main trans.

WCRS Greenwood, S. C.—Granted license covering increase in daytime power, new trans. and ant. changes.

Metropolitan Bcstg. Corp., Washington, D. C., Peoria, Ill., New York, N. Y., Philadelphia, Pa., Cleveland, Ohio, Scitutate, Mass.—Granted mod. of cps and licenses to change name to MetroMedia Inc.

WMAR-TV Baltimore, Md.—Waived sect. 3.613(b) of rules and granted mod. of license to change studio location.

WDIC Clinchco, Va.—Granted mod. of cp to change type trans.

WGHC Clayton, Ga.—Granted mod. of

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING May 18

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,532	48	127	815
FM	801	69	198	125
TV	486[1]	56	88	97

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING May 18

	VHF	UHF	TV
Commercial	464	78	542
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by the FCC (March 31, 1961)

	AM	FM	TV
Licensed (all on air)	3,530	791	486[1]
Cps on air (new stations)	31	65	55
Cps not on air (new stations)	150	206	89
Total authorized stations	3,711	1,062	641
Applications for new stations (not in hearing)	560	71	25
Applications for new stations (in hearing)	196	24	54
Total applications for new stations	756	95	79
Applications for major changes (not in hearing)	510	57	35
Applications for major changes (in hearing)	208	4	16
Total applications for major changes	718	61	51
Licenses deleted	1	0	1
Cps deleted	1	3	0

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

cps to change ant.-trans. site 950′ northwest of present site (same description) and extension of completion date to June 20.

Action of May 8

WDET-FM Detroit, Mich.—Remote control permitted.

Actions of May 10

WLIQ Mobile, Ala.—Granted license for am station.

■ Granted licenses for the following fm stations: **KEZY-FM** Anaheim, Calif., and specify studio location same as trans. location and specify type trans.; **WDAF-FM** Kansas City, Mo.; **KWOA-FM** Worthington, Minn.; **WBOS-FM** Brookline, Mass.; **WESU (ED)** Middletown, Conn.

KGAF-FM Gainesville, Tex.—Granted license covering change in ERP and ant. height and installation of new ant.

WJMA Orange, Va.—Granted license covering increase in daytime power.

WKBI St. Marys, Pa.—Granted license covering increase in daytime power, change type trans. for nighttime use and installation new trans. for daytime use (2 main trans.).

WIRY Plattsburgh, N. Y.—Granted license covering increase in daytime power, installation new trans. and DA daytime.

WPFB-FM Middletown, Ohio—Granted license covering installation of new trans. and increase in ERP.

WTRO Dyersburg, Tenn.—Granted license covering installation of new trans.

KGY Olympia, Wash.—Granted license covering changes in ant. system (increase height).

KUGN Eugene, Ore.—Granted license covering change in ant.-trans. and studio locations.

KCJB Minot, N. D.—Granted mod. of license to change name to North Western Enterprises Inc.

KSJB Jamestown, N. D.—Granted mod. of license to change name to Great Western Enterprises, Inc.

WSIX-AM-FM Nashville, Tenn.—Waived sect. 3.30(a) of rules and granted mod. of lincenses to extent of permitting establishment of main studio at 441 Murfreesboro Road, 0.6 miles southeast of present city limits of Nashville. Waiver authority to end when current annexation plan is finalized.

WNOE New Orleans, La.—Granted mod. of license to operate main trans. by remote control; conditions.

KINY Juneau, Alaska—Granted cp to replace expired permit for installation of new trans.

WGAU-FM Athens, Ga.—Granted cp to install new trans.

KFMF (FM) Fort Worth, Tex.—Granted cp to replace expired permit for fm station.

WFMB (FM) Nashville, Tenn.—Granted cp to install new trans. and increase ERP to 35 kw.

WARC Milton, Pa.—Granted mod. of cp to change ant.-trans. location; main studio location; change type trans.; make changes in ant.-ground systems; remote control permitted.

KSAL Salina, Kan.—Granted mod. of cp to delete request for remote control operation of alternate main trans.

KWLM Willmar, Minn.—Granted mod. of cp to change type trans.

WMEV-FM Marion, Va.—Granted mod. of cp to change type trans. and type ant:; ERP 3.4 kw.

■ Following stations were granted extensions of completion dates as shown: WCSI-FM Columbus, Ind., to July 15; WSJC Magee, Miss., to June 15; KWRV McCook, Neb., to June 15; WCHL Chapel Hill, N. C., to October 26; WSHR (FM) Shorewood, Wis., to November 7; WLOS-FM Asheville, N. C., to November 1; WSJS-FM Sacramento, Calif., to November 1; KGPO (FM) Grants Pass, Ore., to July 15; WBAA-FM West Lafayette, Ind., to November 10; WMEV-FM Marion, Va., to June 30.

KALV Alva, Okla.—Granted extension of authority to Aug. 30 to sign-off at 7 p.m.

KNOG Nogales, Ariz.—Granted authority to operate from 7 a.m. to 7 p.m. daily for period ending Sept. 30.

WMSA Massena, N. Y.—Granted extension of authority to Sept. 12 to sign-off at 9 p.m.

ACTIONS ON MOTIONS

■ Commission on May 12 granted petition by Assn. of Federal Communications Consulting Engineers and extended from May 15 to June 15 and from May 25 to June 26 time to file comments and replies in matter of amendment of Sect. 3.182(w) of rules to eliminate interference ratio pertaining to stations 20 kc apart.

■ Commission on May 10 granted request by Rollins Telecasting Inc. (WPTZ), North Pole, N. Y., and extended from May 12 to May 26 time to file reply comments in Syracuse and Rochester, N. Y., tv rulemaking proceedings.

By Commissioner Robert T. Bartley

■ Dismissed as moot petition by Hoosier Bcstg. Corp., for extension of time to respond to petition by Independent Indianapolis Broadcasting Corp., to enlarge issues in proceeding on their applications for am facilities in Indianapolis, Ind., et al. Action May 12.

■ Granted petition by Broadcast Bureau and extended to May 16 time to respond to petition by KORD Inc. for reconsideration and other relief in proceeding on its application for renewal of license of station KORD Pasco, Wash. Action May 11.

■ Granted petition by Catskills Bcstg. Co., Ellenville Bcstg. Co., and Ulster County Bcstg. Co., and extended to May 16 time to reply to comments of Broadcast Bureau on their joint petition for reconsideration and clarification, and/or grant without hearing of their applications for am facilities in Ellenville, N. Y. Action May 11.

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by United Bcstg. Inc., to dismiss its application for fm facilities in Beverly, Mass., but dismissed application with prejudice and retained in hearing status application of Puritan Broadcast Service Inc., for fm facilities in Lynn, Mass. Action May 9.

■ Granted motion by Florida-Georgia Tv Inc., and extended from May 15 to May 22 time for all parties to file replies to pending petition by Jacksonville Bcstg. Corp. to amend its application in Jacksonville, Fla., tv ch. 12 proceeding. Action May 12.

■ Granted petition by Suburban Bcstg. Inc., Jackson, Wis., for leave to file supplement to opposition to petition for reconsideration and to delete issue and contingent request to enlarge issues by Beacon Bcstg. System Inc. Grafton-Cedarsburg, Wis., in am proceeding. Action May 10.

■ Granted petition by Western Bcstg. Corp. to extent that it involves dismissal of its application for am facilities in Green Tree, Pa., but dismissed application with prejudice. Application was consolidated for hearing with am applications of WXEN Xenia, Ohio. Action May 10.

■ Scheduled oral argument for May 16 at 9 a.m. on petition by WACO Bcstg. Corp. (WACO-FM) Waco, Tex., to terminate proceedings on its application. Action May 11.

■ Continued from May 15 to May 19 hearing on petition by Mt. Holly-Burlington Bcstg. Co., for leave to amend its application for am facilities in Mt. Holly, N. J. Action May 15.

■ Scheduled oral argument for May 16 on applicants' joint request for approval of agreement in proceeding on applications of Suburban Bcstg. Co., and Camden Bcstg. Co., for fm facilities in Mount Kisco, N. Y., and Newark, N. J. Action May 11.

By Hearing Examiner Thomas H. Donahue

■ Upon request by applicant, corrected transcript of April 26 prehearing conference, and on examiner's own motion corrected transcript for April 25 and 26 in various respects allowing 5 days for objections in proceeding on applications of Palmetto Bcstg. Co. for renewal of license of station WDKD Kingstree, S. C., and for license to cover. Action May 9.

By Hearing Examiner Asher H. Ende

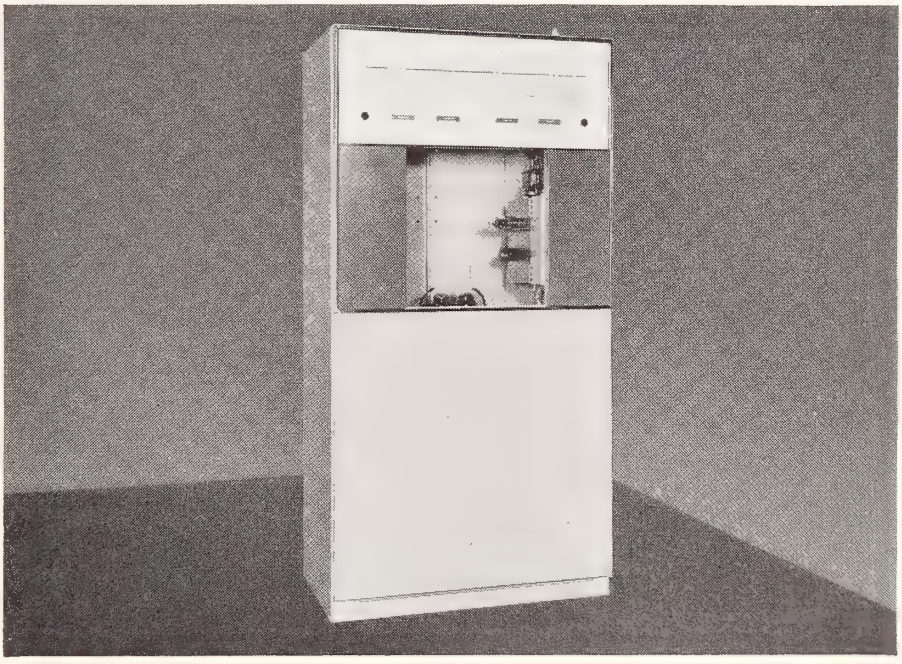
■ Scheduled further prehearing conference for May 15, at which time examiner will hear argument on petition by Independent Indianapolis Broadcasting Corp., for reconsideration and restoration of initially scheduled hearing date or alternative relief and take such further action as is appropriate, provided that parties shall be granted specified four-day period to file any oppositions they desire in proceeding on Independent's application for new am

Continued on page 91

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Experienced announcer-dj for Virginia independent. Salary commensurate with ability. Send tape, resume, and recent photo with salary expected to General Manager, WCFV, Clifton Forge, Virginia.

Immediate opening, dj to join our personality team. We feature versatile voices, bright style, lively pace. No hysteria. Ideal conditions. No maintenance. Top ratings, staple market of 350,000. Do you qualify? Send tape and photo to Ed K. Smith, WCMB, Harrisburg, Penna.

Now auditioning for mature announcer experienced in adult programming. Must run tight board. New Equipment—wonderful city. Tape, resume, photo and salary to Program Director, WKLZ, Kalamazoo, Mich.

Morning man, experienced bright rating conscious. Top 40. Tape, resume, salary desired immediately to WMEX, 70 Brookline Avenue, Boston 15, Mass.

Help Wanted—(Cont'd)

Announcers

Wanted—Good air salesman who desires to advance to responsibility of Programs—Operations Manager. Our man is dissatisfied with being a staff announcer. He is willing to work hard and to eat and sleep radio. If you think you want a creative challenge with increased responsibility, contact immediately, Davis, KCAP, Helena, Montana.

Progressive, production-minded station desires first ticket announcer. Salary open. New building, new Collins equipment. Home on premises available if desired. WMVO, Mount Vernon, Ohio.

"The Gold Capital of the World" needs you! . . . if you have at least 2 years experience, board and announcing, and can pull a "good-music" happy morning show. Send tape, picture and resume to WSAC, Box ±68, Fort Knox, Ky. Elgin 1-3121. Immediate opening for announcer and/or copywriter.

Wanted immediately, an announcer with first licenses for combo operation. Announcing important with engineering secondary. Contact immediately Pinkney Cole, WTRO, Dyersburg, Tenn. Atwater 5-4173.

Combination chief engineer-announcer; excellent physical plant and working conditions; starting salary $100 per week; contact E. Dean Finney, WTWN, St. Johnsbury, Vermont.

Experienced announcers wanted for morning and night shows 15 year old major southeastern market station. Friendly staff, fine working conditions, lots of tape cartridge production. Require good voice, sober, and history of permanence. Tape, photo and resume will be returned. George Weiss, 3504 Time/Life Bldg., New York 20.

Technical

Chief engineer for established am directional east central. Excellent opportunity with multiple ownership. Box 410F, BROADCASTING.

Chief engineer for North Carolina full time station. Must be thoroughly experienced in all phases of maintenance. No announcing. Preference will be given to active amateur radio operator. Box 424F, BROADCASTING.

First phone announcer for new station going on air in June. WCCF, Punta Gorda, Fla. NEptune 9-1580 or NEptune 2-1101.

Chief engineer for WIKE, Newport, Vermont; full time outlet; starting pay $100 per week; excellent physical plant and working conditions; contact E. Dean Finney, WTWN, St. Johnsbury, Vermont.

Production—Programming, Others

Texas station needs experienced dependable traffic manager. Box 275F, BROADCASTING.

Experienced, persuasive copywriter for network station Texas resort city. Box 276F, BROADCASTING.

Radio program director for major Ohio market station. Must have at least 5 years experience. No rock and rollers. Send all information with recent snapshot. Box 353F, BROADCASTING.

Copy-writer—Experienced, production minded, with ability to write hard sell. Good salary. Send samples, resume and photo to WFDF, Flint, Michigan.

Help Wanted—(Cont'd)

Production—Programming, Others

Newsman—To head news department—gather, write, and deliver news—want man with 1st class ticket, but no maintenance. Write Box 362F, BROADCASTING.

Morning newsman to handle both reporting and on-air work. Must be topnotch. Chance for some tv for right man. Box 393F, BROADCASTING.

Radio newsman for northeast regional independent. Give detailed report on present and past news employment. Must be experienced in rewrite, deskwork, mobile unit operation, beep interviews, air delivery and investigative reporting. Include copy and tape covering all above mentioned phases. Box 423F, BROADCASTING.

Copywriter. Must have experience. Group station with company benefits. Send continuity and background to Bill Eure, WRAP, P.O. Box 598, Norfolk, Virginia.

RADIO

Situations Wanted—Management

Assistant manager, administrative assistant, program manager, other executive. 13 years experience radio-tv. Familiar current industry, labor and government matters. Trouble shooter. Now operations manager major market 50 kw. 28, family. Box 225F, BROADCASTING.

Looking for a general manager-salesman-announcer-copywriter all in one. I'm your man. Northeast. Box 333F, BROADCASTING.

Radio manager — 15 years experience, all phases—heavy on sales. Married, father and college graduate. Box 356F, BROADCASTING.

Manager-co-owner just sold interest. Experience launching new stations, all phases adult radio. Prefer small or medium market, Wisconsin, Ohio, Indiana, Illinois. Box 403F, BROADCASTING.

Four years station manager in Texas, Virginia. 1st phone. Presently sales engineer for major equipment manufacturer. Forte in sales, administration and play-by-play. Available as manager or assistant manager medium market station. Minimum salary requirements. Reasonable for performance guaranteed. Personal interview required. Some investment possible. Box 370F, BROADCASTING.

Manager/sales manager for small or medium market station; heavy on local, regional sales. Fifteen years experience all phases station operation. Would also purchase stock interest. Highest industry references. Box 413F, BROADCASTING.

Sales

Excellent references to back up mature, married, experienced, radio-television June graduate seeking sales position. Will consider announcing-sales. Box 280F, BROADCASTING.

Idea Salesman, 30, radio major available, midwest-west, look no further, your search has ended. Box 383F, BROADCASTING.

Announcers

DJ, 24, draft-free, one year experience, amazing. Ad-lib, extraordinary potential, comic bonus, "top 40," anywhere. Box 285F, BROADCASTING.

Experienced first phone dj bright, fast paced, personality, tight production. Box 289F, BROADCASTING.

Young married dj with 1½ years diversified experience desires to re-locate with modern format station in medium market. Box 312F, BROADCASTING.

Attention stations within 250 mile radius of N.Y.C.—Newsman, dj seeks permanent position. 2 years experience. Tight production. Bright. NYC, phone BU 4-8737. Box 331F, BROADCASTING.

Situations Wanted (Cont'd)

Announcers

A-OK all the way . . . 5 years experience, swingin personality. Definite asset to any organization. Box 351F, BROADCASTING.

Nightwatch. Evenings. Young dj. New ideas. Top 40. Available early July. Tape, info. Box 355F, BROADCASTING.

Announcer, dj, pd-20 years experience. Immediately. Want permanent position. Box 358F, BROADCASTING.

Baseball, football, basketball. You name it, I'll broadcast it. Looking for station that wants top rated sports department. I can give you that rating. Box 363F, BROADCASTING.

Michigan state graduate, 4 years experience, seeks announcing position. Box 373F, BROADCASTING.

Attention top 40's: Need ratings? Try a real personality and get results. Box 379F, BROADCASTING.

Write me now! Save resume. I'll await good position. DJ now, management in future. Presently morning-afternoon dj, tight board; live mc; special events; good interview; sales; resume explains further. Midwest. Box 381F, BROADCASTING.

Upper midwest, 3 years experience radio and light tv. Modern sound, married, family, want to settle with future. Box 384F, BROADCASTING.

Two dj's young—experienced—versatility—production. Give us a try. Box 388F, BROADCASTING.

Currently pd-jock with New England number one top 40 personality station in metro market. Ideas and promotions have made station dominant number one. Individual show has station's highest ratings. Management has decided to take over programming. Swinger, voices, inserts, college man, eight years experience. Want to stay in pd work but will take jock job in major. Box 394F, BROADCASTING.

Alert young man seeks staff announcing position. Broadcast school grad. College. Ready and raring to go. Tape available. Box 396F, BROADCASTING.

Swingin' deejay with first class ticket and major market experience seeks relocation. Able family man. Salary open. Box 406F, BROADCASTING.

Sports announcer. Nine years experience play-by-play, finest references. Box 397F, BROADCASTING.

Have quality station? We'll travel! Husband and wife, fugitives from formula operation, extensive music-show business background, strong housewife appeal. Create and perform jingles. Willing assist station copy and music, if needed. Capable large market, consider any size. Phone NYC Virginia 7-5144 or Box 399F, BROADCASTING.

Announcer—First phone, experienced, married, anywhere, available. Box 407F, BROADCASTING.

Announcer-dj. Experienced. Bright sound, authoritative news, not a floater. Box 411F, BROADCASTING.

If you want a responsible air personality, answer this ad. 16 years experience and proof of performance from managerial and sales levels to prove it. Adult, mature air personality. Married. Two children. My past air results permit me to guarantee you a successful air sound. Professional work. Let's try it! Box 414F, BROADCASTING.

Pleasant, relaxed style, knowledge tasteful music. News, 4 years experience, perfect late or all nite. Medium market. Box 415F, BROADCASTING.

Announcer—experience, married. Would like to relocate, want to settle down-operate board-dj. Good ad-lib, cut all shows. Excellent reference from last employer. Box 419F, BROADCASTING.

Situations Wanted (Cont'd)

Announcers

Negro personality announcer. Looking for radio work three hundred mile radius of Philadelphia. Two years experience, very tight production, will sell time, married. Tape and resume upon request. Box 420F, BROADCASTING.

Dependable veteran 27, married with first phone and little experience desires opportunity to prove himself. Prefer chance to do sports and play-by-play, but this can come later. California or Nebraska areas preferred, but not essential. Mel Armijo, 329 E. 81 St., Los Angeles 3, California.

Ron Cauwenbergh . . . disc jockey. Market 4-8075, 415 East 7th, Hays, Kansas.

Family man wants permanent position immediately. Nine years experience with news, programming combo, play-by-play. Thomas Gooding, 7308 East Minnezona, Scottsdale, Arizona, WHitney 6-9155. Resume, references on request.

Announcer available immediately, college degree, 1 year teaching experience, married, 25, 2 years small market experience, south or west. Call or write collect, Richard Hanson, Haleyville, Alabama, 486-3362.

Professional air personality available. Will build and increase your audience rating and sponsor satisfaction. Major metropolitan market experience with top rated show. Salary open. First class ticket, family man, strong air salesman. Interested stations in medium or major markets anywhere are invited to contact Woody Lester, 6408 Alamo, Springfield, Va. (Washington, D. C. suburb) or phone FLeetwood 4-5524.

Strong, fast-paced news, sports, play-by-play. B.S.J., 6 years commercial experience. Worked large market top-40 format. Also middle road music programs. Worked Michigan, Ohio markets. Location definitely secondary to job, but prefer midwest, southwest. Richard L. Peters, 16 Morris Avenue, Athens, Ohio.

Announcer-copywriter-third phone, 11 years experience. Top personality. Snappy copy. Married. Minimum $100.00. Write or call—Charlie Lord, Route 3. Box 645, Deland, Florida, REdwood 4-7416.

Announcer-dj, 3 years experience, college, married, 27. Strong on news. Adult, rock music. Immediate availability. Don Lovett, 2208 S. Park Drive, Birmingham, Ala. STate 7-2285.

Young, ambitious announcer wants summer fill-in work. Radio-tv college major. Eager to learn, willing to work. Alan Mitchell, 710-12th, West, Des Moines, Iowa.

Sports announcing primarily, news, d-jay, sales, no drifter, six years experience, college graduate, single, will travel. good references, Gary Shively, Box 566, Portsmouth, Ohio.

Available 2nd week June, swinging dj, 1st phone, sharp production man. I'm different, will send tape to show why. If you want something more than a hired hand, and can shell out $125 a week, lets talk. Bill Taylor, EM 6-1880, 2601 Sharon Road, Charlotte, N. C.

Technical

Chief engineer . . . experienced all phases: administrative, construction, maintenance, measurements, proofs. Now employed, seek better oportunity. Box 307F, BROADCASTING.

Experienced engineer am-fm, construction, proofs, strong sales background. Box 359F, BROADCASTING.

Chief engineer-announcer south Florida only. Experienced. $125 week. Box 378F, BROADCASTING.

Young chief-engineer, announcer desires larger market as combo operator with chance at advanceemnt. Prefer east. Box 385F, BROADCASTING.

Situations Wanted (Cont'd)

Technical

Experienced first phone desires position preferably in New England area. Available immediately. Box 402F, BROADCASTING.

Engineer with first phone seeking employment in Texas or Louisiana. Pretty well experienced in am, some in fm, and willing to learn tv. Contact Ray Loper, 1235 Isla, Stephenville, Texas. Phone Woodlawn 5-3357.

1st phone CIE student desires postion in midwest. Good musical background. Some board and announcing experience. John Oelke, 4529 Flad Ave., St. Louis 10, Missouri. MO 4-7090.

Engineer, single, 50, sober, life experience, am, available, emergency fill, transmitter operation, installation, or where repair initiative is needed. Wallace V. Rockfeller, Wood River, Nebraska.

Production—Programming, Others

Newsman-announcer, 25, college graduate, married, medium station experience of 5 years, currently newswriter with major network in New York. Desires California position as announcer and/or news reporter. Box 367F, BROADCASTING.

Experienced news director-sports-excellent local coverage. Public relation. Mature, reliable. Box 369F, BROADCASTING.

University graduate, 4 years experience, seeks staff position. Box 374F, BROADCASTING.

Employed veteran newsman with extensive experience wants postion with station which approaches news sensibly. Write for details on background and requirements. Box 387F, BROADCASTING.

News director, 32, ten years experience. Good solid conservative news, all phases. College, married, two children. Northeast-northwest. $150 minimum. Tape-pic-resume. Details from Box 400F, BROADCASTING.

Professional jingle writer, singer, announcer, now employed, desires to move up to larger radio, tv advertising agency or transcription service. 11 years experience. Future most important. Send for sample tape, photo and resume. Box 425F, BROADCASTING.

Attention: Texas stations; native Texan wants to return home. Edward H. Osborn. Age 36. Married, three sons. Desires permanency. Do not drink alcoholic beverages. Job first, salary second. Contact by phone or letter at The Sam Houston Hotel in Houston, Texas. Phone number is: Capitol 2-1351.

May we set you up? Program director and sales manager available. Young. Combined eleven years experience Florida markets top-pop programming, production. Will work hard for non-rubber paychecks. Contact Jerry Spinn. P.O. Box 211, Ft. Pierce, Florida. Phone HO 1-2264.

Winner of three news awards in two years, including last year's top AP national award, needs a change. But only to permanent position. Management knows of ad. Over 100 play-by-play broadcasts. Six years experience as sports writer for newspapers. Get the news and sports every station needs. Contact Dick Watts, 610 S. Cliff, Gallup, New Mexico. Available July 10th.

TELEVISION

Help Wanted—Sales

Energetic, persuasive salesman large Texas market. Box 272F, BROADCASTING.

Southeastern, three station vhf market. Progressive network outlet needs one more professional account executive. No beginners, no hopefuls, only pro's with provable track records considered. Generous guaranteed salary plus commission from first dollar, other benefits. Send full resume to Box 426F, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Chief engineer desired by group operator for large New England vhf tv, am and fm stations. Applicants must be college graduates and must have had administrative as well as technical experience in a similar position. Replies confidential. Box 427F, BROADCASTING.

TV summer studio relief 2nd class license minimum. Contact: Mr. Merritt, C. E., WICS-TV, Springfield, Ill.

Experienced studio or maintenance technician for permanent position. Scale to $148 per week. Send name, references to: Chief Engineer, WTTW, Box 1100, Chicago.

Production—Programming, Others

Continuity writer with speed and creativity for vhf in large Texas city. Box 271F, BROADCASTING.

Experienced, dependable traffic manager Texas vhf. Box 273F, BROADCASTING.

Experienced tv program director needed in progressive two station midwest uhf tv market. Want a stable "idea man" who can produce results. Send resume, photo and salary requirements to Box 290F, BROADCASTING. Replies confidential.

Experienced tv director wanted by station in Florida's second largest market. Must have three years board experience; ability to work well with staff. Send complete resume, recent photo, salary expected to Box 352F, BROADCASTING.

TELEVISION

Situations Wanted—Management

Sales/promotion manager major and medium market sales and promotion management. Now selling successfully top ten mid-east major advertising medium, not radio or tv. Twelve years experience all phases broadcasting. Finest references, will relocate. Box 377F, BROADCASTING.

Merchandising and promotion manager. Also national tv sales and radio management experience. 8 years sales manager. Box 421F, BROADCASTING.

Sales

Hard worker with top tv sales record, radio experience, married. Box 392F, BROADCASTING.

Technical

No United Nation's diplomat but have put out many brushfires worldwide for television broadcasters. All phases. Planning, installation, start up, proofs, and operational instruction. Desire position broadcasting or allied fields. Foreign or domestic. Contact Box 245F, BROADCASTING.

1st phone CIE student desires position in midwest. Good musical background. Some board and announcing experience. John Oelke, 4529 Flad Ave., St. Louis 10, Missouri. MO 4-7090.

Production—Programming, Others

News director. On-camera, legislature, special events, SOF, 12 years. Box 252F, BROADCASTING.

Program director — news director — announcer. Also, capable salesman. Thoroughly experienced: 7 years—television; 11 years radio. AB degree. Teetotaler, 36. Interested in better opportunity for advancement. Telephone 872-1316, Atlanta, Georgia, or write Box 300F, BROADCASTING.

June graduate with B. S. degree seeking production position in northeastern U. S. Will consider ETV. Married. Experienced in production, direction, announcing, and some programming. Top references. Box 301F, BROADCASTING.

Situations Wanted (Cont'd)

Production—Programming, Others

Producer-director—Immediate availability. 7 years same company. Do one-man board, familiar all phases. Top references, high credit and no drifter. Want organization with future. Box 364F, BROADCASTING.

Art director 9 years strenuous television experience reminding you that vision is over half of television. Very capable . . .air brush, brush, pen, set design, construction. First phone. 35 years old. Married. Box 371F, BROADCASTING.

Film production: studio or tv. Writer, producer, director. Commercial, theatrical or public affairs. Box 376F, BROADCASTING.

4 years experience—creative and directorial phases of production. B.S. in Business, M.A. in tv and drama. Young woman interested in commercial or educational tv. What is your offer? Box 382F, BROADCASTING.

News photographer, movies, 5 years still experience. Now university of Kansas r & tv production major. Summer. Box 390F, BROADCASTING.

TV producer/director desires midwest. Operated own board. Handled all shows. Experienced tv-radio announcer-copywriter. Possess motion picture equipment for news work. 33. References. 15 years experience. Box 417F, BROADCASTING.

Film editor with over 4 years experience desires job in the southeast with possibility of working into some other phase of business. I have two years of college. P.O. Box 3026. Columbia, S. C.

FOR SALE

Equipment

For sale as a complete package the following pieces of equipment: 250 watt, G.E. transmitter, G.E. two-studio console, two Presto turn-tables, G.E. limiter amplifier, and a PT-6 Magnecorder. All in good condition. Taken out of use because of power increase. Price $3,000.00. Box 295F, BROADCASTING.

Magnecord—728 tape recorder rack mounted on adapter panel with 2-600 ohm output transformers like new. Box 361F, BROADCASTING.

REL Precedent broadcast monitor FM tuner —Multiplex output. Excellent condition. Price $375. Box 365F, BROADCASTING.

Brand new-never used stereo Magnecord tape recorder with low-impedence transformers-model 728-4. $650.00. Box 395F, BROADCASTING.

General Electric 250 watt fm transmitter, BT-1-A. Clean, good appearance, reliable. Overhauled recently, and in excellent condition. $1200.00. Box 416F, BROADCASTING.

EDL model 42 field intensity meter-200 Kcs to 20 Mcs, $90.00. Mohawk message repeater with switch mat-used once $90.00, Mohawk midgetape recorder, complete, $190.00. Three Magnecorders, 2-S-36B, and 1 PT6V in rack provision for remote start switch all three w/rack $750.00. Two way remote pickup broadcast, 1 6 volt mobile, 1 12 volt mobile, base station, Motorola coaxial antennas, Andrews ground plane, mikes, control heads, all accessories, presently operating and licensed for 152.93 mcs complete $850.00. Composite recording console designed for discing, excellent for tape production facility or emergency control room 14 inputs $250.00. Large speaker cabinet w/15" Jensen Woofer, Horn Tweeter, Crossover & Level-New cost $350.00 . . . $125.00. One model 50 Multilith $100.00. List and details Jack Garrison-WBOF, Virginia Beach, Va.

REL model 694 STL, tuned to 944.5 mc Includes two 6' dishes. WIBA, Madison Wisconsin.

833A's for $15. Not used in new transmitter Good condition. WQMR, Silver Spring Maryland.

FOR SALE

Equipment—(Cont'd)

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers. RCA 580-D and WP-33 power supplies all at half price. WSM-TV, Nashville, Tennessee.

Four (4) AM 200 foot, fully galvanized Blaw-Knox towers. A-1 condition. Self-supporting, no-rust. F.O.B. Tallahassee, Florida. Will deliver and erect. Make offer, one or all. D & D Tower Engineers, LaFayette, Alabama. P.O. Box 648.

PT-6 Magnecord's—Excellent shape. Write for list. Kenneth Dunn, Box 12055, San Antonio 12, Texas.

AM, FM, TV terminal equipment including monitors, 5820, 1850A and power amp tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

George Kim & Son. Tower-painting, repairing, erection and demolishing. Ebensburg, RD#2, Pennsylvania.

Ampex 600/601 recorders. Full tr./3 ¾, used, ex. cond., $360.00. New and used machines can be modified for remote operation. Write for details. Mardix, 2115 El Camino Real, Palo Alto, Calif.

Ampex professional tape recorder, model 400, serial No. 2773. 7½ and 15 inch speeds. 15,000 c.p.s. Ideal for small radio station or home use by musician or public speaker. Used roughly 200 hours. Dr. John F. Perkins Jr., 951 E. 58th St., Chicago 37, Illinois, Midway 3-0800, Ext. 3985.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

Power supplies, RCA WP-33B's and 580-D's, excellent condition. Write for prices Jerry E. Smith, Box 840, Corpus Christi, Texas.

BY6A GE fm antenna. All hardware. 10 years old but still in original boxes, except 2 bays. $1,000 FOB. Williams, 100 Classen, CE 5-4567, Oklahoma City, Oklahoma.

WANTED TO BUY

Stations

Experienced radio man would like to purchase profitable radio station in the mid-south. All correspondence confidential. Box 116F, BROADCASTING.

Experienced broadcaster, with adequate finances and fine record in community service, wishes to buy single-market daytime station or other small operation. Reply to Box 267F, BROADCASTING.

Young station manager desires lease. Small or medium market. Possible option. Prefer Florida. Box 314F, BROADCASTING.

Will purchase your construction permit . . . anywhere U.S.A., confidential . . . cash . . . reply Box 318F, BROADCASTING

Qualified group seeking daytime single. Prefer west-southwest. No brokers. Replies confidential. Box 372F, BROADCASTING.

Radio station in the market to buy, new or used, modern sound effects library. Seeks full literature and description. Box 375F, BROADCASTING.

Equipment

FM transmitter 3 or 5 kw and associated equipment such as coax, antenna bays, monitors, etc. Must be in A-1 condition. Send full particulars to Box 167F, BROADCASTING.

Used uhf transmitter 12½ or 25 kw, and associated equipment. Must be in A-1 condition. Specify channel of transmitter. Box 293F, BROADCASTING.

WANTED TO BUY

Equipment—(Cont'd)

Gray telop machine and field camera control for G.E. image orthicon or RCA TK-11 camera. Ed Covington, Chief Engineer, KTAL-TV, Texarkana, Texas.

1 kw used am transmitter preferably tuned to 1230. Contact Manager, WJBW, New Orleans, La.

Wanted-50 feet of ⅞" semi-rigid, air dielectric, 70 ohm, transmission line. WZOK Radio, Peninsular Life Insurance Building, Jacksonville, Florida.

Used tv mike boom; RP; studio lighting; what have you? New vhf etv. Send prices and condition to Radio-TV Dept., University of Colorado, Boulder, Colorado.

Need G. R. Bridge 916 or 610, RCA-Clark field strength unit, B and W or Hewlett Packard audio oscillator and noise and distortion meter. Communications Service, Inc., 3209 Santon Street, Dallas, Texas.

200, 300, 400 ft. steel towers heavy duty. Telechrome sweep generator, stabilizing amplifiers. Western Microwave, Box 691, Livingston, Montana.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

FCC first class license twelve weeks. PCIT, Woodburn, Oregon, YUkon 1-1066.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC first class license in 5 or 6 weeks. Instruction eight hours a day, five days a week. No added charge if additional time or instruction needed, as license is guaranteed for tuition of $300.00. Professional announcing training also available at low cost. Pathfinder Method, 5504 Hollywood Blvd., Hollywood, California. Next classes June 5th and July 31.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 21. August 30, October 25. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California "Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course."

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

MISCELLANEOUS

NAB Engineering Handbook, have several new 5th additions at $20.00 each post paid. Save $7.50. Box 357F, BROADCASTING.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Comedy for radio performers! Not just lines but material tailored for deejays. "Deejay Manual," a complete gagfile sampler of "radio" comedy. $5.00—Show-Biz Comedy Service (Dept. DJ), 65 Parkway Court, Brooklyn 35, N. Y.

Bingo cards for radio and television programs personalized with your advertisement (you furnish art work) seven days delivery. $1.50 per 1000 F.O.B. Sweetheart Mountain Productions, 1245 South Inca St., Denver 23, Colorado, RAce 2-1940.

RADIO

Help Wanted—Sales

OPPORTUNITIES IN SALES

Multiple station operators need radio and tv salesmen immediately. Top pay for producers, plus an unequalled opportunity for management training, if you qualify. This is your chance to join one of the best-known and most highly respected organizations in broadcasting. If you are ready for the big time write details to:

Box 311F, BROADCASTING

SALES EXECUTIVES

Looking for top hustlers. Pacific N.W. major. Largest market in country to have 100 percent automation. Sound is great; potential even better. Nut low . . . therefore commissions high. If you're good, industrious and in a rut . . . tell all to:

Box 368F, BROADCASTING

Announcers

PERSONALITIES

Move up to Top-Rated station in Top 20 market. We need two experienced personalities. Must have mature voices. Send picture, resume, tape to:

Box 206F, BROADCASTING

Help Wanted—(Cont'd)

Announcers

MIDWEST MAJOR

Modern station seeks bright-sounding announcer for personality operation. No news. Salary open but we expect to pay $7,000 or better. Send tape, resume.

Box 306F, BROADCASTING

PERSONALITY MORNING MAN FOR MAJOR MARKET

We're looking for an experienced morning man who has "personality plus" to put to work for a modern, non-rock radio station. No screamers please and no network type announcers either. This is a 5000 watt prestige station in one of the top 100 markets in the East. Salary is open. Let's have a tape and resume please.

Box 354F, BROADCASTING

Production—Programming, Others

Looking for NEW TALENT? PRODUCTION PERSONNEL?

Leading Radio and TV studios call Leland Powers' School for well-trained talent and production personnel. Competent young men and women skilled in radio and TV techniques including programming and production, announcing, acting, make-up, copywriting, script and continuity writing. Graduates recognized, throughout the industry for sound, comprehensive training.

Write Graduate Relations Department today. Placement service free to employer and graduate. 57th year.

LELAND POWERS
SCHOOL OF RADIO TELEVISION AND THEATRE
25 Evans Way, Boston 15, Mass.

RADIO

Situations Wanted

Production—Programming, Others

PROGRAM DIRECTOR

Thoroughly experienced all phases of station operations: programming, music, production, administration, public affairs. Top creative ability and music programming know how. Currently located in one of top 15 markets. Interested in programming, production, public affairs post. Available immediately. Will relocate in smaller market.

Box 386F, BROADCASTING

TELEVISION

Help Wanted—Sales

WANTED SALESMAN-ANNOUNCERS

There are probably no more than a dozen men in the industry who can fill the bill on what we are looking for. We produce "The House Detective" a TV real estate program now in it's 10th year. We have several immediate openings for men who, with minimum training from us, can sell, write, produce, announce. No traveling. You are assigned to a station on a permanent basis. Openings now in Va., Tenn., Indiana. You will receive a substantial weekly draw. Your earnings will run from $6,000-15,000 a year depending on experience and market. If you think you can fit into our operation, send a complete resume and recent photo and we will try to arrange for personal interview.

CY NEWMAN
H. D. PRODUCTIONS
P. O. Box 3107 Bon Air, Virginia
Bridge 2-0200

WANTED TO BUY

Stations

$100,000
CASH AVAILABLE

To use as down payment for all or 50% of fulltime radio station. Prefer middle to large market within 90 minutes flying time from New York City. Will assume active management, principals only. All replies confidential.

Box 868E, BROADCASTING

WANTED
in First 75 Markets

Successful operator seeking to expand is looking for new property. Need not be profitable but must be priced realistically. Brokers protected.

Box 428F, BROADCASTING

EMPLOYMENT SERVICE

JOB HUNTING?

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application NOW

WALKER EMPLOYMENT SERVICE

Broadcast Division
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

FOR SALE

Stations

MID-WESTERN RADIO STATION

Daytimer located in 12,000 population market. Only station in town. Approximately two years old with all new equipment and building. Ideal opportunity for owner-operator. Priced less than $100,000. Sorry no terms. Send all replies and financial information to Box 291F, BROADCASTING. Please, no brokers.

FOR SALE

Stations—(Cont'd)

GEORGIA FULLTIME

Located in Southeast Georgia. Ideal low cost set up for owner-Manager. Price $50,000.00. Terms available.

Box 282F, BROADCASTING

Ohio	single	daytimer	$120M	terms
Tenn.	single	daytimer	87M	cash
N.Y.	single	fulltime	48M	cash
Calif.	single	1 kw-D.	100M	29%
Ore.	single	daytimer	75M	terms
La.	small	daytimer	27M	6dn
Ida.	medium	low freq	75M	29%
Fla.	regional	power	90M	30dn
South	major	fulltime	290M	65dn

And others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Fla. major $240,000—Fla. 5 kw $225,000—Fla. 5 kw $185,000—Fla. regional $175,000—Fla. regional $160,000—Fla. regional $125,000—Fla. 5 kw $135,000—Fla. major $120,000—Fla. single $50,000—Fla. single $42,000—Tex. major $485-000—Tex. major $200,000—Tex. fulltime $160,000—Tex. single $60,-000—Tex. single $55,000—La. major $97,500—La single $85,000—Ark. single 80% for $65,000—Miss. single $50,000—Miss. single $45,000—Va. major $215,000—Ga. regional $225,000—Ala. major 5 kw $275,000—Southern major Radio-TV $4,000,000. Others! PATT McDONALD CO., BOX 9266, GL 3-8080, AUSTIN, TEXAS.

STATIONS FOR SALE

NORTHWEST. Serves top market. Daytime. $5,000 down.
WEST NORTH CENTRAL. Daytime. Growing market. Doing $70,000. Asking $90,-000 with 29%.
SOUTH. Top market. Doing close to $200,-000 annually. Asking $315,000. Terms.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Continued from page 85

station in Indianapolis, Ind., et al. Action May 11.

■ On own motion, scheduled prehearing conference for May 23 in proceeding on applications of Lindsay Bcstg. Co., for new am station in Punta Gorda, Fla. Action May 10.

■ Issued order following May 9 prehearing conference in proceeding on applications of Sands Bcstg. Corp. for am facilities in Indianapolis, Ind., scheduled certain procedural dates and continued June 5 hearing to Oct. 9. Action May 10.

■ Deleted requirement set forth in April 10 supplemental order after prehearing conference that applicant shall file petition for reconsideration no later than April 21, as condition to postponement of hearing without date, and postponed hearing without date pending ruling by Commission on petition for reconsideration and grant without hearing filed May 4 by Wireline Radio Inc. in proceeding on its application for renewal of license of station WITT Lewisburg, Pa. Action May 5.

■ Issued order following prehearing conference in proceeding on application of Shenandoah Life Stations Inc. (WSLS-FM) Roanoke, Va., scheduled certain procedural dates and continued June 21 hearing to June 29. Action May 8.

By Hearing Examiner Charles J. Frederick

■ Granted request by applicant and continued May 16 hearing to June 14 in proceeding on application of United Television Co. of New Hampshire (WMUR-TV), Manchester, N. H., to change existing facilities. Action May 11.

By Hearing Examiner Millard F. French

■ By agreement of all parties, continued further prehearing conference from May 12 to June 1 in proceeding on applications of Suburban Bcstg. Inc., and Camden Bcstg. Co., for fm facilities in Mount Kisco, N. Y., and Newark, N. J. Action May 12.

By Hearing Examiner Walther W. Guenther

■ Granted petition by Broadcast Bureau and continued May 15 hearing to June 14 in proceeding on application of Central Wisconsin Tv Inc., for new tv station to operate on ch. 9 in Wausau, Wis. Action May 12.

By Hearing Examiner Isadore A. Honig

■ On own motion, postponed indefinitely date for exchange of applicants' exhibits, now scheduled for May 15, pending action on petition by Echols Bcstg. Co. for dismissal of its application for am facilities in Hobbs, N. M., which is consolidated for hearing with application of Yoakum County Bcstg. Co., for new am station in Denver City, Tex.

By Hearing Examiner Annie Neal Huntting

■ Scheduled oral argument on petition by Lake Zurich Bcstg. Co., for leave to amend its am application to reduce power from 1 kw to 500 w during critical hours, and oppositions by Broadcast Bureau and Loves Park Bcstg. Co., at opening of prehearing conference scheduled for May 19 in proceeding on am applications of Cornbelt Bcstg. Co. (WHOW) Clinton, Ill. Action May 12.

■ Received in evidence Miners Bcstg. Service Inc. (WLSH), Lansford, Pa., Exhibit 4 in consolidated am proceeding on applications of Dover Bcstg. Co. (WDOV) Dover, Del. Action May 12.

■ Granted petition by Aspen Bcstg. Co. and continued date for exchange of exhibits from May 15 to May 29 in proceeding on its application for am facilities in Aspen, Colo. Action May 12.

■ Granted petition by Joseph P. Wardlaw Jr., for leave to amend his application for am facilities in Canton, Ohio, to correct typographical and clerical errors with respect to his financing and staff proposals; application is consolidated for hearing with am applications of WXEN Xenia, Ohio. Action May 12.

■ Granted petition by Broadcast Bureau and advanced May 18 prehearing conference to May 16 in consolidated am proceeding in dockets 14075 et al (WXEN, Xenia, Ohio, et al). Action May 11.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Broadcast Bureau and extended from May 8 to May 24 time to file proposed findings in proceeding on applications of Bloomfield Non-Profit Tv Assn. for temporary authority to operate three vhf tv broadcast repeater stations.

By Hearing Examiner David I. Kraushaar

■ Issued order after May 12 prehearing conference in proceeding on am applications of WGRY Inc. (WGRY) Gary, Ind., scheduled certain procedural dates, and hearing shall commence on July 6, as clearly established by order of chief hearing examiner. Action May 12.

■ Reopened record in consolidated am proceeding on applications of Booth Bcstg. Co. (WIOU) Kokomo, Ind., et al, and scheduled prehearing conference for May 23. Action May 5.

■ Issued order after prehearing conference in proceeding on am applications of Ben S. McGlashan (KGFJ) Los Angeles, and Sun State Bcstg. System Inc. San Fernando, Calif., and in accordance with agreements reached by parties, directed Sun State to file not later than May 26 a petition for leave to amend its application and return amended application to pending file, engineering exhibits to be furnished by June 12, and scheduled hearing for June 27. Action May 10.

By Hearing Examiner Jay A. Kyle

■ Granted motion by Broadcast Bureau and made various corrections to transcript in matter of order directing Evansville Tv Inc. to show cause why its authorization for WTVW (TV) Evansville, Ind., should not be modified to specify operation on ch. 31 in lieu of ch. 7. Action May 8.

■ Granted motion by Don-Lo Broadcasting Inc., and made it party respondent in lieu of Lair Bcstg. Inc., in proceeding on am application of Parks Robinson (WISV) Viroqua, Wis. Action May 8.

■ Pursuant to May 8 prehearing conference in proceeding on am applications of Pee Dee Bcstg. Co. (WLSC) Loris, S. C., continued June 7 hearing to June 28. Action May 8.

By Hearing Examiner Forest L. McClenning

■ Granted request by Puritan Bcst. Service Inc., and continued May 15 hearing to Jnue 26 in proceeding on its application for fm facilities in Lynn, Mass. Action May 12.

By Hearing Examiner Herbert Sharfman

■ Denied motion by Racine Bcstg. Corp. (WRJN) Racine, Wis., to sever for separate initial decision 6 class IV application, including its own from consolidated proceeding composed of nine applications. Action May 9.

■ On oral request of College Radio because of necessity to resolve certain evidentiary problems, and without objection by Broadcast Bureau, continued May 10 hearing to June 6 in proceeding on College Radio's application for am facilities in Amherst, Mass. Action May 9.

■ Granted motion by Elgin Bcstg. Co. (WRMN), Elgin, Ill., and further extended from May 12 to May 24 time to file reply findings for Group II-A in consolidated am proceeding. Action May 11.

License renewals

KEED-AM-FM Springfield-Eugene, Ore.—Granted renewal of licenses. Comr. Bartley issued following statement in which Chmn. Minow joined: "I would grant only a one year renewal even though the term here involved is only 16 months." Comr. Ford not participating. Action May 17.

WMAY Springfield, Ill.—Granted renewal of license. Chmn. Minow and Comr. Craven not participating. Action May 17.

WTAX-AM-FM Springfield, Ill.—Granted renewal of licenses. Chmn. Minow and Comr. Craven not participating. Action May 17.

■ Commission granted applications of WHDH Inc. for renewal of licenses of WHDH & aux. and WHDH-FM Boston, Mass., without prejudice to such further Commission action as may be warranted, if any, as result of final determinations made in WHDH Inc. Comr. Craven not participating. Action May 11.

■ Following stations were granted renewal of license: WBT & WBTV (TV) Charlotte, N. C.; WFMY-TV Greensboro, N. C.; WAJF Decatur, Ala; WFIX Huntsville, Ala. and WPPA-AM-FM Pottsville, Pa.

■ Following stations were granted renewal of license, Chmn. Minow not participating:

WVAR Richwood, W. Va.; WTAB Tabor City, N. C.; WMBA Ambridge, Pa.; WLVA Lynchburg, Va.; WCEF Parkersburg, W. Va.; WISE Asheville, N. C.; WGNI Wilmington, N. C.; WBCU Union, S. C.; WCRS Greenwood, S. C.; WSPB Sarasota, Fla.; WRBC Birmingham, Ala.; WTEL Philadelphia, Pa.; WELR Roanoke, Ala.; WNIA Cheektowaga, N. Y.; WWYO Pineville, W. Va.; WKWK-AM-FM Wheeling, W. Va..

KAMO Rogers, Ark.; KFAY Fayetteville, Ark.; KLYR Clarksville, Ark.; KOSY Texarkana, Ark.; KVOB Bastrop, La.; KWCB Searcy, Ark.; KWHN Fort Smith, Ark.; WAZF Yazoo City, Miss.; WDAL Meridian, Miss.; WHOC Philadelphia, Miss.; WJDX-AM-FM Jackson, Miss.; WJMB Brookhaven, Miss.; KTBS Shreveport, La.; KTVE (TV) El Dorado, Ark.; WLBT-TV Jackson, Miss.; WTOK-TV Meridian, Miss.; WOZK Ozark, Ala.; WATV Birmingham, Ala.; WEAD College Park, Ga.; WRBL Columbus, Ga.; WRFC Athens, Ga.; WTVD (TV) Durham, N. C.; WLAN Lancaster, Pa.; WPKM (FM) Tampa, Fla.; KRAZ Albuquerque, N. M.; WCAY Cayce, S. C.; WKTC Charlotte, N. C.; WBEU Beaufort, S. C.; WFIG Sumter, S. C.; WJRI Lenoir, N. C.; WAGY Forest City, N. C.; WGSW Greenwood, S. C.; WHCC Waynesville, N. C.; WOKE Charleston, S. C.; WRHI Rock Hill, S. C.; WRRF Washington, N. C.; WAPA-TV San Juan, P. R.; WKSB Milford, Del.; KAYE Puyallup, Wash.; WMGM New York, N. Y.

Rulemakings

■ By report and order, Commission finalized rulemaking and amended Part 4 of rules to permit operation of uhf tv translator "on-channel" signal boosters of not more than one w output power by licenses of uhf tv translator stations. Signal boosters are intended to supplement service provided by uhf translators, particularly in areas unable to obtain satisfactory direct reception of translator's signals because of "shadowing" by terrain barriers. Action May 17.

■ Commission proposed rulemaking which would require broadcast announcement to be made if any of following has financial interest in sale to public of service or commodity which is promoted during broadcast and fact that such interest exists is not otherwise readily apparent to audience:

(1) Licensee of station which broadcasts such promotional matter;

(2) Network which furnishes such promotional matter for broadcasting;

(3) Any officer, director, or employee of such station licensee or network;

(4) Any person who directly or indirectly holds an ownership interest of 10% or more in such station licensee or network; and

(5) Any person appearing on program during which such promotional matter is broadcast.

Comments should be filed by June 19. Action May 11.

■ By Notice of proposed rulemaking, commission invites comments to nonconflicting proposals of (1) North Alabama Bcstrs. Inc., to assign ch. 19 to Huntsville, Ala., by substituting ch. 65 for ch. 19 in Fort Payne, and (2) Huntsville Bcstg. Co., Inc., to add ch. 25 to Huntsville by substituting ch. 62 for ch. 40 in Guntersville, Ala., and ch. 71 for ch. 25 in Dalton, Ga., and deleting ch. 25 from Humboldt, Tenn. That portion of Huntsville's proposal to assign ch. 68 to Humboldt to replace ch. 25 was rejected by Commission because of short-mileage separation consideration with ch. 68 in Tullahoma, Tenn.

Comments should be filed by June 16. Action May 11.

■ Commission invites comments to notice of proposed rule making looking toward amending tv table of assignments to substitute ch. 20 for ch. 62 in Detroit, Mich. It would involve substituting ch. 66 for ch. 20 in Ann Arbor and Ch. 62 for ch. 34 in Port Huron. Robert M. Parr, permittee of WRMP-TV on ch. 62 in Allen Park (Detroit area), petitioned for change. Commission deferred action on Mr. Parr's request for order to show cause why his permit for WRMP-TV should not be modified to specify operation on ch. 20 instead of ch. 62. Ann. May 17.

■ By report and order, Commission finalized rule making and amended tv table of assignments by reserving ch. *24 (now commercial but unused) for educational use in Ogden, Utah. Comrs. Lee and Craven dissented. Ogden City Board of Education requested reservation to provide more inclusive offering of tv instructions in Ogden area. Weber County School District has license pending for educational ch. *18 in Ogden. Action May 17.

FIRST IN WORLD-WIDE PASSENGER EXPERIENCE

The time: February 8, 1919. The place: Le Bourget Airport, Paris. The plane: a Farman "Goliath." The event: the first scheduled international passenger flight in history! And when the "Goliath" touched down in London after a two-and-one-half-hour flight, the company to be known as Air France had pioneered a new concept in transportation. A concept that led Air France to similar "firsts" in Africa and South America... and ultimately made it the world's largest airline. Since 1919, fantastic changes have taken place in every aspect of air travel. Swift Air France jets speed to the far corners of the world. Passengers relax in luxury... enjoy gourmet French meals. And they enjoy the two hallmarks of every Air France flight: experience and dependability. Which is why Air France is the world's largest airline, with a 42-year record of flying experience and service. **New Booklet:** Write Air France, P.O. Box 113, New York 10, New York, for a 52-page illustrated booklet, "Air France, World's Largest Airline."

AIR FRANCE JET

WORLD'S LARGEST AIRLINE / PUBLIC RELATIONS PERSONNEL READY TO SERVE YOU IN NEW YORK, CHICAGO, LOS ANGELES, MONTREAL, MEXICO CITY





OUR RESPECTS to Bryan Houston, president, Fletcher Richards, Calkins & Holden

He puts the ad business in 'perspective'

"Advertising is the cleanest, most rewarding business in America, the most rewarding form of productive activity that people have found."

This is the belief that Bryan Houston brings to his job as president of Fletcher Richards, Calkins & Holden, the agency founded by Executive Committee Chairman Richards and merged in 1959 first with Calkins & Holden, then with Mr. Houston's firm.

Advertising "has to be the most honest form of business because that's the only way to persuade a woman in San Francisco to buy something made in Hartford by people she's never seen." Moreover, advertising is the most legally restricted form of selling or writing, adds the man who is a popular spokesman for the business.

Bryan Houston, in his soft-spoken way, likes to talk. Colleagues like to listen. They seek him often to speak at meetings, and those who can't get there send for the speech text.

They like to hear him put things in perspective. With a word and a joke, he speaks out against idea-stifling by clients, against artificial guilt complexes in advertising and in favor of a calling he believes in wholeheartedly.

Perhaps it is the traditional fervor of the convert. Bryan Houston has spent about as much time in the executive ranks of producing corporations as in the advertising agency field. He has concluded:

"I can spend more of my day trying to make two blades grow where one was before than any five average corporate executives."

Clients take it in good grace. They're used to straight talk from a man who lets the chips fall where they will. Clients can take a measure of comfort when he warns an advertising medium about prices, as he did television a while back. And television listens because it gets a good share of the Houston clients' money. (The merger meant consolidation of some considerable radio-tv spenders, putting Heublein's Maypo, Maltex cereals, Andersen's soups and other food-beverage products in company with Eastern Air Lines, U.S. Rubber and other Fletcher Richards accounts).

About commercials, Mr. Houston says, "I think we're learning." He explains: practitioners found the new medium so powerful they lapsed into grinding out routine commercials. Then reaction set in. "The customers got so tired of the rather uninteresting blah-blah that there was a great rush to offbeat commercials. A lot of them were offbeat as could be but didn't particularly induce anybody to buy anything. With one of them, it took an agency and advertiser five years to choke it to death. It wasn't selling the product. You have to write advertising directed to the product."

Much of the Houston reputation on Madison Avenue is doubtless in tribute to his theories on the care and feeding of creative people. "You try to run an agency with as little glue as possible," says the president, a man who works in shirtsleeves at a portable typewriter.

Explaining the difference between the agency and client calling, he says, "Corporate management is geared to getting other people to carry out agreed-upon policies. The agency executives's job is very much the opposite. To try to get a copywriter to carry out agreed-upon policies would not be a very bright thing."

The agency, which is a business put together of creative people, acts as a "booster station" for advertising and marketing thinking. "Anybody who's ever been in a corporation realizes very keenly the gap between executive dreams and thinking and what actually happens five layers removed. But you put it through the agency and the agency acts as a booster. The agency is one step removed. It can be more objective."

Mr. Houston takes a panoramic view of the agency function. He concerns himself with product quality, pricing (he'll cross an ocean to tell a client his price is wrong) and a variety of problems other than copy and schedules. "The agency is both consultive and creative," says a man who influences the flavor of the product as well as its advertising.



Mr. Houston
A panoramic view

With this broad approach to advertising, it is not surprising that Bryan Houston is concerned about research. He wants answers to questions like how much is advertising worth, how often should you run a sale, at what price is a private label competitive with a manufacturer's brand, what is the "pecking order" in all selling groups. Pecking order is a vital agency concern, according to Mr. Houston, who adopts anthropologist Margaret Mead's bird-world metaphor. "You see these guys and hear them yacking about corporate image nonsense," he clarifies. "What they're really talking about is, 'Make me look like a leader. Raise me in the pecking order.' So you find some place in the pecking order—if not in profits, then in volume, color or somewhere else—where the client leads."

The art of selling is as old as the human race, but research is only beginning, Mr. Houston says.

Bryan Houston talks big ideas in simple words that retain accents of his native Texas. He was born Aug. 26, 1899, in San Antonio.

In Texas tradition, he started in oil, holding key posts with Tidewater Oil and Standard Oil of Ohio. The first move in his zig-zag route across the agency-advertiser line came when he went to Young & Rubicam, where he was a vice president before and after World War II. The war years brought an Army colonelcy and Washington assignments with the Office of Price Administration and Economic Cooperation Administration. Mr. Houston went back to Y&R but crossed the line again to become executive vice president and general sales manager of the Pepsi-Cola Co.

Since becoming executive vice president of the old Lennen & Mitchell agency, Mr. Houston has stayed on this side of the selling pasture with a succession of agencies. In 1953 he became president of Sherman & Marquette and incorporated under his own name two years later. He merged with FRCH in July 1959 and now the whole operation works at the old Houston address, 30 Fifth Ave. Mr. and Mrs. Houston live in Briarcliff Manor, N. Y., and enjoy visits from their seven grandchildren.

Strange alliance

WHAT is the strange relationship between the FCC's new chairman, Newton N. Minow, and the NAB's new president, LeRoy Collins? That question, more than any other, bothers broadcasters who attended the woeful NAB convention a fortnight ago.

Because of the horrendous outlook in the light of the Minow calumnies and threats in his NAB address and the seeming unwillingness of Gov. Collins as the broadcasters' spokesman to answer him, an appraisal of the two men is timely. Mr. Minow has seven years to go as FCC chairman and there isn't any indication that he will be replaced. Gov. Collins has a three-year contract to be renegotiated after two years at which time he may or may not be named for an additional five years.

Both men are New Frontiersmen. Gov. Collins, after six good years as governor of Florida, is finding it difficult to make the transition from public official to the paid head—and the chief lobbyist—of a private and commercially oriented free enterprise. He is loath to oppose the administration which may account for his delay in deciding to oppose the administration's plan to reorganize the FCC until after House leaders announced they would oppose it. He wants to work in harmony with the New Frontier. That would be fine if the New Frontier works in harmony with free broadcasting—the very broadcasting that was used so skillfully by Mr. Kennedy to win the election.

Gov. Collins was not chosen for his $75,000 per year post, plus allowances, because he was a Democrat. He was selected prior to the elections last November as the best man available. There was no political connotation in his appointment. There should be none in his management of the NAB. He boldly grasped the leadership responsibility last February at his first board meeting and in so doing sharply criticized the networks for having usurped that function. A leader must lead. A spokesman must speak. He cannot delegate that authority.

When Mr. Minow came to Washington last March he said he didn't know much about broadcasting or broadcasting law but that he did know politics.

It develops he was right on both counts. His NAB address, beautifully phrased, contained every threat ever made by a bureaucrat against broadcasters. Mr. Minow had been indoctrinated by the extremists among his old associates and by certain of his new colleagues. He has assumed the role of a prosecutor in a criminal proceeding, with all broadcasters accused, instead of his assigned function as the responsible head of an important agency whose duty it is to cooperate with private enterprise in providing the widest and most effective use of communications for the public's benefit, as well as to discipline those few who transgress.

Mr. Minow, as a politician, delivered Chicago's traditionally Republican North Side to the Kennedy-Johnson ticket and Illinois thus was won by the narrowest of margins in the closest national election in history.

The 35-year-old partner of Adlai Stevenson, who had learned his politics in the Illinois state house as the assistant to the then Gov. Stevenson, was given the choice of a Washington assignment. He selected the FCC and specified its chairmanship. Sargent Shriver, who is John Kennedy's brother-in-law and runs the giant Merchandise Mart in Chicago, owned by the Kennedy family, made the offer.

If Mr. Minow is playing the political game of demanding more than he knows he can get, he knows now that he has carried things too far. Many broadcasters said his speech was the most arrogant they had ever heard.

Although Mr. Minow did not have a background in communications, he was not wholly a neophyte when he sought the FCC chairmanship. Senior partner Stevenson had both newspaper and broadcasting interests in Bloomington, Ill.

It will be recalled that Mr. Stevenson, now ambassador to the United Nations, testified just a year ago before a Senate subcommittee on Section 315, the political section which ultimately was suspended to make the Great Debates possible. He parroted the "air-belongs-to-the-people" platitude and talked about an imagined requirement that television devote a stipulated amount of time to "public service."

A client of the now dissolved Chicago partnership was William Benton, co-founder of Benton & Bowles, former senator from Connecticut, and former assistant secretary of state, who now owns Encyclopaedia Britannica. It was Sen. Benton who in 1951 proposed establishment of an 11-member National Citizens Advisory Board on radio and television which, in his own words, would issue an "annual Blue Book" prescribing the way in which the board believed radio and television should be run.

Chairman Minow has a laudable interest in educational television. Last week the Midwest Program on Airborne Television Instruction began. Mr. Minow had served as its voluntary counsel.

It is perhaps a coincidence that John Perry, 31-year-old chief aide to NAB's new president, Gov. Collins, was identified with the same project (OUR RESPECTS, May 8).

It likewise is noteworthy that Mr. Perry and Tedson Meyers, 33-year-old former ABC attorney and now Mr. Minow's administrative assistant, were almost inseparable companions at the NAB convention. These are the young men who did the spade work on the Collins and Minow speeches.

Thus, the strange relationship goes deeper than the two principals. It involves also their youthful alter egos.

Messrs. Collins and Minow are highly intelligent. They possess leadership qualities and they are in positions where they could render great public service. Neither could be expected to understand the full scope of broadcasting in the few weeks they have held office.

The hope is that both will learn with experience and exposure. If they do not, the winners will be those forces opposed to free broadcasting. The losers will be the public, the government and the broadcasters.



Drawn for BROADCASTING by Sid Hix

"Here comes the WOF-TV man with another one of his complete coverage gimmicks!"





HERE'S ANOTHER BIG LEAGUE TEAM FOR THE TWIN CITIES

The Northwest's top-rated sports announcer, Dick Nesbitt, joins award-winning newscaster, Roger Krupp, for NEWS & SPORTS FINAL, Midnight, Monday through Friday on KSTP-TV, Channel 5.

Now, with the Minnesota TWINS in major league action, a complete, final sports roundup becomes more important than ever. Dick will bring you up to date on all the activities and scores – including the West Coast night games – as Roger Krupp continues his unexcelled reporting of local, national and international news.

For information about availabilities within, and around, NEWS & SPORTS FINAL, contact a KSTP-TV representative or your nearest Petry Office today.

KSTP television
CHANNEL 5
MINNEAPOLIS • ST. PAUL
100,000 WATTS • NBC
A GOLD SEAL STATION

Edward Petry & Co., Inc.


NOW! BREATH TAKING
STORIES OF MAN'S MOST
INCREDIBLE EXPERIENCE . .
Human flight
WITHOUT WINGS!
EXCITINGLY DRAMATIZED
in ZIV-UA's sensational
new series...
RECORD
Zooming out
of the skies . . .
a new breed
of heroes!
STORIES OF
MEN WHO PLUNGE
THOUSANDS OF FEET
IN FREE FALL TO
LAND "ON TARGET"
ANYWHERE . . .
READY FOR ACTION!
United Artists
UA
ZIV
starring
LARRY PENNELL
with KEN CURTIS
Together, they go where no one
else dares go . . . help when no
one else can help.

35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

MAY 29, 1961

The program seeds top agency men would plant in television's garden 19

Now No. 2 in population, growing Los Angeles aims at first place 53

The juggling act is almost over as network tv spot clients find new reps 32

Capital Cities buys WKBW-AM-TV Buffalo for $14 million 34

COMPLETE INDEX PAGE 7

ZOOMING OUT OF THE SKIES... A NEW BREED OF HEROES IN...

IV-UA's
ensational
ew series . . .

RECORD

Dramatic stories of
MEN WHO PLUNGE THOUSANDS OF FEET IN FREE FALL . . . TO LAND "ON TARGET" ANYWHERE . . . READY FOR ACTION!

FOR US, THE SKY ISN'T THE LIMIT . . . IT'S ONLY THE BEGINNING!

starring
LARRY PENNELL
with KEN CURTIS

Together, they go where no one else dares go . . . help when no one else can help.

ZIV UA United Artists

HEAR YE! HEAR YE!

AGAIN EMERGING TRIUMPHANT

C.R.C.

ANNOUNCES THE MOST USEFUL AND MOST ECONOMICAL INNOVATION EVER TO STIR THE IMAGINATION OF THE MOST MUNDANE AMONGST YOU.

FREQUENCY I. D.'s

NOT ONE, NOT TWO, BUT TEN (count 'em, 10) BRIGHT, BREEZY FREQUENCY IDENTIFICATION JINGLES . . . COMPLETELY CUSTOMIZED FOR YOUR FREQUENCY!

BELIEVE US . . . YOU WON'T BELIEVE THE PRICE!

COME ONE! COME ALL!

SEND THIS DAY FOR FREE DEMONSTRATION TAPE. NO SALESMAN WILL CALL. THIS IS A SPECIAL OFFER LIMITED TO RADIO STATIONS ONLY, AND/OR FAITHFUL READERS OF THIS ADVERTISEMENT.

EXCLUSIVE! ONLY ONE (1) STATION TO A MARKET

WRITE, WIRE OR CALL THIS DAY

COMMERCIAL RECORDING CORP.

BOX 6726 • DALLAS 19, TEXAS • RI 8-8004

buy St. Louis `a la card*

***KTVI RATE CARD**

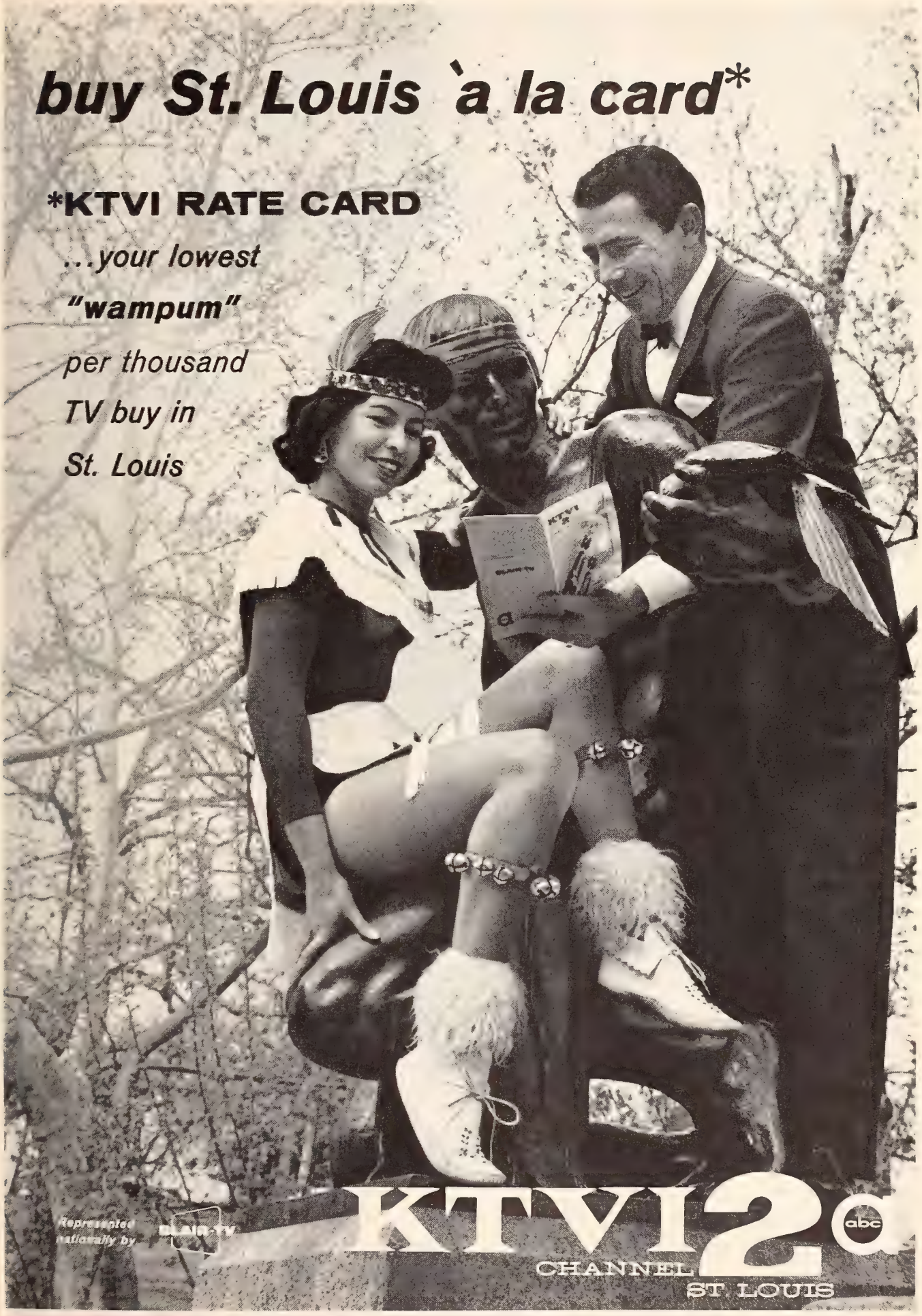
...your lowest

"wampum"

per thousand

TV buy in

St. Louis



Represented nationally by BLAIR-TV

KTVI 2 abc

CHANNEL

ST. LOUIS

Get the LION'S share...



...of the Dallas - Ft.Worth market with Channel 4

KRLD-TV reaches more homes in the great Dallas - Ft. Worth market than any other station.

The March 19, 1961, Nielson Station Index shows KRLD-TV's average number of homes reached per quarter-hour in the six summarized time periods to be 42.2% greater than Station B, 55.4% greater than Station C and 183.3% greater than Station D.

Reach the Dallas-Ft. Worth Market EFFECTIVELY with Channel 4

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Worst of the worst

Senate Juvenile Delinquency Subcommittee is actively considering preparation of "horror" film for showing at hearings next month (see story page 52). Segments showing crime, violence and brutality would be clipped from popular western and private-eye tv shows and spliced together in one gamy 16 mm reel. Subcommittee, whose staff has been monitoring tv shows for months, has asked networks and Washington, D. C., stations for certain films for culling. At least one station has already delivered.

H-B Camel coup

Huntley-Brinkley 6:45 p.m. news on NBC has won new long-time sponsor at premium rates as reward for its public acceptance. Effective July 1, Camel cigarettes (through Wm. Esty) will alternate sponsorship with Texaco (through Cunningham & Walsh) under 65 week contract with three-year renewal options. Whereas program has delivered between $6-$7 million under sponsorship for time and talent, new annual return, shared by two sponsors, will yield at premium rates about $12 million.

AT&T rate cut?

Pressures are being exerted at FCC to reduce AT&T's long lines rates. It's estimated that 1% reduction could amount to about $100 million. FCC has had matter before it for about year when AT&T earnings were pushing 8% but recession cut in on return, reflecting general economy and thus slowed down FCC's consideration. Also to be considered is possible chain reaction of interstate reduction on intrastate rates, which generally are higher.

CBS rate revision

CBS-TV officials have made "adjustments" in new station-compensation plan but roundly deny reports that they're backing away from new plan. Instead of straight 30% of station rate on all but first free hours, new system pays 10% up to certain point (about three-fifths of total commercial orders) and 60% on everything cleared above that (BROADCASTING, May 8). Example of "adjustments": Take station ordered by one alternate-week sponsor of weekly series but not by the other. As first drawn, new plan would pay for these alternate-week commercial periods at 10 or 60% rate according to level at which they occurred. As revised, station will be paid for such periods on straight 30% basis. Revised contracts will start going within few days to stations with approaching renewal dates and also will supersede 10-60 formula contracts already signed.

Time for a quick look

NAB administration has yielded to request of some board members for chance to study bulky plan to reorganize association. Agenda for June 14-16 board meetings has been changed to provide combined board session June 14, at which plan will be scanned. Original schedule specified combined board session on final day. Simplified, functional organization is planned, with reduction in size of board as well as committees. More efficiency in handling major legislative and regulatory crises is sought.

Proof of performance

What looks like first major departure from affidavit system of certifying broadcast proof of performance will be launched shortly by Young & Rubicam. Agency has retained Broadcast Advertisers reports, monitoring service, to doublecheck station performance of all commercials, spot or network, placed by Y&R. Move thus goes far beyond policing of recently announced contract, negotiated by Y&R with NBC on behalf of Gulf, which permits Gulf to drop stations that triple-spot around its weekly show (BROADCASTING, May 22).

Public affairs booming

Public affairs programs, which have gone begging for years, are getting new attention from syndicators seeking acceptable formats for sale to tv stations in anticipation of new demand. And networks, it's reported, are meeting less resistance from affiliates on clearance of public affairs programs, with advertiser-agency interest likewise showing improvement.

Overseas market boom

Growth of overseas tv market to be documented shortly in report showing that over past four years income from foreign sales of U. S. tv film and taped shows has about doubled each year. Television Program Export Assn., which is assembling data for report, believes future is even more optimistic, with foreign countries relaxing restrictions on U. S. tv films. Japan recently liberalized its requirements on films coming in from outside producers-distributors.

Leave it to Newt

Parent-teacher and other militant civic and improvement groups have new champion. Group leaders are urging members to write complaints about radio-tv directly to FCC Chairman Newton N. Minow instead of to congressional representatives as they advised in past.

Number of stations which carried anti-wasteland editorials and therefore offered FCC Chairman Newton N. Minow time for rebuttal were advised by chairman that (1) he commended their editorializing; (2) his speech had received considerable exposure; (3) he was pre-occupied with appearances before Congress and commission business and therefore would not avail himself of rebuttal opportunity; (4) he was grateful to stations for offers of time.

Truman series

David Susskind, Talent Assoc., New York, has been talking to former president Harry S. Truman about possibility of doing tv series based on his career. Details not worked out yet, but in general form proposition is looked on with favor by Mr. Truman.

Schaefer seeks Mets

Schaefer Brewing Co. is leading contender among several beer and cigarette advertisers vying for broadcast rights to next season's games of New York Mets, new National League baseball club. As yet radio and tv stations haven't been chosen. WNEW-TV and WOR-TV said to be strong possibilities for telecasts, with WINS, WMCA and WMGM all figuring in radio picture. Schaefer was last sponsor of Brooklyn Dodger baseball games, before team moved to Los Angeles. Paradoxically, Dodgers today are only team among 18 in major leagues without beer sponsor.

New production firm

Look for announcement this week of resignation of two CBS news experts who will jointly announce formation of new tv production company in New York. They are Ira G. de Lumen, manager of programs and special projects, CBS-TV, who joined network in 1941, and Richard Rector, director of operations, CBS News, who started at CBS in 1952.

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Unanimity in Eastern Iowa

or

Let Joy be Unrestrained

A station may have various reasons for not talking about ratings. The most obvious one: someone else shows up better. The most obscure one: consideration for the well-being of mankind in general and time buyers in particular. An in-between one (kind of unbelievable, but less unthan the one above): a ho-hum-we-done-it-again attitude. Another in-between one: awareness that the subject is not exactly a new one for trade magazine advertisements.

In the case of WMT-TV the most obvious reason has *never* applied. As for the others, we'll let you choose the reason for our past restraint—as we cast restraint aside.

The Cedar Rapids-Waterloo* ARB for Feb. 16-Mar. 15 shows WMT-TV number one in *all* time periods from sign-on to sign-off, Sunday through Saturday. Not to be outdone, the Nielsen Station Index for Cedar Rapids-Waterloo* (Feb. 20-Mar. 19) shows WMT-TV number one in *all* time periods from sign-on to sign-off, Sunday through Saturday.

Of the 20 top-rated shows (high 48.5, low 34.5) ARB gives us 17, NSI (high 45.4, low 33.7) gives us 16.

Of the 10 top-rated syndicated film shows (high 33.5, low 17.5) ARB gives us 9. NSI (high 33.7, low 19.3) agrees.

Of the 10 top-rated daytime shows (high 25, low 17) ARB gives us 10. NSI (high 29.6, low 19.5) also gives us a clean sweep.

Of 483 quarter-hours measured, ARB awards us 362 firsts (75%). NSI measured 471 segments, gives us 357½ (76%).

Of the top 40 shows ranked on the basis of homes reached, ARB (high 120,000, low 61,000) gives WMT-TV 33. NSI (high 108,100, low 69,950) agrees.

Isn't this monotonous?

WMT-TV • Cedar Rapids-Waterloo
CBS TV for Eastern Iowa.
Represented by the Katz Agency.
Affiliated with WMT Radio;
KWMT Fort Dodge; WEBC Duluth.



*Central area embraces counties of Linn (Cedar Rapids); Black Hawk (Waterloo); and contiguous counties Buchanan and Benton. The Eastern Iowa area, dominated by WMT-TV, includes Cedar Rapids, Waterloo and Dubuque, three of Iowa's six largest population centers. This market constitutes 60% of Iowa's population and purchasing power.

WEEK IN BRIEF

Whatever the "vast wasteland" created by television, there's a simple reclaiming formula available, according to a panel of top agency people asked for views on this matter. Their thoughts are enlightening. See . . .

AGENCIES CULTIVATE TV GARDEN . . . 19

Baseball has one thing television hasn't—minor leagues where talent can be developed, according to Henry Schachte, of Lever Bros. He favors development of a reservoir of talent and creative people. See . . .

TV LACKS MINOR LEAGUES . . . 21

A major juggling process is about complete—the separation of station clients from the national representative operations of the major networks under FCC order. This follows a 10-year campaign by reps. See . . .

NETS OUT OF TV SPOT . . . 32

That glamorous West Coast metropolis, Los Angeles, is second in U. S. population and in now shooting for first. A depth study of the vast market, with some new tips on how to reach its high-buying people. See . . .

WILL LOS ANGELES BE FIRST? . . . 53

Want to buy a station? You'll have to pay up. Capital Cities wanted WKBW-AM-TV Buffalo for its group and has signed a $14 million cash deal. KOCO-TV Enid-Oklahoma City goes for $3 million to local group. See

WKBW SOLD FOR $14 MILLION . . . 34

If it's tough to buy a station, it's sometimes even tougher to hang on to one. WLOF-TV Orlando, Fla., is involved in FCC hearing dealing with charges of ex parte contacts made while an applicant. See . . .

WLOF-TV ANSWERS CHARGES . . . 48

There are two approaches to automation—management wants it without making public wards out of displaced employes; employes don't want to be jobless. Now an automation firm and union have a solution. See . . .

AUTOMATION TRIAL GROUND . . . 37

The national political debates may spawn state and local offspring. Dr. Frank Stanton, CBS president, citing success of the 1960 debates, asks Sec. 315 suspension for three more years for local debates. See . . .

STATE AND LOCAL DEBATES . . . 41

The memory lingers on but there's little substance left in the plan to give the FCC's chairman more power. New bill to replace White House-sponsored "Plan No. 2" introduced in the House by Chairman Oren Harris. See . . .

ALL OVER BUT SHOUTING . . . 44

They've got this electronic gadget business lined up for a new use—a souped-up super, super spy and intelligence system of fantastic intricacy. It will do most everything except mix your drink, or drink it. See . . .

NEW SUPER-SPY SYSTEM . . . 78

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses.

IF YOUR CLIENT IS THINKING OF SELLING FOOD IN NEW YORK

(and he should be; it's the biggest market in the U.S.)





START WHERE THE SELLING IS EASY

(easier because the N.Y. market is bigger than the next 3 combined)

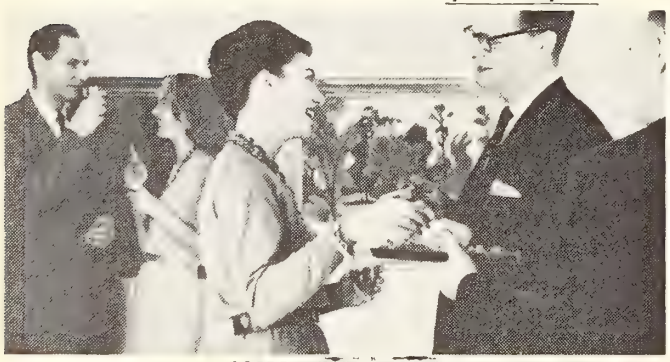






START WITH WINSland

(the proven path for reaching these people)

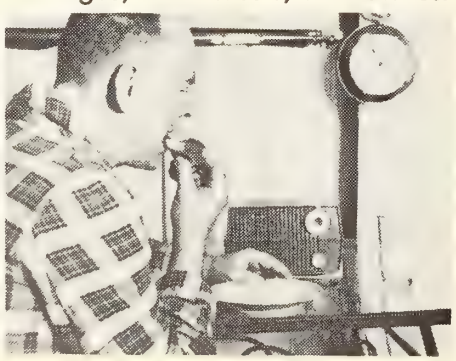




WHERE THE MARKET IS HAPPILY HOMOGENEOUS

(all ages, all interests, all incomes)





No matter what walk of life they come from, WINSLANDERS have one thing in common. They **all** like to eat. They spend over six billion dollars a year on food. Almost every minute of the day and night, WINS is the station in New York. MEDIA MORAL: If **you** sell something good to eat, sell it on WINS, the station that has the eager eaters.

For complete information call: WINS JUdson 2-7000

1010

WINS

NEW YORK

Nationally Represented by The Katz Agency

Testimony conflicts on Orlando Ch. 9

COLEE DENIES HE SAID 1957 DECISION WAS 'IN BAG'

Two principals in Orlando ch. 9 proceeding gave sharply different versions of face-to-face talks between them as FCC hearing into *ex parte* phase of case continued Friday (May 25) (see earlier story, page 48).

Donn Colee, former vice president of winning applicant Mid-Florida Tv Inc. and manager of its WLOF-TV Orlando, categorically denied that he stated "decision was in the bag" prior to grant or that "these things are gotten through politics." William Murrell Jr., secretary-treasurer of losing applicant WORZ Inc., testified that Mr. Colee made both statements to him in two separate meetings.

Most of questioning centered around whether Mid-Florida had any advance knowledge that it was to receive grant and around admitted animosity between Mr. Colee and Murrell family.

"He's [Murrell] not telling the truth," Mr. Colee charged. Mr. Colee is general manager of WTTG (TV) Washington at present time. He also was questioned at length about news release, given to *Orlando Sentinel-Star,* announcing Mid-Florida had received grant.

Mr. Colee maintained he first learned of grant from newspaper on day it was made, June 7, 1957, and that release was written that day. Commission counsel James Brennan said release was dated April 25, 1957, with written notation, "Hold for decision by FCC," placed on document by newspaper.

Paul Dobin, counsel for Mid-Florida took stand briefly to answer Examiner James D. Cunningham's questions about October 1955 meeting in Washington among Mid-Florida principals and counsel (see page 48). Mr. Dobin said that Orlando attorney William Dial, who has admitted *ex parte* contacts with former FCC Commissioner Richard A. Mack, did not disclose to him Dial-Mack friendship until after it was revealed by House Legislative Oversight Subcommittee.

Hill testimony was first knowledge he had that Mr. Dial had written, visited and telephoned Mr. Mack, Mr. Dobin stated.

Hearing will resume this Thursday (June 1).

New western?

Among letters to FCC Chairman Newton Minow reacting to his May 9 NAB speech was this: Writer complained he couldn't find television program called *Vast Wasteland* to which Mr. Minow referred and asked guidance as to its scheduling and network. Letter was one of nearly 3,000 now being analyzed by college students in Washington, D. C., area (BROADCASTING, May 22).

D. C. law firms, Segal, Scharfeld & Baron merge

Merging of Washington law firms of Paul M. Segal and Scharfeld & Baron, both specializing in communications, was announced Friday (May 26), effective immediately.

Combined firm later will occupy office at 816 Connecticut Ave., N.W., where Segal firm now is quartered (Telephone Sterling 3-1400). Scharfeld firm, now located in National Press Building (Telephone Sterling 3-4115), comprises Arthur W. Scharfeld, Theodor Baron and Arthur Stambler. Bernhard G. Bechhoefer, formerly with State Dept., is counsel. Associated with Mr. Segal is Robert B. Jacobi, who recently joined firm after three years at FCC.

Both Messrs. Segal and Scharfeld are pioneers in communications and administrative practice. They were with Federal Radio Commission in 1929 in formative days of communications law. Messrs. Baron and Stambler also have served tenures in FCC legal department.

EIA board to issue factbook on fm stereo

Electronic Industries Assn.'s board of directors Friday approved publication of factbook on stereo fm, which will be distributed to set dealers and fm stations. Stations can obtain booklets at cost to distribute to listeners.

EIA board also voted funds for career opportunity booklet on electronics for distribution to secondary schools. No action was taken by board on reorganization proposals (story page 78).

EIA convention in Chicago re-elected association's president, L. Berkley Davis of General Electric; its senior vice president, Robert S. Bell of Packard Bell, and three other vice presidents, Ben Adler of Adler Electronics, Sidney R. Curtis of General Dynamics Electronics and W. S. Parsons of Globe Union. George W. Keown of Tung-Sol was named vice president, succeeding Arthur L. Chapman of CBS Electronics. G. B. Mallory of P. R. Mallory & Co. was elected to board to succeed late Ray F. Sparrow, who was with Mallory firm. All other directors were re-elected.

Kennedy message to AFA: advertising role 'major'

President John F. Kennedy told Advertising Federation of America on eve of its May 28-31 Washington convention it is urgent at this time that government and mass communications media "work together in the interest of improving our world position and expanding our national economy."

He added, "Advertising, as a dynamic economic and social force, must play a major role in the accomplishment of our national goals." President's message was sent to James S. Fish, General Mills, AFA chairman.

AFA convention program includes May 30 luncheon address by Paul Rand Dixon, chairman of Federal Trade Commission. Earl W. Kintner, former FTC chairman, will speak in afternoon session that follows.

Those sandpaper tv ads harmless, examiner finds

Harmless puffery. That's how Federal Trade Commission examiner describes Palmolive Rapid Shave sandpaper-shaving tv commercials, attacked in FTC complaint last year.

Initial decision, which still must be passed on by full FTC, was issued today (May 29) and followed hearings on complaint charging deception.

Although plexiglass mock-up was used instead of real sandpaper in tv commercials, no material misrepresentation is involved, examiner said, since real sandpaper actually can be shaved by Rapid Shave if allowed time to soak.

"In view of the technical problems peculiar to tv," initial decision reads, "reasonable latitude in the use of mock-ups or props should be permitted provided, of course, such use is not misleading in a material respect as to the actual properties or qualities of the produce advertised."

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Glett

Charles L. Glett elected president and chief executive officer of National Telefilm Assoc., succeeding **Oliver A. Unger** who resigned (BROADCASTING, May 15). Mr. Glett, had until recently been officer and director in National Theatres and Television, and director in National Telefilm Assoc. NT&T has 38% interest in NTA. Prior to this, Mr. Glett was president and director of Williamsport Cable Co., operators of large community antenna tv system and president and director of National-Missouri TV, owners of WDAF-AM-FM-TV Kansas City, Mo. Earlier he served as vp, CBS Radio Div. and vp of CBS TV Div. in charge of network services in Hollywood where he was in charge of administration of productions and operations for all live broadcasting and film production originating on West Coast for CBS Network. Mr. Glett's appointment is effective immediately.


Mr. Rogers

George M. Rogers Jr. appointed vp and general manager of Product Services Advertising Agency, N. Y. Mr. Rogers leaves NBC-TV after 11-year association, most recently as manager of *Paar* and *Garroway* shows. Previously he was connected with *Kate Smith Hour*, *The World of Mr. Sweeney*, the *Steve Allen Tonight Show*, the *Home Show* and NBC Specials. Last fall he was selected to coordinate advance television planning for former Vice President Richard M. Nixon's campaign.

William Brennan, tv producer at Young & Rubicam, Hollywood, for past five years, appointed vp and general manager of tv programming in Los Angeles office of Compton Adv., effective June 5. He replaces **Robert Howell,** who has resigned. Earlier Mr. Brennan had been with CBS' Hollywood office for 15 years, occupying various positions, including that of assistant to vp in charge of programs.


Mr. Mooney

Harold L. Mooney, who has joined Mogul, Williams & Saylor, N. Y., after 30 years in market research field, appointed agency's research director. Mr. Mooney has served in similar capacity at Gardner Adv., Warwick & Legler, Paris & Peart and Maxon. At MW&S Mr. Mooney will develop and execute market research plans for 50 accounts, with aggregate billings of $19 million divided equally between air and print media. He has taught market research at St. Louis U., is member of Market Research Council and International Advertising Assn.

For other personnel changes of the week see FATES & FORTUNES

136-mile microwave hop

RCA said Friday (May 26) new distance record has been set for tv program relay, using new RCA-designed Idaho-Utah microwave beam, which spans 136 miles in single hop. Network programs are relayed from 9,000-foot peak near Salt Lake City to Albion Peak, southeast of Burley, Idaho, from there, connecting microwave link flashes signal 89 miles to transmitter site of KID-TV Idaho Falls, making total of 225 miles. Among engineering problems encountered: water reflection of Great Salt Lake. System is operated by KID-TV and other interests.

FCC asked to ignore WSAY

WVET-TV Rochester, N. Y., asked FCC Friday to ignore request by WSAY Rochester that commission vacate WVET-TV's share-time assignment on ch. 10 (see story, page 77).

WVET-TV said its license is in full force, having been renewed in 1960 until June 1, 1963; there is no pending proceeding putting its license in jeopardy and WSAY has given no reason for license to be revoked. WVET-TV said WHEC-TV, with which it shares ch. 10, has been favorably regarded as licensee by both FCC and courts.

Hope medal

Senate on Friday gave unanimous approval to resolution awarding gold medal to tv-movie comic Bob Hope for his "services to his country and the cause of world peace." Measure, sponsored by 97 senators, now goes to House.

FTC charges coffee firm

Charging that radio-tv and newspaper advertisements helped in promoting lottery, Federal Trade Commission Friday issued complaint against Fleetwood Coffee Co., Chattanooga, Tenn., and named house agency, Norman Chesman Co., in citation. FTC charged coffee firm packed 25 cents to $1 in bags or cans and that whole promotion constitutes lottery.

Telemeter tapes club act

International Telemeter today (May 29) will tape satirical revue from Second City night club in Chicago. Telecast of revue will be presented to Telemeter's 5,800 pay-tv subscribers in Etobicoke, Ont., Toronto suburb, probably during week of July 6 at still undetermined charge of $1 to $1.50. Aim is to portray for tv genuine flavor and color of night club which spawned comics Shelley Berman, Elaine May and Mike Nichols.

Garroway to resign

Dave Garroway, star of NBC-TV's *Today* show, Friday (May 26) announced his resignation, effective October 31, or sooner, provided that "an adequate substitute" can be found. Mr. Garroway cited "family situation" as reason for his decision.

Business briefly...

Lever Bros. Co., N. Y., will use spot tv to test-market new Handy Pack "All," low-sudsing powder detergent premeasured in water-soluble packets. Campaign starts week of June 1 in Toledo, Ohio; Fort Wayne, Ind., and Oklahoma areas. Agency: Sullivan, Stauffer, Colwell & Bayles Inc., N. Y.

THE BEST IN PROGRAMMING



TOPEKA IS a big, big market.

Gives you the bonus EXTRA of a single-station impact, saturating over 141,600 TV homes.* Delivers your commercials to wealthy Kansans with over 1½ billion in their jeans. And WIBW-TV's programming is alert. Up-to-date. With the best from CBS • NBC • ABC—All Day. Every Day. Survey proved WIBW-TV tops all competition in this rich eastern Kansas Market.

*Source: ARB Nov., 1960



WIBW TV

Channel 13 • CBS • NBC • ABC

Represented Nationally by

AVERY-KNODEL

Division of Stauffer-Capper Publications

While they last!

ORDER YOUR COPY NOW!

(on first come—first served basis)

BROADCASTING

1960 Yearbook Issue*

"the one-book library of television and radio information"

46 separate directories indexing the world of broadcasting

- **tv stations**
- **am stations**
- **fm stations**
- **educational stations**
- **networks**
- **sales representatives**
- **advertising agencies**
- **associations**
- **services**
- **government**
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plus—

market data, billings, ratings, programs, talent, historical facts—all arranged and indexed for instant reference

station listings by state and city show executive personnel, network, power, frequency or channel; separate directories by call letters, frequencies, newspaper and group ownership.

- **limited number available at $4.00 per copy**

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

MAY

May 27-31—57th annual **Advertising Federation of America** convention. Speakers include: Paul Rand Dixon, chairman, FTC; Earl W. Kintner, former chairman, FTC; John P. Cunningham, chairman, Cunningham & Walsh; Gen. Alfred M. Greunther, president, American Red Cross; Emerson Foote, president, McCann-Erickson; Ed Zern, vice-president, Geyer, Morey, Madden & Ballard; Leslie Bruce, advertising director, Purex Corp., and Dr. Dexter M. Keezer, vice-president, McGraw-Hill Publishing Co. Sheraton-Park Hotel, Washington, D.C.

May 29—**Hollywood Advertising Club,** luncheon meeting, 12 noon at Hollywood Roosevelt Hotel. Lloyd W. Dunn, vp for advertising, Capitol Records, will speak on "Packaging and Merchandising Sound."

JUNE

June 1 — Deadline for comments on **FCC** proposal to reserve a vhf channel in New York and Los Angeles for educational use.

June 2—**Wyoming AP Broadcasters,** convention. Plains Hotel, Cheyenne.

June 2 — **UPI Broadcasters of Michigan,** spring meeting. Selfridge Air Force Base, Mt. Clemens.

June 2-3—**Industry Film Producers Assn.** second annual convention and trade show. Hotel Miramar, Sanata Monica, Calif.

June 3 — **Florida AP Broadcasters Assn.** Daytona Beach.

June 3-4—**Oklahoma AP Broadcasters Assn.,** meeting. DeVille Motor Hotel, Oklahoma City.

June 5-16 — **International Communications Workshop,** sponsored by World Commission for Christian Broadcasting, American Jewish Committee and several other religious groups. U. of Southern California, Los Angeles.

June 6—**American Marketing Assn.,** New York chapter, marketing workshop: Management use of marketing research companies, Lever House auditorium, New York, 4 p.m.

June 8-9—**North Carolina Assn of Broadcasters,** convention. Durham. Speakers include Clair McCollough, chairman NAB joint boards; J. Leonard Reinsch, radio-tv advisor to President Kennedy and Sol Taishoff, editor and publisher of BROADCASTING.

June 8-9 — **Assn. of National Advertisers** workshop on planning and controlling profitable advertising, Westchester Country Club, Rye, N. Y. Speakers at members-only session Thursday: Robert E. Kahl, executive vice president, Borden Foods Co., on profit-loss approach to advertising; Michael Schiff, Ph.D., professor of accounting, New York U., on cost allocations; George Wilson, manager, merchandising and advertising, Johnson & Johnson, and Lionel Brown, advertising manager of Knomark Inc., panelists in discussion of budgeting; William Mueller, partner in Arthur Andersen & Co. accounting firm, on auditing agency work. Friday speakers: Joseph F. Anderson, advertising manager, Dictaphone Corp., on planning and controlling; Bruce Werrt, assistant advertising manager, Goodyear Tire & Rubber Co., on media department organization; James J. McCaffrey, senior vice president of Ogilvy, Benson & Mather, on getting increased mileage from the media budget; Robert Bergmann, president, Filmex Inc., on controlling the cost of tv commercials, and a panel on "how the advertiser and agency can work together for profit-oriented advertising." Ray Wilson, supervisor of advertising services, Shell Oil Co., is program committee chairman.

TvB Sales Clinics

May 30—Jacksonville, Fla.
June 1—Charlotte, N. C.
June 6—Minneapolis-St. Paul.
June 8—Chicago.
June 13—Omaha.
June 15—Oklahoma City.
June 20—San Antonio.
June 22—New Orleans.

*June 8-9—**UPI Editors & Publishers,** annual conference. Statler-Hilton Hotel, Washington. Speakers include President John F. Kennedy, Vice President Lyndon B. Johnson, Attorney General Robert F. Kennedy and Sen. Barry Goldwater (R-Ariz.).

June 8-10—**Western Assn. of Broadcasters,** annual meeting. Banff Springs Hotel, Canada. Speakers include Don Jamieson, president Canadian Assn. of Broadcasters.

June 8-10—**Marketing Executives Club of New York,** annual seminar, Pocono Manor, Pa.

June 9-10 — **Conference on Government-Business Relations in Marketing.** American U., Washington, D. C.

June 10—**Florida UPI Broadcasters Assn.** annual meeting. Pensacola.

June 11-14—**Assn. of Industrial Advertisers** annual conference. Statler-Hilton Hotel, Boston.

June 11-23—**AFA's** third annual Advanced Management Seminar in Advertising & Marketing. Conducted by faculty members of Harvard Graduate School of Business Administration. Chatham Bars Inn, Cape Cod, Mass. Registration and tuition fee: $375. Application forms at AFA, 655 Madison Ave., New York.

June 12—Deadline for comments on **FCC** proposed rulemaking to curb "hidden plugs" and "payola."

June 12-13—Third National **IRE** Symposium on Radio Frequency Interference. D. R. J. White, Don White Assoc., chairman. Maj. Gen. James Dreyfus, USA, keynote speaker.

Main program sessions will be chaired by E. W. Allen, FCC chief engineer; Stuart L. Bailey, Jansky & Bailey; H. Dinger, Naval Research Lab., and Dr. R. Showers, U. of Pennsylvania. Henry Randall, Office of Research & Engineering, Dept. of Defense, will preside at a special session on the government's electromagnetic compatibility program. There will also be a series of tutorial sessions. Sheraton-Park Hotel, Washington, D. C.

June 12-15—**World Conference on Missionary Radio.** Third World Conference on Christian Communications. Concordia College, Milwaukee, Wis.

June 14-15—**Institute of Radio Engineers,** conference. Hotel Sheraton, Philadelphia.

June 14-16—**Virginia Assn. of Broadcasters,** annual meeting. Hotel Roanoke, Roanoke.

June 15—Deadline for radio-tv entries to 1961 "Oscars in Agriculture" awards sponsored by **DeKalb Agricultural Assn. Inc.,** DeKalb, Ill. Address: Room 3500, 35 E. Wacker Drive, Chicago 1.

June 15-18—**Florida Assn. of Broadcasters,** annual convention. Seville Hotel, Miami Beach. Speakers include Harold Cowgill, former chief of FCC Broadcast Bureau on "License Renewals" and FCC Commissioner Robert T. Bartley.

*June 19-20—**Institute of Radio Engineers,** conference on broadcast and television receivers. O'Hare Inn, Chicago.

June 19-21 — **American Marketing Assn.,** national conference. Ambassador Hotel, Los Angeles.

June 19-22—**Wayne State U./Radio Corp. of America,** invitational television conference. University City, Detroit.

*June 19-23—**National Community Television Assn.,** convention. Jack Tar Hotel, San Francisco.

June 20-22 — **Catholic Broadcasters Assn.** annual meeting. Calhoun Beach Hotel, Minneapolis-St. Paul, Minn.

WeeReBel has GEORGIABAMA* COVERED

Rich 75-county area in the South's Heartland



March '61 ARB Survey for Columbus, Georgia, shows that WRBL-TV covers 75 counties in the South's Heartland with 357,300 TV homes. This is Georgiabama, a large and growing area that demands a place all its own in any marketing strategy to sell the South.

What's more, ARB also shows that Columbus sets-in-use have *increased a whopping 25.6%* since March '60!

Naturally, WeeRebel's got the drop on competition. According to ARB, Channel 3 delivers 54.4% more homes (Avg. qtr. hr.) *daytime* and 12% more homes (Avg. qtr. hr.) *nighttime . . . seven days a week!*

Sharp-shootin' WeeRebel delivers:

- 5 Top Once-Per-Week Shows
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- 12 Top Multi-Weekly Shows
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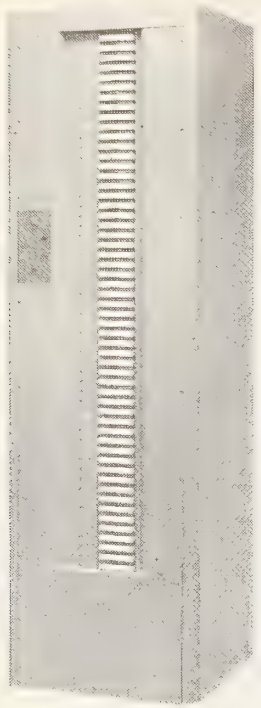
When you aim for sales in Georgiabama use the medium that hits the bullseye . . . WRBL-TV.

COLUMBUS, GEORGIA
WRBL TV Channel .. 3

WeeReBel

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*Reg. U.S. Patent Office

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OPEN MIKE ®

Hennock memorial

EDITOR: Negotiations are nearing completion for the sale of WNTA-TV New York (ch. 13) to the National Educational Tv Assn. . . . As you well remember, and with your unwavering support, the case for educational television facilities was enunciated early, clearly and consistently by my good friend and former boss on the FCC, the late Commissioner Frieda B. Hennock. . . .

I can think of no better tribute or memorial to her pioneering and determined efforts than to name the call letters of the new ch. 13 WFBH-TV, in her memory.—*J. Mitchell Jablons, Vice President, Jordan, Sieber & Corbett Inc. Advertising-Marketing, New York.*

As WINS sees it

EDITOR: It is unfortunate that we weren't called to confirm the story regarding the NLRB and WINS (AT DEADLINE, May 15).

. . . I would like to explain that we have been operating without a contract since Feb. 15, 1960. During the entire period prior to this NLRB hearing we negotiated in good faith but got to a point of complete deadlock and instituted some practices which we desired. The NLRB in effect criticized the union for not negotiating in good faith on their part. . . . We are even allowed to modify unilaterally upon giving notice to the union. . . . [Of] two holidays . . . in conflict . . . I might add the union figured this out to be a lesser amount, but management called their attention to an error in multiplication which resulted in a higher payment to each man.

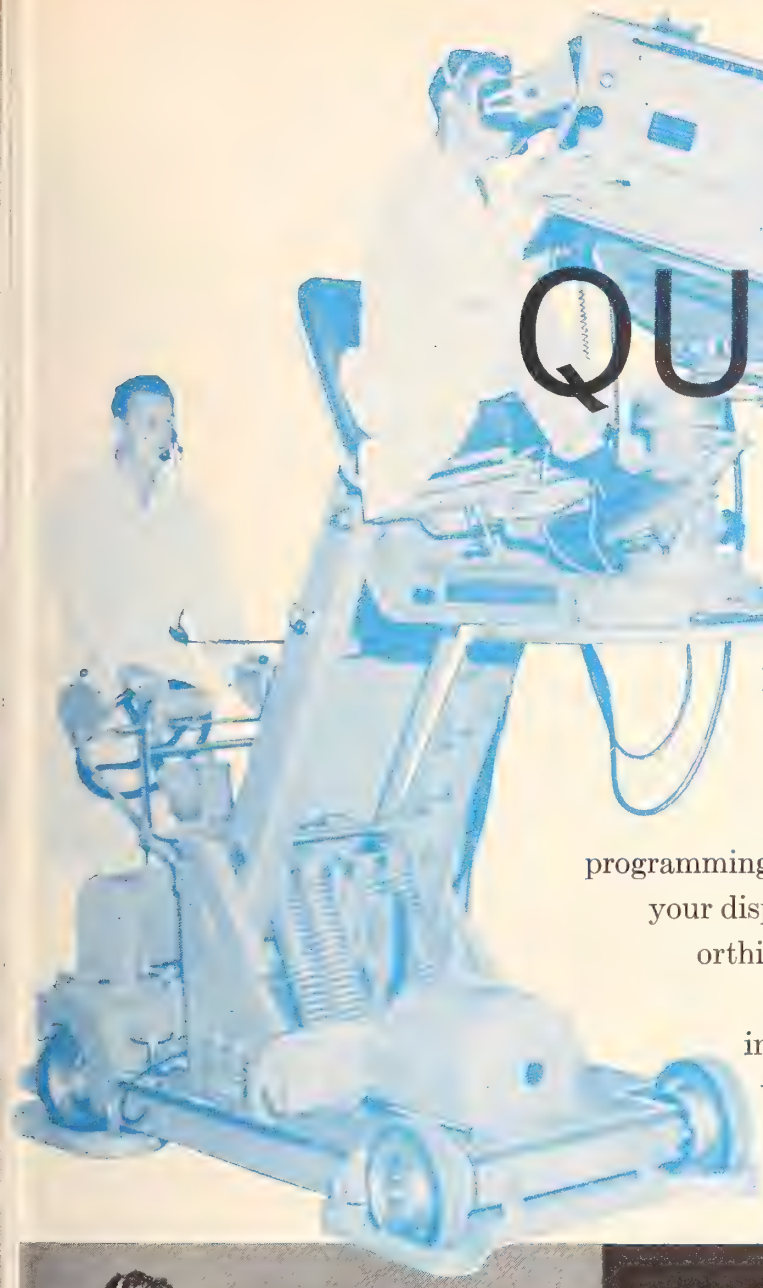
I am sure if . . . you had seen the reaction of the union representatives and their attorney, you would realize that this is a decisive victory in favor of management. . . . In effect it was a compromise situation which allowed us to come out in front.—*Harold E. Anderson, General Manager, WINS New York.*

Kobak luncheon

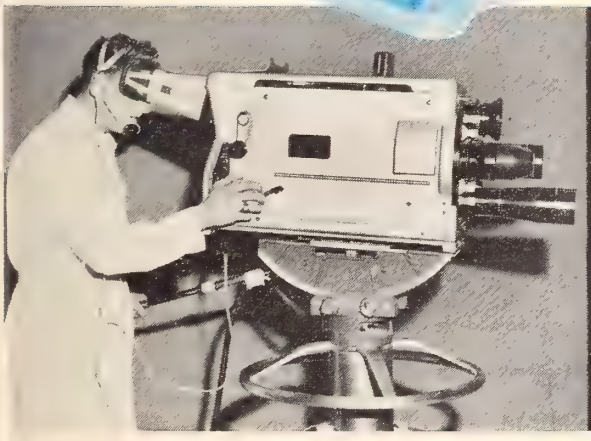
EDITOR: I read with interest, and even a little pride, the fact that a luncheon was given in my honor at the Harvard Club (THE MEDIA, April 24).

The party was not given to me by a group of broadcasting pals. It was given by my son James as a surprise for my 66th birthday. He invited a number of men that I have known for many years, men who are still my friends. It happened that some of them were broadcasters, but there were also present prominent publishers, my doctor and my insurance agent. . . .—*Edgar Kobak, Business Consultant, New York.*

THE QUALITY TOUCH

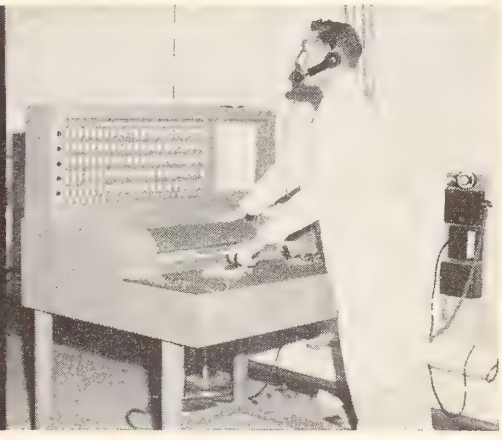


National and local advertisers are turning to WFAA-TV for that "quality touch" in the preparation of taped commercials and specialized programming. The very latest in equipment is at your disposal, including 9 Marconi 4½" image orthicon cameras, a G.E. color camera, 5 Ampex VideoTape recorders with intersync and interswitch facilities, and the most experienced production staff in the Southwest. Your inquiries are most cordially welcomed.



◄ Picture quality is unsurpassed with WFAA-TV's battery of Marconi cameras, including field cameras with Varatol zoom lenses.

Lighting console ► with silicon-controlled dimmer permits five different scenes to be pre-lighted.



Ask those who use WFAA-TV . . . you'll want to join the growing list!



WFAA-TV DALLAS FT. WORTH CHANNEL 8 abc

Represented by

Edward Petry & Co., Inc.

The Original Station Representative TELEVISION SERVICE OF THE DALLAS MORNING NEWS

MONDAY MEMO

from EUGENE C. POMERANCE, vice president, Foote, Cone & Belding, Chicago

Do you know as much about your customer as you think you do?

Once upon a time the agency executive could learn a lot about a product by trying it, talking to the manufacturer, talking to people, observing people and by just sheer knowing what people wanted. These things help, but in today's market of stiff competition they are no longer the complete answer.

Whenever I hear an ad man say "My wife's a typical consumer . . ." or "My kid's average, and she thinks . . ." I say "Rubbish" or some shorter word. You're not typical. Your wife is not typical. Your neighbors are not typical. The people you meet in business are not typical. They are not typical, at least, of the kinds of people you have to reach to sell quantities of most products on the market today.

Too few in advertising today are close enough to the mass of consumers to always know who among them are prospects, where they live, what they watch, listen to or read, what they want. We're not getting as many of our people out of sales or mail order, or from the ranks of hungry reporters, any more. They're coming from business schools and journalism classes. Many in advertising are developing tastes and habits that are quite sophisticated. And we're attracting people who have earned the right to have such tastes.

So let's just take a quick look at the mass market—the "mass" part that tells us if we've been writing commercials or ads to our prospects or to ourselves (the "market" part, of course, we know is tremendous).

Mass Market ▪ Half of the adults (over 25) in this country have completed less than 3 years of high school; almost 40% have not gone beyond grade school; about 2% are illiterate (and the illiteracy rate gets as high as 10% among non-white males, 15% among male farm laborers, 6½% among all people over 65).

Three-quarters of all families have total family incomes, from all sources, of less than about $7,500. Half have total incomes less than about $5,400. (These, by the way are related family units. If we include all households—single individuals and non-family groups—the figures are lower than $7,500 and $5,400.)

Half of the spending units in this country have less than $360 in liquid assets. About 16% have negative assets—they owe money and own no assets.

Three-quarters who have mortgages pay less than $90 a month on them. Three-fourths who rent pay less than $75 a month.

More than 20% of families have no life insurance. Among those who do, 75%—that's most—have less than about $5,000 of coverage.

What Do You Pay? ▪ Half of all men's dress shoes sell at retail for less than $9.50. Half of all women's dress shoes sell for less than $5.75. (If this one is hard to believe, check your copy of Sears' or Ward's catalog.)

On the average, men in the U.S. buy one suit every 2½-3 years. Averages being what they are, this means that for every one of us who buys two suits a year there are over six other men somewhere who each buy one suit every ten years.

Do you travel much? All of the people who have ever flown in an airplane make up only 25% of the adult population. And 50% of all airline trips are made by the 7% of adults who have incomes over $10,000.

Three-quarters of all listed hotel rooms in New York City are in hotels where you can stay for less than $10. How much did you pay on your last trip to New York?

While 70% of the families with incomes over $10,000 serve liquor at home, only 12% do who have incomes under $3,000. What do you drink? Less than 8% of hard liquor consumed is Scotch, 5% Canadian, 4% bonds, 2½% brandy, less than 2% rum. And every seventh glass of beer poured at home comes from a quart or half-gallon bottle, not a 12 or 8-ounce can.

Now Who's Typical? ▪ That ought to be enough. Enough to remind you that among 180 million people in this country there is a wide range in the way they live; great variations in what they think, and feel, and believe—and how they respond to advertising.

The point is: All of us in advertising have a tough task in our jobs of creating communication to all consumers. We can't always—simply and automatically—know how all social classes will react to an idea.

It's an advertising man's job to know these things before he finally acts. But it's a lot to expect that he'll know all of them initially.

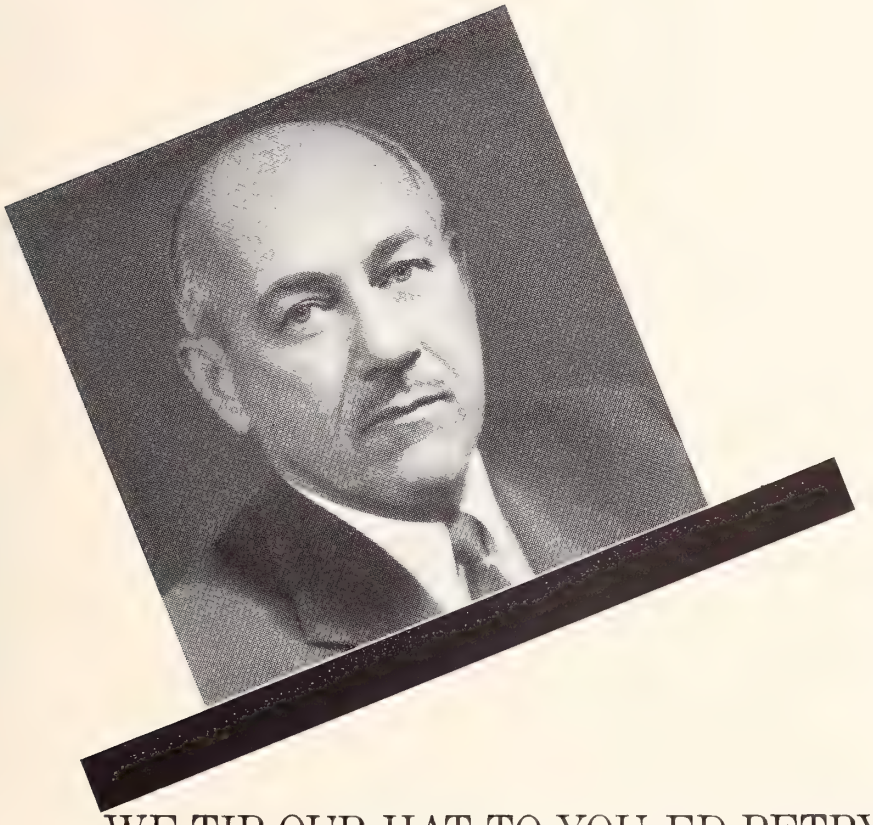
That is why, in today's market, you need your research specialists. They are trained to provide you the feedback that you need. Specialists who are trained in observing the American consumer and listening to her or him, in finding out how he or she thinks, talks, acts, feels and reacts—who can provide the feedback from the group that is actually going to buy the major quantity of the product or service of your client.

Intelligent Research ▪ You will get the best from your research people when you recognize first of all that they are there to give you the information you can't collect yourself. But remember that they have a lot of tools to work with and unless you define your problem accurately, precisely and within narrow limits you'll waste a lot of both your time and theirs. And don't forget that a researcher's philosophy is one of objectivity and honesty. It's why he sounds negative so much of the time, but it's for your benefit more than his.

If you are so unsure of an idea that you have to "run it up the flagpole to see who salutes," make sure the flagpole is located where Scotch is 8% and not 80% of the liquor consumed. And make sure your research staff runs its flag up the pole, too. Now see who salutes.



Eugene C. Pomerance, vice president and director of research for the Chicago office of Foote, Cone & Belding, has been a specialist in research for the agency since 1950 and has worked on nearly every account. Before that for three years he had been research analyst and supervisor with McCann-Erickson. On occasion he teaches marketing and statistics at the U. of Chicago, where he earned his master's degree. In World War II he served with the Air Force and Army.



WE TIP OUR HAT TO YOU, ED PETRY !

Not only because we enthusiastically concur with the BROADCAST PIONEERS in naming you their MAN OF THE YEAR at the NAB Convention on May 9 . . . and with their accurate characterization of you as "a true pioneer in exclusive station representation, who has been a leader in the development and utilization of research as a strong arm of sales and service in the broadcasting field . . . a forceful exponent of sound economic practices as being essential to broadcasting's fulfillment of its obligations and opportunities under the American free enterprise system . . ." **But also because,** represented by you for 13 years, we wholeheartedly endorse, subscribe to and practice those high standards of business conduct for which your company stands . . . respecting one another, we have enjoyed a mutually beneficial relationship . . . and we anticipate a continued growth in the strength of that relationship in the years ahead.

WBAL TELEVISION NB BALTIMORE

Serving With Quality Television Since 1948 / Selling With Integrity Those We Serve

Nationally represented by Edward Petry & Co.

THAT WCKY SURE SEWS up CINCINNATI!



Since it's hardly considered cricket to needle competition (ours or anyone else's for that matter) we won't quote that part of the nice letter from Northwest Airlines that compares WCKY sales results with other stations! But you will get the thread of the story if we just dot-dot-dot the parts that say: "... in the Cincinnati market, WCKY is our best sales tool ... never in our wildest dreams did we anticipate such response". That would seem to be enough to sew it up; if WCKY can move passengers half-way around the world, can you imagine how it moves toothpaste, cigarettes, coffee and what-you-sell in its own billion-dollar 68-county neighborhood. What's more, AM Radio Sales will show you that WCKY just costs a thimble-ful of money.

WCKY-RADIO IS SOME BUY!
50,000 WATTS—CINCINNATI

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
May 29, 1961 Vol. 60 No. 22

AGENCIES CULTIVATE TV 'GARDEN'

■ Green-thumb panel suggests ways to make 'wasteland' flower

■ Live shows, educational programs, non-violent action urged

■ More experimentation with new show-types is supported

A panel of top agency program planners concluded last week that television's so-called "vast wasteland" is reclaimable and would still be commercially salable if a prime-time network schedule includes these restorative ingredients:

▪ More live programs of all types, particularly in the drama and music areas.

▪ More programs of educational and cultural interest that retain entertainment values.

▪ A reduced but still substantial number of western adventure and mystery series of the "non-violent" type.

These recommendations were the highlights of four hypothetical network schedules devised by executives at four leading agencies in reply to an inquiry from BROADCASTING. In view of FCC Chairman Newton N. Minow's caustic characterization of television at the NAB Convention (BROADCASTING, May 14), BROADCASTING asked the panel to answer this question: "If you had a chance to make up a tv network schedule for prime evening hours, how would you go about it to satisfy the viewer, the networks, the government and the advertiser?"

The panel consisted of D. C. Stewart, president of Kenyon & Eckhardt, New York, and James S. Bealle, vice president and tv director of K&E; John Cunningham, president, Cunningham & Walsh, New York, and Jerome R. Feniger, vice president and tv director of C&W; Arthur E. Duram, senior vice president, tv and radio, Fuller & Smith & Ross, New York, and Emil Mogul, president, Mogul Williams & Saylor, New York.

A broader representation of the agency panel was sought by BROADCASTING, but several top agency officials evinced an I-don't-want-to-stick-my-neck-out attitude. Others declined, claiming that network program scheduling is not the function of agencies but of the networks themselves. Four executives expressed enthusiasm for participating in the project but pressure of business, they said, prevented them from devoting time to it. One executive offered this comment: "I would love to get into it, but right now I'm in negotiation with ABC-TV for participations in a group of shows."

Though network schedules varied from agency to agency, these additional salient points could be noted from the recommendations as a whole:

▪ The proposed "networks" have a higher cultural tone than that of existing networks, with more ample provisions for documentary, "quality" drama, music (opera, concerts, ballet) and news review programs.

▪ The desire for experimentation is evident, with two agencies suggesting "great circuses" programs and two proposing shows spotlighting talented performers new to tv.

▪ An expanded number of live or taped comedy-variety programs is urged.

▪ A different orientation of some children's programs is proposed, providing for more emphasis on cultural and educational values.

The following is a summary of the agencies' hypothetical schedules (by program category with show names used only as examples):

CUNNINGHAM & WALSH: This weekly program, according to its authors, recognizes three different types of audiences—the majority, which is interested in westerns, adventure, comedy, variety etc. and to which 15½ hours of a total of 26 hours is devoted; the in-between group, described as interested in such "semi-cultural" programs as operettas, historical fiction, biographical dramas, to which 6½ hours is allocated, and the minority, interested in the more cultural fare, such as the classical theatre, opera, ballet, scientific achievements, to which 4 hours weekly is allotted. C&W, in addition, makes provision for special programs of 90- or 120-minutes in length, which will present works of Shakespeare, great musical comedies and penetrating analyses of world affairs, biblical stories and operas.



D. C. Stewart
President, K&E



J. S. Bealle
V.p., tv dir., K&E



John Cunningham
President, C&W



J. R. Feniger
V.p. & tv dir., C&W



A. E. Duram
Sr. v.p., tv & r.,



Emil Mogul
President, MW&S

AGENCIES CULTIVATE TV 'GARDEN' continued

Among the unique programming ideas submitted by C&W are: on Sunday, a half-hour news of the week in review from 6-6:30 p.m., followed by a half-hour audience participation show directed to children which would have educational benefits (6:30-7 p.m.); on Monday, from 10-11 p.m., a weekly show spotlighting talented artists now on tv, such as Peter Ustinov and Emlyn Williams; on Tuesday, 7:30-8:30 p.m., a live historical drama which provides stimulating entertainment and still has educational values for child viewers.

On Thursday, 9-10 p.m., a live classical variety program, offering ballet or concerts; on Friday, from 7:30-8:30 p.m., a taped program presenting great circuses, water shows, sports spectacles drawn from around the world, and from 10-11 p.m., a live hour-long biographical drama based on the life of such figures as Abraham Lincoln, Theodore Roosevelt and Benjamin Disraeli; on Saturday, 7:30-8:30 p.m., a live children's drama, produced with taste and quality on such subjects as Helen of Troy, Charlemagne and the Black Prince, and 10-11 p.m., a live variety segment with top stars rotating in a similar format.

MOGUL WILLIAMS & SAYLOR: The thrust of this network lineup is to raise programming levels in the public service and the cultural areas and to expand the number of quality variety and comedy shows. The schedule is heavy with in-depth news and related programs and recommends more original live or tape drama.

Talent Program ▪ The author favors a talent program to develop new performers and writers for television, and, in a startling departure, schedules two cultural half-hour programs in the 7:30-8 p.m. slots two nights a week to reach children as well as adult viewers. The author concedes this schedule may not make "much of a profit," but believes it will help make television "the greatest single instrument for the mass communication of ideas, knowledge and entertainment."

MW&S' network views Sunday as a "fun day," with a variety show from 7:30-8 p.m., and "comedy theatre" (plays and musicals) from 8-9:30 p.m. Other highlights: on Monday, an original tv drama in the *Playhouse 90* tradition from 8:30-9:30 p.m. and a music-variety show (example: *Telephone Hour*) from 10-11 p.m.; on Tuesday, a variety program from 9-9:30 p.m. and a news-in-depth segment from 10:30-11 p.m.; on Wednesday, a public service-cultural program (example: Dr. Frank Baxter on Shakespeare) from 7:30-8 p.m. and a "new talent" program from 9:30-10:30 p.m., with the first half-hour devoted to new performers and the second portion to plays of new authors; on Thursday, a documentary (*See It Now* type) from 7:30-8:30 p.m., a quality drama from 9-10 p.m. and another news-in-depth telecast from 10:30-11 p.m.

On Friday, a public service music or art talk by a well-known personality (Leonard Bernstein) from 7:30-8 p.m. and an international news roundup from world capitals, 9:30-10 p.m.; on Saturday, a variety program for teenagers from 7:30-8:30 p.m., a 90-minute comedy and variety segment (example: Sid Caesar) from 8:30-10 p.m. and a "foreign tv fare" program from England, Canada, France, Italy from 10-10:30 p.m.

KENYON & ECKHARDT: In devising their network schedule, the K&E authors observed that although the television business has come upon "demanding days," it is important that the industry "does not run scared." As an example, they pointed out that violence on tv can be reduced in degree and amount and added: "But we would not want the valid 'crime does not pay' lesson lost to the public via tv exposure." Their proposed schedule reflects an understanding, they note, that educational tv fare is the goal of many "thought leaders" and, accordingly, they look forward to advertiser support from public service and news-in-depth documentaries.

K&E's proposed schedule emphasizes live music and variety programs and half-hour serials of the "non-violent" type and some expansion in public service-cultural fare.

K&E proposes that live variety on Sunday, 8-9 p.m., be followed by a live dramatic show ("Philco," "Westinghouse," "Goodyear"), the vogue four or five years ago. The most radical change is a Monday-through-Friday live music show with five rotating stars (Nat King Cole, Patti Paige, Eddie Fisher, Peggy Lee and Rosemary Clooney) in the 7:45-8 p.m. period. Other highlights: On Tuesday, 9-10 p.m., a documentary of education, religion, medicine or science on alternate weeks, followed by a variety special ("bit star one shots") every other week; on Wednesday, a live comedy variety segment from 8-9 p.m. (rotating stars including Sid Caesar, George Gobel, Bob Hope, Red Skelton and Jack Benny) and 9-10 p.m., a literature-oriented suspense drama (Edgar Allen Poe caliber); on Thursday, an hour-long suspense drama (*Twilight Zone* type) from 8:30-9 p.m. and a crime documentary, 10:30-11 p.m.; on Friday, a live variety show from 9-10 p.m., and a news digest program, involving a discussion of the week's news by an educator, a government official, a foreign diplomat and an historian, 10-11 p.m.; on Saturday, a cultural drama program, 10:30-11 p.m.

FULLER & SMITH & ROSS: High quality drama and live music variety programs are the backbone of F&S&R's schedule, distinguished by program lengths of an hour or longer. The schedule also leans heavily on news-in-depths series and, in a major departure, calls for the return of a major quiz program (*"21"* or *$64,000 Question* are cited as examples). The author suggests several



Several agencies, including Cunningham & Walsh and Mogul Williams & Saylor proposed works of Shakespeare as an improvement in tv programming. Most talked about recent Shakespearean presentation was "Macbeth" with Maurice Evans and Dame Judith Anderson on NBC-TV.





Kenyon & Eckhardt recommended a live comedy variety segment for Wednesday with rotating stars such as Red Skelton, shown at left in one of his CBS shows, or Jack Benny, at right with Mel Blanc. Other top comedians mentioned included Sid Caesar, George Gobel and Bob Hope. Other agencies had mentioned similar program plans.

innovations: a new version of *Wide Wide World* in which the three tv networks participate in joint production and telecasting, a "big band" music program featuring a musician of the stature of Benny Goodman, and a 90-minute live drama series prepared one year in advance. The schedule is so designed that Monday, Wednesday and Friday are devoted largely to conventional programming (situation comedies, westerns and crime-adventure) and the other days to drama, variety and music programs, with news and public service programs in the 10-11 p.m. or 10:30-11 p.m. periods. The schedule attempts to conform to viewing patterns but injects some experimentation.

On Sunday, 7-8 p.m., F&S&R slots its new version of *Wide Wide World* and from 9-10:30 p.m. it schedules the prepared-in-advance drama series. On Monday, it proposes a documentary (*Project 20* type) from 10-11 p.m.; on Tuesday, its major quiz from 8:30-9 p.m., an hour-long series, tentatively titled "biography" (stories of well-known figures); on Wednesday, from 10:30-11 p.m. a news-in-depth program; on Thursday, a "Great Mysteries" series from 8:30-9:30 p.m.; on Friday, a variety program (*Perry Como*); on Saturday, an entertainment-packed lineup including "Great Circuses" from 7-8 p.m., *The Sound of Music* (Benny Goodman) from 8-9 p.m., *Family Variety Hour* (Garry Moore or Ed Sullivan) from 9-10 p.m. and *Sports Hour* (boxing, other sports spectaculars), 10-11 p.m.

By an interesting coincidence, several panelists suggested similar "new" ideas: great circuses, classical mysteries, talent show cases. They agreed there are no easy cure-alls to tv's problems but believe new programming approaches can infuse new vigor and excitement.

MINOR LEAGUE NEEDED
Lever's Schachte says tv needs training program

Lever Bros.' Henry Schachte last week urged tv station management to develop a reservoir of talented and creative people as a method toward improving program fare.

Mr. Schachte is executive vice president of Lever Bros., a major tv advertiser who with gross time billing at more than $28.6 million last year ranked No. 3 among all network advertisers. It was Lever who asked the networks earlier in the spring to explain an apparent decline in the use of tv sets during prime time over the past three seasons.

That request was prompted by a report prepared for Lever's media department by A. C. Nielsen Co. and covers the 1957-58, 1958-59 and 1959-60 seasons, showing set usage by half-hours. The report highlights a decline in set usage ranging up to 6% over this period (BROADCASTING, April 17).

In an address May 25 before the Broadcasting Executives Club in Boston, Mr. Schachte referred to that

Tv network program mortality high—L&N

Only 60 of a possible 104 network shows will return in the 1961-62 television season during prime evening time, according to a study of the "most current" network schedules by Lennen & Newell, New York. But this is higher than the season just ended, when only 50 out of 111 1959-60 season programs returned to the air, the agency said.

The projection of the new season, put together by L & N's media department, shows that from 7:30 p.m. to 11 p.m. for the entire week, no time period will have the identical three-network programming in the fall of 1961 which appeared in the fall of 1960. On only two evenings will any one of the tv networks present a lineup of programs identical with the fall of 1960. They are (a) Sunday on CBS-TV—*Dennis the Menace, Ed Sullivan Show, General Electric Theatre, Jack Benny Show, Candid Camera* and *What's My Line?* and (b) Saturday on ABC-TV—*Roaring 20's, Leave It to Beaver, Lawrence Welk Show* and *Saturday Night Fights.*

Among the 60 programs returning to the air next fall are several moving to different networks, including *Bachelor Father* (from NBC-TV to ABC-TV), *The Detectives* (from ABC-TV to NBC-TV) and the Walt Disney series (from ABC-TV to NBC-TV). Some of the existing programs also will have changed time periods or adjusted lengths or both. Principal time period switches are *I've Got a Secret* (from Wednesday to Monday), *Bonanza* (Saturday to Sunday), *The Price Is Right* (Wednesday to Monday), and *Sing Along With Mitch* (Friday to Thursday). Among the programs to be extended from a half-hour to one hour are *Gunsmoke, The Detectives* and *Wells-Fargo.*

Rich challenges: 'Look what tv offers in any given period'

Programming can and will be improved but the current criticism of television is exaggerated. A way to achieve better programming: Open program sources to more producers, including many independent, creative people.

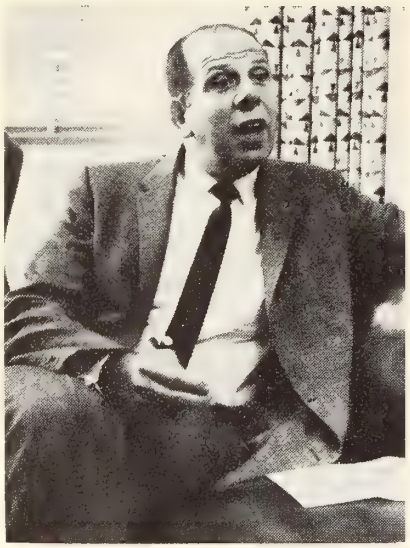
These are among the tv observations made by Lee Rich, senior vice president in charge of media and programming at Benton & Bowles, New York, in an interview last week. Mr. Rich was asked for his general assessment of network programming:

Is it a "vast wasteland" as described by FCC Chairman Newton N. Minow?

Countered Mr. Rich: "Ask Mr. Minow: What is balanced programming? How does he define it?"

What 'Wasteland'? ▪ Of course tv is no "wasteland," Mr. Rich asserted. On a given Sunday, "look what tv offers: a senator meets the press, an opera, sports, Leonard Bernstein, a variety show, a comedy, a mystery, stars, a quiz panel, a Winston Churchill show—what other medium in the world could supply this in one night?"

On any night of the week, Mr. Rich continued, there are balanced diets on the airwaves. Mr. Rich, who declined to propose an "ideal" network schedule (see story, page 19) maintained that television is primarily an entertainment medium and that the networks and the producers are in the tv business. "Advertisers are not in the television business; we are in the advertising business. We seek to reach as many people as efficiently and effectively as we can." He said many advertisers would buy informational programs on this basis: If they were priced at an "efficient" level (low cost for audience reached).



Mr. Rich

Tv for Majority ▪ Mr. Rich cautioned television ought not be programmed for the minority as the medium is for the majority. Commented Mr. Rich: "Television cannot please them all. The majority of people who spend 6 hours per day before the tv set must enjoy and like the medium. Remember, it is a medium of entertainment and not of education."

Mr. Rich says that television provides more balance than do daily newspapers.

FCC 'Perfect'? ▪ "Look how television has grown," Mr. Rich pointed out, noting that, "of course it lacks perfection." "Is the government or the FCC perfect?" he asked.

Mr. Rich would work for program improvement within the network's currently accepted framework of the tv program business. He points up that each network has some 26 hours per week of desirable time (prime and in the evening, or early evening Sunday). In next season's known network schedule, CBS-TV "controls" (licenses and in some cases, owns a share in) all but 4 hours, NBC-TV all but 2 hours and ABC-TV all but a half-hour.

What limits program improvement? "When only three customers are available for programs produced, the final selections are bound to be limited."

study, calling it "at least one alarming negative trend." As he noted, in the three years the "time-spent-viewing dropped each year compared with the previous year. The drop was for the season as a whole—for every half-hour period from 7:30 to 11 p.m.—and for every night of the week except Friday.

"And Friday represents no victory. Its viewing has traditionally been several points lower than the other nights. It simply stayed at its lower level while the other nights came down to join it.

"We sent this report to a number of network executives and asked for comments. We received in response some replies, some silence, some evasions, some sanity and some accusations."

Germ Theory ▪ Mr. Schachte asserted some executives said Lever used an "inflated base for our study, since 1957 was the year of the national flu problem, thus implying that all we needed to restore vigorous viewing is another red-hot epidemic. I . . . reject the notion of germ warfare as an adequate answer to television's problems."

He said that one network president, however, was constructive, stating, "We've got to do better programming." Said Mr. Schachte: "Hooray for him."

The Lever executive said everybody wants better programming: the networks, the stations, and the sponsors —everybody from the Minows and the Collinses to the Smiths and the Joneses."

But, he warned, "You don't get better programs by making speeches which merely deplore and enunciate." What do people want?

"Not different subjects" but the "same old ones, including violence," Mr. Schachte answered. The difference, he said, is a demand that these be "interesting, professional, exciting, talented presentations, done with the skill, the taste, the showmanship, the artistry that comes from talented people . . . groomed, tried and trained in television's particular arts."

Skills Needed ▪ He claimed there are too few people skilled in tv, including writers, directors, technicians and performers and that little is being done to create new pools from which to draw in the future. This depletion of talent plus the "unbelievable" appetite of tv for program material is responsible for a program problem: "Television needs a whole host of talent, new program people every year, and it gets a handful."

Though everybody, including the networks, is trying "All this urging and nagging is like insisting the jockey whip the horse when he's running as fast as he can."

Mr. Schachte depicted the situation as "trying to build major league tv talent without any minor league," and while borrowing from other sources (vaudeville, stock companies, burlesque and the like) helped tv find much of its talent, even these have been reduced to a "trickle." Along with radio, all sources "which television, in its formative years, drew on so heavily, are gone and nothing is replacing them but old films." Mr. Schachte urged: "Today, television must build its own talent, if it is ever to rise above the three 'r's'—repeats, re-runs and residuals—that are producing more money for a few people and more boredom for millions than any other scheme ever perpetrated."

Stations' Responsibilities ▪ Mr. Schachte called on tv stations to build



such as PORTLAND, home of Maine's top-powered station

WGAN-TV

CHANNEL 13 CBS 316,000 WATTS

Effective June 1, 1961, WGAN-TV
announces the appointment of
a new national representative . . .

BLAIR TELEVISION ASSOCIATES

the pool of trained program people—the networks, he said, cannot do it alone. Observing that his opinion "will not be a popular one here today" (more than 100 broadcasters were in the audience), he said: "The major failing in program improvement—and hence the major blame for its lack—rests squarely on the shoulders of local station management."

Though he criticized locally-originated programming in many markets as consisting almost entirely of local news and weather—"one man or one woman in front of one camera," Mr. Schachte did not feel it necessary to place full-scale talent training projects on the air. What's needed, he thought, are measures in every tv station which will create long-range opportunities for the "minor league" to practice. Among his suggestions: closed-circuit opportunities for high school or college dramatic clubs to try their hands at tv drama with perhaps one show put on the air after a competition is held; cash prizes for scripts or scholarships to schools which offer tv courses, summer "fill-in" job opportunities, contributions of equipment or money to colleges offering tv courses, etc.

His conclusion: until some such broad attack is begun to develop tv program skills, "it is fatuous to believe that television programming will be tremendously improved."

TV-RADIO HOME COUNT

First figures due out of Census Bureau next month

First state and county radio and television home counts will start coming out of the U. S. Census Bureau in late June or early July.

Preliminary radio-tv saturation figures will appear first, to be followed at a later date by final reports, according to Conrad Taeuber, assistant director. Usually the differences between preliminary and final reports are infinitesimal.

The radio-tv homes tabulation is based on a question asked in connection with housing data. The nationwide census was taken in April 1960. Metropolitan population figures were made public last summer (BROADCASTING, June 27, Aug. 8, 1960).

A privately operated statistical service will publish the first complete picture of radio-tv markets, starting in early July. S. J. Tesauro & Co., Detroit, is processing raw Census Bureau data to show living standards, financial status and social traits of the nation's radio and tv homes (BROADCASTING, Jan. 2).

S. J. Tesauro, head of the firm, said the first cross-tabulation to be published will cover the state of Vermont. It will consist of 10-page summaries for each county having 6,000 or more homes, with smaller counties handled on a group basis, or a total of 104 pages for the state. Base rate for Vermont will be $60.

Through an arrangement with NAB and Radio Advertising Bureau, Mr. Tesauro will sell the complete set of 50 state volumes for half the general rate. The base rate is $2 a county for an entire state. Mr. Tesauro said several hundred stations have ordered the service. The first printings will be based on advance orders, he said, with the rate upped 15% if additional printings are necessary The complete package will run about 16,000 pages.

The cross-indexed Tesauro data will show, by radio and tv markets, number in household, sex and age of head of family, children, marital status, type of living unit, utilities and condition of house, ownership or rental, value of property, whether urban, rural farm or rural non-farm, age of dwelling, heating, telephone, income, occupation of head of household, number of rooms, clothes dryer and washer, air conditioner and freezer.

Mr. Tesauro said this new type of marketing picture is made possible by modern computer techniques, adding the job would take a century to accomplish by older equipment. About 1,600 counties will be shown separately as they each have 6,000 or more homes.



CBS Animations' first customer

CBS Animations, which replaced CBS Terrytoons earlier this month as the animated commercial producing arm of CBS Films (BROADCASTING, May 15), is making its first two animated commercials for tv.

Both commercials are 30-seconds in length for 6-12, an insect repellent manufactured by the Union Carbide Corp. Their basic themes center around a mosquito, who woefully asserts "it's an awful feeling to be repelled," and a family who take delight in repelling mosquitoes with 6-12 (see cut).

Seven network programs will carry the commercials beginning next month. They are: *Asphalt Jungle* (ABC-TV, nine insertions starting June 11); *Adventures in Paradise* (ABC-TV); *Cheyenne* (ABC-TV); *Wells Fargo* (NBC-TV); *Naked City* (ABC-TV); *The Outlaws* (NBC-TV); and *Gunslinger* (CBS-TV).

J. M. Mathes Inc. handles the 6-12 account for Union Carbide. Basic themes for the commercials came from Eli Bauer, design and story man at CBS Animations and the themes are being developed by Frank Huber, writer and producer at Mathes, and by Arthur Bartsch, director of commercial animation for CBS Animations.

Tv reported invaluable for toy-buying traffic

There's nothing like tv advertising of toys to draw customers into drug stores, major drug chain buyers report.

The report is carried in drug editions of *Chain Store Age*.

The buyers say that the pre-selling techniques of tv advertising help increase volume without in-store demonstration and salesmanship. They estimate that while tv-advertised items account for only 10% of the total toy market, video promotions help sales

Some people may want to stop trend—but not advertisers

There may be some dissatisfied with ABC-TV programming, but the malcontents do not include the paying customers. This is reflected in the gross time billings of the three tv networks for the first quarter of 1961 released last week by Television Bureau of Advertising. The report shows:

- ABC-TV with a 20.3% rise in billing is narrowing the gap between it and the leader (ABC-TV consistently has trailed the other networks in daytime activity while its billing in prime evening time has been on a steady increase).
- CBS-TV did not pick up additional gross billing this quarter over the same period last year (the decline comes to some 5.1%). NBC-TV is now on a par with CBS-TV on a monthly basis and noticeably ahead in a quarterly comparison.

The networks cumulatively are ahead in total gross billings: a 6.2% gain, from $171.8 million in the January-March period of 1960 to more than $182.4 million this year.

Network Television Gross Time Billings

	March			January-March		
	1960	1961	% Change	1960	1961	% Change
ABC-TV	$13,487,460	$16,577,140	+22.9	$ 39,424,580	$ 47,414,630	+20.3
CBS-TV	24,043,799	23,085,353	— 4.0	70,498,328	66,909,058	— 5.1
NBC-TV	21,072,164	23,920,311	+13.5	61,976,770	68,154,484	+10.0
Total	$58,603,423	$63,582,804	+ 8.5	$171,899,681	$182,478,172	+ 6.2

Month By Month 1961

	ABC	CBS	NBC	Total
January	$15,898,310	$22,894,855	$23,031,118	$61,824,283
February*	14,939,180	20,928,850	21,203,055	57,071,085
March	16,577,140	23,085,353	23,920,311	63,582,804

*February 1961 figures revised as of May 15, 1961

Network Television Gross Time Billings by Day Parts

	March			January-February		
	1960	1961	% Change	1960	1961	% Change
Daytime	$18,047,710	$22,072,950	+22.3	$ 52,036,324	$ 62,305,682	+19.7
Mon.-Fri.	15,176,992	18,827,410	+24.1	42,151,893	51,729,028	+22.7
Sat.-Sun.	2,870,718	3,245,540	+13.1	9,884,431	10,576,654	+ 7.0
Nighttime	40,555,713	41,509,854	+ 2.4	119,863,357	120,172,490	+ 0.3
Total	$58,603,423	$63,582,804	+ 8.5	$171,899,681	$182,478,172	+ 6.2

Source: TvB/LNA-BAR

throughout the store.

The trade publication predicts that for the rest of the year rifles associated with western tv programs and "talking dolls promoted on tv" will be big sellers, that more mechanical toys will get tv exposure, and that parlor games patterned after tv shows will make further inroads on the game market.

Agency's execs attach little value to college

Even though 70% of the executives employed by a national advertising agency agree their college training has helped them in achieving their present professional status, only one in five would make a college diploma a "must" for agency job applicants.

Reach, McClinton & Co., recently distributed a questionnaire to its executive personnel, on the value of a college education in the advertising field.

Questionnaires returned from the agency's six offices showed the majority of its staff was educated at eastern schools, and that 82% received bachelors degrees, 14% masters, and 2% doctorates. A total of 70% had no intention of going into advertising while they were in college. Some planned to be teachers (15%), writers or journalists (10%), lawyers (8%) and engineers (8%). They thought English composition and grammar of greatest value to students seeking an ad career.

ARF REPORTS ON MEDIA COMPARISONS

Perception study promising, says audience concepts unit

The Advertising Research Foundation's audience concepts committee spoke out last week on the subject of media comparisons in a report, three years in the making, called "Toward Better Media Comparisons."

The 30-page report, approved by the ARF board, gives no rules for comparing media. But it suggests how to approach what remains a complex problem by defining terms, developing a logic and pointing the way to further research.

A six-step advertising process has been marked by the committee: vehicle distribution, vehicle exposure, advertising exposure, advertising perception, advertising communication and sales response.

No productive comparisons can be made along the first half of this route, the committee feels. The first three steps are unacceptable "as directly useful measurements of the way in which advertising is received."

A key concept in the ARF approach to media comparison is perception. This is the level where the committee sees "the most immediately promising way by which to compare two media transmitting the same message"—promising in that it is least complicated by outside factors. But the committee does not know how to measure perception and says research is badly needed here.

In the complex areas of communication and sales response, the committee is encouraged by present experimentation, but says techniques are yet to be perfected. The committee calls for wholehearted industry support of any "thoughtful experimental approaches to the problem of relating advertising to its sales response." Sales response is "the most relevant to the advertiser, the most amenable to measurement, but the least dependent upon advertising and media alone of the response measures that we have discussed," the researchers say.

NBC Findings ▪ Dr. Thomas E. Coffin, NBC's director of research and a member of the audience concepts committee, said last week that "Toward Better Media Comparisons" should tend to discourage such comparison devices as "ad page exposure" and reach-coverage comparisons between media. One area where Dr. Coffin disagrees with other committeemen is in emphasis on perception as a starting point. His department at NBC has found it can measure the communication of television advertising, tracking changes in awareness and attitude in before-and-after studies. The NBC research staff

is digesting the report for NBC salesmen and others.

ARF has sent copies to 1,400 persons at 300 member organizations (advertisers, agencies, media) and has requests for 450 more copies. Libraries, research companies and others ineligible to belong to ARF can get the report for $5.

Alcuin W. Lehman, president of the foundation, told members in a letter accompanying the report: "While the report stresses that the concept of perception offers, at this time, the most promise for making sounder comparisons between different media, it does not state that measurements currently available should be discontinued."

Dr. Seymour Banks, vice president in charge of media planning and research at Leo Burnett Co., is chairman of the audience concepts committee. Committeemen: Stanley Canter, vice president and research director, Ogilvy, Benson & Mather; Richard F. Casey, research vice president, Benton & Bowles; Dr. Coffin; Paul E. J. Gerhold, vice president and national director of media and research, Foote, Cone & Belding; Jack R. Green, associate media director, J. Walter Thompson Co.; Robert E. Hughes, advertising-promotion manager, *Sports Illustrated;* John H. Kofron, director of research, Chilton Co.; Frank W. Mansfield, director of marketing research, Sylvania Electric Products Inc.; and Herbert M. Steele, sales promotion manager, *New York News.*

Compton wins dairy billing

The American Dairy Assn., Chicago, is switching half of its $4 million account to Compton Adv., New York, from Campbell-Mithun, Chicago, on Sept. 1. Campbell-Mithun will continue to handle the other half for butter, cheese, evaporated milk, non-fat dry milk and two all-products promotions—June Dairy Month and a winter promotion.

Compton's billing will include American Dairy Assn.'s investment in NBC-TV's *Dinah Shore Show,* which starts Oct. 6. Compton will handle milk, ice cream, cottage cheese and fluid cream items. The association provides non-brand advertising and promotion for dairy products.

Tv food seminar

"The Appetizing Sell," a seminar devoted to the aspects—good and bad—of television food commercials will be held in Dallas beginning June 29 under the auspices of Keitz & Herndon, a film production firm in that city. Southwestern agency executives, advertisers, retail organizations and a panel of housewives will screen food commercials from around the country, rating and discussing the selling technique of each.

ARB JOINS C-E-I-R INC. IN MERGER

It's $3.5-$4 million deal; Seiler to head rating division

The merger of American Research Bureau and C-E-I-R Inc., a Washington-based "think" organization in economic and industrial research, was announced last week.

The tv rating service, founded in 1949 by James W. Seiler, will become a division of C-E-I-R, continuing its present activities with the same personnel. Mr. Seiler will be the director of the ARB division.


Mr. Seiler

Based on a sliding scale formula, the merger contract calls for an exchange of stock in which ARB stockholders will receive between 52,500 and 77,000 shares of C-E-I-R stock. The exchange is reckoned to be a $3.5 million-$4 million transaction. The transaction was handled by Blackburn & Co.

ARB, which pioneered in the diary system of rating tv programs, reported $3,195,000 in sales in 1960. It took over the Hooper tv rating service in 1955. In 1952, ARB consolidated with Coffin, Cooper & Clay, Los Angeles.

In 1958, ARB established the Arbitron system of measuring network tv programs by electronically linking several hundred tv homes in seven U.S. cities with the computing apparatus in New York. This permits virtually instantaneous results on viewing practices.

C-E-I-R was founded in 1954 as an electronic data processing and business services company. It specializes in economic and statistical analysis, electronics and communications engineering, operations research and system projects. Much of its work is done for the U.S. government, but it lists among its clients some giants of American industry (from ACF Industries to Westinghouse Electric Co.).

Originally founded as the Council of Economic and Industrial Research, it has "centers" in Washington, New York, Boston, Hartford (Conn.), Houston, Los Angeles, San Francisco and London. Sales for the fiscal year ended Sept. 30, 1960, were $5,769,880. Dr. Herbert W. Robinson is president of C-E-I-R Inc.

Happy landing?

The $6 million American Airlines account appears headed for BBDO. Two of the five agencies which figured in the competition after American left Young & Rubicam (AT DEADLINE, May 22) have lost interest. Ogilvy, Benson & Mather said the account didn't meet certain client "specifications" required of its clients, and Ted Bates & Co. announced its withdrawal without saying why. BBDO, which already services the Air France account, and maintains almost as many branch offices as American Airlines has planes, seemed the more likely choice to most observers. The other hopeful agencies are Lennen & Newell and Doyle-Dane-Bernbach.

RAB seminars bring $1 million new business

Radio Advertising Bureau's current series of "department store radio advertising seminars" is responsible for producing more than $1 million in commitments from leading department stores to RAB and its member stations in 31 cities in the first four months of 1961. RAB also claimed last week that "hundreds of stations" report new sales which relate to circulated reports on retail advertising results in last year's Higbee Co., Cleveland project.

These highlights as well as reports on stations' new business were presented at a semi-annual RAB board meeting. RAB's board also approved: A $1 million-every-day plan to national advertisers; a four-market test beginning Oct. 1, in which RAB will undertake all local sales development activities for its member stations; a program of eight management conferences beginning in September, including a new section of "how to sell the big proposal"; a plan for expediting a new building in midtown New York as RAB headquarters, and a resolution expressing the board's sympathy to the widow of Kenyon Brown, former RAB board chairman, who died recently.

New members of the RAB directorate and committees are: Robert F. Hurleigh, MBS, to director, and Edwin K. Wheeler, WWJ Detroit, to the executive committee.

Frank P. Fogarty, RAB chairman, named Allen M. Woodall, WDAK Columbus, Ga., to head a nominating committee to select directors for 1962. Committee members are: Hugh K. Boice Jr., WEMP Milwaukee; Paul Braden, WPFB Middletown, Ohio; Gustav K. Brandborg, KVOO Tulsa, Okla., and John S. Hayes, Post-Newsweek Stations, Washington, D. C.

Ky.

Funnel cloud sightings were reported from the southern plains through the mid-Mississippi Valley. Oklahoma was under a severe weather alert for the fifth consecutive day.

The storm center churned clouds of dust ahead of winds up to 53 miles an hour from

ripped northeast In

Flash flood wate
away 15 homes at
Ark., and hurled pa
through store front

Fifty families we
from their homes a
Ill., and 30 families
uated at Ottawa, K
of flood waters.

Philadelphia, Pa., May 29 (*AP*) — WIP news and special events handling won awards in all four news categories considered by the Pennsylvania Associated Press Broadcasters Association. It marked the second straight year for WIP's dominance in the competition among stations of 5,000 watts and over (judged by New York state broadcasters). WIP is the only independent Philadelphia station honored.

D
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"Outstanding News Operation." That's one category in which **WIP** won the only award. We won another exclusive award in the "Distinguished Contribution to Freedom of Information" category. Add to this two more awards: One of three awards for "Outstanding Coverage of a Special Event" and one of three for "Outstanding Reporting." Metrodelphians live with history via **WIP, Philadelphia, Pa.**

A Metropolitan Broadcasting Station, **Harvey L. Glascock**, V.P. & General Manager. Represented nationally by **Petry.**

Radio brings investment banker new business

The New York Stock Exchange last fall issued figures indicating a distressing lack of understanding by the general public about stocks, stock ownership and brokerage firms. A possible exception may be in and around Denver, where Boettcher & Co., one of the West's leading investment bankers, is in its fifth year on KOA as sponsor of four daily five-minute financial newcasts.

The newscasts, *Financial Highlights,* are broadcast by KOA's financial reporter, Glen Martin, at 9:05 a.m. and 1:05, 5:05 and 9:05 p.m. The first two shows are aired during trading hours directly from the Boettcher boardroom. They pick up trading activity in the background and present up-to-the-minute price changes and market developments as they occur on the floors of the exchanges.

Each broadcast carries highlight activities of the major exchanges, together with financial interpretations, latest market quotations, news and trends from Wall Street, plus briefs on the local unlisted security markets with selected quotations. Much of the material is provided to KOA by the financial wire.

Each *Financial Highlights* program opens with a recorded introduction of Mr. Martin as Boettcher & Co.'s "financial reporter," gives the times of the following broadcasts and continues with a one-minute summary of current market activity. A 30-second commercial is followed by approximately two minutes of stock market news, including representative quotations, market trends and analyses. The close repeats the averages and volume, solicits write-in material and reminds the audience of the forthcoming programs.

Agency Prepared ▪ The 30-second commercials (three to five a week) are prepared by the Galen E. Broyles Co., Boettcher's advertising agency, from material selected by the advertiser from its two-column eight-inch coupon ad in the *Rocky Mountain News* (Saturday) and the *Denver Post* (Sunday). Radio commercials built around the ad are rotated on *Financial Highlights* the following week. This system, the station claims, gives the client maximum value with a coordinated, effective combination of radio and newspaper advertising.

All commercials feature give-away material such as booklets of advice on investments, research and market reports, account servicing data and information on specific security offerings. One "institutional" or educational type spot is used several times a week to acquaint listeners with Boettcher & Co. services and facilities, to point out the services offered by two competent investment banking firms and to invite the listener to visit the company's offices for investment information and advice.

The system has proved especially effective in producing inquiries and developing new business KOA re-

Business briefly...

ASR Products, Division of Philip Morris Inc., New York, is introducing its new Pal Premium Edge Injector Blades with an approximate $1 million network tv campaign, starting June 5. The Pal message will be on five CBS-TV programs: *Douglas Edwards and the News, Perry Mason, Rawhide, Route 66,* and *Dobie Gillis.* Spot tv also is being considered. Agency: Benton & Bowles, N. Y.

General Mills, Minneapolis, in one of NBC-TV's largest single orders for the 1961-62 season, purchased sponsorship in eight programs beginning next September: co-sponsor of *National Velvet* (Mon., 8-8:30 p.m., NYT) and *Bullwinkle* (Sun., 7-7:30 p.m.). Its daytime lineup includes: *NBC News Day Report,* a five-minute mid-day broadcast; *Concentration* (11:30 a.m.-12 noon), *The Jan Murray Show* (2-2:30 p.m.), *From These Roots* (3:30-4 p.m.), *King Leonardo and his Short Subjects* (Sat., 10:30-11 a.m.) and *Pip the Piper,* a new children's show which begins June 17 (Sat. 9:30-10 a.m.). General Mills' agencies: BBDO, Dancer-Fitzgerald-Sample, both New York, and Knox Reeves Adv., Minneapolis.

Thomas J. Lipton Inc., Bristol-Myers Co. and **Block Drug Co.** will be major sponsors of CBS-TV's summer programs in the *CBS Reports* series, all starting June 8 (alternate Thursdays, 10-11 p.m., EDT). Lipton, via Sullivan, Stauffer, Colwell & Bayles, ordered one-half sponsorship of seven programs; Bristol-Myers, through Young & Rubicam, purchased one-thirds in seven programs, and Block Drug, via Grey Adv., ordered minutes in six *Reports.* Fedders Air Conditioners, through Hicks & Greist will participate in the June 8 presentation and also will participate in two June telecasts of *Face the Nation,* which alternates with *CBS Reports.*

Procter & Gamble Co., Cincinnati, will sponsor NBC-TV's nighttime color version of *It Could Be You,* which starts June 7 (Wed. 10-10-30 p.m., EDT) as the summer replacement for *Peter Loves Mary.* A daytime version of the Ralph Edwards production will continue Monday through Friday (12:30-1 p.m., EDT). P&G's agency: Benton & Bowles, N. Y.

General Foods Corp., and **P. Lorillard Co.** will co-sponsor *Glenn Miller Time,* a new live music series starting July 10 (Mon., 10-10:30 p.m., EDT) on CBS-TV. Johnny Desmond and Ray McKinley, both alumni of the Glenn Miller Army Air Force Band, will co-host the series, which will be the summer replacement of *Hennesey.* Agencies: Young & Rubicam (General Foods) and Lennen & Newell (P. Lorillard).

Gulf Oil Corp., Pittsburgh, will expand its sponsorship of public information programs next season with the purchase of NBC-TV's *Frank McGee's Here and Now,* which will premiere Sept. 29 (Fri., 10:30-11 p.m., NYT). The sponsor's contract involves an unique anti-triple-spotting clause [BROADCASTING, May 22]. Mr. McGee's programs, which will also cover "hard news," will include pictorial essays on medicine, science, sports, entertainment and other subjects which affect human life. Gulf's agency: Young & Rubicam, N. Y.

Edward Dalton Co. (Metrecal dietary product), Evansville, Ind., signs $3 million order which reportedly will give it representation on ABC-TV six nights out of seven through the end of this year. Order covers time in *Ozzie and Harriet, New Breed, Corrupters, Roaring 20s, Cheyenne* and, for the summer only, *Law and Mr. Jones, Asphalt Jungle* and *Walt Disney Presents.* Metrecal also will sponsor two daytime quarter-hours on ABC-TV. Agency is Kenyon & Eckhardt, N. Y.

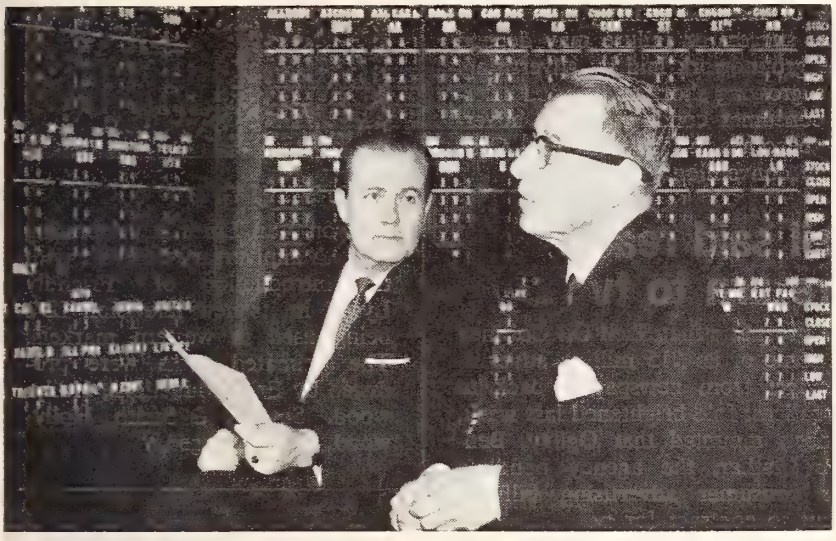
Rep appointments...

▪ Herald Tribune Radio Network (WGHQ Kingston-Saugerties; WFYI Mineola-Garden City; WVIP Mt. Kisco; WVOX New Rochelle, all N. Y.): Venard, Rintoul & McConnell, N. Y.

▪ WQMR Washington, D. C.; WTCR Huntington, W. Va.: Spot Time Sales, N. Y.

ports. In a recent three-month period, for example, as many as 300 direct requests per week were received, the average running about 190. During the summer months, when interest in investments normally slackens, the average may drop to about 150 per week.

Boettcher management attributes a large share of its new business to its coordinated radio-newspaper program. The program has a large following for all four daily broadcasts, KOA reports.



KOA Denver's financial reporter, Glen Martin (l), and E. Warren Willard (r), managing partner of Boettcher & Co., before the stock returns board at the investment banking firm's offices in downtown Denver.

Also in advertising...

Research race ▪ The Advertising Research Foundation, N. Y., has announced a competition open to commercial research organizations to produce the best report on new techniques in advertising research. Deadline is July 7 and the best paper will be presented by its author at the annual ARF Conference Oct. 3-4 in New York. A jury of ARF committeemen will evaluate reports submitted for originality, clarity, soundness and usefulness. Inquiries may be directed to Dr. Charles K. Ramond, technical director, ARF, 3 E. 54th St., New York 22.

Agency sponsor ▪ Griswold-Eshelman Co., Cleveland, has purchased complete sponsorship of *Close-up,* daily news-feature show on WGAR, that city. The agency announced it will make all commercial time on the show available to civic and charitable groups in the greater Cleveland area.

CATRA chapter ▪ A new chapter of the Catholic Apostolate of Radio, Television & Advertising has been formed in Syracuse, N. Y. The officers are Bill O'Donnell, WSYR-AM-FM-TV, president; Ron Curtis, WHEN-AM-TV, vice president; Tom Coolican, Coolican, Coe & Coolican, treasurer; Pete Cavanaugh, WNDR, financial secretary; and Dan Casey, Conklin, Labs & Bebee, recording secretary. Arthur Hull Hayes, president of CBS Radio will be guest of honor at the June 11 meeting.

Name change ▪ Charles N. Stahl Adv., Hollywood, is now Stahl & Lewis Adv. Mr. Stahl continues as the agency's president with Donald D. Lewis, the new principal, as executive vice president. Mr. Lewis has been with Stahl Adv. for 10 years. The agency also reported that its New York office has moved into new and larger quarters at 500 Fifth Ave., result of its 87% increase in eastern billings during the past nine months.

Agency appointments...

▪ Norcliff Laboratories, Fairfield, Conn. (proprietary drug products), appoints Maxon Inc., New York, as its agency.

▪ Blue Channel Corp. (sea food), Port Royal, S. C., appoints Monroe F. Dreher, N. Y., as its agency.

▪ Eldon Industries Inc. (Toys), Hawthorne, Calif., appoints Kenyon & Eckhardt, N. Y., as its agency, replacing Guild, Bascom & Bonfigli, San Francisco, effective June 1. Budget is estimated at $1.2 million, of which about $1 million will be in spot tv.

▪ Lee County & Title Co. for Lehigh Acres, new community development near Fort Myers, Fla., has named Olian & Bronner Inc. Chicago to handle its account. Radio-TV in major markets will be used.

RADIO BOOSTS BUTTER

Radio spot campaign used to introduce new product

An advertising budget of nearly $100,000 in radio has brought "Whipstix," a new butter product, to fourth position in total retail store distribution in the New York metropolitan area since its introduction six months ago. And, says Sidney Kallner, radio-tv director of Pace Adv., New York, his client expects to sell over 3 million pounds of the new product this year.

To test radio's effectiveness for Whipstix (whipped butter made in stick form by Frederick F. Lowenfels & Son) Mr. Kallner suggested a test on five New York stations (WOR, WINS, WMCA, WNEW and WMGM) for Hotel Bar butter, Lowenfels' major product. The test took place during the summer, a traditionally slow season for butter sales. The 13-week campaign, which offered a premium of artificial roses, returned better than 10,000 replies.

Personalities from the five stations used in the test, and from WQXR New York, were invited by Pace and Lowenfels to "butter parties," at which the product was sampled and fact sheets and basic scripts for the planned 60-second spots were distributed.

Using an alternating schedule, with switching and juggling of time segments and personalities, the agency was able to achieve maximum audience coverage for the less-than-$100,000 budget. To back up the campaign, merchandising services, including trade mailings, personality visits to Whipstix retail outlets and store tag identification in the commercials, were used to spur distribution with jobbers and chains.

Pace, according to Mr. Kallner, plans to continue its now established pattern of "chatty" radio commercials, with the added possibility of some television ID's in the fall. Radio, however, will continue as the nucleus of Whipstix' future advertising.



New radio client

Recession had little effect on tv sponsors

THOSE WITH BIG TV BUDGETS SHOWED PROFIT GAINS

It pays to advertise. And its pays best when it's done on television. Norman E. Cash, president of the Television Bureau of Advertising, offered statistical evidence of this from recession-period records to the National Sales Executive Convention last week in San Francisco.

The average company had no change in net profits in 1960 from the previous year, Mr. Cash said, quoting a survey of more than 3,400 businesses by the First National City Bank of New York. From the top 100 national advertisers, however, the average company reporting had a profit increase of 4.1% over 1959, according to the study.

Of the top advertisers, those who put more than half their advertising budgets in television increased profits 8.9%. Those who put a quarter to half their money in television had a profit boost of 5.2%, and those who put from nothing to a quarter into tv had a decline of 2.2%.

"We would be the first to admit that there are many factors at work which can affect profits," Mr. Cash acknowledged to the sales executives but went on to give specific indications of tv results.

In the food, soap, cosmetic and drug fields, the average company had a profit increase of 1.9% last year (the fields were combined, since many overlap). From the top 100 reporting advertisers, 26 food-soap-cosmetic-drug companies that put more than half their advertising money into tv realized an average profit increase of 7.3%.

Mr. Cash brought the presentation up to date with current research by TvB on gas and oil companies. The 11 largest companies this year had a first-quarter net income $87.6 million above the first quarter of 1960. Five of the 11, however, did most of the business, accounting for 82.2% of the total increase. The five profit leaders put 49% of their advertising budgets in television during 1960, Mr. Cash reported, and the six with smaller increases did 31.7% of their advertising in tv.

Sales success or failure may depend on the groundwork laid by advertising. With a growing shortage of good salesmen, consumer conditioning by advertising becomes a "must," Mr. Cash told the convention.

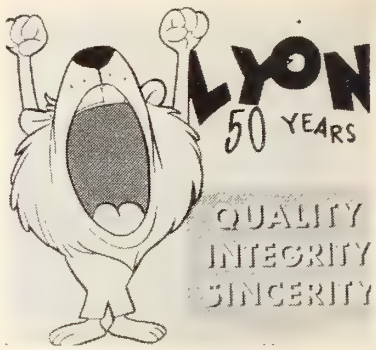
Shell said ready to return to tv

The prospects that Shell Oil Co. may move some of its $15 million advertising budget from newspapers back to the broadcast fold brightened last week, as reports mounted that Ogilvy, Benson & Mather, the agency handling Shell's consumer advertising billings, is about to contract for tv.

It was said that Shell, through Ogilvy, is about to sign for regional participation in telecasts of the New York Giants professional football games next fall. There are also strong indications that Shell is close to making a deal for sponsorship of a new CBS golf film series of 13 hours, covering championship matches from European courses, and that the company is investigating still other shows next season.

At Ogilvy there was no confirmation, a spokesman denying all reports as "unfounded." Shell people backed this up, saying the company is unaware of the origin of the stories and labeling them as "positively untrue."

They did, however, indicate that Shell, through Kenyon & Eckhardt, the agency handing its institutional budget, will renew its only present network commitment, CBS-TV's *Leonard Bernstein, Young People's Concerts.* Despite these flat rejections, reports persisted that Shell's involvement in both CBS sports programs lacked only signatures on the contracts.



A friendly roar

Lyon Van Lines is celebrating its 50th anniversary this year with the introduction of "Friendly Lyon" in its new television ID's being used in western markets. The animated spots were produced by Era Productions, Hollywood. Smalley & Smith, Hollywood, is Lyon's agency.

Block gets tv religion after Corega's success

The Block Drug Co., Jersey City, N. J., learned the power of dramatic tv commercials when its Corega denture adhesive product commercial, placed in ABC-TV daytime schedule three months ago, resulted in a sales boost of more than 20%. As a follow-up, Block has scheduled the Corega commercials for prime nighttime network shows beginning with the Groucho Marx show this month and including the summer re-runs of *Person to Person* in July. The commercials, conceived by Gray Advertising Agency and filmed by V.P.I. Productions, stress naturalness and realism. The objective is to show a typical denture wearer, in this instance middle income, "Bill Jenkins," going through a working day and evening, confident all day that his plate will stay firmly in place.

Parker plans radio campaign

Parker Pen Co., Janesville, Wis., plans a radio schedule of 40 spots weekly in each of 40 major markets in a back-to-school promotion from Aug. 20-Sept. 16 for its ball point and fountain pen lines. Art Foster, Parker advertising manager, said morning and afternoon radio has been chosen over tv to provide dealers and distributors with broader saturation in major markets and to reach outlying areas not now being served by tv but where the company has dealers. The agency: Leo Burnett Co., Chicago.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week May 18-24 as rated by the multi-city Arbitron instant ratings **of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.**

Date	Program and Time	Network	Rating
Thur., May 18	**The Untouchables** (9:30 p.m.)	ABC-TV	27.7
Fri., May 19	**Arthur Godfrey** (9:30 p.m.)	CBS-TV	19.6
Sat., May 20	**Gunsmoke** (10 p.m.)	CBS-TV	24.1
Sun., May 21	**Candid Camera** (10 p.m.)	CBS-TV	31.2
Mon., May 22	**Andy Griffith** (9:30 p.m.)	CBS-TV	23.6
Tue., May 23	**Garry Moore** (10 p.m.)	CBS-TV	26.8
Wed., May 24	**Naked City** (10 p.m.)	ABC-TV	22.7

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New TK-12 Monochrome Camera by RCA Provides Finer Product Detail...Better Brand Identification

Pictures of products and people come up clearer and sharper than ever with this new RCA camera. It gives you better definition for better product detail . . . it provides improved rendition of gray scale for improved brand identification. The 4½ inch I.O. tube means 50% larger image for greater picture detail. And lighting can be used more creatively to provide added emphasis on product features, thus improving the quality and believability of your live tape commercials.

For instance, your lighting can either be arranged for overall effect, or to emphasize the product for best brand identification. Furthermore, you can vary the emphasis at will and the camera will pick up all the wanted details and faithfully reproduce them. Advertisers will welcome the well-lighted, highly detailed pictures that can compete with the best magazine photography. Give your station a competitive edge with the TK-12 Camera. See your RCA Representative or write, RCA Broadcast and Television Equipment, Dept. UE-22, Bldg. 15-5, Camden, N. J.

RCA Broadcast and Television Equipment, Camden, N.J.

RCA®

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

Finer Detail for Better Brand Identification



Improved Gray Scale to Dramatize Product Features



Networks almost out of tv spot field

ALL BUT ONE STATION HAVE FOUND NEW NATIONAL REPRESENTATIVES

The biggest redistribution of national spot advertising billing in the history of station representation was virtually completed last week: more than $20 million in business leaving the network spot sales organizations by FCC order.

The order, requiring that networks stop representing television affiliates in the national spot advertising field unless they own the stations, does not become effective until Dec. 31. But for practical purposes it is in effect now—or will be three days from now (June 1). That date marks the end of the period in which further court appeals may be taken in an effort to upset the order. There is no indication that any such last-minute effort will be made.

The redistribution neared completion last week when it was announced that WBTW (TV) Florence, S. C., formerly represented by CBS-TV Spot Sales, had named Adam Young Television as its new representative, effective July 1 (see page 41). With one exception—KONA (TV) Honolulu, which has been handled by NBC Spot Sales—all other stations formerly represented by network spot sales organizations have found new homes (see table, next page).

The list shows that of 13 television stations involved, the Katz Agency was named by three; Westinghouse's TvAR by three; Harrington, Righter & Parsons by two; and Blair-Tv, Blair Tv Assoc., Adam Young Tv and H-R by one each, with one station situation still unresolved. In some cases radio affiliates of the tv stations also moved to the new firm: Katz got two radio stations in this way (WAVE Louisville, KSD St. Louis) and the Blair organization got one (KSL Salt Lake City).

The annual national spot billings of the television stations involved range from an estimated $200,000 a year in the case of KONA (TV) to a high of about $2.5 million believed to be WTOP-TV Washington's national spot volume per year.

Only a little earlier, presumably in anticipation of the FCC's action, Katz had picked up another tv station from NBC Spot Sales (KOMO-TV Seattle, with billing estimated at $1.6 million) and also KOMO radio.

13-Year Fight ▪ When it becomes unappealable June 1, the order putting the networks out of the tv spot business will mark the end of a successful drive first launched by the Station Representatives Assn. some 13 years ago. The issue of network activity in the spot field was, in fact, one of the prime reasons for the formation of SRA, then National Assn. of Radio Station Representatives). That was in 1947. The next year it filed its petition asking FCC action.

The gap of more than a decade between the SRA petition and FCC action brought a turnaround in the result. In 1948 the independent reps were worried about network representation of radio stations. Television was a negligible factor. When the FCC finally acted, it was against network representation of television stations. The networks were allowed to continue representing independently owned radio stations. Hence, CBS Radio Spot Sales and NBC Radio Spot Sales continue to represent stations other than their own, while CBS-TV Spot Sales and NBC-TV Spot Sales are limited to their respective network-owned stations. (Actually the terms of the order would seem to permit them also to represent affiliates of networks other than their own, but this is not considered likely to happen). The third network television spot sales organization, ABC Spot Sales, went out of that business voluntarily in 1952.

Although the case started out against network representation of radio stations and wound up against tv representation, the basic argument advanced by SRA —and accepted by the FCC in its order —did not vary. This was that a network affiliation is so important to stations that the networks can use it as a club to force affiliates into their spot representation fold.

SRA contended this was true in radio when it started the case. By the time the decision was handed down the FCC held, and most reps seemed to concur, that it was no longer true in radio but more valid than ever in television. The other principal contention of the reps and of the FCC's decision was that the sale of spot advertising time is in basic conflict with a network's main business purpose, the sale of network time.

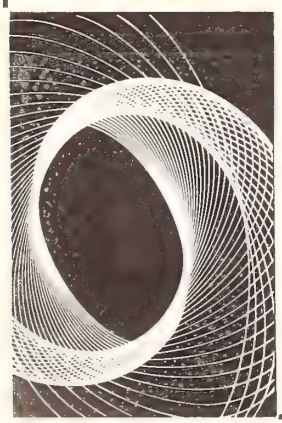
FCC Hearings ▪ Eugene Katz of the Katz Agency, John Blair of the Blair companies, Lloyd Griffin of Peters, Griffin, Woodward, and Frank Headley of H-R Representatives testified in behalf of the SRA petition in FCC hearings in 1949 and again in 1958 when the question came up during the so-called Barrow hearings on network practices. In addition, Edward Petry of the Petry representation firm and Paul Raymer of the Raymer company were leaders in the original opposition to net-

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Editorials Accelerate Radio Sales

work activity in this field and in the formation of SRA, although they subsequently dropped out of that organization. Edward Voynow represented the Petry company in testimony against networks' spot activity during the Barrow hearings, and Lewis H. Avery of Avery-Knodel joined the SRA witnesses.

While the networks opposed SRA's bid—and were supported by the testimony of many of the affiliates they represented—only NBC and some of its stations carried the fight into the courts. The FCC handed down its proposed decision in late January 1959 (BROADCASTING, Feb. 2, 1959). When the final decision was issued some seven months later (BROADCASTING, Oct. 12, 1959), CBS elected not to pursue the issue. There was talk then that CBS might "sell" its tv rep organization to some of the stations it represented, but this deal never came off. NBC and four affiliates carried the case to the U. S. Court of Appeals for the District of Columbia (the four affiliates were KOA-TV Denver, WAVE-TV Louisville, KSD-TV St. Louis and WRGB (TV) Schenectady).

The case's change of focus from radio to television had another effect: it increased the billings to be distributed.

The best estimates last week were that NBC Spot Sales and CBS Spot Sales in 1948 accounted together for $15 million to $20 million in annual billings at most—including those of the network-owned stations. These figures, essentially in radio billings, compare with more than $19.1 million for the 13 tv stations which were forced by the FCC's order to seek new representation, not counting KOMO-TV's $1.6 million switch, another $1.6 million representing the four radio stations which switched along with their tv affiliates or the billing of network-owned tv stations which were not affected by the FCC's order.

The following table shows for each network organization the tv stations it was representing at the time the FCC's final order was issued, an unofficial estimate of station's national spot billings, (net, after agency commission), the name of the new representative chosen by the station and the effective date of the change in station representation:

Station	Est. billing	To:	Eff. date
From CBS-TV Spot Sales:			
WBTV (TV) Charlotte, N. C.	$2 million	TVAR	June 1961
WJXT (TV) Jacksonville, Fla.	$1.2 million	TVAR	June 1961
KOIN-TV Portland, Ore.	$1 million	HRP	May 1961
KSL-TV Salt Lake City	$600,000	Blair Tv Assoc.	Nov. 1960
WTOP-TV Washington	$2.5 million	TVAR	June 1961
KHOU-TV Houston	$2.4 million	H-R	Sept. 1960
WBTW (TV) Florence, S. C.	$300,000	Young	July 1, 1961
From NBC-TV Spot Sales:			
KOA-TV Denver	$1.2 million	Blair Tv	July 16, 1961
WAVE-TV Louisville	$2.2 million	Katz	June 4, 1961
WCKT (TV) Miami	$1.3 million	HRP	July 1, 1961
KSD-TV St. Louis	$2.2 million	Katz	July 1, 1961
WRGB (TV) Schenectady	$2 million	Katz	July 1, 1961
KONA (TV) Honolulu	$200,000	?	?

BAR makes switch to electronic data

Broadcast Advertisers Reports has published its first electronically-processed reports on commercial monitoring and expects soon to be completely converted to electronic data processing. Reports on 3 million national, regional and local announcements in the top 75 tv markets will be sped to station, agency and advertiser clients, BAR said.

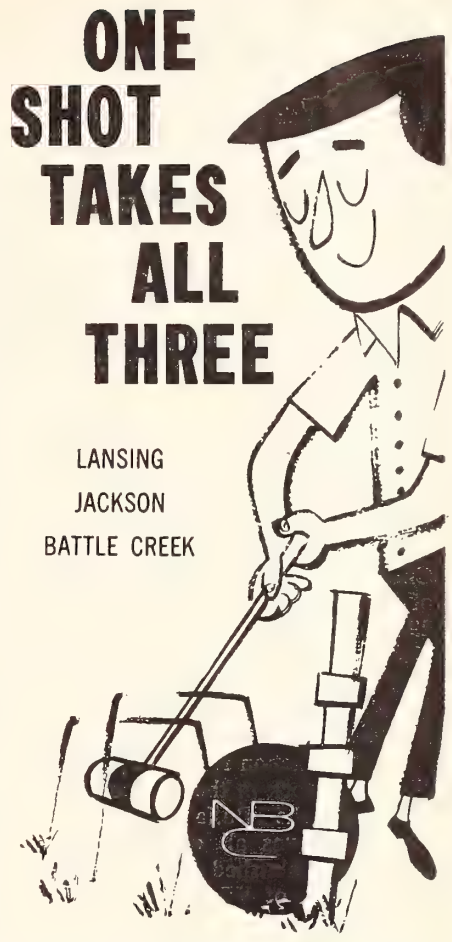
Schedules of more than 12,000 brands and services are being tabulated and printed by new equipment in Darby, Pa., where BAR is taking new quarters next month to accommodate the machines. The system will make possible new special tabulations in addition to standard card entries for each announcement showing time, station, market, length, type and product information.

Agencies smoothing out media-programming odds

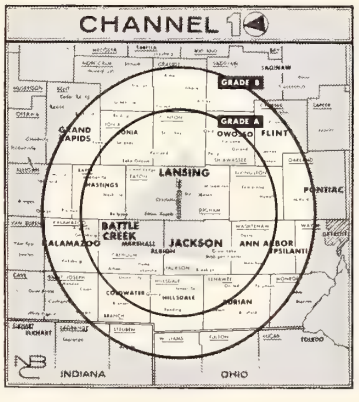
The gap between media and programming at some major advertising agencies is narrowing. A discussion of the relationship of the two at the May meeting of the New York Advertising Media Planners last week ended in that general conclusion.

Warren Bahr, vice president and associate media director of Young & Rubicam analyzed their various functions. He suggested that feasible means of ironing out differences can come from better communications between the two, improved research techniques, a greater personality rapport between media and programming personnel, more exact definitions of each's sphere of influence, and as a last resort, management acting as an arbitrator.

Lee Currlin, vice president and manager of media, Benton & Bowles, said the two departments were brought closer at his agency under the aegis of Lee Rich, vice president in charge of broadcast operations and media. Mr. Rich, he reported, emphasizes the importance of media's role in programming, and as a result the two work together instead of in rivalry.



A solid play in Michigan's Golden Triangle stakes you to a lively market—Lansing, Jackson and Battle Creek! WILX-TV cracks all three with a city-grade signal and scores big in a lush outstate area.



Operating with a 1,008 foot tower at 316,000 watts. Let this one outlet give you all three markets.

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THE GOLDEN TRIANGLE STATION

WILX NBC TV CHANNEL 10

WKBW-AM-TV sale brings $14 million

CAPITAL CITIES BUYS BUFFALO OUTLETS FROM CHURCHILL GROUP

The sale of WKBW-AM-TV Buffalo by the Rev. Dr. Clinton H. Churchill and associates to Capital Cities Broadcasting Corp. for $14 million cash was consummated last Thursday subject to FCC approval.

Dr. Churchill, pioneer Buffalo broadcaster and evangelist, and Frank M. Smith, president of Capital Cities, jointly announced the transaction which ended months of speculation about imminent sale of the properties. Dr. Churchill, 73, will become a member of the board of Capital Cities, and his 29-year-old son, Clinton D. Churchill, vice president and station manager of the Buffalo properties, will become vice president and general manager under the new ownership.

The transaction is for the purchase of all of the stock in the two corporations operating the Buffalo stations. Dr. Churchill owns all of WKBW radio, which he established in 1925, and 51% of the stock of WKBW-TV Inc. other owners of WKBW-TV are Edward H. Kavinosky 24%; Alfred Anscombe, Darwin Martin, Haskell Stovroff and James Stovroff, 5% each; and R. P. Stovroff and Nancy S. Gordon, 2.5% each.

WKBW-TV is on ch. 7 and is ABC-TV's primary affiliate. Represented by Avery-Knodel, its highest hourly rate is $1,250. WKBW radio, operated independently, is on 1520 kc with 50 kw. It also is represented by Avery-Knodel.



Mr. Smith



Dr. Churchill

Capital Cities, in which Lowell Thomas, CBS commentator, and Mr Smith are principal stockholders, a fortnight ago contracted for purchase of WPAT-AM-FM Paterson, N. J. (covering the New York metropolitan area) for $5 million (BROADCASTING, May 22). Other Capital Cities stations are WROW and WTEN (TV) Albany WPRO-AM-FM-TV Providence, R. I. WTVD (TV) Raleigh-Durham, N. C. and uhf station WCDC (TV) Adams Mass.

Mr. Smith expressed gratification over the decision of both Churchills to continue their active association with the Buffalo properties—Dr. Churchill as a member of the board of Capital Cities and the younger Churchill as general manager. The full resources of Capital Cities, he said, will be used for further expansion of the "outstanding service" rendered by the stations.

Fire telecast keeps curious public away

Television's ability to keep the public informed of a local news event and to keep them at home and out of the way was demonstrated the evening of May 12 by KTLA (TV) Los Angles. The station cancelled its regular schedule to cover a fire in the Hollywood hills that endangered the lives of hundreds of residents and destroyed more than $1 million worth of property.

It was at 8 p.m. that trucks of the Los Angeles Fire Dept. first answered the alert and before 8:30 KTLA was on the air with its coverage, which continued until well after midnight, from the roof of the station's studios on Sunset Blvd., about a mile away from the fire. Minutes after the alarm, three KTLA ground remote units were on the scene. The main source of information was the KTLA helicopter which hovered over the fire area, sending back large-scale pictures.

On May 15 KTLA received a letter from Los Angeles Mayor Norris Poulson in which he stated he used KTLA's report as "my official contact with what was happening. I was especially pleased with your drive to keep the people away from the area because of the traffic jam. This was a real public service."

In addition Supervisor Frank G. Bonelli of the Los Angeles County Board of Supervisors requested a video tape of the show be sent to Washington for showing to the state's congressional delegation and other interested parties. Mr. Bonelli recently returned from Washington on a mission to impress upon the legislators the seriousness of the Southern California fire problem.

Public stock offering sought by catv system

A cable community antenna tv corporation intends to offer the public 34.8% of its stock in an offering filed with the Securities & Exchange Commission last week. International Cablevision Corp., New York, which operates catv systems in Vero Beach and Fort Pierce, Fla., San Angelo, Tex., and the Virgin Islands seeks registration of 164,850 shares of Class A common stock at $10 per share on an "all or nothing best efforts" basis (offer to be withdrawn if all the stock is not sold.

Of the proceeds $220,000 will go as down payment on a construction contract not to exceed $1.5 million for catv systems in Tallahassee, Panama City and Eau Gallie, Fla.

The Texas system in fiscal 1960 had a gross income of $75,730; operating expenses were $61,761 and the operation showed a net profit of $8,691. The Florida system from July 1, 1960, to March 3, 1961, had gross income o $30,674, operating exepenses, $27,227 selling, general and administrative ex penses of $40,360 and showed a ne loss of $41,613.

In Texas, ICC has 1,200 subscriber and a backlog of about 300. Each sub scriber pays $35 installation fee an $5 monthly charges. There are 67 Florida subscribers and a backlog o 130 for $45 installation fee and $5 pe month. The Virgin Islands system ha 475 subscribers, 40 on the waiting list there, installation costs $20 but th monthly fee is $10.

Officers ▪ Ralph M. LaPorte, presi dent, owns 10% of the Class B stock Elma C. Gunter, vice president, als has 10% of that class and Henry M Diambra, a director, hold 16%. Mr LaPorte owns a furniture store in Flor ida; Mr. Gunter is in the applianc business and until last month (when h voluntarily withdrew) was an applican for ch. 3 San Angelo, Tex. Mr. Dian bra is president of Entron Inc., whic sells electronic equipment to the cat systems. John W. Servies, a directo and stockholder, is vice president o National Theatre Supply Co., the prim contractor for the principal city-wid coaxial cable tv transmission system in Florida.

The company said tv translato booster or satellite stations offer littl effective competition to catv systems.

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AUTOMATION PROVING LAB

Re-education fund to help displaced workers learn new skills and find new employment

The broadcasting industry is serving as proving ground for a plan to offset loss of jobs due to automation.

A re-education fund to help broadcast employes displaced by automated equipment and program services was announced May 26 by International Good Music Inc., Bellingham, Wash., am-fm program service, and the International Brotherhood of Electrical Workers.

Within a fortnight IGM and IBEW are expected to announce appointment of a nationally known educator to serve as trustee and to administer the training and re-training project with the aid of three government educational funds.

Announcement of the IGM-IBEW plan came just a day after President Kennedy had sent to Congress (May 25) a manpower development and training program designed to train or re-train several hundred thousand workers in new occupational skills to offset the impact of automation and industrial change. The plan includes subsistence and reallocation allowances for long-term unemployed. The President called it "a positive answer to the challenge of technology."

There was no connection, however, between the IGM-IBEW plan and the President's message to Congress other than their common approach to job problems created by automation.

A Pattern ▪ Secretary Arthur J. Goldberg and other Dept. of Labor officials have reviewed the trust fund proposal. Hope has been expressed this new IGM-IBEW approach to the problem of automation and employer responsibility may serve as a pattern for all American industry.

Although IBEW and other broadcast unions have announced no plans for similar trust agreements elsewhere in the industry, it appeared at the weekend they are likely to seek arrangements of this type with program suppliers and equipment makers in the automation field.

The IGM-IBEW contract is based on the estimated gross IGM sales, taken off the top. The amount to be paid by IGM was set at 5%. IBEW has a labor contract with IGM, which supplies a program service to stations with or without related automated equipment to play four-hour tapes.

In some respects the project is similar to the Recording Industries Music Performance Trust Funds, set up in 1948 when recording and transcription manufacturers agreed to make contributions to a trust fund to finance free public concerts by the American Federation of Musicians. Samuel R. Rosenbaum is trustee of this fund (see story page 82).

The IGM-IBEW trust fund might reach $500,000 in two years, according to the joint announcement by the parties. This estimate is based on estimated IGM sales plus government funds for re-education (Smith-Hughes Act, George-Barden Act and National Defense Education Act of 1958).

Lessen The Shock ▪ "Automation will create more income and wages than it destroys," the joint agreement says, "while creating new channels of employment and destroying old ones. It is reasonable to establish a fund to lessen the shock to those employes displaced by automation."

Rogan Jones, IGM president and a Pacific Northwest pioneer in broadcasting, described re-education of employees displaced by automation as "a form of profit sharing." "Having practiced this in my own business (KVOS-AM-TV, KGMI-FM Bellingham) for a number of years, I very much believe that this is a step in the same direction," he said. "Good management never finds that good wages are a bar to profitable operations. We hope this will have the same effect."

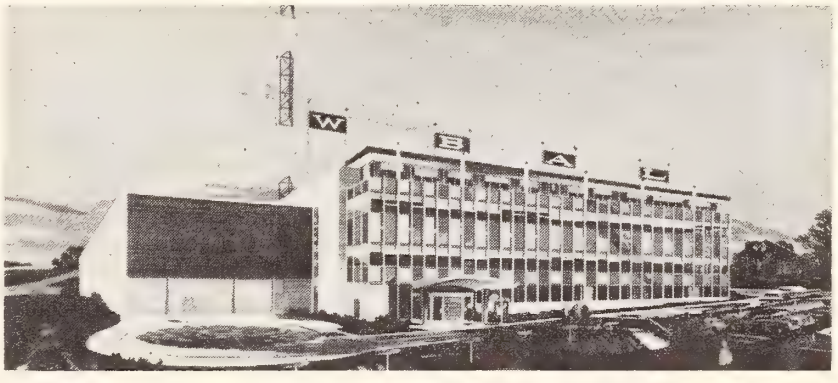
Gordon M. Freeman, international president of IBEW, said, "We do not feel that the worker should bear the full impact of automation. We think that management and society, which stand to benefit from technological change, have responsibility to the worker directly affected. The substitution of machine skill for human skill must not result in reduced living standards for a large number of workers, even over the short run."

Displaced employees who qualify for benefits from the IGM-IBEW trust fund will not receive cash payments. The benefits will take the form of educational training or retraining from established schools with the cost paid directly by the fund to the schools. The specific type of training provided each individual will be determined by the results of aptitude tests given the applicant by the U. S. Employment Service and by other criteria set by the trustee.

IBEW takes the position that severance pay is inadequate in the case of workers displaced by automation, since the worker may become a ward of society. The U. S. Employment Service will rate applicants for trust benefits in first, second and third aptitudes. The worker will be allowed to choose the aptitude he prefers. The agreement specifies the displaced worker must have been employed at his job five years.

WHAS wins honors for news

WHAS Louisville took top honors in the annual Associated Press-University of Kentucky Radio News awards presentations, according to the AP. The Louisville outlet was cited for best



WBAL stations building $2-million home

Ground has been broken for a new $2 million broadcast house for WBAL-AM-FM-TV Baltimore, a four-level, 62,000-square-foot facility (see photo above). Planned as part of an extensive redevelopment program in metropolitan Baltimore, the structure will be adjacent to the new multi-million-dollar Jones Falls Expressway, connecting downtown Baltimore with the city's suburbs. The new building will feature three drive-in studios, three am-fm studios, two fully equipped bowling lanes and a complete color tv operation. Provisions have been made for four video tape and 10 film machines, seven 4½-inch orthicon tube cameras and six separate, all-transistor, self-contained switching systems.

overall news coverage (in a special category for all Louisville stations) and best single-story coverage (the 1960 presidential election).

Other winners WSAC Radcliff, for an editorial attack on a Hardin County school problem; WHOP Hopkinsville, for overall news coverage (outside the Louisville area); WHLN Harlan, a special citation for feature coverage.

Radio's an idea medium, Webster tells ADS meet

Radio's new image is that of a major medium of ideas, Maurie Webster, CBS Radio vice president and general manager of CBS Radio Spot Sales, told the annual banquet of Alpha Delta Sigma in New York last week.

While defining the new and future profile of radio and noting its strengths (see OUR RESPECTS, page 103), Mr. Webster also stressed the medium's needs to develop new yardsticks, and to learn how to better use the measureing tools it now has "to help the advertiser find the right audience . . . at the right time."

CBS Radio Spot Sales released a sales presentation to show how selected spot radio campaigns can augment network tv schedules to add considerably to the unduplicated audience.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ WKBW-AM-TV Buffalo, N. Y.: Sold by Dr. Clinton H. Churchill and associates to Capital Cities Broadcasting Corp. for $14 million (see page 34).

▪ KOCO-TV Enid-Oklahoma City, Okla.: Sold by L. E. Caster estate and others to Capital City Investment Co. for $3 million. Capital City is headed by John Kirkpatrick, Oklahoma oilman, and includes P. R. and L. D. Banta, Dean McGee, and others among whom are three associated in the ownership and management of WREX-AM-TV Rockford, Ill. (Joe Baisch, Gertrude Franzen and Clint Maslen).

The WREX stations are principally owned by the Caster estate. Messrs. Kirkpatrick, Banta and McGee will hold about 70% among the four of them, and the remaining 30% will be distributed among 12 other stockholders. The Messrs. Banta are already stockholders in KOCO-TV; Mr. McGee is associated with Sen. Robert S. Kerr (D-Okla.) in the ownership of WEEK-TV Peoria and WEEQ-TV LaSalle, both Illinois, and a 45% interest in KVOO-TV Tulsa, Okla. KOCO-TV is on ch. 5 with ABC affiliation. It was founded in 1954 by George Streets and the Bantas and sold to its present ownership in 1957 for $950,000 plus assumption of debts exceeding $500,000. Ben West, present general manager, will remain in the same capacity.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 90).

▪ KIEV Glendale, Calif.: Sold by David H. Cannon and Reed E. Collister to Southern California Brodcasting Co. for $400,000 plus $50,000 to Messrs. Cannon and Collister over a 50-month period for consultant services. Southern California Broadcasting Co. is headed by William J. Beaton, veteran of broadcasting in Southern California and for the last 16 years manager of KWKW Pasadena, and Dr. George P. Landegger and Allen O. Dragge.

King tells Dakotans he sees 'golden age'

The broadcasting industry's outlook for the future is good as it moves toward a "golden age," the South Dakota Broadcasters Assn. was told May 26 by Al King of the NAB station relations department.

"We've had tough FCC chairmen before and we've lived through them," he said, referring to the speech Newton N. Minow, commission head, delivered at the NAB Washington convention. "What we have today that we did not have in the days of the Durrs, the Flys and the rest," he said, is industry maturity and stronger leadership under NAB President LeRoy Collins.

Mr. King said things are "never quiet along the Potomac," pointing to proposals for FCC reorganization, which Gov. Collins has opposed; new FCC reporting forms; licensee fees, and a citizens program review board. He said the NAB-sponsored elimination of the overtime provisions of the wage-hour law for certain jobs in small markets will help three-fourths of the broadcasters in South Dakota.

National Audience Board query

The National Audience Board is conducting a survey, largely among community opinion leaders, to obtain their evaluation of both programming and commercials on television. Results of the study are expected to be ready by this summer.

The board announced it has mailed several thousand questionnaires to members and to organizations cooperating in the project. A total of 10 categories of tv programming and 12 categories of commercials will be evaluated. The

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study also will attempt to learn which of the 15 network public affairs programs are watched regularly by opinion leaders; which network public affairs programs are considered "most outstanding," and which nights of the week are set aside for substantial viewing.

CBS Radio shuffles program originations

There were indications last week that CBS Radio was preparing to tighten its west coast operations. One coast produced program, *Johnny Dollar,* has moved to New York, and another, *Gunsmoke,* is going off the air, effective June 25. The latter's replacement, *Suspense,* which has been off the network for several years, will originate in New York. Lloyd Bromfield, who handles publicity for the network's west coast radio operations, is retiring July 1, and his duties will be assumed by CBS Los Angeles station KNX. There were reports, too, that Lucian Davis, the network's Hollywood production supervisor, will also soon be moved.

CBS Radio officials in New York denied published reports that the network will fold its west coast operations. They pointed out that CBS is still producing five shows in Hollywood including the Bing Crosby-Rosemary Clooney program, *Art Linkletter's House Party, In Hollywood,* and two public service programs. A spokesman said that "Bing Crosby isn't likely to come to New York to do his show and we aren't likely to cancel him when he's almost always completely sponsored." They explained *Johnny Dollar* was moved because New York offered better facilities for the show.

L. A. ad women awards

An animated cartoon tv commercial for Carnation Evaporated Milk won Rubye Mae Griffith of Edwin Wasey Ruthruaff & Ryan, Los Angeles, a golden "Lulu" trophy in the 15th annual achievement awards competition of the Los Angeles Advertising Women. It was judged best one-minute video commercial in the competition, open to all professional advertising women in the West.

Second award in the tv category went to Orva Huff Smith of Phillips-Ramsey Inc., San Diego, for her ten-second animated ID spot for Golden Tulip potato chips. The awards were presented May 23 at the LAAW awards banquet.

Spanish radio-tv advisors

Chavez-Siqueiros International Co., a new firm specializing in radio and tv technical and advertising advice for Spanish-language operations, has been opened in El Paso, Tex. The company will offer planning and consultation for media in the Latin American markets of the United States, Mexico, and Central and South America.

The founders of the firm, John Chavez and John Siqueiros, both have wide experience in Spanish-language media. Mr. Chavez has been a tv producer-director for Inter-American groups, and until recently owned and managed KIZZ El Paso, which he also built. Mr. Siqueiros has been RCA distributors' representative in Mexico and resigned as sales manager of KELP El Paso to become a partner in the new company. Headquarters will be at 304-A North Staunton St., El Paso.

Ready for stereo—with all stops out

WUPY-FM Boston goes on the air Thursday (June 1) with a 24-hour jazz format in stereo, according to Harvey Sheldon, station president. Mr. Sheldon earlier had announced that WUPY-FM has bought an fm stereo multiplex (mx) generator. He said the station has been informed officially by RCA that it is the first fm station in the nation to order a new stereo generator matrix unit.


Mr. Sheldon

First user of commercials and jingles in stereo will be Franklin Insurance Co., Boston, national sponsor using local fm for the first time, Mr. Sheldon said.

Other sponsors include the Anthony restaurant chain in the area which has bought all newscasts for one year. Five-minute news on the hour will be offered around the clock.

And, in a manner comparable to the early radio broadcasters, WUPY-FM plans to help build its audience by an incursion into the set field, according to Mr. Sheldon.

The station is planning to produce its own fm stereo radios retailing for $39.50 including three speakers and an fm stereo tuner adapter for $19.95, he said. The sets will carry the name Wupy. The station rate for a five-minute newscast will be $9. WUPY-FM is licensed on 105.3 mc.

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NEGOTIATIONS • APPRAISALS • FINANCING

Researcher: papers, tv complementary in news

Television and newspapers probably would discover they are more complementary than competitive if they would look at people and their relationships with the mass media in total context for a change, Eugene Webb, director of research for Northwestern U.'s Medill School of Journalism, suggested May 14 to the Illinois News Broadcasters Assn.

Speaking before INBA's spring meeting in Evanston, Ill., Mr. Webb said Medill is beginning detailed research projects in tv news and later will expand its studies into radio. A pilot study in February showed that people who watched the 10 p.m. newscasts found enhanced values in their morning newspapers, Mr. Webb reported. They read the morning paper with greater selectivity, he said, since tv had "indexed" it for them and highlighted stories of interest for which to look.

The preliminary study also evaluated the content of hard news among the two Chicago morning papers and four tv stations airing 10 p.m. news (the same time that morning papers lock-up copy). The findings showed tv very light (3%) on crime and sex news as compared to the papers (12%). The newspapers, however, gave five times the play to state politics as did tv. National news ranked first on tv but second in papers. Local news ranked second on tv, first in papers. International news rated third in both media.

On two days of the survey, the four tv stations presented a total of 71 hard news stories of which 35 did not appear in either morning paper. The two papers presented 207 stories not covered on tv, but Mr. Webb noted tv's limited time factor compared with a paper's expandable size. Mr. Webb also observed that viewing the 10 p.m. tv news or reading the morning paper tends to become "ritualistic" and the viewer or reader tends to think of himself as being "informed" for having performed the ritual.

Cueing error results in Garroway outburst

A slip up in an NBC-TV cue on the May 22 *Today* program led to an outburst from m. c. Dave Garroway and a later explanation by WSB-TV Atlanta, originating station, and NBC.

When a feed by Herb Kaplow, NBC-TV newsman, dealing with the Montgomery, Ala., race riots was missed because of a daylight time mixup in cueing, Mr. Garroway suggested the telephone company and WSB-TV might not want the rest of the nation to know what was going on down South.

J. Leonard Reinsch, managing director of the Cox stations, termed it "unfortunate that an entertainer in New York, without checking, made a gratuitous, emotionally inspired and totally inaccurate remark." H. G. Booth, public relations vice president of Southern Bell Telephone & Telegraph Co., said his company had met all requests for service made by NBC and other broadcasters. William R. McAndrew, NBC executive vice president for news, said it was "a mechanical failure." "We've always had great cooperation from WSB," he added. Mr. Reinsch said the Kaplow film and live report was fed later into the Garroway program.

Robert W. Sarnoff, NBC chairman, and Robert Kintner, president, voiced regrets to Mr. Reinsch for the Garroway incident. *Today* apologized the next day, Frank Blair setting the record straight.

WTTG (TV) to spotlight other stations' shows

To enable television to "put its best foot forward in this time of industry crisis," right under the eyes of its congressional critics, WTTG (TV) Washington this fall will inaugurate a new series, *A Look at America,* which will spotlight outstanding public affairs programs on stations throughout the country.

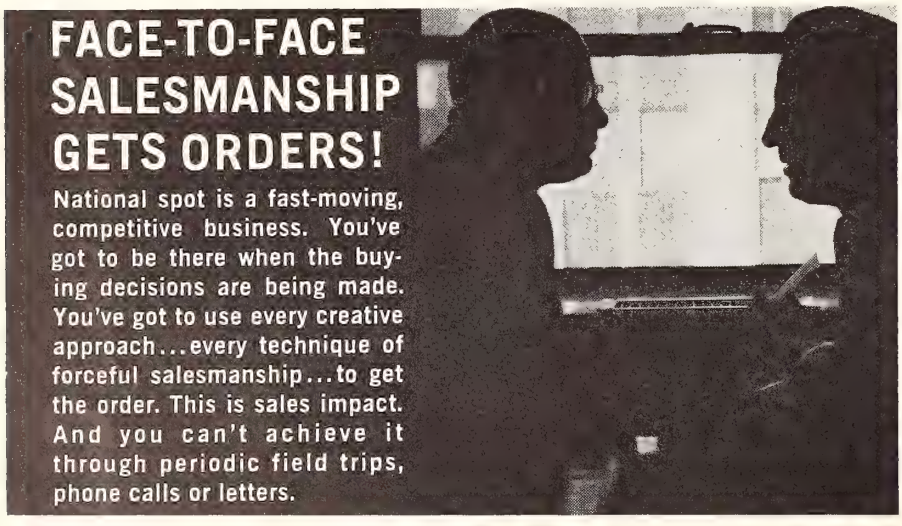
In making the announcement, Don Colee, vice president and general manager of the Metropolitan station, explained that the subject matter of the new show would range from "grass roots" to international issues. An additional feature will be the appearance of a member of Congress from the home district of the station where the program originates.

A Look at America, Mr. Colee said, is a natural for Washington with its "cross-section of the country's population," because it affords many residents an opportunity to learn about the issues in their respective home towns.

The new show is the first of several programming innovations, according to Mr. Colee, a newcomer to the station (since May 1), following a tenure at Metropolitan's WTVH (TV) Peoria, Ill.

KHAI debuts June 1

KHAI Honolulu, fulltime 5 kw station, is scheduled to make its air debut June 1. Operating on 1090 kc, KHAI will program classical music exclusively. Robert Sherman, owner, will handle station operation duties until a general manager is named. Sandberg/Gates Co., San Francisco, is KHAI's national representative.



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LOCAL POLITICAL DEBATES

Stanton says CBS will give prime time if Congress removes restrictions of Sec. 315

The national campaign debates of 1960 should be given a test in state and local elections, in the opinion of Dr. Frank Stanton, CBS president.

A leading figure in the 1960 drive to suspend equal-time restrictions in favor of presidential debates, Dr. Stanton now wants Congress to suspend the restrictions for elections through 1963 —congressional, state and local.

Addressing the Broadcast Advertising Club of Chicago May 24, he announced CBS will give prime evening time to candidates for several key state and local offices—if the equal-time limits are removed. He said the plan would provide a further demonstration of the ability of broadcasting to keep the electorate informed without lies or prejudice.

Dr. Stanton was presented the Sigma Delta Chi fellow award by the professional journalism society "in recognition of his continuing fight to free radio-tv from restrictive regulations, particularly Sec. 315." The presentation was made by Jim Bormann, WCCO Minneapolis, a member of the SDX executive board. It was one of three citations announced earlier by SDX.

Prime Time Offered ▪ "CBS is offering prime evening time in 1961 to the major parties in the New York mayoralty campaign and the New Jersey gubernatorial campaign for their candidates to debate the issues," Dr. Stanton said, adding his requirement that equal-time provisions be lifted.

"Gov. Nelson A. Rockefeller of New York and Gov. Edmund G. Brown of California are also being offered, in behalf of their parties' gubernatorial candidates, prime evening time to debate in the 1962 campaigns. Their principal opponents will receive the same offer. Similar offers are being made to the parties in Chicago for the 1963 mayoralty contest. We will extend the same offer to any responsible third candidate who has serious appeal to the communities."

Dr. Stanton said CBS could make a flat offer of time right now if it could be sure the offices would be sought only by major-party candidates plus a substantial third party. He recalled that in 1957 there were six parties in the 1957 New Jersey gubernatorial campaign. He recalled, too, the Lar "America First" Daly candidacies and the FCC's 1959 ruling that equal-time restrictions apply to regular newscasts —a ruling that brought a form of moratorium on broadcast political news. This led to widespread protests and eventually an amendment of Sec. 315 to exempt newscasts, spot news, documentaries and scheduled interview programs.

Pointing to the special importance of fair coverage of election and political news, Dr. Stanton recalled the joint congressional resolution last year that suspended equal-time restrictions for the presidential and vice-presidential candidates. He said Chicago had special importance in the history of political news because of the Lar Daly incidents and the fact that the first Kennedy-Nixon debate was staged in the city.

The Debates ▪ "More than 115 million Americans witnessed the Democratic and Republican candidates in face-to-face exchanges of their views," he said in recalling the four major debates. And he added, "In November a higher proportion of voters went to the polls than ever before in our history. There has been no dissent about the effectiveness of the debates in stimulating interest in the campaign, in exposing the voter to both candidates rather than to only the one he favored, in drawing into the continuing dialogue which is the life of a democracy millions of people impatient with partisan orations. But in spite of the indisputable statistical and expository evidence of the impact of the debates, they could not, under present law, be repeated in the next presidential election."

Dr. Stanton reminded that Hitler and Mussolini abolished local elections at the outset, realizing that rigid control of a nation would not come easily where local elections remained free. He emphasized the decisive role of state and local governments in the United States and said state and local governments spend over $50 billion in public funds a year, around 50% more than the non-military expenditures of the federal government.

"No democracy has ever gone permanently under because of external conquest," he said. "But those that went down from internal weakness, from popular indifference or ignorance, from internal political corruption, have seldom been restored."

Basis For Survival ▪ An educated and informed public is the basis for the survival of democracy, Dr. Stanton emphasized. He cited the powerful influence of local and state officials and the need of permitting broadcasters to cover campaigns freely.

"We cannot hope to press forward the improvement of the essential democratic machinery if—instead of taking advantage of the technical achieve-

In Arizona, too

KOOL-AM-TV Phoenix, Ariz., informed that state delegation in Congress as well as Gov. Paul Fannin and Mayor Sam Maridan of Phoenix that it was offering free prime evening time during upcoming political campaigns to debate the issues. Tom Chauncey, president, said the ofler was contingent on suspension or amendment of the Sec. 315 equal-time restrictions. He reviewed the arguments made by Dr. Frank Stanton, CBS president, in asking for a further suspension of Sec. 315 through the 1963 elections (see story this page).

WBTW (TV) appoints Young Tv national rep



WBTW (TV) Florence, S. C., has named Young Television Corp., New York, as national representative, effective July 1. The station, owned by Jefferson Standard Broadcasting Co., has been represented by CBS Television Spot Sales. Final arrangements were completed by Adam Young (l), president of the representation firm, and Charles H. Crutchfield, executive vice president of Jefferson.

WBTW produced an hour-long video tape presentation which was shown to the newly-appointed rep salesmen on May 19 to acquaint the rep firm with the station's operation, market and facilities. The production also will be shown to major agencies.

ments of our age making statewide meetings possible—we become victims of changes that have made the political methods of yesterday useless," he said.

"It is not the United States that is on trial before the world today. It is the survival of the democratic idea, the workability of democracy, in an age of relentless pressures. We must make democracy work. All our exhortations, all our negotiations, all our policies and actions are useless if democracy here at home does not work."

CBS sent a telegram May 24 to state and local Democratic and Republican parties in New York and New Jersey offering free prime evening time to debate the issues on WCBS-AM-TV, CBS-owned stations in New York.

SDX gets tax exemption under ruling by IRS

Sigma Delta Chi has been recognized as a professional society entitled to exemption from federal income tax by a ruling from the Internal Revenue Service. SDX is exempt under section 501(c)(6) of the 1954 code, which also exempts the American Bar Assn. and the American Medical Assn.

The ruling is based on such society activities as fostering the education of newsmen, professional seminars, freedom of information campaigns, ethical uplift movements and publication of *Quill,* national monthly magazine for journalists. Dues and other necessary expenses incurred by members in promoting SDX activities are deductible for income tax purposes.

E. W. Scripps II, vice president of Scripps-Howard Newspapers and national president of SDX, said the 61-year-old society is promoting "a rapidly developing program on 76 college campuses, in 60 professional chapters and in newsrooms throughout the nation, designed to increase the effectiveness and the prestige of journalists, individual news media and the profession itself.

N.Y. AWRT honors men

Over 70 top advertising, publishing and broadcasting executives were honored last week by the New York chapter of American Women in Radio & Television for giving "the girls" a chance to succeed in these predominantly male professions.

Some 200 women thanked "the most important men in our professional lives" May 25 at AWRT's first annual "Golden Circle" event, held at the Park Avenue home of Princess Helena Gourielli (Helena Rubinstein).

Miami officials stirred by WCKT (TV) report

Repercussions of an hour-long documentary, "Miami: Condemned," presented by WCKT (TV), that city, have left city officials mired in political chaos, according to the station.

The documentary charged that nearly 20% of Miami's population live in blighted or slum areas, "built from the ground up." The station said officials give little more than lip service to remedying the situation.

City Commissioner Henry Balaban, the station reported, viewed "Miami: Condemned" as a personal affront, and directed the city's attorney's office to investigate to determine if WCKT was susceptible to a libel charge.

Countering this action were Commissioners Joseph Dumond and George Dubrill who agreed that the slum problem was a result, in part, of political misgivings on the city level.



Public reaction caused the station to re-run "Miami: Condemned" May 21. The station said it plans to press its attack on the slum problem, noting that corrective measures already are being planned.

Media reports...

Betty Award ▪ Lee Segall, president of KIXL Dallas, was named recipient of the 1961 Betty Award, given annually by the Assn. of Broadcasting Executives of Texas for "consistent contribution to the effectiveness and dignity of the broadcast industry." Past winners were Harold Hough, WBAP Ft. Worth, 1960, and Kern Tipps, KPRC Houston, 1959.

WLOL scholarship ▪ WLOL Minneapolis-St. Paul has established in conjunction with the U. of Minnesota a resident scholarship in the field of broadcasting. The scholarship wil be open to students entering their junior semester. A specially-appointed U. of Minnesota committee will make the final selection.

Stations in motion ▪ WBOF Virginia Beach and WYFI (FM) Norfolk, both Virginia, intend to move into new headquarters in the modern Golden Triangle, a combination motor hotel-office building-convention center in Norfolk. While WBOF will continue to maintain its studios in Princess Anne County, and will move only its offices into the motor hotel, WYFI plans to move its entire operation into the Golden Triangle. There, the station will feature a showcase type of operation on the mezzanine by which guests will be able to witness its entire 6 am to 1 am broadcasting schedule.

Instant success

Tele-Check, a system devised by KYW Cleveland to help advertisers and agencies keep abreast of their upcoming commercials, is as close as the nearest telephone. It works like this: By dialing a phone number an advertiser can hear a KYW personality introduce his spot and follow it with information on its schedule, when it is used and its audience.

Three separate telephone messages repeater units now are being used with one announcement per unit. The messages are taped, vary in length and are changed weekly. A register keeps a daily tally of phone calls.

The station reports the system has been an instant success.

Name change ▪ Effective today (Monday), The Washington Post Broadcast Div. (WTOP-AM-FM-TV Washington and WJXT [TV] Jacksonville, Fla.) becomes Post-Newsweek Stations, an aftermath of the Post's purchase of *Newsweek* (BROADCASTING, March 13).

Katz estimator ▪ The Katz Agency, station representative, last week published the 29th edition of "Spot Television Advertising Cost Summary," which is a reference guide for estimating spot tv costs in 228 markets. Included in the summary are formulas which, when applied to rates and market-by-market cost summary, may serve as a tool for estimating most spot tv budgets. Copies are available to advertisers and agencies.

Companion in operation ▪ WOW-FM Omaha, Neb., went on the air May 15. The station, which operates from 3 p.m. to 11 p.m. daily, is the companion affiliate of WOW-AM-TV, that city, owned by the Meredith Broadcasting Co. It operates on 92.3 mc with 21 kw. It will feature a good music format.



It's all over but the shouting

HARRIS BILL WOULD TAKE SOME STING OUT OF FCC REORGANIZATION

President Kennedy's plan to reorganize the FCC was still alive at week's end, but its demise, observers agree, is near. Already in the legislative mill is a bill authored by Rep. Oren Harris, chairman of the House Commerce Committee, to replace it.

The Harris bill (HR 7333) is designed to achieve the President's objectives of increasing the commission's efficiency. But it is aimed also at meeting many of the objections of those opposed to the President's plan.

Rep. Harris' bill would give the chairman less power, and the commission minority more, than would the President's plan. But it contains such basic provisions of the plan as authority to delegate all functions, the right of the commission to pick and choose among appeals it will hear *en banc*, and the abolition of the commission's review staff.

FCC Chairman Newton N. Minow and James M. Landis, the White House adviser who drafted the plan, indicated earlier in the week they would accept the modifications incorporated in Rep. Harris' bill. At a Senate Communications Subcommittee hearing Tuesday, they said they would willingly take something less than that provided in the reorganization plan.

The Opposition ▪ By that time, however, the fate of the plan was pretty well sealed. House Speaker Sam Rayburn (D-Tex.) had expressed opposition to it. The influential House Regulatory Agencies Subcommittee voted to oppose it. And it had been severely criticized at a House Government Operations Subcommittee hearing by four of the seven commissioners, by Federal Communications Bar spokesmen, and by a number of congressmen, including Rep. Harris, whose word in such matters carries considerable weight (AT DEADLINE, May 19).

The Operations Subcommittee voted to kill the plan, and on Thursday the full committee accepted this verdict. At the same time, the unit approved three other reorganization plans submitted by the President—those for the Securities & Exchange Commission, the Civil Aeronautics Board, and the Federal Trade Commission. None of the votes was unanimous.

The committee action, on a resolution of disapproval introduced by Rep. John S. Monagan (D-Conn.), was to be reported to the House today (May 29). A simple majority vote of the House is all that is required to kill the plan. As of last week, there was no evidence that the White House was exerting any influence to save it. And the presence of the Harris bill in the hopper was regarded as enabling the administration to abandon its plan gracefully.

Like the President's plan, the Harris bill would authorize the commission to delegate any of its functions to a division of the commission, an individual commissioner, a hearing examiner, or lesser employes. But the chairman could not be empowered to assign commission members to any of these delegated functions. He could, however, assign all other commission personnel.

Too Much Power ▪ The provision authorizing the chairman to assign all personnel, including commissioners, to duties was cited by all opponents of the President's plan as one of their reasons for objecting to it. They felt it would give him, the chairman, too much power and, since he serves at the President's pleasure, open the way to White House domination of the agency.

The Harris bill increases the influence of the minority in permitting a majority less one to rescind any delegation of authority. A majority of the commission would be required under the president's plan. This feature has been criticized by some of the commissioners who feared a majority that delegated powers might not rescind them even if a minority felt the chairman was abusing them.

The Harris bill retains the reorganization plan's provision for discretionary review on the part of the commission, with a majority less one being sufficient to bring any action before the full commission. The bill, however, requires the commission to pass on every application for review.

In addition to giving the chairman less power and affording the commission minority greater protection, the Harris bill goes into far greater detail than the President's plan and is written in the form of an amendment to the

State broadcaster groups oppose FCC plan

The proposed reorganization of the FCC (Plan No. 2), which would give the chairman additional powers, has drawn opposition from a number of state broadcaster associations. The White House plan also is opposed by important congressional interests and the NAB (BROADCASTING, May 22).

The Kansas Assn. of Radio Broadcasters board unanimously opposed the plan at a May 20 meeting, authorizing President Thad M. Sandstrom, WIBW-AM-TV Topeka, to contact all members of the state congressional delegation. In a message to the delegation members, Mr. Sandstrom said the association feels Congress should retain full and final authority in FCC operating matters. Broadcasters, he said, feel the public will be the loser if authority is concentrated in the FCC chairman and hence in the executive branch of the government.

Opposition by the Pennsylvania Assn. of Broadcasters, meeting last week at University Park, came with unanimous adoption of a resolution. At the opening convention address May 21, Sen. Hugh D. Scott (R-Pa.), a member of the Senate Commerce Committee, announced he would oppose the plan "as loudly and as vocally as I can." Sen. Scott charged the Kennedy administration with playing favorites in dispensing news breaks. Pierre Salinger, presidential news secretary, denied the charge, based mainly on an alleged tipoff to a few reporters about the Kennedy-Khrushchev meeting.

Rhode Island Broadcasters Assn. sent letters to key congressional figures opposing the President's Plan No. 2. J. S. Sinclair, WJAR-TV Providence, RIBA president, said the plan would eliminate the checks and balances in the regulatory process as well as the prestige and experience of the other six commissioners.

Kentucky Broadcasters Assn. opposed the plan because "it denies applicants their present privileged right of review of hearing examiner decisions by the Commission and because of its concentration of power in the chairman."

Communications Act of 1934, the basic statute creating the FCC. The alleged vagueness of the President's plan, as well as the fact that, unlike other legislation, it could not be amended, were additional reasons for its unpopularity.

Roadblocks Ahead ▪ There are indications, however, that the Harris bill will still run into some difficulties. At the Senate Communications Subcommittee hearing Tuesday, Commissioners Rosel H. Hyde and Robert E. Lee, for instance, said they felt litigants' right of review should not be impaired. And the FCBA can be expected to support this view.

At the hearing, the seven commissioners split 4-3 on the President's plan, as they did before the House Government Operations Subcommittee. But their inability to agree on constructive alternatives to the plan caused Sen. John O. Pastore (D-R.I.), subcommittee chairman, to explode.

"Why not come up with something constructive?" he demanded of the seven commissioners, who were sitting at the witness table below him. "I've waited 10 years for something constructive from you . . . If you have any suggestions, express them, and I'll introduce them. We need an answer."

Mr. Minow assured him the commission would submit draft legislation to accomplish the objectives of the White House plan. An FCC proposal to permit the seven commissioners to divide into panels is now pending in the Budget Bureau. A proposed bill authorizing the review staff to advise the commission on interlocutory matters is in the FCC files. The president's plan would remove the prohibition against the staff's giving opinions on any cases.

The Senate Communications Subcommittee was developing views on the plan to submit to the Senate Government Operations Committee, which has jurisdiction over reorganization matters. The Pastore unit was scheduled to conclude its hearing on Friday. However, it appeared that the House would defeat the plan before it got much further in the Senate.

KEED wins renewal

Licenses of KEED-AM-FM Springfield-Eugene, Ore., which were pending renewal for 16 months, have been renewed by a 4-2 vote of the FCC. The stations had been under investigation on charges of overcommercialization and of not living up to programming promises. Commissioner Robert T. Bartley said: "I would grant only a one-year renewal even though the term here involved is only 16 months." Chairman Newton N. Minow concurred. (Commissioner Frederick W. Ford did not participate.)

Conference ready to tackle agency troubles

A year-long drive to untangle some of the decades-old red tape fouling the regulatory agencies is coming to a head.

The first meeting of the Administrative Conference of the United States will take place the last week in June in Washington.

Begun under the aegis of President Eisenhower, and blessed by President Kennedy, the conference will be formally organized at the June meeting.

Preliminary organization already has been undertaken by a 10-man council. In two meetings, the council has drawn up a plan of organization and has made arrangements for the first meeting.

The chairman of the conference is Circuit Judge E. Barrett Prettyman. The vice chairman is Max Paglin, general counsel of the FCC.

Proposed is the establishment of nine standing committees, to study and recommend revisions in current practices and procedures within the regulatory agencies. The committees will study such subjects as personnel, internal management and organization, licensing, claims and enforcement proceedings.

The conference has 86 members, 44 representing 31 agencies, 31 representing practitioners and other outside interests, and the 10-man council. The council makeup includes five members representing agencies and five from outside this group. Judge Prettyman is the 86th member. Three members of each congressional house also are to be appointed to the conference.

Webster Maxon, Dept. of Justice attorney in charge of the Office of Practices & Procedures, is executive secretary.

The June meeting will be open to all interested parties, both inside and outside the government.

Can Minow swallow the broadcast industry?

SEN. MAGNUSON THINKS FCC CHAIRMAN RIGHT FOR JOB

Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee thinks FCC Chairman Newton N. Minow is just what the broadcasting industry needs—"a pike in a carp pond."

Appearing on CBS Radio's *Capitol Cloakroom,* Sen. Magnuson said Mr. Minow, in his controversial NAB convention speech, discussed many things the senator has been thinking and talking about for some time.

"I think it's good to have in this new industry, with all its problems, a pike in the carp pond once in a while," and Mr. Minow evidenced he's going to be just that, Sen. Magnuson said.

According to the U. S. Fish and Wildlife Service, pike are "voracious, cannibalistic fish." Carp are "harmless" and feed on vegetation.

But Sen. Magnuson wasn't as critical of broadcasting as Mr. Minow. He said that although there are differences of opinion on programming, "I'm not going to censor programming" because the people in the industry "want to do as good a job as they can."

He said he believes the industry has done more in the past two years to become better—to fulfill its responsibility better—than it did in the prior ten.

Sen. Magnuson also discussed two of his favorite legislative projects—permanent suspension of Sec. 315 of the Communications Act and federal aid to educational television.

He thinks his bill (S 204) to exempt presidential and vice presidential candidates from the equal-time provision of the Communications Act will be passed. The programming made possible by last year's temporary suspension of the provision was a good contribution which the public appreciated, Sen. Magnuson said.

He also was confident that Congress will enact an aid-to-etv bill this session. He predicted federal help will lead to a national interconnected etv network. The Senate has already passed S 205, authored by Sen. Magnuson, which would give each state up to $1 million in federal funds for construction of etv facilities.

'Arrogant, overbearing'

A former broadcaster now in Congress described FCC Chairman Newton N. Minow's NAB speech as "an arrogant, overbearing violation of the American concept." Rep Donald C. Bruce (R-Ind.), former business manager of WIRE Indianapolis, made the remark in a discussion on the floor with Rep. David S. King (D-Utah), who had praised the speech.

FCC moves to review Boston ch. 5 case

The FCC last week set out its agenda for re-evaluating the four-year-old Boston ch. 5 television decision.

The communications agency ordered briefs filed within 60 days from May 24 and reply briefs 10 days afterward. The FCC also said oral argument will be held before the commission *en banc* —at a date to be announced later.

Commissioner T. A. M. Craven did not participate in the FCC action.

The Boston ch. 5 case is one of the half-dozen television cases in which charges have been made that off-the-record representations to FCC commissioners took place. The FCC found that two of the four applicants in the original 1957 proceeding engaged in *ex parte* conduct: WHDH Inc. and Massachusetts Bay Telecasters Inc. In a July 14, 1960, order, the FCC set aside its grant to the *Boston Herald-Traveler's* WHDH and ordered a comparative re-evaluation without disqualifying either of the two applicants. In its order last year the FCC also authorized WHDH to continue operating on ch. 5 under temporary authority. The Boston newspaper attacked the order, but lost in the U.S. Court of Appeals and, again earlier this month, when the U.S. Supreme Court refused to review that ruling (BROADCASTING, May 15).

The third applicant is Greater Boston Television Corp. A fourth applicant, Allen B. DuMont Labs. Inc., has withdrawn. Massachusetts Bay is headed by Alan Steinert as president; Greater Boston, by Arthur D. Cronin as president.

WDKD hearing may test local public's interest

Will the FCC's plan to hold local hearings on license revocations or renewals provoke complaints about programming, resentment against government scrutiny, or yawns at the whole matter?

Part of the answer may come from a hearing scheduled to begin Wednesday in Kingstree, S.C., with renewal of WDKD's license on the line. The FCC insisted the hearing be held in the station's locality under a policy strongly endorsed by Chairman Newton N. Minow.

The hearing was set on charges a WDKD disc jockey made "crude, vulgar and suggestive remarks" on the air. At WDKD's request the commission expanded the issues to embrace WDKD's overall programming during the most recent three-year renewal period (BROADCASTING, May 1).

"As far as public service goes, I'd put my station up against any in the country," E. G. Robinson Jr., WDKD licensee, said last week.

He said his public service activities over the period ran to thousands of announcements on behalf of churches, schools, scouts and charitable institutions, both white and Negro. In addition he has furnished m.c.s from station personnel for charitable dinners and gatherings without charge and has maintained a sound truck which he lends to various causes, Mr. Robinson said.

WDKD covers an area of some 35 miles and "extends public service throughout six counties," Mr. Robinson claimed. The population of Kingstree is about 4,000.

FCC further explains local hearing notices

To clear up possible confusion on the recent amendment to FCC rules which require local notice of hearings for license renewals, grants or sales of stations, the FCC last week issued further explanation.

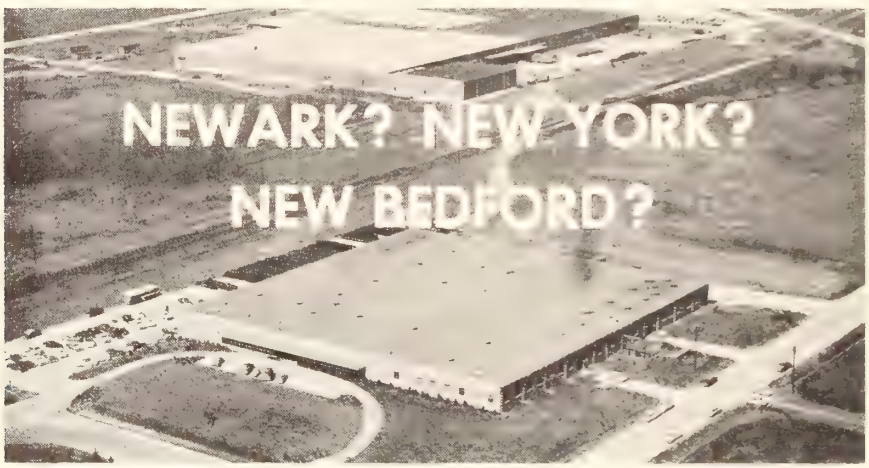
The applicable section in the rules requires publication of hearing notices at least twice a week for two weeks. Certain information pertaining to the notice must be filed with the FCC within five days after publication or broadcast of the notice.

Local notice of hearing must be given in all cases which are designated for hearing on or after Dec. 12, 1960, even if the application was filed prior to that date.

No hearing will begin until 10 days after the notice requirement has been satisfied.

In recent comments the Texas Assn. of Broadcasters objected to the commission about several aspects of the local-notice rule. TAB said fewer publications of notices would ease the burden on both the broadcaster and the commission because this would tend to minimize "bad faith filing of mutually exclusive applications."

Other changes suggested by TAB: Let the announcement be made through any media (in the case of license renewals, TAB said, the licensee's own station is the best way to reach "parties in interest"); Amend the rules to require anyone objecting to an application to furnish a copy of the objection to the applicant; institute a procedure whereby an applicant can petition the FCC to determine whether the hearing is to be held in the station's service area or, for reasons stated, elsewhere.



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 71.7% SHARE OF AUDIENCE

According to March, 1961 ARB we average 71.7% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV

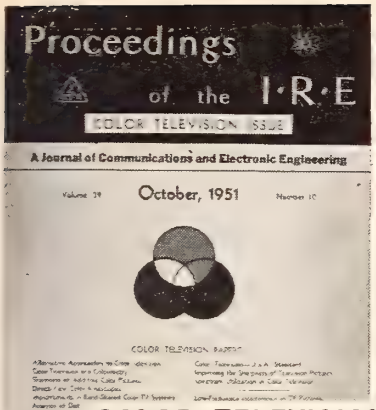
Channel 8
Monroe, Louisiana

The only commercial TV station licensed to Monroe.

CBS • ABC

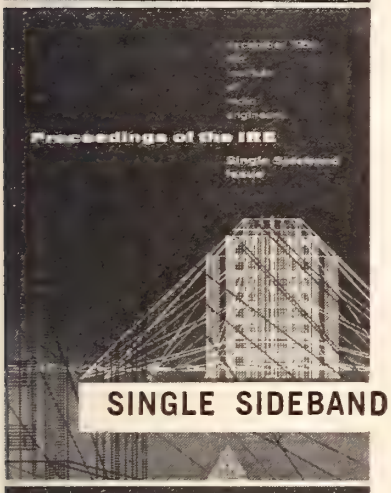
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: Mosow Screw Company—manufacturer of cola extruded special parts for industry—Greenville, Mississippi.

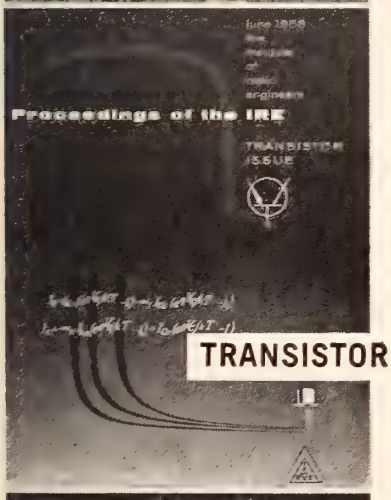


COLOR TELEVISION

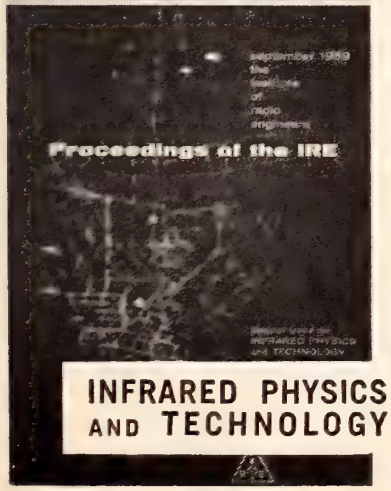
The Institute of Radio Engineers



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A second glance at Orlando's ch. 9

Lawyers' contacts studied in hearing on remanded grant

The FCC opened hearings last week on the 1957 grant of ch. 9 (WLOF-TV) Orlando, Fla., to Mid-Florida Tv Corp. looking into charges that ex-parte contacts had been made on behalf of the winning applicant.

Most of the testimony dwelt on the activities of two Orlando attorneys—William H. Dial and Hyman Roth—both of whom represented Mid-Florida in local matters but never before the commission. Mr. Dial had previously admitted, as developed by the House Legislative Oversight Subcommittee in May 1958, contacting former Commissioner Richard A. Mack several times while the ch. 9 case was pending.

Mr. Roth and other witnesses were questioned at length concerning a letter, allegedly signed by a Florida bar officer, he (Roth) sent the commission in 1953 casting doubt on the character of a principal in the competing applicant, WORZ Inc. WORZ had been favored in an August 1955 initial decision with the examiner finding that Mr. Roth, secretary and director of Mid-Florida, had attempted to deceive the FCC.

Following the Hill testimony on the Orlando case, the FCC's grant was one of several remanded by the courts because of ex parte contacts.

Orlando ch. 9 was remanded to the commission and the grant to Mid-Florida vacated in May 1959 as a result of the Hill disclosures. It is one of several such remands and is the fifth ex parte case to be heard by the commission. Chief Hearing Examiner James D. Cunningham is sitting for this case while special Examiner Horace Stern, a retired Pennsylvania justice, heard the others. The hearing covered five days (May 22-26) last week and is scheduled to be resumed Thursday (June 1) at which time the record is expected to be closed.

Dial's Activities ▪ Under questioning by Commission attorneys James T. Brennan and Hilbert Slosberg, Mr. Dial told of two personal talks with Commissioner Mack and several telephone calls and letters to the commissioner. He denied, however, that he at any time appraised any of the Mid-Florida principals of his activities in this regard.

Mr. Dial said that he came to Washington in October 1955, soon after the initial decision, at the request of John W. Kluge, at that time a principal stockholder, officer and director in Mid-Florida. Mr. Kluge had asked the Florida attorney to check the seriousness of the examiner's findings as related to Mr. Roth. Mr. Roth had submitted a letter purportedly signed by Irving Felder, secretary of the Orange County Bar Assn., calling attention to disbarment proceedings against William O. Murrell Sr., former WORZ principal. Mr. Felder testified in the comparative hearing he had no knowledge of the letter.

As a college roommate of Mr. Mack's, Mr. Dial said that when he came to Washington to meet with Mr. Kluge, Mid-Florida counsel Paul Dobin and President Joseph L. Brechner he also visited the then commissioner in his office and home. "I made a few factual statements to Mr. Mack on two different occasions but I at no time tried to impose my judgment on him or argue this matter . . ." Mr. Dial said.

His purpose, he said, was to urge the commissioner to investigate the charges against Mr. Murrell. "I felt in the public interest, since I did not know Mr. Murrell personally, I thought the matter should be investigated," he maintained. Mr. Dial said he again referred the Murrell matter to Mr. Mack in July 1956, shortly after the ch. 9 oral argument.

At the meeting with Messrs. Kluge, Dobin and Brechner, Mr. Dial said he reported a Florida bar investigation was underway regarding Mr. Roth's action in sending the letter to the commission. "I am positive that I at no time told them that I had talked to Mr. Mack," he stressed. Mr. Dial said he did report to the Mid-Florida principals that, in his opinion, there were no grounds for a sanction by the Florida bar against Mr. Roth.

Nothing Wrong ▪ The witness claimed that he violated no legal or moral standards in discussing the pending case with Mr. Mack but said that he "would not have felt absolutely right about mentioning it [the Mack contacts] to other people." His primary interest, Mr. Dial testified, was in getting a new tv service for Orlando and, secondarily, he wanted the grant to go to the right party.

Two former investigators of the Oversight Subcommittee, Baron Shacklette and Oliver Eastland, were put on the stand to rebut the testimony of Mr. Dial that he had told the investigators of his ch. 9 contacts with Mr. Mack. Both investigators stated that they interviewed Mr. Dial in relation to ch. 10 Miami and that he denied that he had contacted the former commissioner on any tv case.

"I would have opened another investigation right there . . . " if he had mentioned ch. 9, Mr. Eastland said. "Our interview [with Mr. Dial] was a complete waste of time," Mr. Shacklette said.

Mr. Brechner, who purchased Mr. Kluge's interest (25%) in WLOF-TV in the fall of 1959 for $350,000 (Mr. Brechner now owns 43% of the class B stock), denied that he had any knowledge of Mr. Dial's friendship with Commissioner Mack or that any contact had been made between the two. He said Mr. Dial was called into the case because of the examiner's decision, which Mr. Brechner labeled "preposterous." The Mid-Florida president said that he was not overly concerned because of the optimism of the applicant's Washington counsel.

He admitted that Mr. Kluge "raised the devil" but defended Mr. Roth and resisted Mr. Kluge's efforts to dump the firm's secretary.

'Stupid Thing' ▪ Mr. Kluge said the action of Mr. Roth "was a very stupid thing to do and . . . my whole feeling was to get Mr. Roth out of our application." After the initial decision favoring WORZ Inc., he said that he felt "there was some kind of conspiracy going on" because he had no prior knowledge that Mr. Roth had sent the letter. Mr. Kluge said that he was "disturbed" with Mr. Dobin and had words with Mr. Brechner.

IN THE CONGRESSIONAL HOPPER

Here, in capsulated form, are bills introduced in Congress that are of interest to those in broadcasting and allied fields:

HR 7170. Rep. Emanuel Celler (D-N.Y.)—would require alien owners, distributors and/or suppliers of radio and television programs broadcasting in this country to submit to the jurisdiction of U.S. courts for the adjudication of claims brought against them. Commerce Committee. May 18.

S 1907 Sen. William Proxmire (D-Wis.)—would require government agencies to make available to the public all records, files, papers and other documents not specifically banned by statute from disclosure. Judiciary Committee. May 18.

Therefore, he said, he wanted Mr. Dial to check the situation in Florida and then report to him (Kluge) in Washington. Mr. Kluge said that Mr. Dial's report reassured him somewhat along with the confidence expressed by Mr. Dobin that the decision could be reversed.

Mr. Kluge said that, while he knew Messrs. Dial and Mack were friends, he had no knowledge of any contact between the two until the Oversight hearings. "I didn't ask him to go to the commission and he didn't volunteer any information to me," he stated. "As a matter of fact, I still don't understand why he went . . . Between Mr. Roth and Mr. Dial there have probably been spent several hundred thousand dollars all quite unnecessarily and, at this moment, I was just getting fed up . . ." (Mr. Kluge later said, when asked the amount of Mid-Florida expenses: "I couldn't tell you but I can tell you it was plenty." At another point, he said it was something like $200,000.)

Mr. Kluge pointed out that both Messrs. Roth and Dial are attorneys and said he could not understand "how they could do these things without consulting us . . . I have been in the broadcasting business for 16 years and I have yet to do anything that is improper."

Roth Testifies ▪ Mr. Roth admitted that he caused the "Felder letter" to be sent to the commission even before the comparative hearing began. He said he thought the commission should know that bar sanctions were pending against Mr. Murrell and that he learned this from a newspaper clipping (Mr. Murrell allegedly was in trouble for "ambulance-chasing").

According to Mr. Roth, the examiner had gone "completely haywire" in his conclusions relating to his (Roth's) activities in sending the letter with the disputed signature. The first he knew of any ethical complaint against his activities, Mr. Roth stated, was last week and that neither Messrs. Dial or Brechner ever discussed it with him.

He said that he did not know Mr. Dial had been retained by Mid-Florida to look into the matter and that he was "very indignant" to learn that additional local counsel had been hired. Mr. Roth, a 10% owner of WLOF-TV, said that he had been secretary-director of the company since helping organize it in 1953 and that he had never been asked to resign.

Mr. Brennan said last week that no charges of ex-parte presentations have been made against applicant WORZ Inc. The FCC reversed the initial decision and gave the grant to Mid-Florida on the ground, among others, William O. Murrell Sr. had an indirect ownership in WORZ Inc., through his wife and his son William O. Murrell Jr.

FCC checks network tv affiliation contracts

Network executives were speculating last week about the reasons for an FCC inquiry into tv affiliate contracts which contain non-standard compensation agreements. It was asked whether the commission's new interest is related to the revived option time rulemaking (BROADCASTING, May 8) or whether the agency plans to abolish all incentive plans.

CBS first was asked about its new plan, which will increase revenues received by an affiliate when over 60% of the network's programming is cleared, and how many affiliates had agreed to the incentive compensation. A few days later, ABC and NBC also were asked for information on their stations which do not receive the standard compensation.

A commission spokesman said that the information gleaned from the affiliation contracts undoubtedly would be utilized in the current option time rulemaking but refused to say if this was the primary purpose for requesting the information. He said that the commission is trying to find out the current relationship between networks and their affiliates and moves by the networks to "adjust."

JFK SEEKS INCREASED USIA BUDGET

Additional funds will enable VOA to increase service

President Kennedy has asked Congress for additional funds to help bolster the U. S. Information Agency's radio and television programs for the cold war areas of Latin America and Southeast Asia.

In the special message he delivered before a joint session of Congress Thursday (May 25) the President requested more than $121 million for USIA. This is about $2.5 million more than the agency asked for the fiscal year beginning July 1, and about $18.5 million more than Congress has appropriated for the agency in the current year.

The President said the additional funds would enable the Voice of America to increase Spanish and Portugese broadcasts to Latin America to 22 hours a week, compared to six today—none of which is in Portugese, Brazil's native tongue.

He said the Soviets, Red China and their satellites already broadcast more than 134 hours a week in Spanish and Portugese to Latin America, and that broadcasts from Havana are encouraging new revolutions in the hemisphere. These efforts must be countered, the President said. It is, he added, equally important that this country communicate its support to its friends in Laos, Vietnam, Cambodia and Thailand.

The President spoke a day after USIA chief Edward R. Murrow told a National Press Club luncheon the U. S. trails the Soviet Union, Communist China and the United Arab Republic in foreign broadcasts.

New Transmitters ▪ "But," Mr. Murrow said, "we certainly don't intend to remain in the fourth position." He said new transmitters are being built in Liberia and North Carolina and efforts are being stepped up in critical areas around the world.

As important as money to the agency is protection from "accordion financing," he said—"granting most of our budget requests one year, squeezing them tightly the next."

Testimony before a House Appropriations subcommittee, released last week, disclosed that Africa, as well as Latin America and Southeast Asia, is considered a priority area. VOA Director Henry Loomis said the agency plans to double its French-language programs to Africa to seven hours a week and increase its English-language programs to 14 hours weekly.

Television service activities will also be stepped up, according to the new request. The largest percentage increase in the USIA budget—from $1.8 million to $2.3 million—would strengthen the television program, particularly in "priority" areas in Africa and Latin America.

In addition, the agency wants to use privately produced material in its television and movie programs. Mr. Murrow told the subcommittee that "we must make wider use of material that is produced in this country that can be adapted to our uses abroad."

In his National Press Club speech—which demonstrated that administrative duties have not dulled his gift for graceful phrasing—Mr. Murrow said he is happier now than he was in final years with CBS.

"Not since the days of World War II have I worked with such frantic fascination," he said. In the question period, he sought to spike a rumor that he intends to resign as USIA chief. "There's nothing to it," he said. "I'm happy in my work."

WHY TRY TO DO THINGS



Advertising an advertising medium to advertising people is a bit like selling soap to P & G. It takes something really special. That's why a recent study by A. C. Nielsen — world's largest marketing research organization — among executives responsible for major media, market and station decisions at the 50 biggest TV and radio advertising agencies has some significant news for you.

Among other questions, Nielsen asked them —

"To best reach you, which publication would you recommend a station to use for its advertising?"

The answers, predominantly, were apportioned among four business publications which concern themselves with both broadcast media, or with television alone.

BROADCASTING scored 42% ahead of publication "B" — and 185% ahead of "C" and "D" combined:

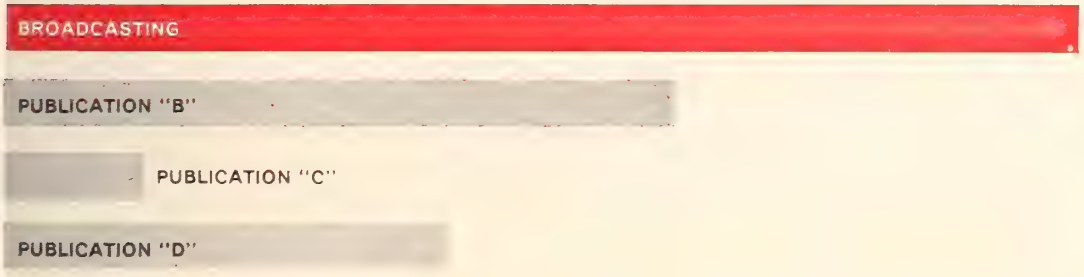


THE HARD WAY?

Conclusive as that is, look what happened when Nielsen asked this follow-up question–

"In which publication would a station's advertisement be likely to have the most impact on you?"

Here, BROADCASTING gets 57% more preference than publication "B"—and 80% more than "C" and "D" combined:



These are no little margins — particularly when you consider they represent the expert opinion of important decision-makers at the "Top 50" agencies investing nearly **1½ billion dollars** of their clients' money in TV and radio annually. What's more, the same Nielsen survey shows that these advertising leaders place BROADCASTING *first* (1) in readership for broadcast media news and information; (2) in their preference for reports of current trade events; (3) as the publication in which they have most confidence; and (4) as the publication they find most useful.

This is the kind of ideal editorial climate wherein top agency people (as well as the important advertisers who are their clients) are most likely to be reached, most effectively, by your advertising messages. In fact, *they say so themselves.*

WHY NOT DO THINGS THE EASY WAY? Take the advice of your own best prospects. Tell them your sales story via the well-studied pages of BROADCASTING.

NOTE: Of BROADCASTING's guaranteed 26,000 circulation, approximately one out of every three copies goes to an agency or advertiser reader each week. And the bulk of BROADCASTING's 8,868 agency-advertiser distribution (unlike that of publications "B", "C" or "D") is ***paid*** circulation, verified by the Audit Bureau of Circulations. ***Only*** BROADCASTING, among these four TV and radio business journals, qualifies for ABC membership.

BROADCASTING

THE Businessweekly of Television and Radio

1735 DeSales Street, N.W., Washington 6, D.C.

New York — Chicago — Hollywood

Former Gila employe says Perrine threatened him

A radio announcer said last week he had been threatened if he ever testified before the FCC. The statement was made in a Phoenix hearing for renewal of license of Gila Broadcasting Co., licensee of seven Arizona stations, befor Hearing Examiner Forest L. McClenning.

Bernard D. Gress, former announcer of KZOW Globe, Ariz., a Gila station, said that Earl Perrine Jr., employed by Gila and a principal in The Earl Perrine Co., which has applied to buy the stations, told him that if Gila ever came before the FCC "Buddy, you'd better move to Alaska, because if you show up at any FCC hearings against me, I'll make you the sorriest person in the world."

The main issue in the Gila hearing is whether a transfer of control to the Perrine company has taken place without FCC permission between Nov. 27, 1959, and Aug. 31, 1960.

Mr. Gress testified that he understood that he was employed by Earl Perrine Co., that he had made six announcements to the effect that KZOW was under Perrine management on May 1, 1960, and that he had introduced Mr. Perrine at a Globe business luncheon as president and general manager of KZOW at the latter's request.

Earl Perrine Jr. denied that he had threatened Mr. Gress. He said the only time he saw Mr. Gress after he had left KZOW was when he and three other men went to Casa Grande, Ariz., where Mr. Gress was an announcer at KPIN, to repossess a car on which Mr. Gress had failed to keep up the payments. Mr. Perrine said he had underwritten the car purchase when Mr. Gress was at KZOW. He also denied that he had asked to be introduced as president and general manager of the Gila stations at the luncheon.

No Witnesses ▪ Two of the three men who had accompanied Mr. Perrine to Casa Grande testified that they had not heard him threaten Mr. Gress and that they had been present all the time the two men were together.

Louis Long, president of Gila, and Mr. Perrine both testified that they had not authorized the sign-off announcement of May 1 that said Mr. Perrine was president and general manager of Gila Broadcasting Co.

John E. Nelson, former sales manager of KCLF Clifton, Ariz., also a Gila station, said he too had been threatened by Mr. Perrine to "keep my mouth shut and my mind on my business if I wanted to stay in radio." Mr. Perrine denied he had ever said "anything like that" to the sales manager. Mr. Long said the sales manager was fired by Gila last year. The stations have been off the air since Oct. 29, 1960.

Some dozen "public witnesses" took the stand in the early part of the hearing to speak favorably of the character qualifications of the principals. Among them was former Sen Ernest W. McFarland (author of the McFarland amendments to the Communcations Act). In addition to praising the principals of Gila, he said the station's programming had been excellent and that people in the localities served were sorry the stations had gone off the air.

Gila stations are KZOW, KCLF, KCKY Coolidge, KGLU Safford, KVNC Winslow and KWCX Willcox, all Arizona.

Corman disagrees

Rep. James A. Corman (D-Calif.) has expressed "deep concern" over proposed rulemaking which would extend FCC plugola rules to the motion picture industry (BROADCASTING, May 1.).

In a letter to FCC Chairman Newton N. Minow on May 22 he called upon the commission to eliminate or amend the proposal, based upon the assumption that, since motion pictures are potential future tv fare, they should come under the rules of the FCC.

The proposed rule would require feature motion pictures clearly to state any payment received from manufacturers whose products may be shown.

KCOP (TV) asks rotation of etv on L. A. outlets

KCOP (TV) Los Angeles suggested last week a way of rotating educational programming among the seven commercial stations in that city in response to the FCC's inquiry into how to bring etv to New York and Los Angeles (BROADCASTING, April 3). KCOP considered only Los Angeles in its comments, saying it hoped the sale of WNTA-TV New York to educational interests would be consummated to make the question moot there.

The station urged that each station allot 1½ hours daily to educational broadcasters, rotating the hours on each station every day so that no one station would "lose an undue amount of salable time." This would provide 10 hours daily of educational programming.

Listed by KCOP as the advantages of the educational interests: it would involve no capital expenditures unless educators want to provide their own studio facilities; the cost of operation would be less than running an etv station; the plan could go into effect immediately, since rulemaking, hearings and appeals would be avoided; the programming would be of better quality because of the assistance and guidance of the staffs of the commercial stations; there would be a larger "tuned-in audience" to the seven commercial channels than if all the education was on one etv channel.

Tv's effect on juveniles to be studied in Senate

The Senate Juvenile Delinquency Subcommittee, chaired by Sen. Thomas Dodd (D-Conn.), is quietly preparing for a potentially explosive hearing on the effect of television crime and violence on juvenile behavior.

Four members of the subcommittee staff interviewed network officials in New York last week, and advised them they will be invited to testify at the hearing, which is set for June 8-9.

FCC Chairman Newton N. Minow and NAB President LeRoy Collins are among those expected to testify on television's effects on juveniles during the two-day hearing.

Oliver Treyz, ABC-TV president, was among those contacted. The staff members also talked with NBC officials, and are expected to meet with CBS executives soon.

The subcommittee staff, which has been doing preliminary spadework for months, was recently augmented by the addition of Dr. Ralph J. Gary, an educational psychologist from Boston U.

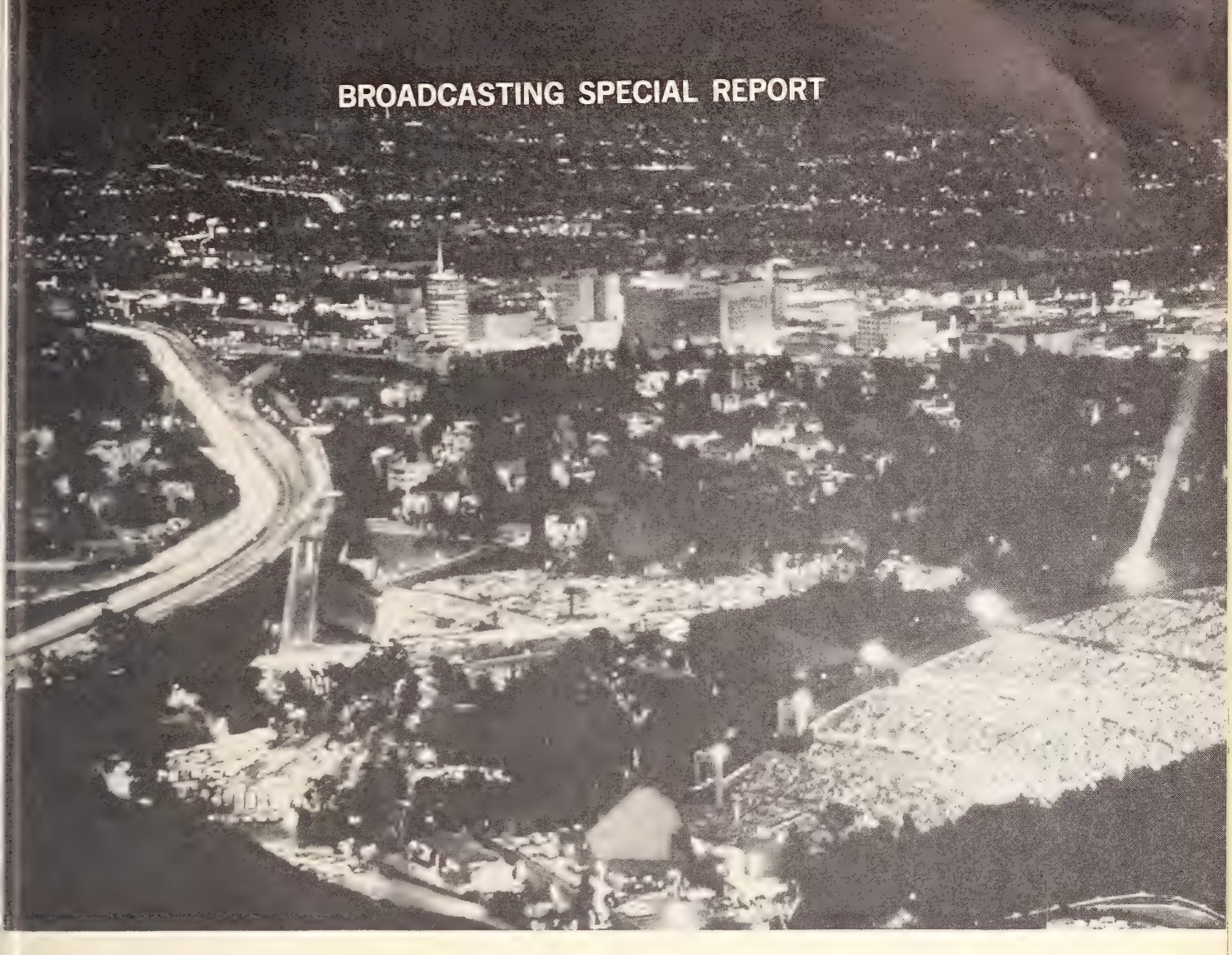
Dr. Gary, who is serving as a consultant, is one of the authors of a report which held that heavy doses of tv violence could adversely affect a young viewer's behavior. The report, prepared last June for the National Council on Crime and Delinquency, was released at a subcommittee hearing two months ago (BROADCASTING, March 20).

Two 'Allegations' ▪ Dr. Gary was one of the staff members in New York last week. They reportedly told network officials that the hearing will look into two "allegations"—that television exposes youngsters to an excess of crime and violence and that, as a result, juvenile behavior may be negatively influenced.

In addition to hearing network officials, it is understood, the subcommittee will call behavioral scientists who have done research on the relationship between television and juvenile behavior.

This relationship, in addition, will be looked at within the framework of claims made for television's effectiveness by advertisers and educational television people. Advertisers will be asked to testify on television's usefulness in

Government continues on page 77



Will Los Angeles be first U.S. city?

NOW SECOND, CITY OF ANGELS IS GROWING TWICE AS FAST AS NEW YORK

Exotic Los Angeles, the nation's No. 2 market, is catching New York's dust but doesn't mind at all.

Having left Chicago behind, this midwest transplant on the Southern California coastal desert, is now shooting for first place. The target date, it wants the world and Madison Avenue to know, is between two and three decennial censuses from now.

The official U. S. Census boxscore for 1960 tells the population story:

Greater New York.....10.6 million
Metro Los Angeles..... 6.7 million.

Thus a gap of 3.9 million, a lot of people even in New York and Los Angeles.

But wait. That's only part of the story. The marketing race takes on a different look when the rate of acceleration is scanned. Here is the population growth from 1950 to 1960, again using Uncle Sam's official count:

Metro Los Angeles..2.3 million up
Greater New York..1.05 million up.

That's the quantitative score. At this point Angelenos, as the species is known in sociological circles, step in with what they consider clinching arguments that will speed up, year by year, their rate of growth as compared to New York. Here are some of the reasons they look confidently toward the No. 1 spot:

- With salubrious climate (rarely a frostbite), an adjacent ocean, convenient mountain playgrounds and cool nights, the market has attractive living lures that will keep in-migration zooming.
- It's growing outward instead of up, in the interest of good living.
- Homes can be built cheaper without thought of blizzards.
- The income rate is high and Angelenos are heavy buyers of the necessities and luxuries that mark their above-average way of life.
- Industries are moving in every day, providing work for the 650 new persons who migrate into the city and go home-hunting every 24-hour-day, every day of the week and every week of the year. And this year's 650 arrivals per day will grow eventually to 700, and on and on.

Taking a statistical look at the last half-century, the surging climb of Los Angeles in the national population race looks like this—1910, 14th place; 1920, 10th place; 1930 and 1940, fourth place, and 1950 third. And now it holds second spot among all U. S. cities.

Now try another perspective:

- Every year Los Angeles adds more people than the entire population of metropolitan Madison, Wis.

The source of the increase is consistent—more people move in from the midwest and other areas to the east than are added by the births-over-deaths factor.

The peak migrating year, percentage-wise, was 1923 when 96% of the increase came from people who moved to the city. At that time Hollywood was the nation's top glamor spot as D. W.


KNXT
IN
NEW
LOCATION!



The address is new...but KNXT's position on the Los Angeles scene remains firmly fixed. As always, month after month after month (according to 74 consecutive monthly Nielsen reports!), CBS Owned KNXT is the number one television station in seven-station Los Angeles.

And KNXT's new headquarters in the CBS building, 6121 Sunset Boulevard, mean even better viewing for audiences—better service for agencies and advertisers—thanks to literally dozens of major engineering innovations, such as Tascon, the nation's first all-automatic digital computer designed to handle as many as 30 complex functions in the average station break with just one push of a button. In design, layout and facilities, Television 2, Los Angeles is the most modern station operation in all television!

All of the signs agree. In the months ahead, Southern California audiences will continue to find their favorite television viewing right where they have always found it, on KNXT, Television 2, Los Angeles—CBS Owned. Represented by CBS Television Spot Sales.

Griffith, Cecil B. DeMille and others captured the nation's fancy with their spectacular screen productions. A study by the research department of Security First National Bank credits in-migration with 90% of the Los Angeles area's growth between 1915 and 1943.

Many of the new migrants to this haven of comfort were senior citizens who had departed their farms and city homes to wait out their remaining days away from snow and soot. As a discerning analyst noted, these elderly migrants contributed little to the birth rate.

Employment Plusses ▪ But with the industrial growth that began before World War II and has since accelerated, Los Angeles began to mean good jobs as well as good climate. Thus today's incoming arrivals include as many younger families of reproductive age as oldsters.

Security First National now estimates that 56% of Los Angeles growth is due to in-migration and 44% to births. Looking ahead, it figures the rate will balance off at about 50.50.

While Los Angeles is spreading instead of sky-piercing in the New York manner, its new residential developments continue to lie within the city's vast boundaries.

A good illustration of the unique trait is found in the San Fernando Valley, better known as The Valley. This exploding area lies on the north side of the low-crested Santa Monica Mountains that separate it from West Hollywood, Beverly Hills, Westwood and Pacific Palisades. It is made up of 20 communities of which 17 are inside the Los Angeles city limits. They completely surround the independent cities of Burbank and San Fernando as well as unincorporated Universal City and its film studios.

All this is upsetting to those steeped in the conventional growth patterns of the rest of the nation, where the central city merely spreads out beyond municipal limits as ranch-house clusters sprout in pasture land.

The Valley population increased from 402,538 in 1950 to 840,531 in the 1960 census (more than the District of Columbia's population). Orange County, in the southeastern section of the metropolitan area, jumped 225.6% from 216,224 to 703,925 in the decade.

This, said a Chamber of Commerce booster, is only the beginning. By 1970 metropolitan Los Angeles will beat 9 million; Orange County will about double its population to 1.4 million; Ventura County will expand by nearly 75%.

Jobs, Money, Houses ▪ With this added population will come more jobs, more money to spend for housing and pools and autos and all the accessories that go with the Los Angeles way of living.

And it's a good way, according to Angelenos—so good that hardly anyone ever bothers to figure the out-migration rate, if any.

As a market, Los Angeles is acquiring local character as local and regional brands have appeared because of the transportation differential from the production centers east of the Rockies (see advertising analysis page 64).

Its culture is considerable, and Angelenos will give anyone an argument about the superiority of its paintings or drama or quarterbacks (see page 67).

Automobiles are occupied more than houses by many of the outdoorsy residents, a trait that in itself provides work and wages for vast numbers of the residents (see page 59). The houses are unique, hung everyway but upside down on mountain cliffs and scattered around the valleys (see page 72).

Those who delve in the digits of economics haven't made much of it, but Los Angeles is busting to tell the world it has more jobs than any other city except New York (see page 70). And jobs mean payrolls and payrolls mean milk for the baby and gas for the auto (see page 58). The city has a cosmopolitan population, including important Spanish and Negro groups who have high income-per-family ratings (see pages 68 and 75).

The stunning story of this fantastic market is a complicated one, but its patterns become clear through the simple process of dissecting the elements of one of the world's most intriguing cities. Nowhere else can so much money be found blended with so many natural blessings.

Los Angeles wasn't planned that way. It grew because it had to, and because more people want to live the good life.

The story of the sun-loving, outdoorsy Angeleno is a story of money—more money than anywhere else—except New York, of course.

Watch what's going to happen in the next decade.

What do you mean when you say Los Angeles?

Los Angeles is a city, population 2,479,015, according to the 1960 census, and increasing at the rate of about 500 persons a day.

Los Angeles is a county (population 6,038,771) which includes in addition to the city of Los Angeles, 68 incorporated communities (including Avalon on Catalina Island, about 30 miles off the California coast) and 17 unincorporated places of 2,500 or more (including West Hollywood, the Sunset Strip area) which are operated by the county without any municipal government.

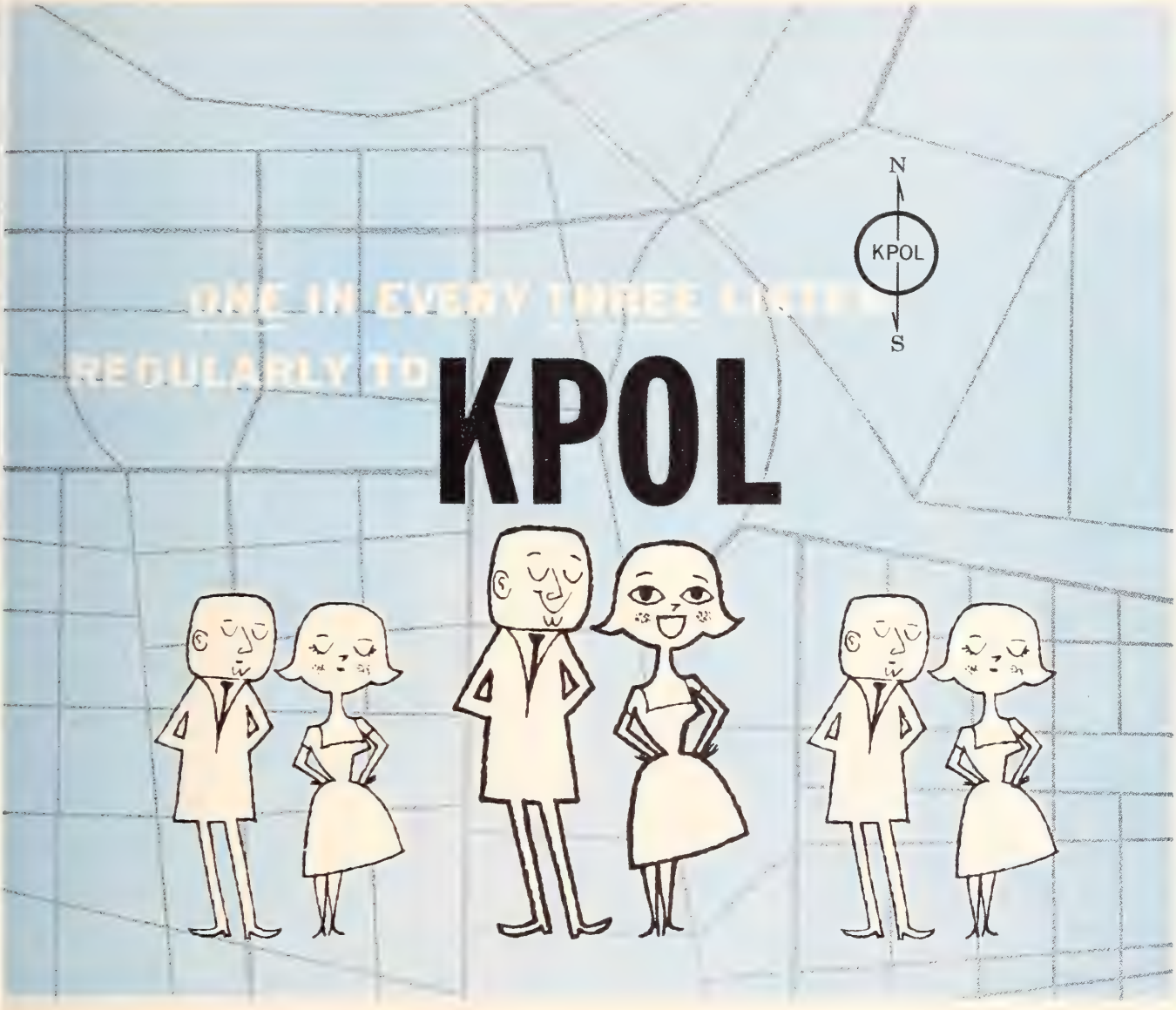
There is also Greater Los Angeles or the Los Angeles metropolitan area (what the Census Bureau calls the Los Angeles-Long Beach Standard Metropolitan Statistical Area), comprising Los Angeles and Orange Counties, with 6,742,696 inhabitants at census time. Figures for this are comparable to those for the other U.S. major markets and they are the basic statistics used in this report.

It must be noted, however, that this two-county area is not confined by any stone wall or mountain range. The freeways (Los Angelese for throughways) that crisscross this area extend beyond its borders and many Southern Californians travel in and out freely. Newspapers and magazines printed in Los Angeles circulate outside the area. The airways, never respecters of boundaries, take Los Angeles-originated radio and tv programs great distances up and down the coast and into the interior. So successful is this transmission that, to cite but a single example, the San Bernardino-Riverside-Ontario area is the nation's 30th ranking market, with more residents than Tampa-St. Petersburg, yet it has no tv station of its own, but gets its video program service from the seven tv transmitters in Los Angeles.

Laugh—with a tear in it

In Los Angeles there is always smog—a word as sure to bring a laugh from audiences today as "Anaheim, Azusa and Cucamonga" did a generation ago. But the Angeleno who laughs at smog is laughing through his tears about one day in five, when the chemicals in the air over the city bring reduced visibility and eye irritation. Refinery chimneys have been already brought under control and tests are now in progress on devices to curb the other major source of air-polluting chemicals—the automobile exhaust. Authorities expect approval of one or more smog-control auto appliances in time for installation on new cars by 1963 and used cars by 1965, when they look for a lessening of air pollution to the 1940 level. Another expense for the motorist, but a boon for all Angelenos, especially those with respiratory difficulties.

In the greater Los Angeles market...



COMMERCIALS ONLY ON THE QUARTER HOUR...The distinctive handling of commercials on KPOL only on the quarter hour with soft musical accompaniment makes them very effective for the advertiser. Low rates and high number of listeners make KPOL the best buy in Los Angeles.

THE DIFFERENCE IS THE MUSIC...The great popular music of America played around the clock, with outstanding news coverage on the hour, is the reason why one in every three listen regularly to KPOL. (Cumulative Pulse Audience, February, 1960.) Complete schedule is on FM also at no extra charge. Proven adult audience, higher income families and powerful 10,000 watt coverage, combine to produce greater sales and inquiries for advertisers.

KPOL

AM 1540 FM 93.9

For all the facts, call Webster 8-2345 or write Coast Radio Broadcasting Corporation, 4628 Wilshire Boulevard, Los Angeles 5, California. **Represented by Paul H. Raymer Co.**

Incomes are high and living is easy

FAMILIES AVERAGE ABOUT $8,500; RETAIL SALES TOP CHICAGO'S

Employment means payrolls and payrolls mean money for wage earners. In 1959, last year for which figures are available, the per capita personal income in the Los Angeles metropolitan area was $2,840, nearly $200 higher than that for the state as a whole ($2,661) and nearly $700 above the national average of $2,166. With an average of 2.99 persons per household, average Los Angeles family income in 1959 would come to just under $8,500.

Money, for most families, means spending and Angelenos are no exception. Taxable sales—including food and shelter, which are not subject to state tax—amounted to $7,112,686,000 in 1960, or $1,051 per capita, according to state records.

Comparative figures for 1960 are not available, but the Business Census of 1958 reports that retail sales in the Los Angeles metropolitan area totaled $9,039,448,000, well ahead of Chicago's $7,948,629,000, although considerably behind New York's $13,581,655,000. Los Angeles also ranks second, behind New York but ahead of Chicago, in retail sales of general merchandise, food and furniture, and somewhat surprisingly stands first, ahead even of New York, in the lumber-building materials, hardware and farm equipment category, as well as in every automotive product class.

In retail apparel purchases, Los Angeles ranks third, $550,761,000 to Chicago's $614,333,000 and New York's $1,531,605,000. This is understandable when one considers that overcoats, galoshes and all sorts of winter clothing are surplus commodities in Los Angeles, and that few women (except at church or the most formal affair) and almost no men (at any time) are ever seen wearing hats.

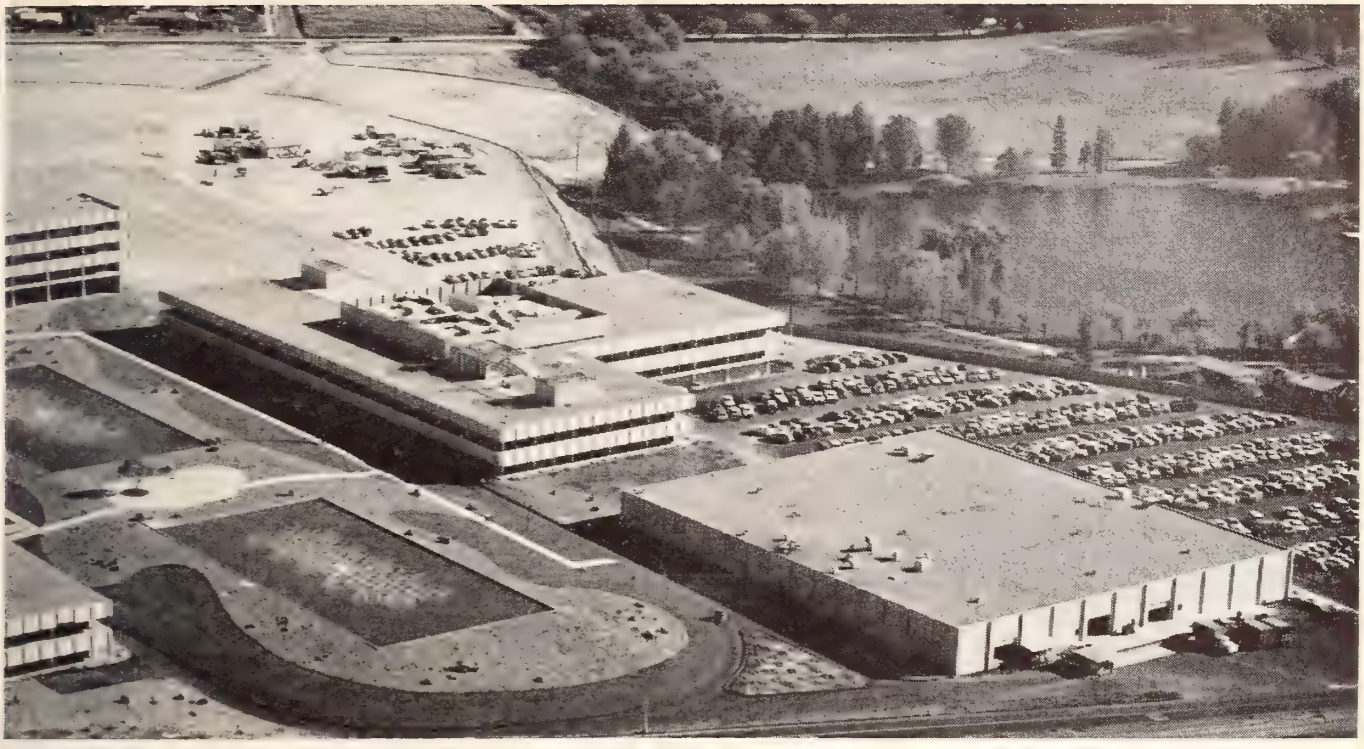
Dress Informal ▪ Stemming naturally from the climate, Angelenos are casual in dress to a degree that is startling to newcomers from the more formal cities of the north and east, where women do not usually wear slacks or shorts when shopping. And the casualness does not stop with dress, but is an integral part of the Los Angeles way of life. When guests are invited to dinner, it's more likely to be served outdoors on the patio than in the dining room—and it's a rare house in Los Angeles that has a dining room at all. Slacks and sports shirts and jackets are universal masculine wear outside of office hours and even on the job for those individuals who do not deal with the company's customers, but work where they are not exposed to the public view.

Trade, the old saw runs, follows the flag. But in Los Angeles the script has been revised to read: Trade follows the tracts. As new homes go up and new families come into a community, shopping centers are not far behind. A survey of retail department, specialty, discount and membership store locations made by KTTV shows a virtual doubling in number, from 195 stores in 1950 to 384 in 1960. But of the 189 stores added during the decade, only 41 (20%) were built within 10 miles of city hall, where nearly half of the area's stores were located in 1950. The rest were further out and 47 (24%) went up more than 25 miles from city hall.

Questionnaires filled out by visitors to the 1960 Los Angeles County Fair revealed that 15% of those answering had shopped in downtown L.A. at sometime within the past week, 20% within the past month, 44% within the past year and 17% had never shopped downtown. (The other 4% did not answer that question.)

Throughout the Los Angeles area the intricate freeway system serves as the connecting link between the far-flung housing tracts and the central city. While more and more of the trading is further and further from city hall shopping in downtown L.A. continues heavy. The view below shows the interchange between Ventura Freeway and San Diego Freeway. Such interchanges create aerial patterns typical of the city.





Los Angeles' three-million passenger cars make a parking problem the city and state are trying to answer. An ordinance requires commercial buildings provide one parking space for each 500 feet of floor space. Factories must provide parking for employees. Above is the Thompson Ramo Wooldridge plant in Canoga Park.

CAR CAPITAL OF THE WORLD

Auto for every 2.2 persons puts city far ahead of either other American or foreign cities

Different from other American cities in many ways, Los Angeles is unique in having had most of its growth after the family car became a dependable means of transportation. This, plus the fact that the Southern California driver can use his car 12 months a year without concerning himself about antifreeze, snow tires or chains, has helped to make Los Angeles the car capital of the world.

At the end of 1960, according to Chamber of Commerce estimates, there were 3,015,000 passenger cars in the L.A. metropolitan area, more than in the combined countries of Belgium, Italy, Norway, Spain and Soviet Russia, let alone any other U.S. metropolis. The U.S. 1958 census of business backs up the Chamber's claim by reporting that the L.A. metropolitan area has 22% more auto dealers than Greater New York (and 74% more than Chicago's metropolitan area), with sales running 28% ahead of New York and 39% ahead of Chicago. Sales of imported cars in L.A. were nearly two-and-half times those in New York (139% ahead). Angelenos were also found to be the biggest patrons of service stations and the largest buyers of tires, batteries and other accessories, as well as house trailers. (In Los Angeles County alone, the official records show 228,768 trailers registered as of Dec. 31, 1960.)

High 2.2 Per Car ▪ In the Los Angeles metropolitan area there is one passenger car for every 2.2 persons, nearly one-and-one-half car per home. These cars do not stand in garages all week waiting for the little old lady from Pasadena to drive them to church on Sunday. A survey made by the Los Angeles Metropolitan Transit Authority in 1958 found that 87% of the more than 1.8 million employed persons in the area traveled to and from their jobs by auto, 83% driving their own cars, which carried an average load of 1.2 persons, including the driver. MTA reports than on an average weekday there are approximately 11 million individual trips by some form of transportation other than walking in the metropolitan area and that more than 60% of these trips both begin and terminate within a single neighborhood, the goal being school, church, shopping or some social or recreational affair. Virtually all are made by private car.

Factories and commercial areas (e.g., neighborhood shopping centers) are dispersed throughout the entire metropolitan area, not concentrated in the downtown business area. So traffic flows in all directions. Traffic focused downtown "is largely the result of this area being a crossroads in a network of streets and highways rather than the attraction of the activity within the district itself," MTA reports.

Traffic flows at all hours of the day and night. A state highway official, asked when the peak traffic time occurs, replied "from 7 a.m. to 9 p.m." and he was only half joking. Traffic checks at key points show three-quarters as many cars in motion during the daytime hours between the peak going-to-work and coming-home times of 7-9 a.m. and 4-6 p.m. Not until late evening does the traffic count fall to half of the peak-period total. Supermarkets are open evenings (and Sundays) and do 20% of their business after 6 p.m., which undoubtedly swells evening traffic, as well over 90% of all shoppers drive to market in their own cars.

The dependence of the Angeleno on his automobile to get him places and bring him home has its effect on the area's media penetration. The worker who drives to and from his job (as 85% of them do) can't read a newspaper en route; he looks at billboards, if traffic permits; he gets his news from his car radio.

An agency director, recently transplanted from New York, when asked at lunch if he'd seen a story in the previous evening's papers, said he had not. "In the East, I had 36 minutes on the train in the morning and another 36 minutes in the evening. Here, I'm in









The Image of Service in Los Angeles

★"CANDIDATE" series, showcasing the men in the race for Mayor of Los Angeles.

★"CHUCKO'S CHRISTMAS SHOW FOR TOYS FOR TOTS", sell-out national kickoff at the L. A. Sports Arena for the Marines' annual campaign.

★"EXPEDITION LOS ANGELES", first place program winner in national educational contest for service to the community.

★"PUBLIC INTEREST AWARD" from the National Safety Council for "Traffic Court" and saturation safety campaigns.

★ CLINICS at ABC-TV Center for PTA, TV Techniques for Political Candidates, and Public Relations for High Schools.

★"CITIZEN OF THE YEAR" Award presented annually by the station to the outstanding Southern California citizen.

KABC-TV 7

owned and operated by
American Broadcasting—Paramount Theatres, Inc.

...SERVING THE PUBLIC BEST THRU TELEVISION

CAR CAPITAL OF THE WORLD continued

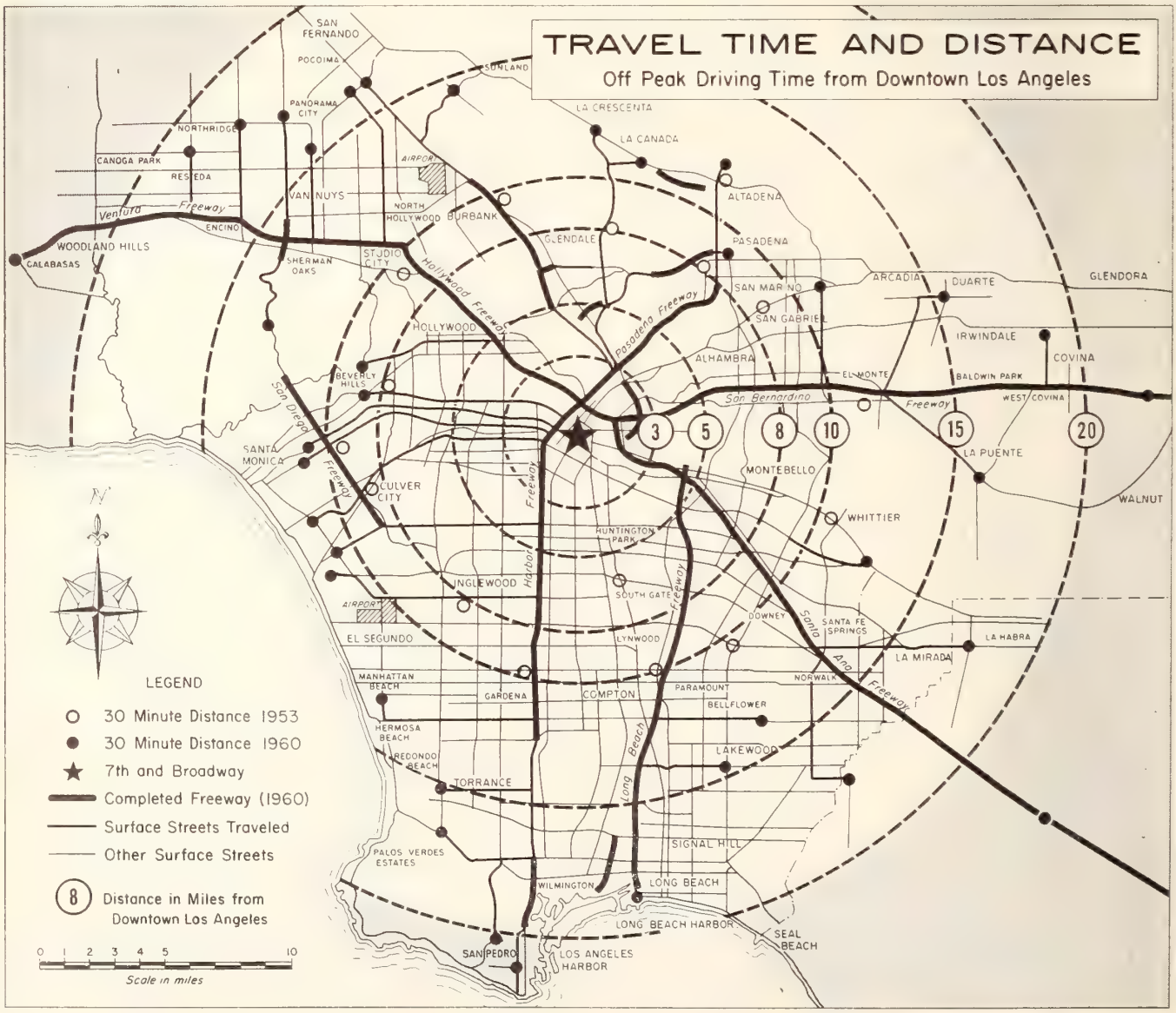
my car and when I get home the kids are on my neck before I can get the paper opened. After dinner, tv takes over. Somehow, I'm getting out of the newspaper habit."

To speed the motorist on his way, the California Highways Division some years ago began constructing a system of freeways, financed through the state's gasoline tax of six cents a gallon. In the past 20 years, $1 billion has been expended on freeways by District VII (comprising Orange, Los Angeles and Ventura counties), which now has 320 miles in use and many more miles under construction. In the next 20 years, plans call for another 1,500 miles of freeways in the district, at an estimated additional cost of $4.5 billion. And speed the motorist on his way they do. Despite their heavy traffic loads (more than 200,000 vehicles a day on the Hollywood Freeway alone), the freeways enable a driver to go farther today than he could in 1953 in the same amount of time.

Parking Public ▪ Since Angelenos go where they're going in their own automobiles and since they have to have some place to put the cars when they get there, parking is a matter of general concern. In many cities a retailer can build or rent a store and that's that. An office building or factory requires only the ground it stands on. But not so in Los Angeles. Here a city ordinance requires the owner of a commercial or industrial building to provide one off-street parking space for each 500 feet of floor space. Theatres, churches and auditoriums of all kinds have to provide a parking space for each five seats or, if there are no fixed seats, for each 35 square feet of floor space. As the law specifies that each parking space must be at least eight feet wide and 18 feet long, the amount of ground devoted to parking frequently exceeds that inside the factory, store or hall.

The problem's just as acute at home. Each dwelling unit has to have a park-

Today: freeways. Tomorrow: freeways, plus perhaps subways and skyways as the L.A. Metropolitan Transit Authority strives to relieve drive-yourself-to-work congestion. Map indicates the improvement in travel time and distance between 1953 and 1960. For instance it is today possible to drive to Long Beach in the time it used to take to reach Paramount, or to San Pedro as quickly as Culver City could be reached in 1953. Calculations are based on off-peak driving time. Motorists receive Sigalert bulletins fed by police to radio stations to keep drivers alerted to traffic conditions and help avoid possible tie-ups enroute.





Good Music rings up sales*

in Southern California

*46 advertisers now in their 2nd to 21st continuous year











The Music Stations for Southern California

24-hour simultaneous AM-FM at one low cost









KFAC AM-FM

PRUDENTIAL SQUARE

Los Angeles

Represented by The Bolling Co., Inc.

ing space, with a space and a quarter required for all units of more than three rooms. Buildings erected before the ordinance was adopted house more than enough car-owners to keep the curbs lined solidly with street-parked cars, throughout the day in business areas, where parking meters have become an important source of municipal revenue, all night in residential zones.

One more item in the Angeleno's auto expense account is the $10 million a year he pays in fines for such traffic violations as speeding, running a red light or parking longer than the law allows. Included in the total is more than $500,000 which goes for driver education (largely in the high schools). The program is financed by adding $1 to each traffic fine ($2 if the fine is $20 or more) and the public, even the fine-paying motorist, approves of this method of preventing an increase in traffic violations along with the anticipated rise in the overall volume of traffic.

Broadcasting builds regional brands

AREA BILLINGS HAVE SENT LOCAL RADIO-TV TOTALS TO RECORD HIGHS

The Rocky Mountains form a natural barrier separating the Pacific Coast from the rest of the country. This fact, coupled with the "slightly higher west of the Rockies" prices for goods made in the East and shipped West, encouraged the development of local and regional brands of merchandise. Some Los Angeles companies like Purex, Carnation, Sunkist, Hunt, Milani, Squirt, Factor, Rexall, have become national themselves, but most of the Los Angeles based producers of consumer goods have remained local or regional companies, using local or regional advertising.

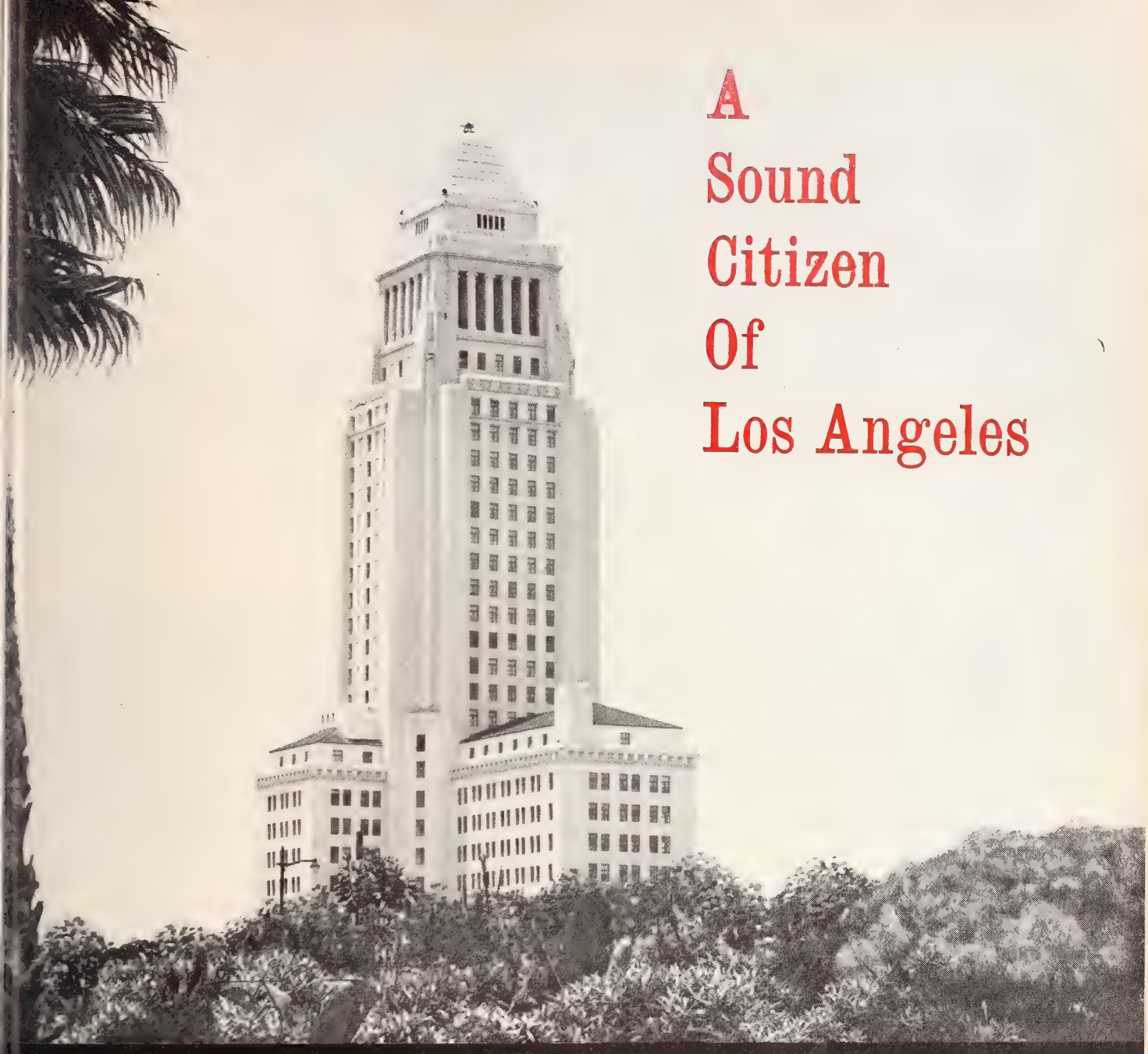
The significance of this is perhaps best illustrated by the time sales statistics compiled each year by the FCC for the nation's markets. In 1959 (last year for which figures have been released), Los Angeles radio and tv stations had larger local billings than those of any other market. Local radio advertising in Los Angeles that year amounted to $12,519,338, topping New York's $11,510,626, as well as Chicago's $10,169,291. In television, Los Angeles is number one in local business by an even wider margin, its $16,991,897 standing 60% above New York's $10,570,115 and more than double Chicago's $8,089,590.

Lag Nationally ▪ The national advertising picture is something else. New York's tv national spot billings of $53,851,982 in 1959 are 89% ahead of Los Angeles' $28,554,778 which topped Chicago's $25,326,700 by only 13%. And in radio, Los Angeles national spot revenue of $8,174,782 ranked a poor third, 46% below Chicago's $11,976,097 and less than a third of New York's $26,597,178. The moral is obvious: to compete on even footing with the familiar and heavily advertised west coast brands, eastern companies will have to step up their broadcast advertising in Los Angeles.

The large number of local-regional advertisers in Los Angeles has fostered a correspondingly large number of advertising agencies, 580 of them, according to the classified telephone book, which presumably omits some agencies located outside L.A. city limits. The 1959 Census of Business reports 872 advertising establishments (chiefly agencies) in the Los Angeles metropolitan area, just under half of New York's 1,777 and only slightly ahead of Chicago's 854. But in dollar volume (primarily agency billings), the Los An-

Cut off from the east by the barrier Rocky Mountains the West Coast has successfully built its own regional brands through local and regional advertising. Since greater Los Angeles was formed by many communities growing together into one central city only radio and television stations individually cover the entire area. Its strange newspaper pattern includes 26 local papers, the downtown dailies and countless shopping guides.





A Sound Citizen Of Los Angeles

First in Pulse. First in Hooper. KFWB continues to lead as the number one radio selling force of the Los Angeles market area.

With the widest choice of radio fare offered any American community, more Southern Californians tune to KFWB more of the time than to any other station.

KFWB makes this leadership count by investing its powerful advertising strength in effective and responsible public service* which brings spontaneous daily tributes of community leaders.

Thus good citizenship in radio employs its far-reaching sales strength to produce significant community service...the kind of service that makes KFWB a sound citizen of Los Angeles.



KFWB/980

Represented nationally by John Blair & Co.

*More than $1,000,000 in public service since January 1, 1960.

CROWELL-COLLIER BROADCASTING CORPORATION



Crowds still form on Hollywood Boulevard to watch the celebrities go to a picture premiere. Grauman's Chinese, which was the center for this particular spectacle, attracts tourists daily with its famous footprints of the stars in cement and garish decor, reminding of the days when the movies were Hollywood's principal means of livelihood.

geles total of $259,038,000 not only trails New York's $2,033,214,000 and Chicago's $72,444,000 but even lags behind Detroit, whose 376 advertising firms had a dollar volume of $361,055,000.

Many Small Agencies ▪ One explanation for the low billings-per-agency in Los Angeles is the number of agency service offices whose personnel are chiefly concerned with production problems of broadcast programs and commercials for clients whose advertising is placed (and billed) by the agencies' offices in other cities. But the main reason was supplied by the media director of the Los Angeles office of an agency at whose New York headquarters she had worked before moving to the coast. "In New York," she pointed out, "$50,000 was a sum to be set aside for emergencies that might come up in the course of a campaign. Out here, $50,000 is an advertising budget. A one-man agency is just right for such an account, so we have a lot of one-man agencies."

Los Angeles has been described as "100 suburbs in search of a city" and there's a basis of truth in the allegation. Along with the expansion of the central city, the Los Angeles metropolis is the result of many old independent communities growing together. This results in some queer jogs in the streets at the juncture of communities originally laid out at different angles. And it also results in a peculiar newspaper pattern, with the four metropolitan dailies getting only slight penetration into the outlying areas, whose people still prefer their own daily papers.

Many Newspapers, Too ▪ There are 26 of these and the newspaper advertiser has to use them all, as well as the downtown dailies, to cover the Los Angeles market, a fact that is somewhat confusing to the media buyer on Madison Ave., or Michigan Blvd., who can't understand why he can't cover it with one or two city papers as he would in an eastern city. The fact is, however, that in the 1950-60 decade, while the Los Angeles metropolitan area was achieving a 59% increase in population, the metropolitan newspapers gained only a 4% increase in circulation, but their national advertising rates increased 20%.

The L.A. newspaper picture is further complicated by the more than 200 weekly papers, mostly shopping news give-aways, which keep the housewife informed of the specials at the markets in her shopping centers (frequently more than one, as when she's shopping by car it's easy to drive a little farther when the bargain warrants it).

No such complications beset the broadcast public. And that means virtually every family in Los Angeles, for almost every home has both an am and a tv receiver and many have more than one of each. Set sale statistics compiled by the Electric League of Southern California show that Angelenos are currently buying smaller models of the second or third-set variety than the larger family-size units. In recent months, sales of tv portables and table sets have outnumbered the combined sales of consoles and tv combinations, the Electric League reports. And in radio, clock radios and portables accounted for more than half of all set sales. (Electric League statistics cover seven Southern California counties, but since more than 80% of their combined population is included in the Los Angeles-Orange County metropolitan area it seems safe to accept them as representative of it.)

More Fm Households ▪ Between 20% and 25% of all radio sales are of combination am-fm sets, the League says. Which means that the proportion of fm households, put at 48.9% by Pulse in a survey made in 1959, is steadily growing. The exact number of broadcast receivers of whatever variety in Los Angeles is hard to determine because the new citizens moving in from other parts of the country are constantly bringing in sets purchased in their former home towns and so not included in Los Angeles sales figures.

Serving these set owners are seven tv, 29 am and 26 fm stations—and that ignores the two am and eight fm non-commercial stations, although it includes the eight fm's which duplicate the programming of the am stations with which they are affiliated. These stations also serve countless thousands of home viewers and listeners and auto listeners outside the metropolitan area as the broadcast signals don't stop at county lines.

Arts, theatre, sports, draw millions

ANGELENOS GIVE SUPPORT TO GALLERIES, PLAYS, OUTDOOR EVENTS

There's an ancient vaudeville wheeze that runs "Southern California's a great place to live—if you're an orange" and perhaps it was true back in the heyday of the variety stage, but it certainly has changed today.

Marvin Mann, who last year left the Chicago advertising agency field to become domestic advertising manager for Max Factor, recently reported the viewpoint of the visitor who follows the usual trails: "the pool at the Beverly Hills Hotel, the Polo Lounge, the offices of the networks, the talent agencies and a few of the bars and restaurants." He had thought of Los Angeles as a place of beautiful weather and scenery and a relaxed type of living. Culture? That was New York with its theatre, opera, concerts, art galleries. Or Chicago with its symphony, museums, "a bit of art and, occasionally, some theatre."

Cultural Renaissance ▪ But now Mr. Mann has found "that what New York has and what Chicago thinks it has Los Angeles has, and in greater abundance. It seems to me that there is a cultural renaissance taking place in Los Angeles. I was amazed at the number of art galleries, art shows and the volume of art business done in Los Angeles and to learn that, next to New York, it is the largest art center in the country. Actually, there are more art galleries on La Cienega than in the entire city of Chicago."

More than 40,000 persons paid 50 cents apiece (25 cents for children) to see an exhibit of Modigliani paintings and drawings at the County Museum this spring. The last day of that show (April 30) the "Calendar" section of the *Sunday Los Angeles Times* listed 12 art exhibits on display that week.

The same paper also itemized 36 theatrical attractions for the week, not movies but live actors acting on stages before live audiences. Many of the shows, especially at the small "off-Sunset" theatres, are performed on a Thursday - through - Sunday schedule; many of the performers are well known for their work in motion pictures or tv films, who appear on the stage at Equity minimum just to enjoy the immediate reaction of the people on the other side of the footlights which is absent when the acting is done in front of a camera. The public packs the small houses and pays regular box office prices for the privilege. Some of the plays last only a few weeks; others run for months on end.

Another "Calendar" list on April 30 named 49 establishments offering entertainment with food and drink, ranging from a lone piano player to a full-scale Las Vegas type floor show. Restaurant sales totaled more than $790 million in 1960, second only to New York, according to the Southern California Restaurant Assn., which estimates that by 1965 L.A. will be in first place.

Crowds Commonplace ▪ A crowd of 5,000 attended the 1961 opening performance of the open air Ramona pageant at Hemet (about 100 miles from downtown L.A.) on a cool, windy Saturday afternoon in April and that same night another audience of the same size filled the Shrine Auditorium for the season's fourth and final Promenade Concert of the Los Angeles Philharmonic Orchestra. The San Francisco Opera has scheduled 20 performances to be given in Los Angeles this fall.

Los Angeles is the sports capital of the world, its sportscasters remind listeners daily, and the statistics would seem to prove them right. In baseball, the Los Angeles Dodgers last year had the largest season home attendance of any National League club—2,253,019. The year before, when the team became World's Champions, it also led the League in home attendance and on May 7, 1959, an exhibition game with New York drew the largest number of paying customers of any game in baseball history—93,103. Last month, the Dodgers drew the largest opening day crowd of any team—50,665. And this year the Los Angeles Angels have come along to give the city a second major league team.

Races, Football, Hockey ▪ Hollywood Park and Santa Anita each offers 55 days of races a year, with a combined attendance of more than three million at their most recent meets and a pari-mutual business of more than $250 million (of which nearly $20 million was turned over to the California tax collector). Los Alamitos, down near Disneyland in Orange County, this spring drew some 200,000 customers who wagered more than $12 million



Fifty-five days of racing a year at Hollywood Park and Santa Anita bring out more than three million people to help make Los Angeles "the sports capital" of the world. Above, the horses round the clubhouse turn.

during the 26 days of quarter-horse racing.

In the Coliseum, the Rams, pro football team, had an average attendance of 57,136 for their 1960 season, with a peak of 77,254 for their Dec. 4 meeting with the San Francisco 49'ers. The UCLA-USC collegiate football game did nearly as well, with 67,144 spectators. Total attendance at all Coliseum events for the year was 1,700,469. The Sports Arena attracted some 1.2 million during 1960, for a variety of events, including the new Lakers L.A. basketball team. Next winter a L.A. hockey team, member of the Western Hockey League, will play its home games in the Sports Arena, which can accomodate 14,000 spectators for a hockey game, 14,800 for basketball, 17,500 for a boxing match.

Golf is a major year-round preoccupation of Angelenos, who last year played a record 962,474 rounds on the municipal courses alone—five 18-hole and two 9-hole regular courses and four special three-par courses, which can handle 2,700 rounds a day during Daylight Saving Time and 2,200 rounds a day the rest of the year. How many more rounds are played on the scores of country club and privately owned fee courses is anybody's guess but 10,000 a day would be conservative.

Outdoor Living ▪ The city of Los Angeles also offers the facilities of 112 parks, 113 playgrounds, 36 pools, 11 miles of ocean beach and six vacation camps (with a combined "book value" of more than $75 million) to the public for activities varying from archery, croquet and bowling-on-the-green to soccer, baseball and tennis, not to overlook horseback riding and horseshoe pitching. How many people use the parks, the city won't guess, but it does estimate that its beaches played host to about 18 million bathers and tanners last year. And again, the municipal beaches occupy only a fraction of the total beach mileage in the metropolitan area.



The Sports Arena, which attracted 1.2 million persons last year is home for the professional basketball and hockey teams for the area.

Bowling is a popular activity in Los Angeles for which precise statistics are lacking, but they are bound to be staggering, as the city's current "Yellow Pages" list 102 bowling establishments, some advertising as many as 44 lanes and many stating that they stay open 24 hours a day. Also listed are 22 firms offering bowling apparel and accessories.

Boating is another ubiquitous Southern California pastime, whether with a sleeklined racing yacht or luxurious cabin cruiser or via the kind of craft that, along with its outboard motor, is transported to the water on a two-wheeled cart hitched to its owner's automobile. Boats are lumped together with aircraft and motorcycle in the 1958 census of business retail section (and presumably boats are the dominant member of the trio), whose combined sales in metropolitan Los Angeles were more than twice those in the Chicago area and even ahead of New York.

Negroes important Los Angeles group

Estimates of the size of the Los Angeles Negro population vary from 475,000 to about twice that number. Count from the 1960 Census is not yet available, but media people say it will probably be low, as many Negroes do not report all household members to poll takers.

There is no argument that Negroes earn more and live better in Los Angeles than in Eastern cities or in the South. Per capita income is lower than for whites, but per-family income is said to be slightly higher, because most Negro families have at least two wage earners. Negro residential sections, which are growing like all of the metropolis, are attractive and well-kept, a far cry from the crowded tenements of New York's Harlem or Chicago's South Side.

Negroes are more likely than whites to stick to well-known brands in their buying and, spending proportionately less for housing, to spend more for food, clothing, appliances. Negroes make up a large part of the crowd at sports events, but tend to do their entertaining at home rather than in restaurants and night clubs. One radio station, KGFJ, is programmed exclusively for the Negro audience.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name title/position*
company name
address
city zone state
Send to home address——

* Occupation Required



KMPC is first again with prosperous Angelenos, so reports our peripheral researcher, shown here on the outskirts of this frontier city. Pulse agrees: of the six leading Los Angeles stations, KMPC gets the most listeners, in the $5,000-to-$10,000 income bracket*—the group representing by far the largest share of consumer buying. This well-heeled group of settlers totals 314,000 different KMPC-listening families reached in one day! (Not to mention hundreds of thousands of families in other income categories.) For more KMPC facts, call AM Radio Sales.

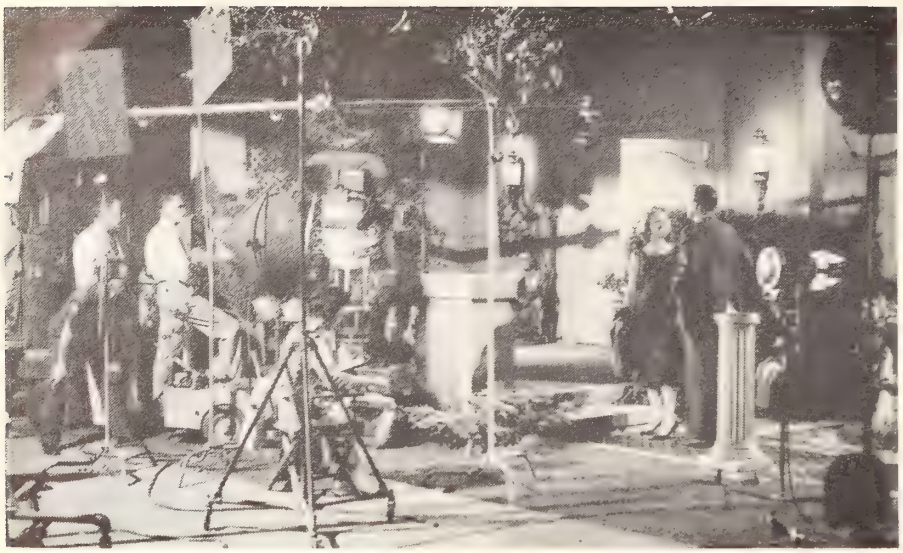
*Sources: Cumulative Pulse Audience and Pulse Income Level Study, both Feb., 1961

KMPC

LOS ANGELES

KSFO SAN FRANCISCO-OAKLAND KVI SEATTLE-TACOMA

GWB A GOLDEN WEST BROADCASTERS STATION



Although Hollywood is still headquarters for film production, most of the movies made today are for television, rather than for theatres. Above Donna Reed and Carl Betz run through a scene from "Homecoming Dance," a telefilm in the "Donna Reed Show," on ABC-TV.

EMPLOYMENT TOTALS SOAR HIGHER

Los Angeles area has 2.3 million non-farm workers

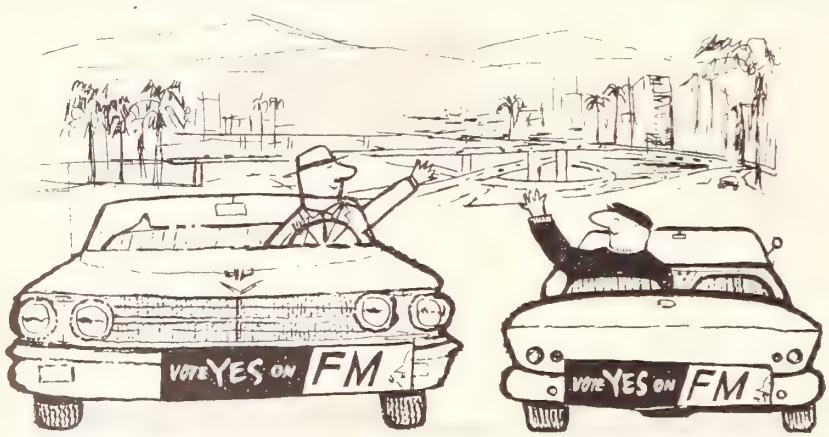
As in population, so in employment, the Los Angeles metropolitan area is second only to New York. For more than a year, the Los Angeles area has been ahead of Chicago in the total number of persons employed and last December Los Angeles also passed Chicago in the number of workers in non-agricultural establishments.

Latest figures for the Los Angeles area, for March 1961, show 2,349,400 non-farm workers employed, the highest for any March in the area's history. Factory workers were the most numerous, 771,300, and their average hourly wage of $2.83 was an all-time high. Although manufacturing employment was down 26,400 from March 1960, the increase in the number of persons employed in trade was 10,200 more than a year ago and service employes rose 19,800 in the March-to-March period, indicating that buying had started an upturn at the retail level. Electrical workers on construction projects got top hourly wages, $4.72, with workers in plumbing, heating and air conditioning next with $4.40 an hour.

Jet-Age Industry ▪ Los Angeles employers include all kinds of business and industry, from casual California clothes that have set the style for leisure time apparel the world around to automotive products (General Motors alone has two plants in Van Nuys, each employing more than 1,000 workers). But especially is Los Angeles headquarters for aircraft and electronics, and in this jet age of guided missiles it's getting more and more difficult to keep the two separate. North American, Lockheed, Northrop, Hughes, Bendix, Marquardt, RCA, Thompson-Ramo-Woolridge—the list reads like a blue book of blue chip aviation-electronic firms with headquarters or major plants in the area.

Tourist business is big business too in Southern California, where nearly five-million visitors spent more than $700 million dollars in the 12 months ending Aug. 31, 1960, according to the annual report of the All-Year Club of Southern California. The biggest share of the visitors' expenditures—$166 million—went for food and drink, with the next largest chunk—$136 million—going to hotel, motel and apartment proprietors. These sightseers spent $89 million for gas and oil, $94 million in clothing and department stores, $78 million for recreation (and $34 million for drugs and remedies).

Visitors Other Than Swallows ▪ Southern California is more than the Los Angeles metropolitan area, but



SOUTHERN CALIFORNIA VOTES YES!

Suddenly . . . almost overnight . . . thousands of "VOTE YES ON FM" bumper banners have appeared on the highways and freeways of the Nation's No. 1 FM radio market. From Corvettes to Cadillacs, the Southland's FM boosters are backing their favorite medium in a tremendous demonstration of loyalty. This is the market . . . this is the medium and this is the buying public that is prompting advertisers throughout the United States to "VOTE YES" on Southern California FM RADIO.

Counting ballots for the Southland: KBBI KBCA KCBH KDUO KFMU KGLA KHOF KMLA KNOB KRHM KUTE KVFM

VOTE YES ON FM

What's in a name?

Los Angeles got its name on Aug. 2, 1769. It was christened by a Spanish traveler, Gaspar de Portola, who camped there the previous evening. Since Aug. 2 is the day of Our Lady, Queen of the Angels, he naturally named his campsite in honor of "Nuestra Senora la Reina de los Angeles."



There are many small factories in the Los Angeles area noted for the fine quality of their products. Typical is Gladding, McBean & Co., producers of Franciscan dinnerware.

with Hollywood, Disneyland, the mission at San Juan Capistrano (where visitors outnumber swallows a thousand to one), Knotts Berry Farm, Olvera Street and Farmers' Market (the list could go on and on), plus major league baseball and top-flight racing and every other type of spectator sport and miles of beaches and the desert and the mountains—well, Los Angeles is where most of the out-of-towners spend most of their time and most of their money.

On a Saturday or Sunday the north side of Sunset Blvd., from Vine St. all the way to Beverly Hills, will be dotted with boys, each standing beside a banner boldly lettered "Maps to the Homes of the Stars." For Hollywood is still the source of glamour and romance to millions of tourists (especially feminine ones) who travel hundreds of miles to walk Hollywood Blvd. with downcast eyes looking for the names of their favorite stars in the sidewalk or to gaze reverently at the hand and foot prints in the cement plaza of Grauman's Chinese Theatre. All over the world, people who never heard of Los Angeles react to the name of its most highly publicized section, Hollywood, where the movies are made.

And movies are still being made in Hollywood, although the name is now applied generically to the entire Los Angeles area through which the picture studios are scattered. In March, 29,600 wage and salary workers were employed in motion picture production and distribution in metropolitan Los Angeles, according to the business statistic table of the Security First National Bank, which puts the activity at 96.8% of the 1947-49 month average. Of course, close to three-quarters of the total were working in one way or another on tv films rather than pictures



*Over **ONE MILLION** viewers saw the Los Angeles Angels-New York Yankees game on May 5 on KHJ-TV, Channel 9. It was a thriller all the way—KHJ-TV out in front with approximately 40% share of the total audience, 405,500 more viewers than the next leading network station, and over 340,000 more HOMES than the three other independent television stations combined. In Los Angeles, the big switch is to colorful Channel 9. KHJ-TV televises more major league baseball than any other station in the west, and also presents MILLION DOLLAR MOVIE—Los Angeles' highest rated Motion Picture showcase that reaches more different homes week after week than any other program on television! For additional information on choice baseball adjacencies and KHJ-TV—the only safe buy in Los Angeles—contact your nearby H-R Representative TODAY!

KHJ-TV COLORFUL 9

Mal Klein, VP and General Manager • Don Balsamo, Sales Manager • Jerry Molfese, New York
HOllywood 2-2133 • 1313 N. Vine • Advertising Sold Nationally through H-R Television

AN RKO GENERAL STATION

THE VITAL
LOS ANGELES
NEGRO
MARKET—
MORE THAN
900,000
"A CITY
WITHIN
A CITY"
IS YOURS WITH
JUST ONE MEDIA
BUY
ON

KGFJ

WINNER OF URBAN LEAGUE
CIVIC AWARD FOR TWO
CONSECUTIVE YEARS!

DIAL 1230
SO. CALIF.'S
ONLY
DAILY MEDIUM
BEAMED TO
REACH THIS
MARKET!

24 HOURS
DAILY
ON

KGFJ

NAT.
REPS.
BERNARD HOWARD & CO., INC.
New York, Chicago, Atlanta
TORBET, ALLEN & CRANE, San Francisco

to be shown in theatres, but the stars are just as bright and the gawking tourists just as starry-eyed as in the days before television wreaked havoc with the movie theatre boxoffice. (And today, many a movie executive is dreaming and scheming of the day when pay tv will enable him to get his revenge by putting a new boxoffice into each U.S. living room.)



Angelenos appreciate the large vista and more and more homes are built on the hills which abound in the area. About a dozen new pool permits are issued each day in Los Angeles where already, it is estimated, one home in every ten has its private swimming pool.

IS A POOL A NECESSITY?

Bungalow owners have made city number-one market for fertilizer, plants, garden gadgets

People mean homes and in Los Angeles homes generally are single-family one-story houses—traditionally stucco bungalows although today ranch-type dwellings are the more popular. Virtually every house has a patio and about one in 10 a pool, with private pool permits being issued at the rate of about a dozen a day in the city of Los Angeles alone, three-quarters of them to homeowners in the Valley, where the daytime temperature is five to 10 degrees above that downtown in summer, below in the winter. The cost of a pool is about the same as that of a new car. Los Angeles is also the nation's number one market for plants, fertilizer and all kinds of garden gadgets.

Of the 2,369,151 housing units in the area at the time of the 1960 census, just over half (1,243,334) were owner-occupied; 971,173 were rented and 154,644 were vacant. Median dollar value of the occupied homes ranged from $12,700 in Compton to $22,700 in Santa Monica, with about half of the communities not reporting.

Building Continues ▪ There's no end in sight. In 1960, Los Angeles and Orange counties issued building permits with a total dollar volume of $1,752,478,000. These included 83,654 family dwelling units, of which 40,798 were single-family dwellings and 42,956 were units included in multiple buildings. In Los Angeles County, 57% of the permits were for units in multiple buildings; in Orange County, 67% were for single-unit dwellings.

More and more Angelenos are getting up in the world by taking to the hills for their homesites, a natural tendency

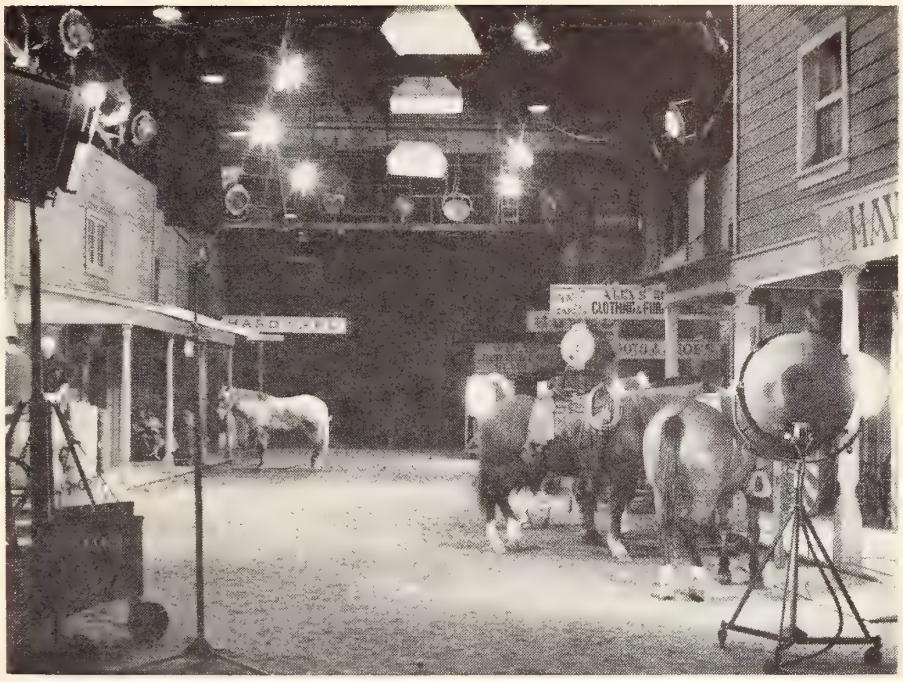
Avoid the rush

Los Angeles is a wealthy market, ready to buy what it wants, regardless of cost. Here's a full-page ad that ran in the *Los Angeles Times* for May 4, 1961. Headed "For Sale Now," it announced that the Aero Commander Jet 1121, a 500-plus MPH aircraft, seating from four to six in the passenger cabin and carrying lavatory and galley facilities and priced at "less than $600,000," is "for sale now. You can order yours today."

as the valleys become more crowded and a desirable move for those who like large vistas. It's also an inevitable trend as more than half of the land in the metropolitan area is hilly or mountainous.

Some people don't like being tied down to a fixed location, yet want to own their dwellings instead of renting them. These individuals, and there are 75,000 of them in the Los Angeles metropolitan area, live in mobile homes in what used to be called trailer camps. This number, too, is on the increase. In 1960 a total of 2,446 mobile homes were purchased in Los Angeles and Orange counties for $12,230,000, according to the Trailer Coach Assn., which also reports that 1,470 travel trailers, worth $2,646,000 were purchased in the same area in the same period, or a total of $14,876,000 for living quarters on wheels.

Cut Farm Acreage ▪ As the tract houses spread farther and farther out to house the growing population of Los Angeles, they cut deeper and deeper into the farm acreage. As an illustration, in 1945 a total of 100,585 acres in Los Angeles and Orange counties was devoted to growing Valencia oranges. By 1960, this had shrunk to 44,200 acres. But, as the acreage with the lowest crop yields is sold off, the better land gets to be pretty expensive for the subdivider and the change from crops to homes slows down. In 1955, Orange County lost 5,432 citrus acres to home builders, but in 1956 the loss dropped



Perhaps the most famous intersection in the movie-tv capital is not Hollywood and Vine but this "indoor street" at Sunset-Paramount studios where CBS Films shoots various segments of "Gunsmoke" and where many other films intended for television have their origin.

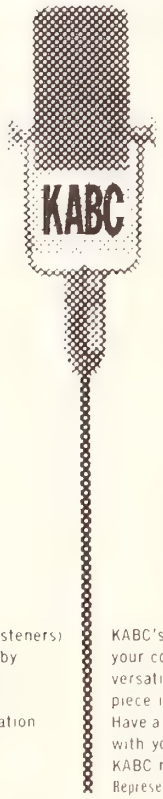
54% of the 900,000 Los Angeles residents who live in the San Fernando Valley listen every week to KGIL

(Cumulative Pulse Audience, Feb. 1961)

Represented by Robert E. Eastman



Here's Los Angeles' Conversation Piece



KABC (and its listeners) are kept aware by conversation
Word for word,
KABC's conversation is newsworthy, stimulating, provocative

KABC's microphone is your conversation piece in LA
Have a word with your KABC rep

RADIO 79 Los Angeles

Represented by Katz Agency

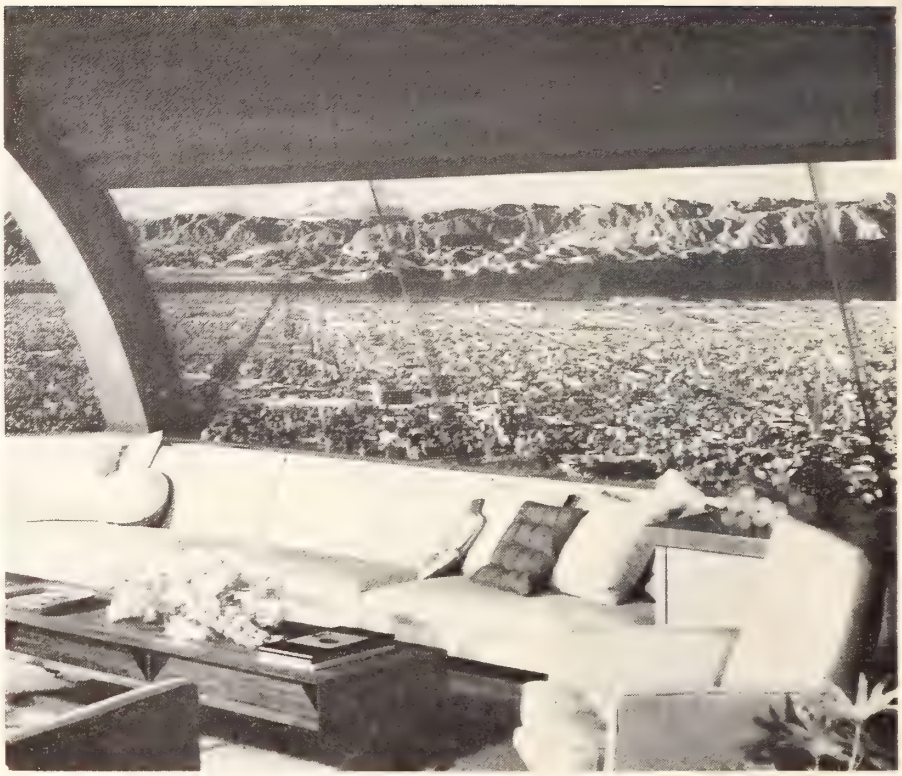
HERITAGE FM STATIONS SELL!

Call or wire your nearest Heritage Stations Representative for success stories on . . . LANGENDORF BREAD . . . MATSON LINES . . . AMERICAN MEDICAL ASSOC. . . . KLEEN KING . . . EXECUTIVE CAR LEASING . . . WESTERN AIR LINES . . . COLONIAL DAMES.

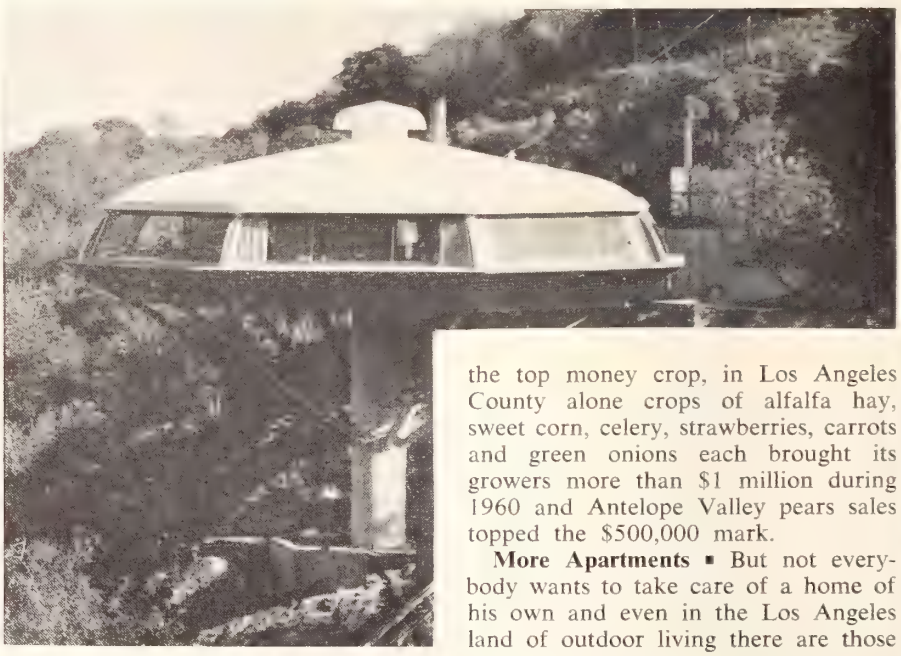
HERITAGE STATIONS REPRESENTATIVES

New York, Detroit, Los Angeles, San Francisco, Seattle

heritage stations markets: Atlanta, Baltimore, Boston, Buffalo, Chicago, Cincinnati, Dallas, Denver, Kansas City, Los Angeles, Memphis, Milwaukee, Minneapolis, Portland, St. Louis, San Diego, San Francisco, Seattle, Washington D.C., Bellingham, Wash., Grand Junction, Colorado, Montgomery, Ala., San Bernardino, Cal., Topeka, Albuquerque.



This is the view from the interior of the Chemisphere House, probably the latest in modern design in the Los Angeles area. High in the Hollywood Hills, it commands a view of the mountains. Exterior is shown below.



to 3,600 acres, in 1957 to 1,233 acres, in 1958 to 997 acres and while it rose in 1959 to 1,480 acres that figure was well below that of 1955. Orange County's Irvine Ranch, now beginning a planned development of homes, business and industry, including a new branch of the U. of California, is expected to continue its citrus production for at least another 15 years.

More than 375,000 workers were employed on the farms and ranches of the Los Angeles metropolitan area last December. While citrus fruits are still the top money crop, in Los Angeles County alone crops of alfalfa hay, sweet corn, celery, strawberries, carrots and green onions each brought its growers more than $1 million during 1960 and Antelope Valley pears sales topped the $500,000 mark.

More Apartments ▪ But not everybody wants to take care of a home of his own and even in the Los Angeles land of outdoor living there are those who prefer apartments to houses. The number is rising. Data compiled by Security First National Bank show that the total of 105,546 dwelling units authorized in 1955 comprised 81,657 single dwellings and 23,889 units in multiples. By 1960, however, the 83,654 units authorized included only 40,798 single dwellings, fewer than the 42,856 units in multiple-unit buildings.

Like almost every other fact about Los Angeles, the trend toward apartment living is not concentrated in the sections nearest the downtown business district but is spread throughout most

of the metropolitan area. Wilshire Blvd., from the heart of the city all the way to Santa Monica and the Pacific Ocean, displays more and more new skyscraping apartment buildings. And in Santa Monica itself one lucky builder next week (June 7) will be awarded the chance to buy 36 acres of beach property for $9.4 million and to erect there a complex of apartment and commercial buildings that will replace the present dilapidated area with a shining new deluxe community. Ten companies have submitted bids accompanied by detailed plans and scale models of their proposals for the project, which when complete will have cost $60-80 million.

Next door to the downtown office buildings and the Civic Center's cluster of new and nearly new buildings in which the city, county, state and federal governments carry on their multifarious activities, the 136-acre Bunker Hill area will soon begin to trade its dilapidated pre-1900 houses for towering new apartment and office buildings at an overall cost of about $350 million. And long before that project is complete a new three-building music center will have reared its lovely head at the crest of the Civic Center area.

Spanish-speaking market important

Populated so largely by emigrants from states east of the Rockies, Los Angeles tends to resemble the typical midwestern city. The resemblance would be even more marked if it were not for three Los Angeles characteristics not found in the Midwest: the hills and mountains that invade as well as surround the urban area, the palm trees that line the streets and punctuate the skyline and the Latin-American residents. This contingent, estimated at more than 750,000, with a buying power of $2 million a day, continues to grow at the rate of 60,000 to 70,000 a year.

Nearly half (44%) of the Spanish-speaking people own their own homes and more than two-thirds own automobiles, according to a survey made a year ago by Belden Assoc. Belden also reported that these Latin-Americans (chiefly of Mexican origin) have a mean family size of 4.5 persons; that more than 90% of their abodes are equipped with both radio and tv receivers and that more than 80% of their automobiles have radios.

Spanish is the language most spoken at home (although 44% of the interviewed sample said they speak English and Spanish equally) and Spanish is the language preferred on the radio. Two stations—KALI and KWKW—broadcast exclusively in Spanish, with some other stations offering some Spanish programming. There are also a couple of daytime tv programs in Spanish. The Spanish-language daily newspaper, *La Opinion*, has a 20% readership among the Latin-American families, the survey reported, less than that of either the morning *Examiner* (21%) or the evening *Mirror* (28%).

Early-to-bed L.A.

"How is Los Angeles different? That's easy," one station manager answered BROADCASTING's query, "It's an early-to-bed, early-to-rise town. Look at the ratings. See what happens to Paar and the *Late Show*."

According to Telepulse for February what happens is that Angelenos go to bed earlier, or at least turn off their tv sets earlier, than New Yorkers do. Homes using tv (HUT) at 10 p.m. of a weeknight drop from 59.3% to 50.4% in Los Angeles while in New York the start is higher (64.9%) and the drop smaller (to 59.7%). An hour later, 44.9% of New York families still have tv on, but only 20.5% are watching in Los Angeles. At midnight the HUT figures are 19.7% for New York, 6.5% for Los Angeles and at 1 a.m. they are 13.3% to 5.9%.

Jack Paar on ch. 4 in both cities beginning at 11:15 p.m., starts out with 11.3% of the tv homes in New York and 4.5% in Los Angeles, fewer viewers than the 4.6% of New Yorkers who are still tuned in when Mr. Paar goes off the air at 1 a.m. He signs off a half-hour earlier on the Coast but even 12:30 is too late for most Angelenos and only 1.9% are still with him then. The *Late Show* opposing Mr. Paar on ch. 2 on both coasts, starts with 10.7% of the tv homes in New York at 11:15 p.m. and still has 6.3% at 1 a.m. in Los Angeles there are only 3.3% watching when the movie begins and 2.3% are still there when it ends.

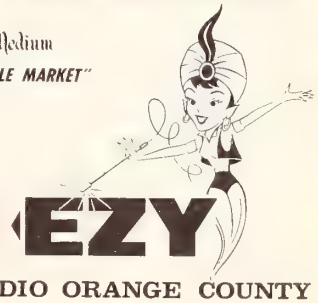
In the morning, Los Angeles has an edge: 7.5% of the homes have tv on at 7:30 a.m. to 3.0% in New York. At 8 a.m., the L.A. HUT is 14.2% to New York's 10.0%. Radio ratings show no significant east-west differences, early morning or late evening.



KBIG sells to more adults per minute, per dollar in all 8 Southern California counties than any other radio station.

JOHN POOLE BROADCASTING COMPANY, INC.
6540 Sunset Blvd., Los Angeles 28, Calif.
HOllywood 3-3205
National Representative: Weed Radio Corp.

"THE Magic Medium IN THE MIRACLE MARKET"



K-EZY

RADIO ORANGE COUNTY

Orange County, "The Miracle Market." In a single decade, Orange County has skyrocketed 225% in population — adding more people than presently live in Omaha, Toledo, or Richmond Va.! Standing alone, Orange County would be America's 33rd market—bigger than Columbus, Dayton or Indianapolis!

Magically, K-EZY has captured the Orange County Market. In two years, "The station in the Disneyland Hotel" has become the favorite station for Orange County listeners.*

*Orange County Pulse Nov.-Dec. 1960



For details call: Cliff Gill -President & General Manager PR 4-5170
Ira Laufer -General Sales Manager Hollywood 3-5621
National Representatives: San Francisco • Torbet, Allen & Crane
Chicago and New York • Jack Masla



Jack Latham, KRCA's "Emmy"* award-winning news reporter, delivers the latest, most comprehensive TV news to more** people than any other TV news reporter in the Los Angeles market area. Jack Latham News is a good reason for placing your advertising on the station where "You Always Get More"...KRCA 4.

KRCA NBC

Channel 4 in Los Angeles
NBC owned
sold by NBC Spot Sales

*"Most Outstanding Achievement in the Field of News", 1960, National Academy of Television Arts and Sciences, Los Angeles.
**Latham News delivers an average of 206,800 TV homes per newscast. Nielsen: Sept. 19, 1960-Jan. 22, 1961.

Continued from page 52

influencing an audience to buy their products. And etv representatives will discuss the contention that television is, in some respects, more effective than any other teaching tool.

Sen. Dodd feels "the high incidence of criminality" portrayed on television cannot be discounted in view of these claims.

KLFT owner can't recall technical violations

With the license of his station, KLFT Golden Meadow, La., at stake in a revocation hearing in New Orleans last week, Joseph Leo Theriot said he could not remember whether he had been informed he was breaking an FCC rule.

Charges leading to the license revocation preceeding stemmed from repeated technical violations. At the request of the FCC Broadcast Bureau the charges were expanded to include whether Mr. Theriot had made deliberate misrepresentations to the commission (BROADCASTING, April 17).

Mr. Theriot claimed in February he had hired a fulltime first-class engineer, George L. Roundtree, Jr. The Broadcast Bureau charged that Mr. Roundtree was still in the employ of the radio service company KLFT used and had merely posted his license at the station in return for $50 per month from Mr. Theriot.

Testifying under subpoena before Hearing Examiner J. A. Kyle, Mr. Theriot said he had hired Mr. Roundtree "sometime last month" for a salary of $300 monthly. He said he had made a standing offer to hire Mr. Roundtree at that salary three years ago but that the engineer kept telling him "I'll think about it." The licensee said that when his former chief engineer left the station in late 1959 he had the firm which employs Mr. Roundtree supervise the station operations.

Asked by Broadcast Bureau attorney Richard Ely if he had been told that the hiring of a radio service firm is no substitute for a fulltime first-class engineer, Mr. Theriot said, "I don't remember."

Mr. Roundtree, subpoenaed to appear Thursday, testified that after being paid several months for posting his license at the station, he decided to accept Mr. Theriot's fulltime offer. He said he had posted his license at KLFT last December, but had since learned that this is not permissible without fulltime work at the station.

Harold J. Callais, holder of an operator's license, said he had discussed with Mr. Theriot about working at the station but that he had decided against it.

Character witnesses testified on behalf of Mr. Theriot last Friday. The station serves a small community some 70 miles southwest of New Orleans in the Louisiana bayou country. Mr. Theriot also has interests in banking, investments and insurance in the Golden Meadow area.

Vhf-uhf data

A report summarizing and presenting the results of a considerable number of vhf-uhf field strength recording projects conducted at FCC monitoring stations is now available from the FCC Technical Research Division, Room 2216, New Post Office Bldg., Washington 25, D. C. The report is titled "Vhf-Uhf Field Strength Measurements"—T.R.R. 2.4.18.

Financial problems cited in mixed uhf-vhf markets

Witnesess produced by the FCC Broadcast Bureau during the two sessions in a hearing to show cause why KERO-TV Bakersfield Calif., should not operate on uhf ch. 23 instead of vhf ch. 10 testified to the difficulties experienced by uhf stations in mixed vhf-uhf markets, specifically Bakersfield.

A New York station representative said a client Bakersfield uhf has only seven national advertisers currently and has only had five others in the past five years. He said the station's billing is "a very nominal sum" and that representing the station has not been profitable to his firm. To get business for a uhf station in a mixed market, he said, it is often necessary to offer rate concessions.

When an FCC finance expert testified on the financial state of uhf stations in mixed markets, attorney for KERO-TV, Harold Mott, asked to see the figures. Hearing Examiner David I. Kraushaar ruled that because the source of this information was the confidential annual financial reports submitted by the stations, KERO-TV was not entitled to examine them without commission permission. The station thereupon petitioned the commission to reverse Mr. Kraushaar's ruling in order to verify the financial status of mixed and deintermixed markets.

The FCC last week...

▪ Was asked by WSAY Rochester, N. Y., to vacate the assignment of shared time of WVET-TV on ch. 10 there and make that time available to applicants. WVET-TV has a pending application for assignment of ch. 5 from WROC-TV. WHEC-TV, which shares time on ch. 10, wants fulltime use of the channel. WSAY said it does not object to the sale of ch. 5 to WVET-TV but said it sees no reason WHEC-TV should get fulltime use of ch. 10 without a comparative hearing. WSAY repeated charges leveled in its prior petitions to the FCC that the Gannett newspaper chain, which owns WHEC-TV, is monopolistic. It said the sale agreements for the channels were made needlessly complicated to obfuscate the commission.

▪ Was asked in separate petitions by WABI-TV Bangor, Me., and the U. of Maine to reconsider its order shifting ch. 7 from Calais to Bangor. The station said the FCC decision was based on the assumption that Calais would still have U.S. vhf service after the shift. WABI-TV claimed it would not. A tv translator station would not be a remedy either, it said. WABI-TV said if the FCC would retain ch. 7 in Calais it would build there to give service to that city but would just as soon the FCC reserve the channel for educational use. WABI-TV claimed Bangor does not need and probably cannot support a third vhf station. In addition to some of the same charges, the university said that measures pending in the state legislature might enable the institution to utilize the channel for etv. It said Bangor did not need a third vhf and that any one built would be technically inferior because it would have to use low power to protect existing Canadian stations.

WIRA-AM-FM asks FCC to reconsider sanction

WIRA-AM-FM Ft. Pierce, Fla., recently handed a short-term license by the FCC for technical violations, last week asked the agency to reconsider and grant a full three-year renewal. The station spoke of attempts to influence advertisers and public opinion against the station since the FCC santion and held the short-term license makes it difficult to serve the public.

The station said many technical deficiencies cited by the FCC were due to pressure in getting WIRA-FM on the air as part of the Florida Defense Fm Network and that at the time of the FCC engineering inspection, WIRA's chief engineer and his assistants were exhausted after round-the-clock coverage of Hurricane Donna. WIRA said it didn't tell the FCC about these extenuating circumstances earlier because it didn't realize a short-term license might ensue.

The petition, covering several technical faults found by the FCC, told which WIRA feels were due to the pressure of the hurricane, and which it considers minor oversights. WIRA said all the deficiencies have been since corrected.

Electronic super-spy system proposed

EIA MEMBERS SURPRISED WITH REPORT AT CHICAGO CONVENTION

A newly published plan for a fantastic global electronic intelligence system for "war control"—a scientific-social-political concept which if ever adopted could soon double or triple the $10 billion electronics industry—was the most provocative news of the Electronic Industries Assn.'s 37th annual convention in Chicago last week.

The plan, endorsed as feasible by well-known figures in science, education and industry, was disclosed to the EIA board Friday by President L. Berkley Davis and it was so new that until then only a few of EIA's officials had seen copies for a period of but 24 hours. Mr. Davis said EIA will not take a position on the report as an industry association, but he promptly brought it to the board's attention because of its importance.

The proposal is made in a newly copyrighted report by Howard G. Kurtz, senior associate with the New York management consulting firm of Handy Assoc. It is based on Mr. Kurtz' report submitted to the Foundation for Instrumentation, Education & Research, New York, at the foundation's request. Titled "The Future Research Challenge: Control of World Crisis," the report proposes a national security effort of the scope of the Manhattan Project during World War II.

World-Wide Censors ▪ The proposal calls for a giant international complex of electronic data transmission, surveillance and detection systems reaching into every critical facet of military, industrial and economic activity of every major country; with control, inspection and deterrent police forces, centering in the United Nations or some similar international organization. Mr. Kurtz said the plan would not interfere with individual national sovereignty.



Mr. Davis

The object of the plan is a super-sophisticated control system which would immediately alert international authorities if any unusual military, nuclear arms, transportation, industrial or similar activity took place which could possibly imply war conditions.

For instance, if a carload of strategic materials headed for a consumer factory somewhere in the world suddenly were diverted from its scheduled destination, the vast war control system would detect this event and immediately signal an alarm. Inspection teams would be dispatched promptly and police action would be taken if necessary.

Another example might be if a factory in some country began to discharge unusual suspect wastes into a river. The chemical change would be "sensed" and an alarm set off. Other possible examples range the extent of the imagination. The system involves technical sophistication of a high order and could mean tremendous long range development and economic gains for industry.

Mr. Kurtz' report suggests presidential action to establish a War Safety Control Institute as part of the National Security Council and would involve top strategy activity on the part of the secretaries of state and defense as well as the director of the U. S. Information Agency. The latter would keep the world appraised of research progress for the plan and help to overcome obstacles to public credibility of the war control concept, which Mr. Kurtz says is perhaps as zero now as belief in putting a man in space was a few years ago.

Mr. Kurtz implies that the concept could produce a distinct psychological advantage for the U. S. in its now-deadlocked nuclear inspection talks with the USSR.

The Foundation for Instrumentation, Education & Research serves the fields of science, engineering, industry and education in the most advanced military areas of surveillance and weapons, command and control feedback systems.

Spectrum Boss ▪ There are "favorable" indications that the government will soon establish a central authority to administer the radio spectrum, EIA President Davis said last week.

This move will come, he said, either at the direction of the President or through legislation.

The EIA president made this point in his report to EIA members. He didn't amplify his remarks, but obviously was referring to reports that President Kennedy is sympathetic to the appointment of a spectrum czar (BROADCASTING, April 17).

The 1960s, Mr. Davis said, will be known for electronic probing of the universe and for the establishment of satellite communications. The EIA president predicted a $10 billion year in 1961 for electronics ($9.75 billion in 1960). He also warned that electronics manufacturers would face more and more competition from Japanese imports, noting that 50% of all transistorized radios sold in the U.S. are of Japanese manufacture.

Other EIA convention news:

▪ Edward R. Taylor, Motorola executive vice president who is chairman of the consumer products division of the association, predicted radio-tv-phono sales in 1961 should equal or even slightly exceed 1960 sales. The consumer products division also reported it is preparing a pamphlet on stereo broadcasting and phonograph and tape apparatus for the information of the public and retailers.

The division announced it has decided to stop collecting retail sales data on consumer products because of the high costs of gathering the information and the changing patterns of retail marketing.

▪ Warning flags on the state of the electronic industry's economic weather were run up by the association's credit committee, which reported that 42 elec-

Get aboard the fastest growing market in Maine!



WLBZ-TV's market area includes:

1. The county with the largest percent of family income increase in Maine (Penobscot . . . home county)
2. Ten counties with a family income above the national average
3. The wholesale and retail trading center for Eastern Maine
4. An area with over ¾ of a billion in spendable income

ZERO in on Channel 2 and get "on target" with sales

WLBZ-TV 2

Eastern Maine's favorite channel

Remember, a matching spot schedule on WCSH-TV in Portland saves 5%

tronic manufacturers had financial difficulties in the 12 months ending March 31, compared with 39 in the same period last year. Twenty electronic distributors failed, compared to 15 the previous year. The committee noted that the liabilities of electronic manufacturers have grown from $7.8 million in 1959-60 to $19.2 million in 1960-61, and for distributors from $2 million to $2.6 million in the same period.

▪ A plan to revise the organization of EIA was taken under consideration by the board on Friday. The proposal calls for an expansion of the association's divisions from the present 5 to 12, product-marketing orientation, and a realignment of the objectives of committees to focus their work on more specific subjects. The reorganization plan is predicated on the expected growth of the electronics industry in the next decade.

Triangle to enter electronics field

Triangle Publications' Radio and Tv Division has taken a first step into electronics manufacturing. It has purchased one-third interest in ITA Electronics Corp. for an undisclosed sum, it was announced last week.

ITA, with headquarters at Lansdowne, Pa., is one of the leading manufacturers of fm transmitters. It recently added a line of am transmitters and automation equipment (BROADCASTING, May 15). Bernard Wise is president and principal owner of the company, founded four years ago.

Triangle, owned by the Annenberg family, publishes the *Philadelphia Inquirer,* other newspapers and owns the following broadcast properties: WFIL-AM-FM-TV Philadelphia, WNBF-AM-FM-TV Binghamton (N. Y.), WLYH-TV Lebanon-Lancaster (Pa.), WFBG-AM-TV Altoona-Johnstown (Pa.), WNHC - AM - FM - TV, Hartford-New Haven and KFRE-AM-TV and KFRM (FM) Fresno (Calif.).

Fm stereo is standout of Chicago parts show

Fm-stereo components were the highlight of the National Electronic Parts Distributors Show in Chicago last week and suppliers anticipated a bright new market with the advent of stereo broadcasting June 1.

Herbert G. Brown, manager of Ampex Audio Co., said an unmatched boom in both professional and consumer recording equipment is a certainty during the next 18 months to two years. He said both broadcasters and listeners "will be in the market immediately for tape recorders which meet the high technical standards required for fm stereo." He noted that the national stereo radio committee used the Ampex Model 354 recorder for its exhaustive tests of proposed systems during the FCC proceeding.

General Electric presented its fm-stereo adapter unit Model MA-2G, a two-tube, self-powered unit that will retail for $39.95 and can be used with GE component tuners and certain other tuner models to receive stereo.

Majestic International in cooperation with Crosley Television Corp. held continuous demonstrations of fm stereo. Majestic multiplex subcarrier generator and adapter models will be on the market about June 15.

Other features of the parts show included the introduction by RCA of its new Red Seal high quality line of magnetic tapes and its new merchandising plan for dealers sales of the RCA Silverama tv picture tubes. Jerrold Electronics Corp. introduced seven new major products for tv and fm master antenna systems, an fm tuner, and a new uhf crystal converter.

Portable color tv tape recorder: $60,000

Want a suitcase size video tape recorder for your mobile news wagon? If you like to tinker, have spare cash, a sharp engineer and a creepie-peepie or vidicon camera chain in the shop, you might have fun rigging up one by converting a new airborne reconnaissance tape system now being sold to the military by the Ampex Instrumentation Products Co.

The new Ampex product was uncovered last week in Chicago at the National Telemetering Conference. It was loaded with reels of regular Scotch brand video tape and Ampex engineers said that back at Redwood City, Calif., laboratory workers had run television programming through the system in color and had achieved results of "high quality."

It is a wide-band, 4-mc system. It is not compatible with Ampex broadcast video tape recorders but the final output signal from the playback machine could be re-recorded into broadcast standards at the studio. The system uses the rotating "etching" head familiar to broadcasters.

The suitcase size recorder unit, AR-300, displaces only 3.5 cubic feet, weighs 175 pounds with tape and uses shock-resistant solid-state components and etched circuit boards. It costs $60,000. For broadcast mobile conversion, however, a power problem must be licked, since the recorder takes 750 va of 115 volt 400 cps three-phase AC and 16 amps of 28 volt DC power. It was noted a small trailer type surplus military generator could lick this, hooking onto the news car and still keeping size far below present mobile tape units.

The ground playback unit is model FR-700, which mounts in a 19-inch rack, 75 inches tall; it weighs 600 pounds. It costs $84,000 and needs 2,000 va of 115 volt 50-60 cps AC power.

At the same convention General Electronic Labs, Cambridge, Mass., and Silver Spring, Md., displayed its new interference-canceling bridge which, used in conjunction with an fm receiver, allows reception with "good fidelity" of both of two interfering signals even when both signals have the same average frequency and peak deviations. In broadcast use, the system could allow-off-the-air pickup of two interfering co-channel signals, separating the signals without their mutual interference and delivering each signal to a new program or re-broadcast source. The system also could be adapted to a novel stereo system for fm.



FCC PLANS ENTITY FOR SPACE RELAY

Global carriers asked to closed Washington meeting June 5

The best bet for operating a space communications relay system is a common carrier's common carrier. That's the import of the FCC announcement last week calling a special exploratory meeting in Washington June 5—and inviting all international common carriers to attend.

The commission said it has considered various plans but feels a single operating entity is best to build and operate a space relay system because of the substantial capital investment required (estimated as high as $500 million) and the limitations of the radio spectrum.

The commission turned down proposals that such a joint venture be opened to international communications carriers, domestic communications companies and manufacturers of communications and aerospace equipment. Such widely held ownership, including the public, was suggested by General Electric Co. and Lockheed Aircraft Corp.

The June 5 meeting is open only to those invited, the FCC emphasized, and won't be open to the public.

Among the common carriers certain to be invited: AT&T, Western Union, RCAC, American Cable & Radio (IT&T subsidiary), Press Wireless, Tropical Radio, Hawaiian Telephone Co., South Puerto Rico Sugar Co., U. S. Liberia (Firestone subsidiary). Government agencies, presumably also involved: National Aeronautics & Space Administration, State and Justice departments, and possibly, the Department of Defense.

Technology to Come ▪ Still under FCC study is a second inquiry concerned with the frequencies which would be used for a space communications relay system.

One of the most controversial technical decisions probably won't be decided for a couple of years, after further research and experimentation; that's whether to put the "birds" into a relatively low orbit (7,000 miles high is one proposal) which would require 30-50 satellites in random orbit, or into a "synchronous" orbit by which two or three satellites 22,300 miles away could cover 90% of the earth's surface. In the latter system, the satellite revolves about the earth at the same rate the earth turns; remaining, therefore, in a stationary position over the earth.

Other space activities developing last week:

▪ GE's space communications subsidiary, Communications Satellites Inc., has been in touch with nine space and communications companies to attempt formation of a joint venture to handle space relaying. Reactions were "excellent," according to D. T. Atkinson, executive vice president of the company. The nine were AT&T, American Securities Corp. (prospective purchasers of Western Union's overseas cables), General Telephone & Electronics Corp., Hawaiian Telephone Co., IT&T, Lockheed Aircraft Corp., Press Wireless Inc., RCA and Western Union. This move may be stillborn, however, in view of the FCC's decision to establish a joint venture which includes only international communications carriers.

▪ National Aeronautics & Space Administration reported that the first inflation test of its new, 135-foot "rigidized" balloon satellite was successfully accomplished. NASA intends to use the stiffened sphere in its next Echo test of a passive reflector. The first Echo, 100 feet in diameter, went aloft in August 1960. It is still in orbit, but has not been used in recent months because it has lost some of its smoothness and this has made it less efficient for banking radio signals from its surface. The new Echo is scheduled to be launched next year and is considered capable of retaining its smooth shape for an indefinite period.

▪ FCC Commissioner T. A. M. Craven in a Tulsa speech at the First National Conference on the Peaceful Uses of Space, was scheduled last Saturday to tell his audience that the FCC has established a liaison with the Dept. of Justice to arrange a permit for a joint venture operating company to run a space communications relay system. He also reported that FCC experimental space communications grants have been made to Collins, Federal Telecommunications Labs and Westinghouse to bounce signals off the moon or off man-made satellites; and to AT&T to conduct an experimental program with an active satellite.

▪ Rep. Victor L. Anfuso (D-N. Y.) said last week he will introduce a resolution in the House for the U. S. to orbit a talking satellite which would broadcast a message of peace and brotherhood to the world. He feels it should be lit up so it can be seen with the naked eye. The New Yorker said he understands the idea is feasible and that receivers can be installed in African and Asian villages where the broadcasts can be heard by the natives. Suggesting that it be called the "Star of Hope," Mr. Anfuso estimated the cost at $15 million, and said he hopes it can be put into orbit by Christmas.

Chicago meet reviews space communications

The rapid development of space exploration and its demands for expanding communication capacity over astronomical distances is quickly emphasizing the already overcrowded condition of the radio frequency spectrum, the Fifth National Symposium on Global Communications was told in Chicago last week. New and exotic methods of communication were explored, along with numerous technical sessions on such diverse but still related subjects as tropospheric scatter propagation, radio wave propagation through the deep rock strata of the earth and slow scan television via ordinary telephone lines.

L. R. Bittman of The Martin Co., Baltimore, surveyed progress in the new space communication arts, including a system of transmitting intelligence in space via modulation of particals from electron or ion accelerating guns. Other techniques he discussed included systems based on ultramicrowave radio frequencies, infrared, visible light (Laser), ultraviolet radiation (produced by exploding fine wires with high power surges), x-rays, deflected sunlight and "mail rockets" or direct transfer of recorded capsules. He said at the present only the Laser and deflected sunlight techniques appear promising among "exotic" methods.

Nelson Hoag, ITT Federal Labs.,



HARRINGTON, RIGHTER & PARSONS, INC.,
national representatives

Fort Wayne, Ind., related progress of his company's "Videx" system of slow scan tv using telephone lines having bandwidth of approximately 300 to 3,000 cps. For transmission of still pictures such as maps, charts, pictures of people and the like that do not require animation, an ordinary telephone line can be used, eliminating costly microwave links, he said. Resolution of 400 lines in the picture is achieved. About 60 second per picture transmission is required. With AT&T's new Telpac with 48 kc bandwidth, transmission time is reduced to two seconds per picture, he said.

Zenith sends fm stations its stereo presentation

Zenith Sales Corp. wrote all fm stations in the U.S. last week to advise that Zenith is going to provide them with copies of the firm's stereo fm presentations before the FCC. Zenith said it also will send every fm broadcaster complete technical information, including circuit diagrams, describing equipment which has been installed in the Zenith-owned WEFM (FM) Chicago for stereo. The mailing will cover conversion of a Collins 734A transmitter for multiplex stereo. Zenith said similar technical data has been filed with the FCC in a request for type approval.

Zenith wrote fm broadcasters: "You can help us make this program work effectively by letting us know as soon as possible when you plan to kick off stereo fm broadcasts and hours and types of programs planned. We'll keep you informed of our plans as we begin with you the introduction of the greatest development in our history since the advent of tv broadcasting." The FCC's new stereo rules become effective June 1.

Technical topics...

Tape sealer ▪ Ultra Sonic Seal Inc., Div. of Kleer-Vu Industries Inc., New York, announces the development of a new industrial tool which has been successfully tested in the radio-tv areas of sealing "leaders" to coated surfaces of magnetic recording tape and as an effective sealing method when splicing video tape. Called the Ultra Sonic Sealer, and designated the Zepher "300," the tool utilizes ultrasonic energy to replace conventional adhesive, high frequency and heat sealing methods in a wide range of industries.

New fm tuner ▪ Fisher Radio Corp., Long Island City, N. Y., is introducing a new fm tuner designed specifically for professional broadcast station use as a transmission relay and monitoring unit. The Model FM-1000-R is made for direct off-the-air relay service, which is said to be more economical, more flexible and provides better fidelity than line service.

Frequency manual ▪ A comprehensive manual of frequency and time standard systems is now available from the Hewlett-Packard Co., Palo Alto, Calif. The book is divided into four main sections: the first, a discussion of frequency and time control; second, third and fourth, a consideration of system operation and frequency and time determination. The text is supplemented with 16 illustrations and six tables. Only written requests will be honored.

Catalog available ▪ A comprehensive 56 page master catalog has been published by Empire Devices Inc., Amsterdam, N. Y., providing information on the firm's complete line of broadcast equipment. Each product is illustrated and its specifications given. Designated No. 614, the catalog is available upon request from Empire Devices, Amsterdam, N. Y. Telephone: Victor 2-8400.

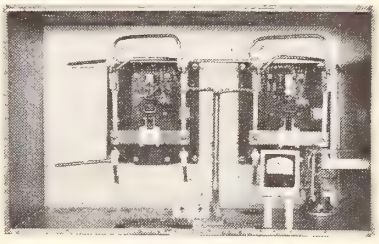
New power technique ▪ RCA scientists have developed a new technique of power for long range interplanetary voyages. The development uses uhf frequencies to accelerate charged particles to high velocity. The speed of ions in a laboratory test has been raised to nearly 40,000 miles per hour, RCA reported. The process is expected to generate enough thrust to propel spacecraft in the weightless environment of outer space.

New sales office ▪ Minnesota Mining & Mfg. Co., St. Paul, has announced the formation of a wholly-owned sales subsidiary in Vienna, Austria—Minnesota "3M" Technische Vertriebs. GMBH, headed by Ernst Bernhard.

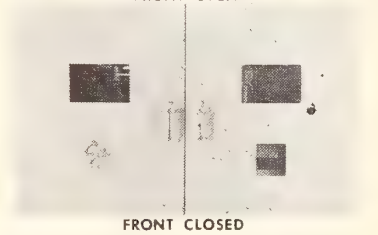
Fast movie developer ▪ The Eastman Viscomat Processor, Model 10P, a new machine that can process 16mm black-and-white movie film as fast at it comes out of the camera, has been announced by Eastman Kodak Co., Rochester, N.Y. The machine uses viscous solutions applied at 125°F to process the film at the rate of 36 feet per minute. One frame is completely developed and dried in one minute. The Viscomat Processor is about the size of a four drawer cabinet, is portable (mounted casters) and operates on standard 110 ac current. It requires only two hose connections for its plumbing. Models will be available for delivery about Jan. 1, 1962. The unit is priced at $12,500.

Exclusive distributor ▪ Vega Electronics Corp. has appointed the International Div. of Collins Radio Co., Dallas, as its exclusive export distributor. The appointment results in world-wide distribution of Vega-Mike Wireless Microphone Systems.

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Radio-tv facilities for Lincoln Center

NETWORKS ACT AS CONSULTANTS ON CULTURE CENTER

The Lincoln Center for the Performing Arts—New York City's $142 million, six-building project for the presentation of opera, symphony, drama and ballet—is being built with extensive radio-tv facilities. It is probably the first time such a built-in complex of locations, connections and outlets for radio and television has ever been planned for cultural and entertainment structures. Each building is planned with specific thought to its potential electronic audience.

To assure that all the buildings have the most effective broadcast facilities, Lincoln Center's board of directors appointed technical teams representing the networks to act as advisers to the various architectural firms designing the structures.

Philharmonic Hall, a 2,600-seat concert hall, costing more than $15 million, is the only building now being built. It is scheduled for completion for the 1962-63 music season. CBS was chosen as broadcast consultant for the building, because of its 32-year experience broadcasting concerts of the New York Philharmonic-Symphony Orchestra. Heading this team is Edward L. Saxe, CBS-TV operations vice president.

In the Philharmonic's new home, microphones and cameras will not interfere with the audience's vision and enjoyment. A permanent remote control camera will be in the ceiling above the stage. At least a dozen other manned camera locations will be installed around the hall to pick up audience reaction as well as stage action. Eight locations outside the concert area will allow coverage of intermission, and pre-and-after-performance activities. A closed circuit tv system will include a projection screen situated above the stage and tv monitors in the promenade and cafe lounge. Late-comers, will be able to see and hear while waiting to be seated.

Other Buildings ▪ Plans for other buildings in the center are not as completely formulated as those for Philharmonic Hall. Assisting the architects on the new $3.4 million, 3,800-seat Metropolitan Opera House is a combined technical task force from NBC and RCA, headed by William Trevarthon, NBC-TV operations and engineering vice president, and Charles Collidge, vice president and general manager of RCA's Broadcast & Tv Equipment Div. Radio-tv plans for the new opera house are still in the talking stage. Remote control tv camera installations will be built into the facade of the balcony, where they will provide most effective coverage without obstructing the audience's vision.

ABC has been assigned technical responsibility on the construction of the $17 million, 2,500 seat New York State Theatre Building. This facility, will play host to various dance and operetta companies. Frank Marx, ABC engineering vice president, says that planning for the theatre building is still "very much in the preliminary stage." Radio-tv facilities for the building will stress the "ulitmate in flexibility" according to Mr. Marx and will include the use of ultra-sensitive equipment.

Broadcast facility plans for two other Lincoln Center buildings, the Juilliard School's Chamber Music and Recital Hall, and the Repertory Drama Theatre are still not complete.

Recording funds spent $6.1 million for year

An expenditure of $6,150,000 for the fiscal year ending June 30, 1961, was allocated for services of musicians by the Recording Industries Music Per-

There's profit in patriotism, too, says 'Life Line' spokesman

"The Free World cannot be saved unless it is saved at a profit," said H. L. Hunt, Dallas oliman, one-time principal of the controversial *Facts Forum* tv program and now on the board of Life Line, an organization which sells a daily radio program of the same name to sponsors on some 170 stations.

Mr. Hunt said he "put quite a bit of money" into *Facts Forum,* which was carried on 75% of tv stations existing at the time—the early years of tv. *Life Line* is completely sponsored six days weekly on all stations using it. The organization's weekly Sunday sermon is provided free.

The 15-minute programs are conducted by the Rev. Wayne Poucher and are described as "non-denominational religious and patriotic educational commentaries . . . opposing communism and socialism." Mr. Hunt emphasized that it would be wrong to assume the program is merely "conservatives talking to themselves." *Life Line,* he said, is also popular in labor communities and those with predominantly Negro populations. "*Life Line* tries to be constructive rather than just critical" he said. "It does not do a lot of accusing."

Life Line broadcasts discussions on such subjects as these: "How Welfare Leads to the Regimentation of the Individual"; "Government Control of Private Enterprise"; "Communistic Propaganda on Radio-Tv"; "Support the House Rules Committee and the House Un-American Activities Committee"; "Red Infiltration in Labor Unions"; "Protection Against Ruinous Foreign Competition"; "Reform the United Nations"; "Personal Enterprise as an Early-Christian Precept"; "Peaceful Coexistence Is a Delusion."

Stations, Sponsors ▪ Among the stations carrying *Life Line* are WLW Cincinnati, WWVA Wheeling, WPOW New York, WINS New York, WMIE Miami, WWL New Orleans, KRLD Dallas, KXYZ Houston and KSAN San Francisco. Sponsors in various regions include Southland Insurance Co., Dallas; First National Bank, Shreveport, La.; Excelsior Mills, Union, S. C.; Lowe Brothers Paint, Crestview, Fla.; Keen Hardware Co., Belgrade, Mont.

The Life Line organization has headquarters in Washington, where its programs are produced. The radio programs offer tracts to listeners at $5 for a year's subscription of 156 issues. Time schedules for the programs in various areas are staggered on different stations so that "in some favored areas, [it] can be heard 12 or 15 times each day, and some of the stations are airing different tapes," the organization reports. Life Line is a tax-exempt, incorporated foundation.

Life Line explains its success in getting full sponsorship for its radio programs this way: "Life Line has shown businessmen that it pays to display their burning desire to be patriotic." Life Line's charge to the sponsor for each series is $1 and 20% of the radio time cost, which varies according to market and the

formance Trust Funds, according to Samuel R. Rosenbaum, New York, trustee for the funds.

Allocations have increased steadily since the funds' first year ended June 30, 1950, when the total was $900,000. Payments made to $385,400 participating musicians totaled $5,334,000 in 1960, the report shows. The trust funds are based on sales of recording or films containing the product of members of American Federation of Musicians.

CBS plans program swap for owned tv stations

CBS-TV is parlaying a series by one of its owned television stations into a summer international show for all five of them.

The American Musical Theatre by WCBS-TV New York is tender for an International Program Exchange in which CBS will acquire shows for *The International Hour,* beginning on its five metropolitan stations the middle of June and running several months—dates and times to be announced. Citing advantages of the plan in promoting world understanding, Merle S. Jones, president of the CBS Television Stations Division, said it would expose *The American Musical Theatre* to tens of millions of people abroad and foreign shows to about a third of the U.S. tv audience. CBS stations are WCBS-TV, KNXT (TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis.

Hal Hough, program services director for CBS owned tv stations, and Ralph M. Baruch, director of international sales, CBS Films Inc., are conducting negotiations.

Press opinion service offered radio stations

The formation of EARS Inc. (Editorials Accelerate Radio Sales), Pittsburgh, to supply radio stations with opinion around the world, has been announced by James Moore, president.

The new service, which goes into effect June 14, offers stations in script form 30 newspaper editorials per week. Mr. Moore said that editorials are selected from different newspapers around the world, are of varying lengths, and deal with subjects that range from international to local and human-interest. The cost is $4 weekly for stations in markets of 100,000 population or less and $8 for those in markets in excess of 100,000 persons. The service may be discontinued at any time and no contracts are signed, says Mr. Moore.

According to Mr. Moore, only one station per market (a first-come, first-serve basis) will be able to subscribe. EARS Inc. has permission from more than 700 leading U.S. newspapers to use their editorials on the air, Mr. Moore reports.

The first station subscriber is KIMA Yakima, Wash. More information is available from the firm at 509 Clearview Ave., Pittsburgh 5, Pa. Telephone: Walnut 2-4204.

station's coverage.

Equal Time ▪ Mr. Hunt said there have not been many requests for equal time to answer *Life Line* programs, but recalled that a series in favor of the Connally amendment (which authorizes the U.S. to decide which cases, if any, it will submit to the World Court) resulted in requests from opponents of the act. *Life Line* offered a full day's programming for rebuttal, he said.

The program does not encourage listeners to write their congressmen, but does urge them to write letters to newspapers and to publicize the program and the publication. "We do not lobby or try to influence legislation but we do try to influence public opinion," Mr. Hunt declared. He said 400 to 500 letters a day are received by the stations, the sponsors and the Life Line headquarters, commenting on the program. Most are favorable, he said.

Life Line plans a televised public affairs program and a radio news service. It also contemplates a Latin American broadcast in Spanish and other international foreign-language programs.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

May 29-31, June 1-2, 5-7 (10:30-11 a.m.) **Play Your Hunch,** part.

May 29-31, June 1-2, 5-7 (11-11:30 a.m.) **The Price Is Right,** part.

May 29-31, June 1-2, 5-7 (12:30-12:55 p.m.) **It Could Be You,** part.

May 29-31, June 1-2, 5-7 (2-2:30 p.m.) **The Jan Murray Show,** part.

May 29-31, June 1-2, 5-7 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

May 29, June 5 (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newell.

May 31, June 7 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather, Speidel through Norman, Craig & Kummel.

May 31, June 7 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

June 1, 8 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

June 2 (8:30-9 p.m.) **Five Star Jubilee,** Massey-Ferguson through Needham, Louis & Brorby.

June 3 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

June 3 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

June 3 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

June 4 (5-6:30 p.m.) **Meet the Press,** co-op.

June 4 (7-8 p.m.) **The Shirley Temple Show,** Nabisco through Kenyon & Eckhardt.

June 4 (9-10 p.m.) **The Chevy Show** Chevrolet through Campbell-Ewald.

June 6 (10-11 p.m.) **Summer on Ice—1961,** Brewers' Foundation through J. Walter Thompson.

Defunct Jingle Mill taken over by financier

Jingle Mill, New York, a producer of radio commercials in bulk for sale to local stations, has gone out of business. Its physical assets have been taken over by Eaton Factors Co., New York, which is assigning production work on unfulfilled contracts to a new radio commercial production organization, Audio Designs, New York. An Eaton Factors official said Jingle Mill owes the financing company about $45,000, and several weeks ago, Eaton decided to foreclose on a chattel mortgage. He said Eaton is now attempting to collect money owed to Jingle Mill by radio stations throughout the country but declined to reveal the amount. (Another source said it is about $70,000.)

The spokesman for Eaton Factors reported that commercials owed to stations on partially-paid contracts will be completed at Eaton's direction. He indicated that stations which have paid Jingle Mill in full for a certain number of commercials, and haven't received all of them will have to direct their complaints to Jingle Mill. Mort Van Brink, Jingle Mill president, could not be reached at his home in Forest Hills, Queens, N. Y. The telephone number at the company's office in New York has been discontinued.

Composers, AMPP sign pact

Covering both television and theatrical films, the Assoc. of Motion Picture Producers (major studios) and Composers and Lyricists Guild of America have signed a new collective bargaining contract which runs thru May 31, 1964. It provides minimum wage scales of $325 weekly for term contract composers and lyricists and $350 for those employed on a week to week basis. The agreement further provides for participation by composers and lyricists in the motion picture industry pension plan. Other provisions define performing and credit rights, the contract covering only composers and lyricists working in member companies of AMPP.

Dallas merger permits expansion

The absorption of Tom Merriman Productions by Commercial Recording Corp. has been announced by John J. Coyle, president of CRC. The merger of the two Dallas recording companies forms one of the nation's largest suppliers of commercial jingles.

Tom Merriman, founder of Tom Merriman Productions and a founder of CRC, becomes a vice president in the enlarged firm, and will specialize in the direction of CRC's creative division.

Mr. Coyle cited the possibility of expansion into new fields which the enlargement affords CRC, and also the increased variety of services the firm would be able to give its clients.

Desilu drops dividend to improve programs

To save money for expanded television program development of top quality, the board of directors of Desilu Productions on May 24 omitted declaration of the 15-cent cash dividend for the fourth quarter of the fiscal year ended April 29, it was announced by Desi Arnaz, president.

An annual dividend of 60 cents per share has been paid on the common stock since the company became publicly owned in December, 1958. No dividends have been paid to date on Class B common stock held by Arnaz and Lucille Ball. In his report to stockholders, Mr. Arnaz said the management is "convinced that the future prosperity of the television industry generally, and of the company in particular, depends on the development of properties and programs of the highest possible quality.

"Desilu feels that the assets of the company, including its cash, should be utilized to the greatest possible extent to create such products. To achieve this result, and consistent with its basic philosophy, your company has embarked upon a comprehensive program of specific projects, all of which are designed to result in products which, in terms of quality, will reach a standard substantially higher than that evidenced by the television industry in recent years."

Cooperation

NBC TeleSales will share in one of CBS-TV's major productions of the 1961-62 season. NBC TeleSales completed the unusual negotiations with Talent Assoc.-Paramount Ltd. to film and tape *The Power and the Glory*, a 90-minute CBS-TV special slated for fall viewing. Sir Laurence Olivier, in his second U.S. tv appearance, will star in the program, which will be recorded in two of NBC's Brooklyn studios from May 30 through June 4.

Program notes...

Stella Awards ▪ The Fourth Annual Stella Awards, presented by Northwest Schools, Portland, Ore., for outstanding television performances and programs were announced last week. They went to: Perry Como, male vocalist; Connie Stevens, female vocalist; Red Skelton, comedy; Chet Huntley and David Brinkley, educational and news; *Walt Disney Presents*, children's shows; *The Untouchables*, adventure; *Wagon Train*, westerns; *Garry Moore show*, variety and participation; *Alcoa Presents*, drama theatre.

Acquires rights ▪ Banner Films, New York, has acquired the distributor rights from Dynamic Films, that city, of 13 quarter-hour episodes of the new anthology series, *On Stage With Monty Wooley*. The series features classics from such masters as Charles Dickens, Edgar Allan Poe, William Shakespeare, Goeffrey Chaucer and others. WCBS New York is the series' first purchaser.

Tv debut ▪ Mrs. Eliot Ness, widow of the famed law enforcement officer portrayed by Robert Stack in *The Untouchables*, made her television debut in Cleveland on KWY-TV, that city, as a guest panelist on *You Are The Witness*. Mrs. Ness' only previous television appearance was on *This is Your Life*, the episode devoted to Mr. Stack's life. She is a Cleveland resident.

Polarized process ▪ Technamation Mid-America Inc., franchised by Technical Animations Inc. of Long Island, is to exploit a new process that animates still pictures by polarized light. Last week a new Chicago office was opened at 920 North Michigan Ave. Process has commercial application in tv, according to Technamation President Norman F. Kloker.

Young Abe Lincoln ▪ An original musical aimed at the younger set, which has already played the off-Broadway and Broadway circuit, will make its tv debut on Metropolitan Broadcasting's New York outlet WNEW-TV, June 7 (7:30-8 p.m.). The program will be taped, with Sonny Fox as host, and televised also on Metropolitan's WTTG (TV) Washington, D. C., and KOVR (TV) Sacramento-Stockton, Calif.

Ghost writer ▪ Bob Banner Assoc., New York, signed Joe Stefano to write the pilot script for a tv series of ghoststories and other stories of the supernatural. Paul Stanley is producer of the series, and next month Messrs. Banner, Stanley and Stefano will meet in Hollywood to finalize production details. Mr. Stefano won the 1961 Mystery Writers Award for his screen-play, *Psycho*.

Early Shirley ▪ Eight Shirley Temple movies are being released to television for the first time by National Telefilm Assocs., Beverly Hills, Calif. NTA also is re-releasing the first 10 Shirley Temple features to be made available.

Expanding in Europe ▪ Television Industries Inc., New York, plans to open the first of several new European offices in London shortly to handle the distribution of the RKO feature film library there. Norman B. Katz, vice president and director of international operations for Television Industries, left for Europe last week to supervise details for the opening of the office in London and to acquire film programs there for distribution in the U.S. and Canada.

New bureau ▪ Cinema-Vue Corp., N.Y., has opened a new office in Chicago, located at 28 E. Jackson Blvd. Telephone is Harrison 7-1877. William C. Vidas, appointed division manager, will supervise the company's activities in that area.

Music-reel ▪ The first of an NBC-TV Special Projects group of specials on American music will be "Music of the Thirties," to be scheduled next season on *duPont Show of the Week*, (Sundays, 10-11 p.m., NYT), date to be announced. Donald B. Hyatt will be executive producer of the musical documentary, using archive film, photographs and radio tapes with original scoring by Robert Russell Bennett and narration by Paul Whiteman. DuPont (through BBDO) will present a variety of entertainment specials in its Sunday hour beginning Sept. 17.

Home to 'mother'

Big names of the entertainment world who got their start in Chicago during the city's years as a major live production center for radio came "home" last week to participate in Chicago Unlimited's "silver salute" to radio banquet May 25. Les Paul and Mary Ford, Jim (Fibber McGee) Jordan, Marilyn Maxwell, Ted Weems, Cliff Arquette, Pat Buttram, Hugh Downs, Pat Flanagan, Don Herbert, Tom Moore, Cliff Norton, Willard Waterman and others joined 1,000 of the Midwest's broadcasting and advertising representatives for the event that also marked the city's progress in attempting to regain its production center status. Chicago Unlimited was the communication profession's organized effort in that direction.

BROADCAST ADVERTISING

Roberta Weinberg and **Sandra Seeligsohn** appointed director of creative services and pr director, respectively, of Alan M. Shapiro advertising agency, Philadelphia. Both were formerly with radio and tv division of Triangle Publications, that city.

Earl T. Rowan, Cunningham & Walsh, N. Y., named business manager, radio-tv department.


Mr. Arnold


Mr. Bowen

Herbert A. Arnold and **John S. Bowen** elected vps of Benton & Bowles, N. Y. Mr. Arnold, account supervisor, joined agency's media department in 1955. He became account executive in 1957, account supervisor in 1960. Mr. Bowen joined B & B as account executive in 1959 and became supervisor following year. He was previously account executive with McCann-Erickson, N. Y.

Eugene C. Judd and **Louis Sage** join Ted Bates & Co., N. Y., as account executives on Colgate-Palmolive, household products division. Mr. Judd was formerly advertising director of Coty Inc. Mr. Sage served McCann-Erickson as account executive.

Harvey Rubin and **William J. Batill** join copy staff of MacFarland, Aveyard & Co., Chicago advertising agency. Mr. Rubin was copy director of Harry Schneiderman agency, that city, and Mr. Batill was copy chief of Alex T. Franz agency, also Chicago.

Gerald Hainestock and **Gene Thompson** join Johnson & Lewis, San Francisco advertising agency, as writers. Mr. Hainstock comes to agency from BBDO's office, that city, where he was member of copy group. Mr. Thompson comes to J & L from motion picture and tv writing assignments in Hollywood.


Mr. Gray

Robert M. Gray, advertising and sales promotion manager for Esso Standard Div. of Humble Oil & Refining Co., named to same post in parent company. He was manager of advertising and sales promotion division of Esso Standard Oil Co. and continued in same post with Esso Standard Div. of Humble following merger of Jersey Standard domestic operating companies.


Mr. Jenkins

Palmer L. Jenkins joins Hicks & Greist, New York as vp. He previously was national sundries manager of McKesson & Robbins, firm with which he had been associated for past 13 years. He began as assistant to firm's regional vp then was named assistant sales manager of Chicago office, merchandise manager, regional buyer supervisor and assistant sundries manager. In 1959, he was appointed national sundries manager.

Donald A. Frankman, Campbell-Ewald, Detroit, moves to agency's Hollywood office as associate tv production director.

J. R. Wickstrom resigns as western advertising manager of Miller Brewing Co., Milwaukee, to join C. A. Mathieson & Assoc., advertising and merchandising counsel for Miller. He joins group with special responsibility for Miller High Life advertising.

Ange J. Fiorini, formerly marketing-merchandising manager, *Good Housekeeping* magazine, joins Ted Bates & Co., N. Y., as account executive on Continental Baking Co.

THE MEDIA

Arthur C. Elliot, eastern sales manager of Harrington, Righter & Parsons, elected vp of rep firm. Mr. Elliot, who joined HR&P in 1960, was with CBS Spot Sales for eight years, first as midwest and then as eastern sales manager. **Alfred A. Neely,** account executive with McCann-Erickson, Los Angeles, named to HR&P's San Francisco sales staff.

Bob Leonard promoted to station manager of WKNB New Britain, Conn., succeeding **William F. Schnaudt,** who resigned to join Florida-Air Power, owner-operator of WWIL Ft. Lauderdale, Fla., as vp and commercial manager. **Tony Pansullo,** account executive, promoted to sales manager.

Johnston F. Northrop has resigned as administrative vp and treasurer of Corinthian Broadcasting Corp., effective June 1, to join Electric Bond & Share Development Corp., New York, as vp and director.

James A. Ross and **Will J. Lester** named vps of KOY Phoenix, Ariz. Mr. Ross, who had been sales manager, was named to head sales department. Mr. Lester, who was program manager, will be in charge of program operations.

Philip Sterling, CBS Radio, named assistant director, press information.

Sam L. Eadie, Julian P. Kanter and **Charles M. Lieber** appointed account executives, Storer Television Sales, Chicago. Mr. Eadie was formerly of WGN-TV, that city. Mr. Kanter has been with Peters, Griffin, Woodward, Chicago, while Mr. Lieber was with Curtis Publishing.


Mr. Brown

James F. Brown appointed vp and general manager of Fine Arts Broadcasting Co., subsidiary of Televents, division of Daniels & Assoc., Denver. Mr. Brown, national sales manager for KTLN Denver, will manage KFML-AM-FM, that city, station recently bought by Fine Arts Broadcasting. (CHANGING HANDS, May 22, 1961.)

Jerome R. Reeves, general manager of KDKA-TV, elected president of Pittsburgh Radio & Television Club. Others elected were **Tom Slater,** Fuller & Smith & Ross, vp-programs; **Jack DeHaven,** WWSW, vp-membership; **Bill Morrisey,** Smith Taylor, & Jenkins, vp-special activities; **Steve Rooney,** WJAS, vp-publicity; **L. H. Neiplin,** Grant Adv., treasurer: **Florence Herlig,** Fuller & Smith & Ross, secretary.

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Sherman Adler, formerly CBS Radio account executive, joins ABC-TV sales department as assistant daytime sales manager. He also has served as director of client relations and new business for CBS-TV Spot Sales in Chicago. Before joining CBS, Mr. Adler was account executive, NBC Film Sales.

William J. Gallagher Jr. appointed general sales manager of WACE Chicoppee, Mass. He was previously associated with syndicated programs division of Ziv-TV, as account executive.

William G. Umbenhour, member of WHBC Canton, Ohio, sales staff, named sales manager. **John Chick** transferred from announcing staff to sales department and **Tom Morrisson** appointed announcer.

Pat Higgins, news director of KOGO-TV San Diego, elected chairman of California Associated Press Tv-Radio Assn., succeeding **Don Mozley,** news director of KCBS San Francisco.

Don Yaeger, WSMI Litchfield, Ill., elected president of Illinois Associated Press Broadcasters Assn., succeeding **David Loring,** WGLI Galesburg. **Russ Pigott,** WLKB DeKalb, elected vp and **Al Schmidt,** WIBV Belleville, named continuing study chairman.

Lewis P. Johnson, eastern district manager of NBC Radio Spot Sales, named sales manager for WNBC-AM-FM New York.

Dan Collins, accountant and assistant to general manager of KORL Honolulu, named director of operations.

David L. Bolton appointed program director of WANE Fort Wayne, replacing **James B. Holston Jr.,** who resigned to become public affairs director of KYW Cleveland.

Earl R. Kelly, manager of WWNY Watertown, N. Y., appointed director, local news, public affairs and promotion, WWNY-AM-TV. **Glenn H. Hall,** production manager of tv outlet, becomes director of operations for both stations.

Bruce Arnold, member of announcing staff of WCCM Lawrence, Mass., promoted to promotion manager, succeeding **Phil Christie,** who becomes personality at WCOP Boston. **Bob Dini,** from WHAV Haverhill, Mass., to WCCM announcing staff.

Hugh Allyn Hunt, pr representative for Southern Pacific Railroad, appointed publicity director and assistant to director of advertising for KFWB Los Angeles.

Claude Schwartz, formerly promotion director, Transportation Displays, N. Y., joins WINS, that city, as promotion and research director.

Arnold J. Keck resigns as chief engineer of WSAF Sarasota, Fla., to accept position with industrial electronics firm, that city. **Dick Cobb,** staff announcer, named program director, replacing **Joe Leigh** who resigned. **Jerry Pike** named continuity director and **Kenn Bartlett** and **Cliff Lancson** join as air personalities.

Erv Siemoneit, chief engineer of KHAS Hastings, to engineering staff of KOLN-TV Lincoln, both Nebraska.

Bill Quinn, formerly with WPRO Providence, R. I., to WTLB Utica, N. Y., as program director and air personality.

J. Robert Gulick, WGAL-AM-FM-TV Lancaster, Pa., elected president of Pennsylvania Assn. of Broadcasters, succeeding **Milton Bergstein** of WMAJ State College. Others elected were **Robert R. Williams,** WHLM Bloomsburg, first vp; **Samuel M. Altdoerffer,** WLAN Lancaster, second vp; **Thomas Metzger,** WMRF Lewistown, secretary; **Herbert Kendrick,** WHGB Harrisburg, treasurer.

Kay Cobelle joins KLIF Dallas as society editor.

Ray Quinn, newsman for WRC Washington, to WIBG Philadelphia news staff.

George Palmer, newscaster with WCPO-TV Cincinnati, joins WSAI, that city, in similar capacity.

Josh King, member of KCBS San Francisco announcing staff, to KABC Los Angeles in similar capacity.

Jack Guinan joins announcing staff of WWDC Washington, replacing **Jan Michael,** who resigned.

C. Joseph Gavin, formerly of NBC, joins sales staff of Blair-TV, N. Y.

Steve Kelly joins local sales department of WHLO Akron, Ohio. Mr. Kelly, formerly with WCUE, that city, will headquarter in Canton, Ohio.

Garth Jones and **William McDowell** appointed to Los Angeles sales staff of John Blair & Co. Mr. Jones was formerly account executive for Foote, Cone & Belding, while Mr. McDowell was with KHJ Los Angeles.

Bill Fagan joins sales staff of WLW Cincinnati.

Ralph James, news director for KCBQ San Diego, joins KABC Los Angeles, as air personality.

Billy Crisp joins WWIL-AM-FM Ft. Lauderdale, Fla., as air personality.

Jack Spector, air personality, WJJD



President Hoover cited by Pioneers

Former President **Herbert Hoover** received from Broadcast Pioneers officials last week "Oak Leaf Cluster" to go with special citation awarded him by Pioneers in 1955. New honor gave recognition to his statement two years ago that, despite his early opposition to advertising support of broadcasting, he had come to realize that such support had kept radio-tv "in the safer hands of private enterprise rather than in those of government." Plaque honors his service both as Commerce Secretary and as President in charting "a wise and prudent course for orderly allocation and development of radio broadcasting . . . in tradition and spirit of American free enterprise system" (BROADCASTING, May 15). Shown with 86-year-old former President at presentation in his Waldorf Towers home in New York last Wednesday (May 24) are **Sol Taishoff** (l), editor and publisher of BROADCASTING and *Television* magazines and president of Broadcast Pioneers; **Arthur Hull Hayes** (second from r), president of CBS Radio and chairman of Broadcast Pioneers awards committee, and **Carl Haverlin** (r), president of BMI and member of awards committee.

Chicago, joins WMCA New York, in same capacity.

PROGRAMMING

Red Raphael, vp in charge of client services, Filmways Inc., N. Y., appointed vp and general manager. **Joseph L. Marone,** formerly of Benton & Bowles, N. Y., joins production company as creative and production director.

Michael Kraft, formerly vp, sales and creative director of Wilbur Streech Productions, N. Y., joins Pelican Productions Inc., N. Y., live-action division of Pelican Films Inc., as sales manager. Mr. Kraft also has been president of his own advertising agency.

Charles Schnee elected president of Writers Guild of America, West. Other new officers, all for two-year terms, are: **James Webb,** president, screen writers branch and first vp; **Christopher Knopf,** secretary; **Allen Rivkin,** treasurer. **Barry Trivers** and **Nate Monaster** tied for presidency of television-radio branch and for second vp making run-off necessary. **Mr. Knopf** elected vp of branch and **Louis Pelletier,** secretary-treasurer. Mr. Rivkin is vp of screen branch and Devery Freeman secretary-treasurer.

Richard Whorf, film, stage and tv director-producer, signed by Don Fedderson Productions, Hollywood, to direct next season's programs for Fred MacMurray's tv series, *My Three Sons.*

Dave Martin joins staff of Walt Disney Productions as advertising manager.

Joseph Gantman joins staff of executive producer Stanley Rubin on *The General Electric Theatre* at Revue Studios, as associate producer.

John J. Fenton named vp in charge of production, film production division, Transfilm-Caravel, N.Y.

Arthur L. Manheimer appointed western division manager and **M. E. Ormond** named mid-west division manager, Trans-Lux Television Corp.

EQUIPMENT & ENGINEERING

K. Gordon Morrison, manager of telephone and electronic sales for Graybar Electric Co.'s San Francisco office, joins Machlett Laboratories, subsidiary of Raytheon Co., as western district manager with sales and service responsibilities for tv camera tubes and related products. He relieves **Edward H. Gilbert,** who returns to company headquarters in Springdale, Conn., to become eastern district manager. **Kenneth N. Thanstrom** named sales engineer and assigned to Raytheon regional office in Hawthorne, Calif.

A. S. Timms, formerly with RCA Broadcast Division, joins broadcast division of Industrial Transmitters & Antennas, Lansdowne, Pa., as sales engineer.

INTERNATIONAL

William Crampton, manager of Trans-Canada Telemeter, Toronto, Ont., to general manager of CFTO-TV Toronto.

Mel Cooper, national sales manager of CKNW New Westminster, B. C., to general sales manager. **Lloyd Bray,** account executive, to retail sales manager.

J. Norman Inkster, assistant manager of CKOC Hamilton, Ont., to national sales manager of CHCT-TV Calgary, Alta.

Robert Brooks, formerly art director, Benton & Bowles, N. Y., joins Benton & Bowles Ltd., London, as associate director, position comparable to vp in U. S.

Walter Machny, sales representative of CFCF-TV Montreal, Que., to vp of Advertising and Sales Assn. of Montreal. **Al Saunders,** news director of CFOX Pointe Claire, Que., named director of same association.

Julian C. Anthony, producer, commentator and correspondent, ABC, joins Foreign Research & Development Corp. board of consultants. He will guide field program of on-the-spot reporting and film documentation.

Thomas B. J. Atkins, supervisor of national selective sales with Canadian Broadcasting Corp., named sales manager of CTV Television Network Ltd., Toronto.

Kenneth J. Farthing, advertising manager of Canadian Westinghouse Co. Ltd., Hamilton, Ont., elected president of Association of Canadian Advertisers, succeeding **Allan B. Yeates,** advertising and pr manager of Prudential Insurance Co. of America, Toronto, Ont. **P. J. McGinnis,** advertising manager of Bell Telephone of Canada, Montreal, Que., elected executive vp; **R. E. Oliver,** supervisor of pr and advertising of Bank of Nova Scotia, Toronto, elected vp and treasurer; **B. Ernest Legate,** re-appointed general manager and secretary, with offices at Toronto.

Monte Hutton, formerly of CHCH-TV Hamilton, Ont., and CFCF Montreal, Que., to tv sales representative of J. A. Hardy & Co., Toronto, Ont., station representation firm.

DEATHS


Mr. Friedheim

Robert W. Friedheim, 52, administrative vp of Ziv-United Artists, New York, died May 21 of heart attack while visiting Fort Lauderdale, Fla. Mr. Friedheim joined World Broadcasting System, subsidiary of Ziv before its merger with United Artists in 1960, as vp and general manager 12 years ago and in 1956 was named vp of Ziv Television Programs. From 1937-49 he was sales manager of NBC Thesaurus, radio recording division.

Joan Davis, 48, radio and tv comedienne and one of three highest paid radio stars, died May 24 in Palm Springs, Calif., following heart attack. Miss Davis starred in syndicated tv series *I Married Joan,* prior to her retirement in 1955.

E. B. Jeffress, 75, president of Greensboro News Co., Greensboro, N. C., and owner of WFMY-TV, that city, died in Chapel Hill, N. C., May 23.

Bob Newhall, 70, pioneer radio announcer of WLW Cincinnati in 1930's and more recently with WSPB Sarasota, Fla., died of heart attack at his home in Sarasota after short illness.

Norman K. Brooks, 40, WRCV-TV Philadelphia news and sports personality, died May 20 following long illness.

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KGO-TV looks for jobs for vacationing students

Teams of KGO-TV San Francisco and California Dept. of Employment experts have begun mapping strategy for an all-out combined operation aimed at providing more summer jobs for Bay Area high school students.

According to KGO-TV, the chief barriers to increased employment of young people during the June-September school recess are "apathy and misinformation." "Many new jobs might be created if the public understood the needs of the students—and the simple procedures of employing them."

Although final details of the campaign have not been set, KGO-TV plans a heavy spot saturation schedule using high school students in addition to a film program.

WFAA contest winners

Because Walter W. Simons, space and timebuyer for Kelly-Nason Adv., New York, had more perception than other contestants in predicting the number of persons to visit the new facilities of WFAA-AM-FM-TV Dallas in the first month of its operation, he is richer by a 1961 Bonneville convertible, grand prize in the station's promotional contest. More than 3,000 agency people matched wits and guesses.

Others, too, are feeling no pain for as consolation winners they also partook in the winning of prizes. They were: Rita K. Hart, Foote, Cone & Belding, Chicago, a Packard-Bell radio-tv-stereo combination; George K. Allison, Young & Rubicam, Los Angeles, a Packard-Bell console television set; Robert E. Parker, Aubrey, Finlay, Marley & Hodgson, Chicago, a Packard-Bell teacart portable television set; Marshall Hawks, Emery Adv., Baltimore, a Packard-Bell am-fm radio; John A. Accetta, Aitkin-Kynett Co., Philadelphia, a transistor radio; MacLean Chandler, BBDO, San Francisco, a transistor radio; Robert I. Wrenn, Hege, Middleton & Neal, Greensboro, S.C., a transistor radio.

MBS teaches Espanol

Mutual is offering its listeners one-minute lessons in colloquial Spanish. Each Monday morning, 20 of the one-minute programs, produced by the Pan American Union, general secretariat of the Organization of American States, are fed via closed circuit to Mutual's affiliated stations for use when best suited to their operation. Joseph F. Keating, MBS vice president for programs, reported last week that more than 200 affiliated stations are using the lessons in their daily broadcast schedules. One MBS affiliate, WOL Washington, D.C., informed the network it has sold the Berlitz School of Languages adjacency spots following each broadcast lesson.



The weather girl raises some temperatures

Simon McQueen, hostess of the WABC-TV New York *Simon Says* weather show, raises temperatures—come rain or shine—among metropolitan area college men, a number of whom have organized fan clubs in her honor. Shown above are members of the Fordham U. group during a get-acquainted session with their favorite weather map interpreter in a WABC-TV studio. Similar "Simon" booster clubs have been formed at nearby New Jersey and Connecticut colleges.

The power of a penny shown by KYW listeners

There's no discounting the power of a penny—especially when you happen to have 36,000 of them. Thus originates a KYW Cleveland promotion, a penny-wise venture that brought out the heart of a city.

When Ronnie Barrett, a KYW disc jockey, told his audience about a little Hong Kong child he and his wife "adopted" through the Foster Parents Plan, it stirred immediate action. Listeners responded by mail and telephone seeking more information on the FPP and how to "adopt" an orphan.

To insure widespread participation, Mr. Barrett asked for donations—but only in pennies. A total of 18,000 pennies ($180.00) is the minimum amount required to care for a child for a year. The promotion snowballed, garnering 35,879 pennies in one month. Mr. Barrett added 121 himself and KYW had two children.

An eye for speed

Mrs. Kay Ostrander, timebuyer in the Los Angeles office of Donahue & Coe, has an eye for speed, resulting in her being named winner of the Fourth Annual WFBM-TV Indianapolis' '500 Sweepstakes.'

She guessed within .034 mph the correct qualifying speed of the pole position car in the 50th anniversary of the famed Indianapolis 500-mile race to be held on Memorial Day (May 30). Eddie Sachs, the pole position winner, was clocked at 147.481 mph. Mrs. Ostrander predicted 147.515, an estimate that won for her and Mr. Ostrander a festive race weekend in Indianapolis as guests of WFBM-TV.

Benefits of advertising

A campaign to illustrate the positive benefits of advertising has been begun by KXTV (TV) Sacramento in cooperation with advertising agencies of the Sacramento-Stockton area. Operating on the theme "How Advertising Helps You—the Consumer," the campaign is scheduled to run for one year, and prime viewing time will be given participating agencies for their spot announcements.

The first announcement of the campaign was contributed by Griswold Adv., Sacramento. Written by agency principal Larry Griswold and produced by KXTV, the 60-second spot concentrates on how advertising introduces the consumer to new or improved products which contribute to a better way of life.

KXTV will schedule the Griswold contribution for two weeks and then

replace it with another agency's spot continuing the campaign theme. Besides telecasting the announcements free of charge, the Corinthian station also has offered participating agencies free use of its production facilities in preparing their spots.

Studio to be converted into blood bank for day

Secretary of the Interior Stewart Udall heads a list of government officials who will make on-the-air appeals to Washington area residents to participate in WTTG (TV)'s "Blood Pledge Day."

Sec. Udall, in a series of video taped appearances, will urge all eligible donors to observe Memorial Day with a "gift to the living" by donating blood to the Red Cross Blood Bank.

A WTTG studio will be converted to a blood donor center, in which donors will be shown in various stages of giving blood, allowing the public to see the ease in which blood can be given.

Mark Evans, vice president of Metromedia Inc., owner of WTTG, will make public appearances to spark the drive.

Drumbeats...

Pint-size beauties ▪ Little girls between the ages of five and ten will be invited to compete for the title of "Little Miss Universe," a contest sponsored by WTVJ (TV) Miami in conjunction with the Miss Universe Pageant to be held there in July. The station also has invited contestants from Los Angeles, Honolulu, Tokyo, Hong Kong, Istanbul, Athens, Rome, Madrid and London to enter the Little Miss Universe contest.

Stay alive! ▪ Mutual has prepared a series of 10-, 20-, 30- and 60-second announcements which are being carried over the four-day Memorial Day weekend, urging listeners to "drive and play safely" because "Uncle Sam Needs You." The announcements are written tongue-in-cheek, but make the point that listeners must stay alive so that they can be part of "the citizens' army fighting in behalf of Americanism."

Loud and clear ▪ Jay Ward Productions, Hollywood, producer of *Rocky and His Friends*, currently on ABC-TV, and *The Bullwinkle Show*, starting on NBC-TV in the fall, has launched "Operation Loudmouth," a promotional campaign designed to acquaint industry people with its new productions. "Loudmouth" features include humorous semi-monthly mailers sent to trade papers, tv editors, ad agencies and network executives. Blimp advertising, sky writing, Good Humor trucks and trade ads also will be used in the promotion.

Hot dog! ▪ National Hot Dog and Sausage Council, Chicago, an activity of Tee-Pak Inc., maker of cellulose casings for the meat industry, plans an all-media promotion for July as "National Hot Dog Month" and is distributing an advertising materials packet, including tv-radio, to meat packers and food producers. The packet also is going to advertising agencies having clients that could tie-in with the theme.

Fund raiser ▪ Television's ability to come to the rescue in times of trouble and need was proved by WLWI (TV) Indianapolis which raised more than $4,500 for the pregnant wife of a state trooper who was killed in the line of duty last month. Using all available state police and local religious leaders, WLWI (TV) made a pitch to its listeners who responded generously.

New bubble ▪ WCBS New York's air-bubble studio, which made its debut last November at Grand Central Terminal, is going to the races. Station personalities will tape their shows and entertain fans at Aqueduct Race Track this week from the completely equipped 30'x20' air-pressure structure. This will be the third appearance of the bubble-studio which was seen earlier this year at



WNEW's version of tortoise vs. hare

Taxi, Rolls Royce, horse and buggy, motor scooter, and an ex-football player were the entires in a race conducted by WNEW New York against time and Manhattan's jam-packed cross-town traffic. Object was to see how long it would take for each of them to travel across 51st Street from east to west. Winner in the weird competition was the motor scooter in 16 minutes, 30 seconds, followed closely by the taxi, limousine and horse and buggy in that order. Kyle Rote, the ex-football player and sports director of the station, trailed the field. The promotion received nationwide attention, with both AP and UPI carrying the story on their wires, a front page spread and editorial in the *New York Herald Tribune*, and lesser displays in the *Detroit Free Press, Philadelphia Bulletin* and *Chicago Sun Times*, among other leading newspapers.

The postman worked overtime

WLEE Richmond believes it has set an all-time record for response from a local radio contest—1.7 million qualified entries—and challenges fellow broadcasters to top it.

The 17-day promotion to select the most popular school in central Virginia virtually got out of hand, forcing WLEE to cut the campaign short after only nine days. Listeners were to write to the station giving their name, address and favorite school. Only hand-written entries were accepted. Entrants were allowed as many votes as they wanted, as long as each was on a separate paper.

Brookland Jr. High School in Richmond won with a total of 217,267 votes, nearly the entire population of Richmond. A total of seven schools polled over 100,000 votes. One vote was received from as far away as Ecuador, South America.

Grand Central and Pennsylvania Station, train terminals in New York.

NAB winners ▪ The winners of NAB convention hospitality suite door prizes were announced last week by Peggy Stone, president of Radio TV Representatives, N. Y. They are Mrs. Ralph Gottlieb, WKBR Manchester, N. H., grand prize (Polaroid camera); Mrs. Robert E. Lee, wife of Commissioner Lee, and Mrs. Charles Sprague, WMAX Grand Rapids, Mich. (radios).

Weighing in ▪ WWRL New York has launched a "Guess the Weight of the Mobile Unit" contest. Listeners are asked to send postcards indicating how much they think the station's mobile unit weighs. Prizes include expense-paid vacations, furniture and tv sets.

Fight of the fit ▪ WINS New York sent ex-G.I. listeners to the attic for their old army uniforms in a contest promoting a United Artists movie, "The Last Time I Saw Archie." War Bonds in the amount of $25 were to be awarded at a theatre judging Saturday (May 27, noon-3 p.m. EDT) to the man who best fitted into his old uniform and also to the worst fit.

New study ▪ Bernard Howard, president of rep firm bearing his name, presented a new Negro market brochure at the NAB convention in Washington, D. C. The booklet contains population figures for the top 50 Negro markets, and profiles of the Negro-programmed stations.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING May 18 through May 25. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

APPLICATION

***Washington D. C.—Greater Washington Educational Tv Assn. Inc.** uhf ch. 26 (542-548 mc); ERP 218.5 kw visual, 123.9 kw aural; antenna height above average terrain 587.075 ft., above ground 465 ft. Estimated construction cost $139,000, first year operating cost $150,000. Post office address 1729 H St. NW, Washington 6. Studio location Arlington, Va. Trans. location 5217 19 Rd. N., Arlington. Geographic coordinates 38° 53′ 30″ N. Lat., 77° 07′ 55″ W. Long. Trans. G.E. TF-25-A, ant. G.E. TY-25-C. Legal counsel Krieger & Jorgensen; Consulting engineer John H. Mullaney. Ann. May 8.

CALL LETTERS ASSIGNED

WBVI-TV Panama City, Fla.—Bay Video Inc.
WBJA-TV Binghamton, N. Y.—Alfred E. Anscombe.
WEPA-TV Erie, Pa.—Alfred E. Anscombe.

New am stations

ACTION BY FCC

Burnet, Tex.—Land of Lakes Radio—Granted 1340 kc. 250 w. P.O. address 402 Cactus Drive, Levelland, Tex. Estimated construction cost $13,873, first year operating cost $36,000, revenue $42,000. Applicant is **Robert D. Johnson** who is farm equipment dealer. Action May 24.

APPLICATIONS

Jacksonville, Ark.—Jacksonville Bcstg. Inc. 1500 kc; 1 kw D. P.O. address 204 North James. Estimated construction cost $12,979; first year operating cost $29,000; revenue $41,000. Principals: **Melda A. Rice** (51%), **Kenneth Pat Wilson, C. S. Dupree, B. Fred Thompson** (each 16.33%). Miss Rice is asst. vp. of bank; Mr. Thompson is postmaster of Jacksonville; Mr. Wilson is bank president; Mr. Dupree is partner in commercial and residential property rental business. Ann. May 18.

Rockdale, Tex.—Rockdale Bcstrs. 1510 kc; 1 kw D. P.O. address Box 1051, Texarkana, Tex. Estimated construction cost $15,615; first year operating cost $26,000; revenue $38,000. Principals: **Floyd Bell, J. P. Dunklin** (equal partners). Mr. Bell is practising CPA and owns cp for new am station in Texarkana, Mr. Dunklin is president and majority stockholder of investment and loan firm and owns mutual funds brokerage. Ann. May. 23.

Superior, Wis.—Twin Ports Christian Bcstg. Corp. 1270 kc; 5 kw D. P.O. address Box 426, Duluth, Minn. Estimated construction cost $30,000; first year operating cost $42,000; revenue $46,000. Principals: **Roger Elm, Gordon Roberts, Don Swanson, Margaret Swanson, Barbara Jean Roberts** (each 20%). Mr. Elm is engineer with KDAL-AM-TV Duluth and owns farm in Wisconsin; Mr. Roberts is manager and part owner of supermarket; Mrs. Roberts is housewife; Mr. Swanson owns farm in Iowa and has been manager of rehabilitation farm for alcoholics; Mrs. Swanson is housewife. Ann. May 22.

Existing am stations

ACTIONS BY FCC

WCUE Akron, Ohio—Granted change on 1150 kc from 1 kw, DA-D, to 500 w-N, 1 kw-LS, DA-2, and change station location to Cuyahoga Falls; engineering conditions and program tests not to be authorized until licensee has filed request with Commission to change call letters of either WCUE (AM) or WCUE-FM. Comrs. Craven and Ford dissented. Action May 24.

WVOW Logan, W. Va.—Granted change on 1290 kc, 1 kw-N, 5 kw-LS, from DA-2 to DA-N; remote control permitted; engineering conditions. Chmn. Minow not participating. Action May 24.

APPLICATIONS

Ward Bcstg. Co. Sonora, Tex.—Mod. of cp (which authorized new standard broadcast station) to increase daytime power from 250 w to 1 kw and change type trans. Ann. May 24.

WKVT Brattleboro, Vt.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. May 23.

WYAM Bessemer, Ala.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. May 19.

KCOK Tulare, Calif.—Cp to increase daytime power from 1 kw to 5 kw and install new trans. Ann. May 23.

WNVY Pensacola, Fla.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. May 23.

WMRE Walton Bcstg. Co., Monroe, Ga.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. May 24.

CALL LETTERS ASSIGNED

KCIN Victorville, Calif.—Jerry Carr.
WGFA Watseka, Ill.—Iroquois County Bcstg. Co.
WEEE Rensselaer, N.Y.—Fairview Bcstrs., changed from WRNS.
WRYT Pittsburgh, Pa. — WCAE Inc., changed from WCAE.
WLRA Luray, Va.—Page County Bcstrs.
KCDI Kirkland, Wash.—Carl-Dek Inc.
WJBT Wheeling, W. Va.—Radio Wheeling Inc.

New fm stations

ACTIONS BY FCC

Carlsbad, Calif.—Lawrence W. Felt — Granted 95.3 mc, 17 kw. P.O. address 3001 Carlsbad Blvd., Carlsbad. Estimated construction cost $21,045, first year operating cost $26,000, revenue $42,000. Mr. Felt, sole owner, is motel and restaurant owner. Action May 24.

Fort Lauderdale, Fla.—WFTL Broadcasting Co.—Granted 94.7 mc. 57.96 kw. Ant. height above average terrain 215 ft. P.O. address Box 1400. Estimated construction cost $26,160, first year operating cost not more than $5,000, revenue not less than $5,000. Principals include **Joseph C. Amaturo** and **Walter B. Dunn** (25% each), **Walter Walz** (1.6%) and others. Messrs. Amaturo and Dunn are president and vice president of licensee which operates WFTL Fort Lauderdale. Mr. Walz has interest in Muzak Corp. Action May 24.

Tallahassee, Fla.—J. Kenneth Ballinger—Granted 98.9 mc, 26.46 kw. Ant. height above average terrain 394 ft. P.O. address Box 1027. Estimated construction cost $28,298, first year operation cost $25,000, revenue $30,000. Mr. Ballinger is attorney. Action May 24.

Kankakee, Ill.—Baker-Maltby-Baker Enterprise—Granted 99.9 mc; 6.6 kw. Ant. height above average terrain 210 ft. P.O. address 251 East Oak St. Estimated construction cost $29,905, first year operating cost $36,000, revenue $40,000. Principals are **Kenneth C. Baker** (⅛), **Willis G. Maltby** (⅛), **Claude P. Baker** (⅓). K. C. Baker is half owner of telephone answering service. Messrs. Maltby and C. P. Baker are in real estate, construction and insurance together. Action May 24.

APPLICATIONS

Lafayette, La.—Lafayete Bcstg. Inc. 99.9 mc; kc; 4.95 kw U. Ant. height above average terrain 297.7 ft. P.O. address Box 2519. Estimated construction cost $14,500; first year operating cost $15,000; revenue $18,000. **Welton Paul Mouton**, sole owner, is attor-

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ney. Ann. May 16.

Greenville, Ohio—Kennedy Bcstg. Corp. 100.7 mc; 6.3 kw U. Ant. height above average terrain 170 ft. P.O. address 210 Chippewa Drive. Estimated construction cost $17,926; first year operating cost $15,000; revenue $24,000. Principals: **John D. Kennedy, Lewis Froikin** (each 50%). Mr. Kennedy is insurance agent; Mr. Froikin is attorney. Ann. May 17.

Eugene, Ore.—Milan Corp. 94.5 mc; 3.6 kw U. Ant. height above average terrain 767 ft. P.O. address Box 5305. Estimated construction cost $11,611; first year operating cost $8,390; revenue $10,000. Principals: **John R. Riedinger** (55%), **Sidney G. Smith** (44%). Mr. Riedinger is employe of engineering & surveying firm; Mr. Smith is vp of applicant corp. and has been announcer for KFMY Eugene. Ann. May 17.

Houston, Tex.—John R. Powley 107.6 mc; 3.69 kw U. Ant. height above average terrain 250 ft. P.O. address 3825 Ruth, #4, Houston 4, Tex. Estimated construction cost $2,100; first year operating cost $1,300; revenue $6,000. Mr. Powley, sole owner, is president and 50% owner of Texas-Longhorn Bcstg. Corp., Houston and projectionist for KTRK-TV Houston. Ann. May 18.

Existing fm stations

ACTIONS BY FCC

***KNPF (FM) Arlington, Calif.**—Granted mod. of license to change station location to La Sierra; remote control permitted. Action May 24.

WGNB (FM) Gulfport, Fla.—Granted mod. of cp to change designation of station location to St. Petersburg. Action May 24.

CALL LETTERS ASSIGNED

KRCS (FM) San Bernardino, Calif.—Telemusic Co.

WAEZ (FM) Miami Beach, Fla.—Arthur E. Zucker.

WIFN (FM) Franklin, Ind.—Howell B. Philips.

KMAH (FM) Hutchison, Kan.—Norman Kightlinger.

WKNT-FM Kent, Ohio — Kent-Ravenna Bcstg. Co.

WRYT-FM Pittsburgh, Pa.—WCAE Inc., changed from WCAE-FM.

KMOD-FM Midland, Tex.—Moran Bcstg. Co.

Ownership changes

ACTIONS BY FCC

KIEV Glendale, Calif.—Granted assignment of license to Southern California Bcstg. Co. (Wm. J. Beaton, pres.); consideration $400,000, plus payment to David H. Cannon and Reed C. Collister, stockholders of assignor, $500 each per month for 50 months beginning three months after closing for consultant services. Action May 24.

WOTT Watertown, N. Y.—Granted transfer of control from Frances Mulane Johnston to James M. Johnston—gift to son of 58.33% or positive control. Action May 24.

KALV Alva, Okla.—Granted assignment of license to Alva Communications Inc. (individual to corp. composed of Aubrey D. Conrow, Homer K. LaForge and John H. Goss); stock transaction. Action May 24.

WMKE (FM) Milwaukee, Wis.—Granted assignment of license to Music-Time Inc. (Richard V. and Lois J. Steffen); consideration $25,000. Action May 24.

APPLICATIONS

WSOK Savannah, Ga.—Seeks transfer of all outstanding shares of stock in Fisher Bcstg. Inc. from Albert T. Fisher to Joe Speidel III, for $100,000. Mr. Speidel owns WOIC Columbia, WPAL Charleston, WYNN Florence and WWBD Bamberg, all South Carolina. Ann May 18.

WXVW Jeffersonville, Ind.—Seeks assignment of cp from Thomas E. Jones and Keith L. Reising (equal partners) to **Electronic Laboratories Inc.** (55.55%) and Mr. Reising (45%), d/b as Electrocast Inc., for $6,000. Electronic Laboratories Inc. is licensee of WORX-AM-FM Madison, Ind. Ann. May 18.

KLEM LeMars, Iowa—Seeks assignment of license from Martin T. Moeller and George De Ruyter to Paul W. Olson (91.5%) and Patricia Ann Olson (8.5%), for $75,000. Mr. Olson has been announcer for WONE Dayton, Ohio; Mrs. Olson is housewife and has been employe of TWA. Ann. May 17.

WAMM Flint, Mich.—Seeks transfer of 50% of stock in Binder-Carter-Durham Inc. from Albert Binder and Harry Binder to Philip Munson, for $56,000. Mr. Munson is 33% owner of record shop. Ann. May 19.

WOGA Chattanooga, Tenn.—Seeks assignment of license from Middle South Bcstg. Co. to **James A. Dick, Marilyn M. Dick** (each 37.5%), **Charles Alfred Dick** (10%) and **Milton L. Jones** (5%), d/b as Dick Bcstg. Inc., for $90,000. Mr. & Mrs. James Dick own 50% each of WIVK Knoxville, Tenn.; and 25% each of WQOK Greenville, S. C. Mr. Charles Dick is commercial manager of assignee corp.; Mr. Jones is chief engineer of WIVK. Ann. May 18.

KHUL (FM) Houston, Tex.—Seeks transfer of all outstanding shares in BMR Bcstg. Corp. from T. A. Robinson Jr. (500 shares), Bill S. Bruce and Betty Jane Mitchell (each 250 shares) to Edgar B. Younger Jr. for $1,000. Mr. Younger is vp of petroleum transportation co. and director of bank. Ann. May 18.

KZZN Littlefield, Tex.—Seeks assignment of license from R. B. McAlister, sole owner, to **Gerald H. Sanders**, for $125,000. Mr. Sanders is 14% owner of KSEL Lubbock, and has been 50% owner of KBUY Amarillo, both Texas. Ann. May 17.

Hearing cases

FINAL DECISION

■ Commission gives notice that March 29 initial decision which looked toward granting application of Radio Medford Inc., for new tv station to operate on ch. 10 in Medford, Ore. became effective May 18 pursuant to Sec. 1.153 of rules. Action May 24.

STAFF INSTRUCTIONS

■ Commission on May 18 directed preparation of document looking toward reversing Dec. 8, 1960 supplemental initial decision which would have granted application of Radio Associates Inc., for new tv station (WVMI-TV) to operate on ch. 13 in Biloxi, Miss., and would have denied competing application of WLOX Bcstg. Co. This is remand case.

■ Commission on May 18 directed preparation of document looking toward granting applications of Finley Bcstg. Co. to increase power of station KSRO Santa Rosa, Calif., on 1350 kc from 1 kw, DA-1, U, to 5 kw, DA-N, U; Western States Radio (KIST) Santa Barbara, KATY Sweetheart of San Luis Obispo Inc. (KATY) San Luis Obispo, KOMY Inc. (KOMY) Watsonville, and McMahon Bcstg. Co. (KMAK) Fresno, to increase daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; with KIST, KATY, KOMY and KMAK conditioned to accepting such interference as may be imposed by other existing 250 w class IV stations in event they are subsequently authorized to increase power to 1 kw. Feb. 7 initial decision looked toward this action.

■ Announcement of these preliminary steps does not constitute commission action in such cases, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decisions.

INITIAL DECISIONS

■ Hearing examiner Annie Neal Huntting issued supplemental initial decision looking toward granting application of James J. Williams for new am station to operate on 1450 kc, 250 w, U, in Williamsburg, Va. Action May 23.

■ Hearing examiner Jay A. Kyle issued initial decision looking toward granting application of Hopkinsville Bcstg. Inc., to increase daytime power of station WHOP Hopkinsville, Ky., from 250 w to 1 kw, continued operation on 1230 kc, 250 w-N, conditioned to accepting such interference as may be imposed by other existing 250 w class IV stations in event they are subsequently authorized to increase power to 1 kw. Action May 23.

■ Hearing examiner Charles J. Frederick issued initial decision looking toward granting application of Robert R. Moore and Kenneth Williams Jr., d/b as M & W Co. for new am station to operate on 940 kc, 250 w, D, in Yakima, Wash., and denying application of Rev. L. R. White, tr/as Bethany Bcstg. Co. for new am station to operate on 930 kc, 1 kw, D, in Yakima. Action May 22.

OTHER ACTIONS

■ By order in proceeding involving applications for new tv station to operate on ch. 5 at Boston, Mass. commission (1) dismissed application of Allen B. DuMont Laboratories Inc.; (2) ordered filing of briefs pursuant to commission's decision of July 14, 1960 within 60 days of release of this order, with reply briefs provided for within 10 days thereafter, and (3) provided for oral argument before commission en banc on further order of commission. Commissioner Craven not participating.

DuMont has merged with Fairchild Camera and Instrument Corp. and latter does not desire to pursue DuMont application. Remaining applicants are WHDH Inc.; Greater Boston Tv Corp., and Massachusetts Bay Telecasters Inc.

On April 25, 1957, commission favored a grant to WHDH. On July 31, 1958 Court of Appeals affirmed commission's decision

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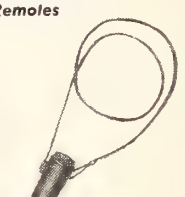
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on basis of record but remanded it for inquiry into factors not contained in original record. After further hearings, Commission on July 14, 1960 held that WHDH and Massachusetts Bay had attempted to influence decision of individual Commissioners prior to 1957 decision and, while it did not find these activities warranted disqualification of applicants concerned, it set aside its grant to WHDH and directed comparative reevaluation.

On appeal of WHDH, Court of Appeals on Oct. 7, 1960 ordered commission to submit findings and recommendations to court based on remand hearings. On Nov. 4, 1960 Commission adopted findings and conclusions of its 1960 Decision and requested that court remand matter to commission in order that latter might set aside the WHDH grant and reevaluate comparative positions of applicants on basis of supplemented record. This was done by court on Jan. 19, 1961, at which time court vacated 1957 grant to WHDH. On May 8 thereafter Supreme Court denied WHDH petition for writ of certiorari for review of Appeals Court order. Action May 24.

■ By memorandum opinion and order, Commission denied March 23 petition by Suburban Bcstg. Inc., to enlarge issues in proceeding involving its application for new am daytime station to operate on 540 kc with 250 w, DA, at Jackson, Wis., and application by Beacon Bcstg. System Inc., for like facilities at Grafton-Cedarburg, Wis. Action May 24.

■ By memorandum opinion and order, Commission denied March 2 petition by Outlet Co. (WJAR-TV ch. 10, Providence, R. I.) to enlarge issues involving application by United Tv Co. of New Hampshire to change ant. location of WMUR-TV ch. 9, Manchester, N. H., but, on its own motion, added issue to determine whether proposed ant. location would be consistent with Sect. 3.685(b) of rules. Action May 24.

■ By order, Commission cancelled oral argument scheduled for June 1 involving application by Radio Millington Inc., for new am station in Millington, Tenn., grant of which was proposed in initial decision of Feb. 24. This action was requested by applicant and respondent Sun Publishing Co. (WTJS) Jackson, Tenn. Action May 24.

■ By memorandum opinion and order, Commission denied April 12 joint petition by Fort Hamilton Bcstg. Co. (WMOH) Hamilton, Ohio, Lafayette Bcstg. Inc. (WASK) Lafayette, Ind., and Indiana Bcstg. Corp. (WANE) Fort Wayne, Ind., for reconsideration and grant without hearing their applications to increase daytime power of their am stations (1450 kc) to 1 kw and 500 w, respectively. Action May 24.

■ By memorandum opinion and order, Commission denied May 8 petition by Green Bay Bcstg. Co. (WDUZ) Green Bay, Wis., for reconsideration and grant, or to sever, its application to increase daytime power on 1400 kc from 250 w to 1 kw (no change in 250 w night), which is in consolidated hearing with conflicting applications. Action May 24.

■ By order, Commission denied petition by Independent Indianapolis Bcstg. Corp. for extension of time to file to enlarge issues and to strike oppositions to same involving its application and those of Sands Bcstg. Corp., WIFE Corp., and Hoosier Bcstg. Corp. for new 1 kw daytime, DA, stations to operate on 1150 kc in Indianapolis, Ind. Action May 24.

■ By memorandum opinion and order, Commission denied an April 12 petition by Radio Co. of Texas County to dismiss with prejudice competing application by Robert F. Neathery for new daytime am station at Houston, Mo., to operate on 1250 kc with 500 w. Action May 24.

WTOR Torrington, Conn.—Designated for hearing application to change facilities from 1490 kc, 250 w, U, to 610 kc, 500 w-N, 1 kw-LS, DA-2; made WICC Bridgeport, Conn., party to proceeding. Action May 24.

Marshall C. and Sarah C. Parker WTWV Radio Tupelo, Miss.; Pontotoc Bcstg. Co, Pontotoc, Miss.—Designated for consolidated hearing applications for new daytime am stations to operate on 1440 kc, 1 kw; made WSUH Oxford, Miss., party to proceeding. Action May 24.

■ By memorandum opinion and order, Commission denied April 15 petition by Nicholasville Bcstg. Inc., to dismiss with prejudice competing application by Jessamine Bcstg. Co. for new daytime am station to operate on 1250 kc with 500 w in Nicholasville, Ky. Action May 24.

■ By order, Commission on its own motion stayed effectiveness of March 31 initial decision which looked toward granting application of Skyline Bcstrs. Inc., for new am station to operate on 1010 kc, 1 kw D, DA, in Klamath Falls, Ore., pending consideration of May 22 request for stay by Broadcast Bureau and responses thereto. Action May 22.

Routine roundup

TV NETWORK INQUIRY

■ By order, chief hearing examiner James D. Cunningham scheduled public sessions in study of radio and tv network bcstg. to resume in New York City on June 20, for purpose of receiving further testimony and documentary evidence regarding the production, distribution, sale and exhibition of tv programs. A subsequent order will list persons to be called as witnesses. Sessions will be held in U. S. District Courthouse, Foley Square. Ann. May 18.

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

■ Granted petition by Broadcast Bureau and extended to May 25 time to respond to petitions by Hoosier Bcstg. Corp., and Independent Indianapolis Bcstg. Corp., to enlarge issues in proceeding on their applications for am facilities in Indianapolis, Ind. Action May 19.

■ Granted petition by Tinker Area Bcstg. Co. and extended to May 25 time to file reply briefs to exceptions in proceeding on its application for am facilities in Midwest City, Okla. Action May 19.

■ Granted petition by Broadcast Bureau and extended to May 26 time to file reply to opposition to petition by South Florida Amusement Inc., to defer final decision and reopen record in Perrine-South Miami, tv ch. 6 proceeding. Action May 19.

■ Granted petition by Pier San Inc., and extended to May 26 time to file replies to exceptions in proceeding on its application for new am station in Larned, Kan. Action May 19.

■ Granted petition by Eleven Ten Bcstg. Corp. and extended to June 21 time to file exceptions to initial decision in proceeding on its application for renewal of license of am station KRLA & aux. Pasadena, Calif., and for license to cover cp. Action May 18.

■ Granted petition by Broadcast Bureau and extended to May 29 time to file reply to petition by Melody Music Inc., for reconsideration in proceeding on its application for renewal of license of station WGMA, Hollywood, Fla. Action May 18.

■ Granted petition by Broadcast Bureau and extended to May 26 time to file exceptions to initial decision in proceeding on applications of Washington State University for renewal of license of station KWSC (& aux.), and for mod. of license of KWSC Pullman, and First Presbyterian Church of Seattle, Wash. for renewal of license of station KTW Seattle. Action May 17.

■ Granted petition by Concert Network Inc., and extended to May 25 time to reply to exceptions in proceeding on its application and that of WBUD Inc., for new fm stations in Trenton, N. J. Action May 16.

■ Granted petition by Wayne M. Nelson and extended to May 19 time to file exceptions to supplemental initial decision in proceeding on his application and that of Fred H. Whitley for new am stations in Concord and Dallas, N. C. Action May 16.

■ Granted petition by Radio Crawfordsville Inc., Crawfordsville, Ind. and Grundy Bcstg Co., Morris, Ill., and extended to May 22 time to file replies to exceptions, brief in support of exceptions, and petition by Des Plaines-Arlington Bcstg. Co. Des Plaines, Ill., to reopen record in proceeding on their am applications. Action May 16.

By Hearing Examiner James D. Cunningham

■ Granted petition by Broadcast Bureau and extended from May 22 to June 2 time for all parties to file response pleadings to pending request by Jacksonville Bcstg. Corp. to amend its application in Jacksonville, Fla., tv ch. 12 proceeding. Action May 22.

■ Amended chief hearing examiner's order released May 17 to provide that prehearing conference in proceeding on application of Holly Springs Bcstg. Co., for am facilities in Holly Springs, Miss., will be held May 31, in lieu of June 8, and shall commence at 9 a.m. on that date. Action May 19.

■ Granted petition by Ralph J. Silkwood to extent that it involves dismissal of his application for am facilities in Klamath Falls, Ore., but dismissed application with prejudice and terminated proceeding. Action May 18.

■ Granted petition by Echols Bcstg. Co. to extent that it involves dismissal of its application for am facilities in Hobbs, N.M. but dismissed application with prejudice, and retained in hearing status application of Yoakum County Bcstg. Co. for new am station in Denver City, Tex. Action May 16.

■ Scheduled hearings and prehearing conferences in following proceedings on dates shown: June 8 and July 18 on application for transfer of control of KGMS Inc. (KGMS) Sacramento, Calif., to Capitol Bcstg. Co.; June 9 and July 18 on am applications of Radio Quests, Inc., Willoughby, and WHOT Inc. (WHOT) Campbell, Ohio; June 8 and July 19 on application of Holly Springs Bcstg. Co., for new am station in Holly Springs, Miss.; June 9 and July 24 on application of Linton D. Hargreaves for new am station in Duluth, Minn.; June 16 and July 26 on applications of Ebony Enterprises Inc., and William Norman Peal for am stations in Chadbourn, N. C. Action May 16.

■ Continued May 17 hearing to date to be specified by presiding hearing examiner in proceeding on application of Ypsilanti-Ann Arbor Bcstg. Co., for new am station in Ypsilanti, Mich. Action May 16.

By Hearing Examiner Thomas H. Donahue

■ Granted joint motion by Inter-Cities Bcstg. Co. and Peoples Bcstg. Corp. for continuance of hearing in proceeding on application of Inter-Cities for am facilities in Livonia, Mich., and continued May 19 hearing to June 26. Action May 18.

By Hearing Examiner Asher H. Ende

■ Scheduled oral argument for 9:30 a.m., May 25 on joint petition by both assignor and assignee for leave to amend application by reducing consideration from sum originally specified to sum which is equal to expenses which assignor has listed as being incurred in acquisition of permit for station WERL Eagle River, Wis., in matter of assignment of cp for that station; scheduled June 5 for parties to submit briefs,

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

BROADCASTING is the only publication in its field qualifying for ABC and ABP membership.

and continued June 14 hearing without date pending ruling on joint petition for leave to amend. Action May 17.

■ Continued May 22 hearing without date pending appropriate action by chief hearing examiner pursuant to Sec. 1.78(c) of rules concerning waiver of hearing in matter of revocation of license of Roger S. Underhill for am station WIOS Tawas City-East Tawas, Mich. Action May 17.

■ Granted petition by WIRY Inc., for leave to amend its application for am facilities in Lake Placid, N. Y., to supply supplemental and revised financial information; application is consolidated for hearing with application of Olean Bcstg. Corp. for am facilities in Plattsburg, N. Y. Action May 17.

■ Denied petition by Eastside Bcstg. Co. to add "funds" issue with respect to application of Lorenzo W. Milam in proceeding on their applications for fm facilities in Seattle, Wash. Action May 12.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Willamette-Land Tv Inc., for leave to amend its application for new tv station to operate on ch. 3 in Salem, Ore., to reflect withdrawal of certain stock subscriptions and by making substitution therefor. Action May 19.

■ Upon request by Broadcast Bureau and with consent of applicants, continued May 18 hearing to May 25 in New Orleans, La., tv ch. 12 proceeding. Action May 17.

■ Granted petition by Seaway Bcstg. Inc., and continued from May 17 to May 24 prehearing conference in matter of revocation of cp for station WMPP Chicago Heights, Ill. Action May 16.

■ On own motion, rescheduled July 24 hearing from 10 a.m., to 2 p.m., that date, in proceeding on applications of Wagner Bcstg. Co., for new am station in Woodland, Calif. Action May 16.

■ Granted motion by Sayger Bcstg. Co. and extended to May 22 and June 2 time to file findings and conclusions and replies in proceeding on its application and that of Malrite Bcstg. Co. for new am stations in Tiffin and Norwalk, Ohio. Action May 15.

■ Granted petition by Stuart W. Epperson and continued dates for exchange of lay exhibits from May 12 to May 19 and for notification of witnesses from May 17 to May 24 in proceeding on his application for new am station in North Wilkesboro, N. C. Action May 15.

By Hearing Examiner Isadore A. Honig

■ Granted motion by Yoakum Bcstg. Co. and advanced June 1 hearing to May 31 in proceeding on its application for am facilities in Denver City, Tex. Action May 19.

■ Granted petition by Broadcast Bureau and extended from May 15 to May 29 time to file proposed findings and on own motion extended from May 25 to June 9 time to file reply pleadings in proceeding on application of Dixie Radio Inc., for new am station in Brunswick, Ga. Action May 15.

By Hearing Examiner Annie Neal Huntting

■ Denied petition by Lake Zurich Bcstg. Co. for leave to amend its application for am facilities in Lake Zurich, Ill., to show reduction in power from 1 kw to 500 w during critical hours. Application is consolidated for hearing in am proceeding. Action May 19.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Walter L. Follmer and ordered that May 22 hearing will instead be further prehearing conference to begin at 2 p.m., in proceeding on his application for am facilities in Hamilton, Ohio. Action May 17.

By Hearing Examiner Jay A. Kyle

■ Scheduled hearing for June 6 in proceeding on application of Ypsilanti-Ann Arbor Bcstg. Co. for am facilities in Ypsilanti, Mich.; granted petition by applicant for leave to amend to supply information called for by Sec. III, paragraph 1(a) of application form, etc. Action May 22.

■ Denied petition by Mt. Holly-Burlington Bcstg. Co. to make engineering changes in its application for am facilities in Mt. Holly, N. J., which is in consolidated am proceeding. Action May 22.

■ On own motion, continued June 1 prehearing conference to June 5 at 2 p.m., in proceeding on applications of James V. Perry and Quests Inc., for am facilities in Grove City, Pa., and Ashtabula, Ohio. Action May 22.

■ Ordered that hearing in matter of revocation of license of Leo Joseph Theriot for am station KLFT Golden Meadow, La., scheduled for May 24 at 10 a.m., in Court Room No. 208, Main Post Office Bldg., 600 Camp St., New Orleans, La., be rescheduled for 2 p.m., at same place and same date. Action May 18.

By Hearing Examiner Herbert Sharfman

■ Scheduled prehearing conference for June 20 for group VII of consolidated am proceeding (Ivy Bcstg. Inc. [WOLF] Syracuse, N. Y.). Action May 17.

■ Upon request by applicants, continued certain procedural dates, and hearing from June 7 to July 31 in proceeding on am applications of Rockford Bcstrs. Inc., (WROK) Rockford, Ill., Quincy Bcstg. Co. (WGEM) Quincy, Ill., and McLean County Bcstg. Co., Normal, Ill. Action May 16.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING May 25

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,532	54	122	817
FM	802	68	202	125
TV	486[1]	56	88	98

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING May 25

	VHF	UHF	TV
Commercial	464	78	542
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by the FCC (March 31, 1961)

	AM	FM	TV
Licensed (all on air)	3,530	791	486[1]
Cps on air (new stations)	31	65	55
Cps not on air (new stations)	150	206	89
Total authorized stations	3,711	1,062	641
Applications for new stations (not in hearing)	560	71	25
Applications for new stations (in hearing)	196	24	54
Total applications for new stations	756	95	79
Applications for major changes (not in hearing)	510	57	35
Applications for major changes (in hearing)	208	4	16
Total applications for major changes	718	61	51
Licenses deleted	1	0	1
Cps deleted	1	3	0

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

■ Scheduled prehearing conference for May 24 to discuss, among other things, matters raised by commission's memorandum opinion and order on group II-A, released May 15, in consolidated am proceeding (Mid-America Bcstg. System Inc. Highland Park, Ill.). Action May 16.

By Hearing Examiner Elizabeth C. Smith

■ Granted joint petition by Michigan Bcstg. Co. (WBCK) Battle Creek, Mich., Mt. Vernon Radio and Tv Co. (WMIX) Mt. Vernon, Ill., and Radio 940, South Haven, Mich., to sever their applications from consolidated am proceeding; closed record with respect to their applications and ordered that proposed findings may be filed within time specified by rules, and replies to such findings may be filed ten days thereafter. Action May 17.

BROADCAST ACTIONS

By Broadcast Bureau

WAIM-TV Anderson, S. C.—Granted extension of completion date to Nov. 1. Action May 22.

Actions of May 19

■ Granted cps for following new vhf tv translator stations: Moorcroft Community Tv Inc., Moorcroft, Wyo., on ch. 6 to translate programs of KTWO-TV (ch. 2) Casper, Wyo., via Wyodak, Wyo., ch. 8 translator station; Roy McLeod, Philipsburg, Mont., on ch. 7 to translate programs of KXLF-TV (ch. 4) Butte, Mont.; Cliff-Gila Tv Club, Cliff and Gila, N. M., on ch. 7 to translate programs of KROD-TV (ch. 4) El Paso, Tex.; Bowdle Tv Assn., Bowdle, S. D., on ch. 7 to translate programs of KDLO-TV (ch. 3) Florence, S. D.; Tru-Vue Tv Assn., White Sulphur Springs, Mont., on ch. 11 to translate programs of KFBB-TV (ch. 5) Great Falls, Mont.; City of Atkinson, Atkinson, Neb., on ch. 13 to translate programs of KPLO-TV (ch. 6) Reliance, S. D.; Dodson Tv Assn., Dodson, Mont., on ch. 11 to translate programs of KOOK-TV (ch. 2) Billings, Mont., via Zortmand, Mont., ch. 4 translator station; Kamiah Valley Tv Inc., Kamiah, Idaho, on chs. 7 and 13 to translate programs of KXLY-TV (ch. 4) and KHQ-TV (ch. 6) both Spokane, Wash.; Carbondale Tv Booster, Carbondale, Col., on ch. 2 to translate programs of KREX-TV (ch. 5) Grand Junction, Col. (condition); Aspen Tv Committee, Aspen, Col., on ch. 6 to translate programs of KREX-TV (ch. 5) Grand Junction, Col., via Roaring Fork River Valley, Col., ch. 13 translator station; condition; Aspen Tv Committee, Roaring Fork River Valley, Col., on ch. 13 to translate programs of KREX-TV (ch. 5) Grand Junction, Col.; condition; Kamiah Valley Tv Inc., Kamiah, Idaho, on ch. 9 to translate programs of KREM-TV (ch. 2) Spokane, Wash., via uhf translator station K72AL, Grangeville, Idaho; condition; Prescott Tv Booster Club, Prescott, Ariz., on chs. 6 and 4 to translate programs of KTAR-TV (ch. 12) Mesa, and KOOL-TV (ch. 10) Phoenix, both Ariz.; conditions; Prescott Tv Booster Club, Prescott, Ariz., on ch. 7 to translate programs of KTVK(TV) (ch. 3) Phoenix, Ariz.; condition; Hanna Elmo Tv Assn., Hanna, Wyo., on ch. 7 to translate programs of KTWO-TV (ch. 2) Casper, Wyo.; condition; Chico Tv Booster Club, Paradise Valley, Miner Basin, Emigrant, Mont., on ch. 10 to translate programs of KXLF-TV (ch. 4) Butte, Mont.; condition; Orchard Ranch Ltd., Orchard Ranch, Wyo., on ch. 4 to translate programs of KTWO-TV (ch. 2) Casper, Wyo.; condition; Four Corners Tv Club, Dove Creek, Col., on ch. 3 to translate programs of KOB-TV (ch. 4) Albuquerque, N. M., via Madden Peak, Colo., ch. 9 translator station; Roan Creek Recreation Assn., Roan Creek, Col., on ch. 7 to translate programs of KREX-TV (ch. 5) Grand Junction, Col.; condition; Mammoth Community Tv, Mammoth, Yellowstone Park, Wyo., on ch. 6 to translate programs of KID-TV (ch. 3) Idaho Falls, Idaho; condition.

KFAB-FM Omaha, Neb.—Granted license for fm station; remote control permitted.

KRKO Everett, Wash.—Granted license covering increase in power, change ant.-trans. and studio locations, make changes in DA and ground systems and installation of new trans.

WDXL Lexington, Tenn.—Granted license covering increase in daytime power and installation of new trans. for daytime use.

KFAB Omaha, Neb.—Granted license covering changes in nighttime pattern.

KRKO Everett, Wash.—Granted license covering installation of old main trans. as auxiliary trans.

WSM Nashville, Tenn.—Granted license covering installation of new trans.

WOR New York, N. Y.—Granted mod. of licenses to operate main and auxiliary trans. by remote control; conditions and without prejudice to such further action as Commission may deem appropriate with respect to matters being considered in connection with WOR renewal application.

WBYG Savannah, Ga.—Granted mod. of license to change studio location and remote control point.

■ Waived Sec. 4.709(b) of rules and granted special temporary authority for following vhf tv repeater station: Armstead, Dell, Horse Prarie Booster, ch. 9 Armstead, Dell, Horse Prarie, Mont. (KXLF ch. 4, Butte, Mont.

KXTV (TV) Sacramento, Calif.—Granted cp to install auxiliary trans. at main trans. site.

KWKW Pasadena, Calif.—Granted cp to make changes in nighttime DA system (1 additional tower) and make changes in ground system.

KOY Phoenix, Ariz.—Granted cp to install new trans.

WEOK Poughkeepsie, N. Y.—Granted cp to install old main trans. as auxiliary trans. (present main trans. location).

KRKD Los Angeles, Calif.—Granted cp to install old KFSG trans. as alternate main trans. (present main trans. location).

WEMP-FM Milwaukee, Wis.—Granted cp to replace expired permit for fm station.

WSOY-FM Decatur, Ill.—Granted cp to install new ant.; increase ERP to 54 kw; and decrease ant. height to 450 ft.

WUSC-FM Columbia, S. C.—Granted cp to replace tower and install new transmission line.

WFBE (FM) Flint, Mich.—Granted cp to move ant.-trans. and studio location 100 yards to south of present location (same site), ERP 1.1 kw.

KTAL (TV) Texarkana, Tex.—Granted mod. of cp to change type ant., make changes in equipment and ant. height; ant. 1,580 ft.

WFAB Miami-South Miami, Fla.—Granted mod. of cp to make changes in ant. system and change studio location (trans. location).

WSRW-FM Hillsboro, Ohio—Granted mod. of cp to change frequency to 106.7 mc, decrease ERP to 32 kw, and change type ant.

WTRN Tyrone, Pa.—Granted request for cancellation of license for auxiliary trans.

WKNB New Britain, Conn.—Granted request for cancellation of license for auxiliary trans.

WKAR, WKAR-FM East Lansing, Mich.—Granted authority to remain silent May 30 and July 4.

WLVL (FM) Louisville, Ky.—Granted authority to remain silent for period through May 30.

■ Following stations were granted extensions of completion dates as shown: WTVY (TV) Dothan, Ala., to August 1; WFAB Miami-South Miami, Fla., to September 30; KCSM (ED) San Mateo, Calif. to November 7; WHEW Riviera Beach, Fla., to July 1; WOWY Clewiston, Fla., to July 1; WCIN Cincinnati, Ohio, to September 14; WGSB, Geneva, Ill., to October 1; KOTO (FM) Seattle, Wash., to June 30; WYCR (FM) York-Hanover, Pa., to September 15; KBBW (FM) San Diego, Calif., to September 15; KGGK (FM) Garden Grove, Calif., to July 1; WBCB-FM Levittown, Pa., to October 1.

Actions of May 18

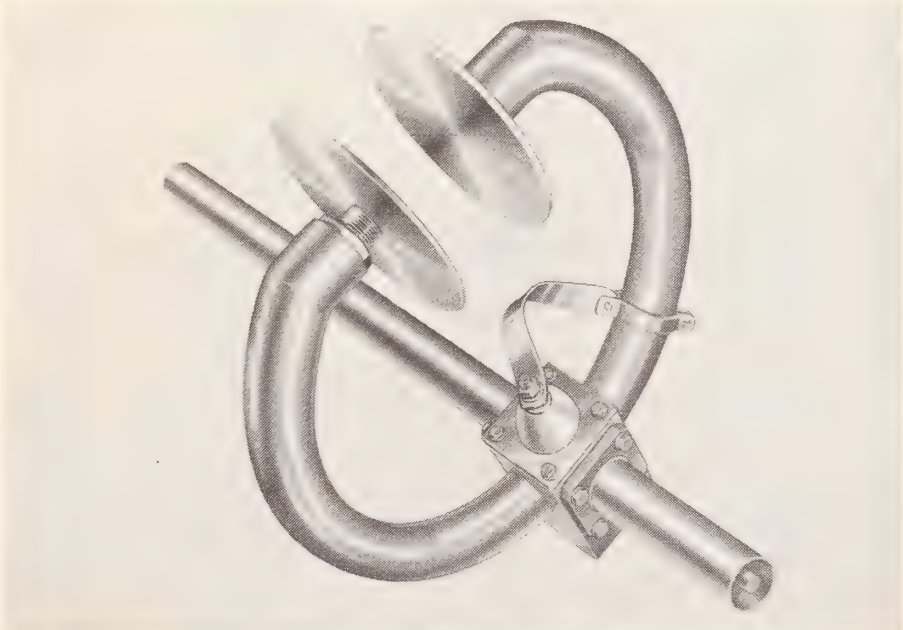
■ Granted cps for the following new vhf tv translator stations: Roundup Tv Assn. Inc., Roundup, Mont., on chs. 13 and 10 to translate programs of KOOK-TV (ch. 2) and KGHL-TV (ch. 8), both Billings, Mont.; conditions; Gateway Tv Assn., Gateway, Colo., on ch. 13 to translate programs of KREY-TV (ch. 10) Montrose, Colo.; Las Vegas Tv Translator Assn., Las Vegas, N. M., on chs. 9 and 11 to translate programs of KOAT-TV (ch. 7) and KGGM-TV (ch. 13) both Albuquerque, N. M.; Walsh Community Tv, Walsh, Col., on ch. 8 to translate programs of KTVC (ch. 6) Ensign, Kan.; Grand Valley Tv Assn., Grand Valley, Col., on Ch. 2 to translate programs of KREX-TV (ch. 5) Grand Junction, Col.; Better Tv Assn. Inc., Sisseton, S. D., on ch. 12 to translate programs of WDAY-TV (ch. 6) Fargo, N. D.; Fort Benton Tv Club, Fort Benton, Mont., on ch. 7 to translate programs of KRTV (ch. 3) Great Falls, Mont.; Loma Tv Club, Loma, Mont., on ch. 7 to translate programs of KRTV (ch. 3) Great Falls, Mont.; Pondosa Tv Club., Medical Springs, Ore., on ch. 9 to translate programs of KBOI-TV (ch. 2) Boise, Idaho; Malta Tv Club, Zortman, Mont., on ch. 4 to translate programs of KOOK-TV (ch. 2) billings, Mont.; St. Regis Tv Booster Club, St. Regis, Mont., on ch. 8 to translate programs of KXLY-TV (ch. 4) Spokane, Wash.; Wolf Point Tv Club, Wolf Point, Mont., on ch. 6 to translate programs of KUMV-TV (ch. 8) Williston, N. D.; Ant. Booster Assn., Story, Wyo., on ch. 4 to

Continued on page 101

The efficient design of the Collins 37M FM Antenna has never been effectively duplicated. It has been imitated, to be sure, but it retains its position of leadership. Design simplicity keeps fine tuning adjustments to a minimum after installation. Bandwidth and linearity far exceed requirements for effective multiplexing service.

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RADIO

Help Wanted—Management

Wanted: Manager with small to medium market experience for Indiana independent daytime station. Prefer past managerial experience but will consider anyone with high sales experience and ability to get along with people. Send all replies to Box 104F, BROADCASTING.

Sales

New Jersey—excellent opportunity for good producer. Multiple chain, top New Jersey indie. Box 265F, BROADCASTING.

Opportunity for energetic salesman of good character for network station in Texas resort city. Box 274F, BROADCASTING.

Wanted salesman for regional and agency sales. Midwest group of network affiliated radio and television stations. You must be capable, energetic and of the highest integrity. Box 350F, BROADCASTING.

Wisconsin, salesman who loves to sell, excellent opportunity for good producer. Box 380F, BROADCASTING.

Air salesman with at least a year's experience needed for a highly rated 250 Pennsylvania station. Send tape, background and salary expected in first correspondence. Box 398F, BROADCASTING.

Wanted—Experienced salesman Florida east coast 1st in market. Write Box 429F, BROADCASTING.

Sales manager wanted, for metropolitan Texas market. Must know how to sell. If you want to make money, here is your opportunity. Send resume and your sales record 1st letter. Box 471F, BROADCASTING.

Sales manager . . . Strong on sales. Maryland independent, multiple chain. Excellent opportunity for a solid producer. Box 494F, BROADCASTING.

Wanted. Salesman-announcer for southern Oregon station. Emphasis on sales. Salary open. Box 507F, BROADCASTING.

Boston. Top rated radio station needs salesman to fill out staff of 2. Terrific opportunity to make real money. Replies confidential. Box 512F, BROADCASTING.

California adult pops fulltime kilowatt offers five figure opportunity for livewire salesman. Announcing-copy background important. Personal interview necessary. Radio Station KIDD, P.O. Box 1070, Monterey, California.

Salesman, fm station, ground floor, growing area, E. W. Meece, KRPM, San Jose, California.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Announcers

Announcer with first class ticket, maintenance is secondary. Box 928D, BROAD-

Wanted—Best young dj in modern radio! We're not top 40—but we're a leading "live wire" operation in major Michigan market. Send details and tape to Box 170F, BROADCASTING.

Experienced, well-educated announcer for south Texas network station. Box 277F, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Immediate opening for dj in 75,000 central New York market. Prefer man who can fit into tight production format. Send resume, tape, requirements to Box 296F, BROADCASTING.

Eastern Pennsylvania 250 watt fulltimer needs an announcer with at least two years experience. Must be good board man. Start $85 a week with regular raises. Interview necessary. All tapes will be returned. Send tape and resume to Box 404F, BROADCASTING.

Northeast 50 kw clear channel needs staff announcer. Quality programming, large staff, modern facilities and prestige position. This large market makes this an outstanding opportunity for the right man. No shouters please. Good pay and company benefits. Send complete resume, tape and recent photo to Box 405E, BROADCASTING.

Announcer with flair for production and well-rounded experience. First ticket would help. Interview Chicago area required. Box 408F, BROADCASTING.

Live top 40 dj with personality for eastern major market station. Replies confidential. Rush tape, resume. Box 422F, BROADCASTING.

Announcer-1st class operator needed in medium market. Programming is adult service and information type. This is a top flight operation and we want a top flight announcer with at least 5 years experience. No maintenance required. Salary open, but minimum $475 per month to start. This is a permanent job in a station you can be proud to be associated with. We are choosey and careful in our selection. As we are located in the midwest, we will hire from the midwest only so that we may audition and interview you and your family on the spot. Reply in detail. Box 463F, BROADCASTING.

New Jersey announcer-newsman, experienced, for soft sell adult music station. Excellent community. Box 486F, BROADCASTING.

One of the nation's largest and most progressive radio chains needs a bright, highly experienced afternoon dj for #1 rated top 40 show. Include tape and three references. Tapes will not be returned. Box 487F, BROADCASTING.

Check display ad titled: "Top chain seeking." We are also in need of one top-flight announcer with first phone in one of our major markets. Air mail tape with resume, references and pictures. Box 511F, BROADCASTING.

Wanted—Three best announcers in modern radio! One with 1st class ticket. KHAK, the "Bright New Sound"—not top 40—will soon go on the air in Cedar Rapids, Iowa. Only the experienced need apply. Send tape, complete resume, salary requirements, snapshot to W. E. McClenahan, c/o KHAK Radio, S.G.A. Building, Cedar Rapids, Iowa.

Experienced announcer. Can also sell. Permanent position to right person. Dr. F. P. Cerniglia, KLIC, Monroe, Louisiana, FAirfax 3-4617.

Newsman. Reporter and airman. Run department. Brand new daytimer in Hammonton, N. J. Challenging area. News-minded-management. Contact WNJH, Hammonton, N. J. or WCOJ, Coatesville, Pa. Personal interview preferred.

Help Wanted—(Cont'd)

Announcers

Announcer with first phone, no maintenance. Night shift must have car. State salary, send tape to Fred Epstein, KSTT, Davenport, Iowa.

Announcer. Immediate opening for smooth, good music 1 kw daytimer. No rock and roll. First class ticket holder preferred but not necessary. Send details and salary requirements to WEAD, The Hilton Inn, Atlanta 20, Georgia.

Now auditioning for mature announcer experienced in adult programming. Must run tight board. New Equipment—wonderful city. Tape, resume, photo and salary to Program Director, WKLZ, Kalamazoo, Mich.

Morning man, experienced bright rating conscious. Top 40. Tape, resume, salary desired immediately to WMEX, 70 Brookline Avenue, Boston 15, Mass.

Progressive, production-minded station desires first ticket announcer. Salary open. New building, new Collins equipment. Home on premises available if desired. WMVO, Mount Vernon, Ohio.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Technical

Chief engineer for established am directional east central. Excellent opportunity with multiple ownership. Box 410F, BROADCASTING.

Chief engineer for North Carolina full time station. Must be thoroughly experienced in all phases of maintenance. No announcing. Preference will be given to active amateur radio operator. Box 424F, BROADCASTING.

Chief engineer with or without announcing. 250 watter southeast New York. Box 457F, BROADCASTING.

Immediate opening for experienced engineer-announcer at 1 kw in mid-west. Plenty of work for engineer. At least $100 to start. Send tape and resume first letter. Box 460F, BROADCASTING.

First phone announcer for new station going on air in June. WCCF, Punta Gorda, Fla. NEptune 9-1580 or NEptune 2-1101.

Maintenance technician WFAR 1 kw AM WXTV 1 kw uhf $100 weekly—803 E. Indianola Ave., Youngstown 2, Ohio.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Production—Programming, Others

Texas station needs experienced dependable traffic manager. Box 275F, BROADCASTING.

Experienced, persuasive copywriter for network station Texas resort city. Box 276F, BROADCASTING.

Continuity-writer with 1st class ticket, for remote control operation. This is a top job for the right person. Must be good on continuity and production, good air voice. All benefits and $100.00 weekly in medium mid-west market. Send full details. Box 464F, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Radio program director for major Ohio market station. Must have at least 5 years experience. No rock and rollers. Send all information with recent snapshot. Box 353F, BROADCASTING.

News editor—with 1st class ticket. Must be fully qualified to handle large scale local operation in central Illinois market. Only top man wanted. Salary is open. Box 465F, BROADCASTING.

Hard-driving morning newsman with authoritative voice and news knowhow. A real challenge for the right man. Opportunity for tv. Send full resume, tape, picture, salary Box 483F, BROADCASTING.

Small market station located within 100 miles of New York City in need of local news man. Will consider recent college grad. Box 508F, BROADCASTING.

Wanted: Program director for KHAK, the "Bright New Sound"—not top 40—soon to go on the air in Cedar Rapids, Iowa. Must have a mature concept of modern radio and be experienced in all phases, including production. Send tape consisting of news, commercials, etc., along with complete resume, salary requirements and snapshot to W. E. McClenahan, c/o KHAK Radio, S.G.A. Building, Cedar Rapids, Iowa.

Local news and sports. Opportunity. Send resume, tape. R. B. Cupp, KOFO, Ottawa, Kansas.

Copy-writer—Experienced, production minded, with ability to write hard sell. Good salary. Send samples, resume and photo to WFDF, Flint, Michigan.

Dynamic modern newsman. Can you deliver and write a fast paced newscast with authority? We're building a top rated news organization. Tape and resume to Bill Towre, WMEX, Boston 15.

Program director for middle of the road music and news station, heavy emphasis on local news and community service. Must be idea man of proven ability and authority. Florida east coast station. No phone calls. Rush tape and complete resume, Dick Clark, WMFJ, Daytona Beach, Florida.

Copywriter. Must have experience. Group station with company benefits. Send continuity and background to Bill Eure, WRAP, P.O. Box 598, Norfolk, Virginia.

RADIO

Situations Wanted—Management

Million-market $15,000 talent looking up. Prepared for programming position. Box 443F, BROADCASTING.

Efficiency consultant . . . expert on problem or new stations. Will find the weak points of your property and set it as an efficient, well-organized operation. 12 years experience in radio programming, sales, effective administration. Period of consulting will be mutually decided upon evaluation. Available in 3 weeks. Write Box 446F, BROADCASTING.

Wanted: General manager position. Have been employed as general manager for past 4 years, 1000 watt day station. Station billed approximately $38,000 year before me. My first year increased to $60,000—leveled off, due to size market (town population five thousand) last three years, between $70 and $75 thousand. Net 12 to 16 thousand yearly. Small and medium markets my speciality . . . will consider all offers. Excellent salesman, all types market. Considering change, what do you have to offer? No play boy, non drinker, experienced in all phases of radio . . . happily married . . . age 50. Money isn't everything, but must live. Love a challenge. Box 455F, BROADCASTING.

Fourteen years negro radio—manager/sales manager. All phases, sales, programming—creative, energetic, loyal. Family man. Box 462F, BROADCASTING.

Situations Wanted (Cont'd)

Management

20 years with one of country's outstanding radio and tv stations. Broad experience in management, administration, operations and engineering. 48, family, active in community. Looking for radio management where living conditions, future plans or investment possibilities would be an added attraction. Box 469F, BROADCASTING.

Station manager available July 15. 11 years experience in small, medium, metro markets in sales, sales management and station management. Southwest preferred. Box 477F, BROADCASTING.

Executive assistant with 20 years tv-radio network and local performing, production, labor relations, etc., in eastern metropolitan market. $12,000. Available June 15. Box 488F, BROADCASTING.

Manager: Strong on sales, programming, announcing, have own first phone man. Desires change. Prefer south, but will consider any locale. Box 500F, BROADCASTING.

PD four station California network, terminating 8 year association. Experienced manager, production, news. Solid references. Age 31. Family. Bill Gebeau, 3266 Vance, Riverside, California.

Sales

Salesman with proven ability in competitive major market desires established account list and $600 monthly guarantee. Box 447F, BROADCASTING.

I can sell creatively, sincerely, honestly. Sales manager would like medium market with management potential. Family, 10 years experience. Box 504F, BROADCASTING.

Announcers

A-OK all the way . . . 5 years experience, swingin' personality. Definite asset to any organization. Box 351F, BROADCASTING.

Pleasant, relaxed style, knowledge tasteful music. News, 4 years experience, perfect late or all nite. Medium market. Box 415F, BROADCASTING.

Announcer seeking security of growing operation. Family, dependable, experienced. $100.00. Box 437F, BROADCASTING.

Combo man—Interested in Hoosier market—announcing—engineering—D. T. I. Grad—Light sales—1 year experience. Salary open—married—G.I.—Can deliver goods. Box 439F, BROADCASTING.

Young aggressive Negro dj, 1 year experience, tight programming. Will travel. Box 440F, BROADCASTING.

Situations Wanted (Cont'd)

Announcers

13 years experience including major markets. Program director, mature announcer, newsman, radio-TV. Superior references. Desire position with certain advancement opportunity. Box 444F, BROADCASTING.

Broadcast major league baseball, college basketball. Looking for top sports station to settle with. If you have sports department that offers year around sportscasting, contact immediately. Box 445F, BROADCASTING.

Soft-sell personality with thorough musical knowledge, including classical desires afternoon or all-night spot. B.S. degree, excellent references. Experience as pd. Box 451F, BROADCASTING.

Announcer—4 years experience, good voice. Seeking evening shift, (or all night show) with am-or-fm, good music. Prefer Michigan, Illinois, Ohio, Indiana or Wisconsin, but will consider all offers. Presently empolyed. Have given notice, can relocate June 12th. Married, family, tape. Box 453F, BROADCASTING.

Air personality. 24 radio years. Age 43. Quick wit. Family, man. Box 458F, BROADCASTING.

Fit your format fine, announcer, first phone. Good, reliable. Like air shift, production. Utilize license. Box 459F, BROADCASTING.

Top quality announcer-news reporter 50 kw indie and network background. Excellent delivery, fine appearance. All around experience in every phase including record shows and mc work. Married. Will consider U.S.A. or overseas offer. Box 461F, BROADCASTING.

Experienced tv-radio newscaster-commentator, formerly news director top northwest ABC-TV affiliate, currently ad agency PR director, desires return to broadcasting. Will consider west coast only. Background, pix available on request. Excellent references. Available for personal interviews during June vacation. Box 468F, BROADCASTING.

Looking for experience and dependability? Family man with eight year radio background. Now employed, but would like to move up. If you're looking for a solid staff or sports man, write Box 473F, BROADCASTING.

Sports director looking for sports minded station. Finest of references. Box 476F, BROADCASTING.

Hello S.W.—Experienced dj wishes to relocate. Capable, willing, inexpensive, not after money, just work and warm weather. Box 479F, BROADCASTING.

Personality announcer-salesman, 15 years experience. Prefer south but will consider all offers. Usual notice. Box 498F, BROADCASTING.

TOP CHAIN

seeking

TOP DJ'S FOR TOP TEN MARKET

TOP PRICES. Air mail tape with resume, references and picture. We need more than one man because of expansion. MAKE SURE YOU ARE HEARD.

Box 510F, BROADCASTING

Situations Wanted (Cont'd)

Announcers

Disc-jockey, announcer—Experienced; tight, bright production technique; personality plus; not a floater. Box 492F, BROADCASTING.

Experienced dj, newsman, bright, creative. Now vacationing California. Want to stay permanently. Box 493F, BROADCASTING.

Announcer, personality jock, experienced major market, will consider anything with a bright future. Box 495F, BROADCASTING.

Mr. station manager: Experienced, announcer, d.j., available for good music operation. Box 497F, BROADCASTING.

First phone announcer: desires position in Florida radio or tv. Box 499F, BROADCASTING.

Announcer wants to settle down—Not a floater or prima donna. Tight production. Married and bright sound. Box 505F, BROADCASTING.

Good music and newsman. 5 years experience. Desires affiliation with progressive outlet. Box 509F, BROADCASTING.

Dependable veteran 27, married with first phone and little experience desires opportunity to prove himself. Prefer chance to do sports and play-by-play, but this can come later. California or Nebraska areas preferred, but not essential. Mel Armijo, 329 E. 81 St., Los Angeles 3, California.

Experienced 1st phone morning announcer. Also as farm director and copywriter. 35, family. Prefer to relocate in Minnesota. Resume, references on request. Dwaine Brewington, Box 224, Burt, Iowa, phone 93.

Negro first phone announcer. Announcing school graduate. Will locate anywhere. John Burton, 3501-5th Avenue, Los Angeles, California.

Nitehawk? Need one that play pop and standards, no "top 40?" Deejay, 3-years, 25, draft exempt, built night shows in Green Bay area; suburban Chicago. Desire middle market, 15-50,000—anywhere. Warren Freiberg, 5369 West 89th, Oaklawn, Illinois.

Experienced first phone announcer, family, prefer daytime adult station. John Hess, 108 Lillis Lane, Denison, Texas, HOmestead 5-7912.

Announcing—desires immediate work 24, married—Strong on news and good tight board. Know and like c&w music also r&r. Prefer Kentucky or Tennessee but will travel anywhere. Experience needed-money secondary. For tape and complete resume contact Clarence Hobbs, 1348 Paulina St., Chicago, Ill. Call collect DI 2-8923.

Announcer-copywriter-third phone, 11 years experience. Top personality. Snappy copy. Married. Minimum $100.00. Write or call—Charlie Lord, Route 3, Box 645, Deland, Florida, REdwood 4-7416.

Situations Wanted (Cont'd)

Announcers

Indiana University grad as of June 6th, seeks good music, news, sports outlet. Can write, gather, air news, strong on personality, play-by-play. Excellent references. Previous commercial experience. Will go anywhere if right station. Want a dependable man? I'm waiting. Charlie Jenkins, 260 S. Jefferson, Sellersburg, Indiana. CH 6-2402.

Mature top 40 and moderate d.j. looking for up-coming progressive and promotion minded station. I have mobile sound unit. Will relocate. Sober. Call or write Frank Sacks, 20557 Stout, Detroit 19, Michigan. KEnwood 5-6680.

Attention Texas, New Mexico, Arizona: Announcer first ticket, 8 years experience all phases and maintenance. Interested in PD. Married. Dependable. Call or write: Announcer, c/o Howard Smith, 502-53rd St., Lubbock, Texas.

2nd class license, can type, speech school, can ad lib, write copy, cooperative attitude. Tom Stanton, Pa. 5-8660, 5951 Washington, St. Louis 12, Mo.

Announcer-salesman, 1st phone, best references, married, 36, no maintenance. Dean Tunnell, 1510 Sutter St., Dallas, Texas, phone FR 4-4936.

Top announcer looking for late night or all night show in metropolitan market. Five years experience, 3 years in Nashville radio. Good music only. Franklin McCormick style. Deep, nice voice. Contact Bartt Whitson, CY 8-1459, 4202 Elkins Avenue, Nashville 9, Tenn.

Technical

Combo man—First phone eighteen months experience, am, fm station. Vet. Married. Interested in engineering future. Midwest market. Box 442F, BROADCASTING.

Experienced chief engineer, remote control directional systems and some tv, desires permanent position in radio or tv, Box 454F, BROADCASTING.

First phone combo, employed at $100 week, available. Box 490F, BROADCASTING.

First phone, two years broadcast, four industrial, seeks chief's position, also sales, will consider limited announcing, production, outside news, ham, versatile, immediate reply all inquiries. Box 506F, BROADCASTING.

Chief 24 years experience, construction, maintenance, operation, directional antennas, excellent references, executive ability. Frederick Brill, 35 Howard St., West Haven, Connecticut.

First phone, Grantham graduate, year of control board experience. Can also announce. Washington area only. Barton Bruins, 730 19th St., N.W., Washington 6, D. C. DI 7-6882.

Situations Wanted (Cont'd)

Technical

First phone. DeVry Technical graduate. Limited experience. Eager to learn. Willing to relocate anywhere. Married. Bill Matchak, 358 Quimby Street, Sharon, Pennsylvania. DI 7-2618.

1st phone CIE student desires postion in midwest. Good musical background. Some board and announcing experience. John Oelke, 4529 Flad Ave., St. Louis 10, Missouri. MO 4-7090.

Production—Programming, Others

Newsman-announcer, 25, college graduate, married, medium station experience of 5 years, currently newswriter with major network in New York. Desires California position as announcer and/or news reporter. Box 367F, BROADCASTING.

News director, 32, ten years experience. Good solid conservative news, all phases. College, married, two children. Northeast-northwest. $150 minimum. Tape-pic-resume. Details from Box 400F, BROADCASTING.

Gal. Production assistant experience. Announcer, pleasant, intelligent delivery. Some writing, strong on features. Will also consider educational station. Tape and scripts. Box 438F, BROADCASTING.

Available August 1, experienced adult radio program director. Limited management experience. Nine years radio and television. Proven leader. Box 449F, BROADCASTING.

Now working rock radio and tv. Help return me to a good music station only. Can double as news director or pd. Five years experience. Box 474F, BROADCASTING.

Newsman—10 years experience, covers writing, editing, producing, air work. Good references. Tape, resume, Box 481F, BROADCASTING.

Program director's program director! Good . . . can prove it! Box 484F, BROADCASTING.

Program director—I offer you ideas, imagination, intestinal fortitude, and twelve years experience. I believe formats, sound, modern programming must be adapted to each market. There are no magic formulas or numbers for success. The only sure key is a program director capable of experience-sound professional judgement. I'm searching for an employer with a challenging, competitive market for whom radio is a profession and program director is not just a title. I charge for my services. Box 485F, BROADCASTING.

Newsman—Fourteen years all facets, currently director of top-rated medium market operation. Modest salary requirement if you offer permanent position with opportunity for professionally productive hard work. Family man, veteran. Box 501F, BROADCASTING.

Imaginative young family man with programming, production, promotion, and news experience desiring position in television. Five years in commercial radio. Would consider combination radio and tv. Box 503F, BROADCASTING.

Boss likes my copywriting, but replaced me with announcer-writer. Available now. Single, car, anywhere, any wage. Call the boss or me collect. Leonard Greene, Midford 2-5415, Little Falls, Minn.

TELEVISION

Help Wanted—Sales

Energetic, persuasive salesman large Texas market. Box 272F, BROADCASTING.

Technical

Assistant chief for Midwest ETV. Need experienced engineer with administrative ability. Salary $7,000-$8,000. Send resume, references. Box 441F, BROADCASTING.

CREATIVE TV DIRECTOR

For

MAJOR ADVERTISING AGENCY

IN GERMANY

Position offered in Dusseldorf. Attractive opportunity. Applicant should be thoroughly experienced in agency production of ID's, breaks, and minute announcements.

●

Write in detail, stating experience, salary requirements and other pertinent information, enclosing samples of work, etc.

Address replies Box 489F, BROADCASTING

444 Madison Avenue, New York 22

Help Wanted—(Cont'd)

Technical

Immediate opening for remote supervisor in south Florida. Must be completely familiar with microwave and Ampex vtr maintenance. No others need apply. 40 hour week—salary open to right man. Box 478F, BROADCASTING.

1st phone engineer-switcher for western Kansas tv station. Experience not necessary. Contact K. H. Karr, Chief Engineer, KTVC-TV, Ensign, Kansas.

TV summer studio relief 2nd class license minimum. Contact: Mr. Merritt, C. E., WICS-TV, Springfield, Ill.

Transmitter supervisor. Have immediate opening for man who has complete knowledge of RCA TT 10 AL transmitter. 40 hour week—salary open. Write, call, or wire Lew Evenden. Chief Engineer, WPTV, Palm Beach, Fla.

Production—Programming, Others

Continuity writer with speed and creativity for vhf in large Texas city. Box 271F, BROADCASTING.

Experienced, dependable traffic manager Texas vhf. Box 273F, BROADCASTING.

Experienced tv program director needed in progressive two station midwest uhf tv market. Want a stable "idea man" who can produce results. Send resume, photo and salary requirements to Box 290F, BROADCASTING. Replies confidential.

Experienced tv director wanted by station in Florida's second largest market. Must have three years board experience; ability to work well with staff. Send complete resume, recent photo, salary expected to Box 352F. BROADCASTING.

News man with extensive production experience to take over daily half hour news program in major market. Good advancement possibilities. Please send material to Box 456F. BROADCASTING.

Tv newsman strong on appearance and delivery. Outstanding opportunity in medium size midwest market. Immediate opening. Send full resume, tape, picture, salary. Box 482F. BROADCASTING.

TELEVISION

Situations Wanted—Management

Sales/promotion manager major and medium market sales and promotion management. Now selling successfully top ten mid-east major advertising medium, not radio or tv. Twelve years experience all phases broadcasting. Finest references, will relocate. Box 377F, BROADCASTING.

Merchandising and promotion manager. Also national tv sales and radio management experience. 8 years sales manager. Box 421F, BROADCASTING.

General manager or national sales manager —Presently employed this position. Wants larger market. Experienced in all phases of station management. 7 years experience. Proven success. Family man. Write Box 502F, BROADCASTING.

Station dark. Managers contract concluded by mutual agreement. 8 years broadcast experience with excellent references. Interested in challenging position in programming, production, operations or management. Contact Herb Buck, 1008 Chipola Road, Ft. Pierce, Florida.

Sales

For hire: One salesman (traveling or otherwise). This is an experienced (13 years) broadcaster, up thru the ranks as announcer, program-sports director, salesman. Limited experience station management, small market radio. Currently employed tv sales. Desire radio management, tv sales. Available for fulltime traveling position. Capable executive sales presentations to top radio/tv management. Family man, 39, stable, dependable. References. Your inquiry receives immediate attention. Box 475F, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Available immediately announcer, director, two years radio, over five tv. 29, married, tape, resume, references upon request. Box 496F, BROADCASTING.

Technical

12 years am-tv experience including administration, maintenance, construction. Five years chief engineer, but will consider other technical supervisory position in permanent location. Proven ability, references. Box 450F, BROADCASTING.

1st phone CIE student desires position in midwest. Good musical background. Some board and announcing experience. John Oelke, 4529 Flad Ave., St. Louis 10, Missouri. MO 4-7090.

Production—Programming, Others

Program director — news director — announcer. Also, capable salesman. Thoroughly experienced: 7 years—television: 11 years radio. AB degree. Teetotaler, 36. Interested in better opportunity for advancement. Telephone 872-1316, Atlanta, Georgia, or write Box 300F. BROADCASTING.

June graduate with B. S. degree seeking production position in northeastern U. S. Will consider ETV. Married. Experienced in production, direction, announcing, and some programming. Top references. Box 301F. BROADCASTING.

News photographer, movies, 5 years still experience. Now University of Kansas r & tv production major. Summer. Box 390F, BROADCASTING.

TV producer/director desires midwest. Operated own board. Handled all shows. Experienced tv-radio announcer-copywriter. Possess motion picture equipment for news work. 33. References. 15 years experience. Box 417F, BROADCASTING.

News director. Top-rated on-camera delivery with proven administrative ability in major markets. Experienced in shooting newsfilm domestically and abroad. Box 435F, BROADCASTING.

Newsman—newsfilm photographer. Experienced on-camera reporter shooting award-winning newsfilm. Accredited to White House. Pentagon. Capitol Hill. Free to travel. Box 436F. BROADCASTING.

Alert, capable young man, experienced in all phases of radio, television and motion picture production. Competent studio technician. Draft deferred, single. Box 466F, BROADCASTING.

Experienced in all phases of tv production including production manager. Would like position in medium market. Box 467F, BROADCASTING.

FOR SALE

Equipment

For sale as a complete package the following pieces of equipment: 250 watt, G.E. transmitter, G.E. two-studio console, two Presto turn-tables, G.E. limiter amplifier, and a PT-6 Magnecorder. All in good condition. Taken out of use because of power increase. Price $3,000.00. Box 295F, BROADCASTING.

Magnecord—728 tape recorder rack mounted on adapter panel with 2-600 ohm output transformers like new. Box 361F, BROADCASTING.

General Electric 250 watt fm transmitter, BT-1-A. Clean, good appearance, reliable. Overhauled recently, and in excellent condition. $1200.00. Box 416F, BROADCASTING.

One dollar a watt . . . $1000 FOB Odessa, Texas buys Western Electric 443A transmitter including modulator tubes, numerous spare parts and other tubes, instructural manual and wall size schematic. Out of service approximately six months. Has been operating at 1410 kc but will serve all am frequencies. Contact Rick Richardson, Manager KRIG.

FOR SALE

Equipment—(Cont'd)

Gates MO-2639 modulation monitor $225, M-5144 R.F. Amplifier for remote control $200; B&W #404 linear detector $55. All in excellent condition. F.O.B. WÇOJ, Coatesville, Pa.

For sale complete operating 1000-watt fm station as package or separate, including GE transmitter type 4BT-1A, GE modulation monitor type BM 1-A, 340 feet 7/8" coax, and Collins 3-bay fm antenna. See it until June 20 in operation. WFAH, Alliance, Ohio. $2800 FOB Alliance.

REL model 694 STL, tuned to 944.5 mc. Includes two 6′ dishes. WIBA, Madison, Wisconsin.

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers. RCA 580-D and WP-33 power supplies all at half price. WSM-TV, Nashville, Tennessee.

Attention: Brand new, uncrated fm equipment priced 25% off for immediate sale. All or any part of the following items: One Jampro 2 bay antenna. One relay rack Bud RR 1248. One Conelrad receiver. One 1 5/8" Spiroline #611625. One #85-1625 (transition from Spiroline to antenna). One #124-1625 fitting at transmitter end of transmission line. One #811-825 (transition to EIA flange). One #500-825. 1 5/8" Gas Barrier. One RC-1A remote control equipment. One RCFM-1A amplifier. One Elbow #494-815. One Reel. Call or write Walter D. Caldwell, 408 Amarillo Bldg., Amarillo, Texas. Telephone: DRake 4-0107.

Four (4) AM 200 foot, fully galvanized Blaw-Knox towers. A-1 condition. Self-supporting, no-rust. F.O.B. Tallahassee, Florida. Will deliver and erect. Make offer, one or all. D & D Tower Engineers, LaFayette, Alabama. P.O Box 648.

Am, fm, tv equipment including monitors, 5820, 1850A p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Console. Western Electric 23C. Modified very little. Not banged about. Forster, 2101 65th Ave., Philadelphia 38. WAverley 4-7369.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

George Kim & Son. Tower-painting, repairing, erection and demolishing. Ebensburg, RD#2, Pennsylvania.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

Ampex SA3761 mixer. Sigma manufactured. Four balanced mic inputs, balanced output. Discontinued model, brand new full warranty. Was $315.00, now $165.00. Stereo version also available. Sigma Electric Co., Inc., 11 E. 16th St., New York 3, N. Y.

Power supplies, RCA WP-33B's and 580-D's, excellent condition. Write for prices Jerry E. Smith, Box 840, Corpus Christi, Texas.

BY6A GE fm antenna. All hardware. 10 years old but still in original boxes, except 2 bays. $1,000 FOB. Williams, 100 Classen, CE 5-4567, Oklahoma City, Oklahoma.

WANTED TO BUY

Stations

Will purchase your construction permit . . . anywhere U.S.A., confidential . . . cash . . . reply Box 318F, BROADCASTING

Qualified group seeking daytime single. Prefer west-southwest. No brokers. Replies confidential. Box 372F, BROADCASTING.

Radio station in community with good living and recreational facilities. Florida, seashore, lake region, what have you. Will consider management, lease, or purchase. 19 years broad experience radio, tv ownership. Box 470F, BROADCASTING.

WANTED TO BUY

Stations (Cont'd)

Financially responsible party interested in purchase of southern radio stations (prefer Texas). All responses positively confidential (no brokers). Box 472F, BROADCASTING.

Experienced group of broadcasters want small or medium Florida station or construction permit. All replies confidential. No brokers please. Radio Associates, Inc., Box 81, Brandon, Fla.

Equipment

1 kw used am transmitter preferably tuned to 1230. Contact Manager, WJBW, New Orleans, La.

Used tv mike boom; RP; studio lighting; what have you? New vhf etv. Send prices and condition to Radio-TV Dept., University of Colorado, Boulder, Colorado.

Immediately—good used disc recorder. Liegh Freed, North Manchester, Indiana.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

FCC first class license twelve weeks. PCIT, Woodburn, Oregon, YUkon 1-1066.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC first class license in 5 or 6 weeks. Instruction eight hours a day, five days a week. No added charge if additional time or instruction needed, as license is guaranteed for tuition of $300.00. Professional announcing training also available at low cost. Pathfinder Method, 5504 Hollywood Blvd., Hollywood, California. Next classes June 5th and July 31.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 21. August 30, October 25. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California "Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course."

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

MISCELLANEOUS

NAB Engineering Handbook, have several new 5th additions at $20.00 each post paid. Save $7.50. Box 357F, BROADCASTING.

MISCELLANEOUS

Paying $1,000.00 yearly for 30 minutes daily! ($500.00 for 15 minutes) Gospel Radio Broadcasters, Schell City, Missouri.

Deejay comedy. Top writer's new stories, gags, routines. Free descriptive material. Vince Healy, 825J West End, New York City 25.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Comedy for radio performers! Not just lines but material tailored for deejays. "Deejay Manual," a complete gagfile sampler of "radio" comedy. $5.00—Show-Biz Comedy Service (Dept. DJ), 65 Parkway Court, Brooklyn 35, N. Y.

Bingo cards for radio and television programs personalized with your advertisement (you furnish art work) seven days delivery. $1.50 per 1000 F.O.B. Sweetheart Mountain Productions, 1245 South Inca St., Denver 23, Colorado, RAce 2-1940.

BUSINESS OPPORTUNITY

General Steel and Concrete Construction Co. Station builders, all outside plant work from tower to ground system, to transmitter building. New equipment, or good high quality used equipment. Some financing available. Insured, quality work. Tower maintenance, painting, guy-tension, bulb changing, etc. 2, 4, 6, year contracts available. Low rates, call/write TU 6-4429, P.O. Box 802, Watertown, So. Dak.

RADIO

Situations Wanted—Management

G.M. Available For Eastern Metro Market

I have turned this distressed station in a distressed medium market into top money maker. Now desire to move to Eastern Metro market. With complete operational freedom I can produce for you. A. A. references.

Box 452F, BROADCASTING

Announcers

WE HAVE NEW D.J.'s

All sizes, all colors, all ages, all sexes. And all willing to work—eager to please. No prima donnas. Costs you nothing to get their tapes. Tell us what you want. Placement Dept., J. B. Johnson School, 930 F St., N.W., Washington 4, D. C.

RADIO

Help Wanted—Announcers

PERSONALITIES

Move up to Top-Rated station in Top 20 market. We need two experienced personalities. Must have mature voices. Send picture, resume, tape to:

Box 206F, BROADCASTING

Help Wanted—(Cont'd)

Sales

BROADCAST EQUIPMENT MARKETING

Career opportunities are available with leadinging manufacturer in the following positions:

SALES ENGINEERS

The main requirement is sales ability, combined with a technical background. If you can sell broadcast equipment, there are many territories open to provide a high earning potential which includes a sales incentive program.

SERVICE MANAGER

An important position, but the candidate must have previous experience in establishing or heading up a service department in the electronics field. He must be a good administrator, and customer orientated.

MARKETING ADMINISTRATOR

High level salaried position requiring marketing and sales experience. Involves preparation of technical proposals, product planning, and coordination with field personnel.

GENERAL REQUIREMENTS

Prefer college-trained sales-minded individuals experienced in the above fields, as these positions will provide stepping stones for further advancement in growing Midwest company. Send full details first letter, to be held completely confidential, to

Box 448F, BROADCASTING

WANTED TO BUY

Stations

$100,000
CASH AVAILABLE

To use as down payment for all or 50% of fulltime radio station. Prefer middle to large market within 90 minutes flying time from New York City. Will assume active management, principals only. All replies confidential.

Box 868E, BROADCASTING

WANTED
in First 75 Markets

Successful operator seeking to expand is looking for new property. Need not be profitable but must be priced realistically. Brokers protected.

Box 428F, BROADCASTING

Equipment

MOTION PICTURE PRINTER

Used 16mm. B&W, with fade-in, fade-out, device, timing device. Want Bell & Howell Model #3—or better. Send information to George Geiger, WFLA-TV, Tampa, Florida.

FOR SALE

Stations

TV STATION FOR SALE

Western Kansas location, maximum power, CBS affiliate.

Box 480F, BROADCASTING

FOR SALE

Stations—(Cont'd)

MID-WESTERN RADIO STATION

Daytimer located in 12,000 population market. Only station in town. Approximately two years old with all new equipment and building. Ideal opportunity for owner-operator. Priced less than $100,000. Sorry no terms. Send all replies and financial information to Box 291F, BROADCASTING. Please, no brokers.

MIDWEST STATION

Single-market daytime station in small midwest city serving stable trade area. Profitable operation, ideal for owner-operator. Virtually new equipment in first-class condition. Priced to sell. Reason, other interests. Full details furnished in person only. Inquiries in strict confidence.

Box 491F, BROADCASTING

Ohio	single	daytimer	$120M	terms
Tenn.	single	daytimer	87M	cash
N.Y.	single	fulltime	48M	cash
Calif.	single	1 kw-D.	100M	29%
Ore.	single	daytimer	75M	terms
La.	small	daytimer	27M	6dn
Ida.	medium	low freq	75M	29%
Fla.	regional	power	90M	30dn
South	major	fulltime	290M	60dn

And others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

Fla. major $240,000—Fla. 5 kw $225,000—Fla. 5 kw $185,000—Fla. regional $175,000—Fla. regional $160,000—Fla. regional $125,000—Fla. 5 kw $135,000—Fla. major $120,000—Fla. single $50,000—Fla. single $42,000—Tex. major $485-000—Tex. major $200,000—Tex. fulltime $160,000—Tex. single $60,-000—Tex. single $55,000—La. major $97,500—La single $85,000—Ark. single 80% for $65,000—Miss. single $50,000—Miss. single $45,000—Va. major $215,000—Ga. regional $225,000—Ala. major 5 kw $275,000—Southern major Radio-TV $4,000,000. Others! PATT McDONALD CO., BOX 9266, GL 3-8080, AUSTIN, TEXAS.

STATIONS FOR SALE

EAST. Top 200 markets. Daytime. $112,000. Terms.

CALIFORNIA. Daytimer. Large and growing market. $100,000. Terms.

FLORIDA. Fine daytimer. $125,000. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Continued from page 95

translate programs of KTWO-TV (ch. 2) Casper, Wyo.

WITH, WITH-FM Baltimore, Md. — Granted involuntary transfer of control from Louise McClure Tinsley to First National Bank of Baltimore, Md., and S. Ralph Warnken, executors of estate of Mrs. Louise McClure Tinsley, deceased, Thomas G. Tinsley, Jr., Louis Tinsley Steinman and B. Warren Corckran.

KFIV Modesto, Calif.—Granted assignment of license to K-Fiv Inc.

WITI-TV Milwaukee, Wis.—Granted mod. of cp to change trans. location from 3907 N. Sherburn place, Shorewood, Wis. to NE Corner Capitol Drive and Estabrook Parkway, Shorewood, Wis., make changes in ant. system and other equipment (main trans. & ant.).

KMHT Marshall, Tex.—Granted mod. of cp to change type trans.

WKIG Glennville, Ga.—Granted mod. of cp to change ant.-trans. and studio location.

WGBG Greensboro, N. C.—Granted mod-of cp to change type trans.

KALN Iola, Kans.—Granted mod. of cp to change type trans.

■ Following stations were granted extensions of completion dates as shown: KGMO Cape Girardeau, Mo., to August 1; WMTR Morristown, N. J., to August 15; KVFC Cortez, Colo. to August 14; WCCF Punta Gorda, Fla., to July 1; KPGE Page, Ariz., to June 30; WJCM Sebring, Fla., to July 22; WSJS Winston-Salem, N. C., to September 1; WXGI Richmond, Va., to July 15.

KO2XFN Spokane, Wash.—Granted cp to change station location to 2444 Market St., Seattle, Wash.; include operation of vhf channels 3, 6, 9, 10 and 11, as well as presently authorized uhf channels; expand area of operation to include states of Alaska, Washington, Oregon, Idaho, Montana, Wyoming, Colorado, Utah, Nevada and northern California; make changes in trans. equipment and ant. system and change name to Video Utility Corp.; conditions.

Actions of May 17

KCUL Fort Worth, Tex.—Granted mod. of cp to change type nighttime trans.

WRNW (FM) Mt. Kisco, N. Y.—Waived sec. 3.205 of rules and granted mod. of license to extent of permitting establishment of main studio approximately 0.4 miles beyond corporate limits of Mt. Kisco, N. Y., on Bedford Rd.

WQXR-FM New York, N. Y.—Granted cps to install new main trans., and old main trans. as alternate main trans.

WMMT McMinnville, Tenn.—Granted mod. of cp to change type trans.

WRAL-FM Raleigh, N. C.—Granted mod. of SCA to change trans. equipment.

Actions of May 16

■ Granted cps for following new vhf tv translator stations: Valier Community Club, Valier, Mont., on ch. 7 to translate programs of KFBB-TV (ch. 5) Great Falls, Mont.; Rex M. Shirts, Hailey, Idaho, on chs. 13 and 7 to translate programs of KLIX-TV (ch. 11) Twin Falls, and KID-TV (ch. 3) Idaho Falls, both Idaho; Buffalo Tv Assn., Buffalo, Wyo., on ch. 8 to translate programs of KTWO-TV (ch. 2) Casper, Wyo.; Crow Peak Community late programs of KOTA-TV (ch. 3) Rapid Tv Club, Crow Peak, S. D., on ch. 8 to trans-Kans., on chs. 11 and 8 to translate programs City, S. D.; City of Clay Center, Clay Center, of KARD-TV (ch. 3), Wichita, and KIBW-TV (ch. 13) Topeka, both Kans.; Dubois Community Tv Club, Dubois, Wyo., on ch. 4 to translate programs of KWRB-TV (ch. 10) Riverton, Wyo.; Broadus Tv Club, Broadus, Mont., on ch. 7 to translate programs of KDSJ-TV (ch. 5) Lead, S. D., via Boyes, Mont. ch. 13 translator station; condition; Spotted Horse Tv Booster Club, Spotted Horse, Wyo., on ch. 10 to translate programs of KTWO-TV (ch. 2) Casper, Wyo.; McIntosh Commercial Club, McIntosh, S. D., on ch. 3 to translate programs of KXMB-TV (ch. 12) Bismarck, N. D.; M.G.W. Tv Assn. Inc., Midland, Md., on ch. 8 to translate programs of WMAL-TV (ch. 7) Wash., D. C., via uhf translator station W80AB, ch. 80, Frostburg, Lavale, and Cresaptown, Md.; condition: Wasatch County Commissioners, Heber, Utah. on ch. 7 to translate programs of KCPX-TV (ch. 4) Heber, Utah: Wasatch County Commissioners, Heber, Utah, on ch. 11 to translate programs of KSL-TV (ch. 5) Salt Lake City, Utah.

Actions of May 15

■ Dayton Tv Assn., Dayton and Tongue River, Wyo., on chs. 5 and 10 to translate programs of KOOK-TV (ch. 2) and KGHL-TV (ch. 8) both Billings, Mont.; conditions; Basalt Community Tv Assn., Basalt, Colo., on ch. 9 to translate programs of KREX-Tv (ch. 5) Grand Junction, Colo.; Ashley Tv Assn., Ashley, N. D., on chs. 13 and 7 to translate programs of KFYR-TV (ch. 5) Bismarck, N. D., and KXJB-TV (ch. 4) Valley City, N. D.; Scranton Lions Club, Scranton, N. D., on ch. 9 to translate programs of KFYR-TV (ch. 5) Bismarck, N. D.; Clyde Community Tv, Clyde, Kan., on ch. 7 to translate programs of KHAS-TV (ch. 5), Hastings, Neb.; Star Valley Tv System Inc. Afton, Wyo. on ch. 13 to translate programs of KIFI-TV (ch. 8), Idaho Falls, Idaho; Stacey Tv Club, Volborg, Mont., on ch. 6 to translate programs of KGHL-TV (ch. 8) Billings, Mont.; F.L.C.R. Community Tv Inc., Long Creek, Ore., on chs. 11 and 9, to translate programs of KTVB (ch. 7) and KBOI-TV (ch. 2) both Boise, Idaho; conditions; F.L.C.R. Community Tv Inc., on ch. 4 to translate programs of KBOI-TV (ch. 2) Boise, via ch. 9 translator station, Long Creek, Ore.; condition; F.L.C.R. Community Tv, Inc. Long Creek, Ore. on ch. 6 to translate programs of KTVB (ch. 7) Boise, Idaho, via ch. 11 translator station, Long Creek, Ore., condition; Orchard Nebraska Commercial Club, on ch. 8 Orchard, Neb., to translate programs of KTIV-TV (ch. 4) Sioux City, Iowa; condition; Aguilar Tv Club, Aguilar, Colo., on chs. 9, 2, and 7 to translate programs of KRDO-TV (ch. 13) Colorado Springs, KOA-TV (ch. 4) Denver, and KKTV (ch. 11) Colorado Springs, all Colo.; Gillette Tv Assn., Gillette, Wyo., on ch. 13 to translate programs of KOTA (ch. 3) Rapid City, S. D.; Upper Green River Tv System, Big Piney, Wyo., on ch. 12 to translate programs of KID-TV (ch. 3) Idaho Falls, Idaho; Troy Non Profit Tv Assn., Troy, Mont. on chs. 8 and 10 to translate programs of KXLY-TV (ch. 4) and KREM-TV (ch. 2), both Spokane, Wash.; Duncan Valley Tv Assn. Duncan, Ariz., on ch. 2 to translate programs of KGUN-TV (ch. 9) Tucson, Ariz.; Moorcroft Community Tv Inc., Moorcroft, Wyo., on ch. 11 to translate programs of KOTA-TV (ch. 3) Rapid City, S. D.; Art Hibbs, Westcliffe, Colo. on ch. 7 to translate programs of KKTV (ch. 11) Colorado Springs, Colo.; Town of Holyoke, Colo., Holyoke, Colo., on ch. 12 to translate programs of KNOP (ch. 2) North Platte, Neb.; Frying Pan Tv Assn., Upper Frying Pan River area, Colo., on ch. 3 to translate programs of KREX-TV (ch. 5) Grand Junction, Colo.; Sierra Grande Tv Inc., Des Moines, N. M., on ch. 8 to translate programs of KGNC-TV (ch. 4) Amarillo, Tex.; Hettinger Tv Assn., Hettinger, N. D., on ch. 10 to translate programs of KFYR-TV (ch. 5) Bismarck, N. D.; Wasatch County Commissioners, Heber, Utah, on ch. 13 to translate programs of KUED-TV (ch. 7) Salt Lake City, Utah.

KLYQ Hamilton, Mont.—Granted change of remote control authority.

License renewals

■ Following stations were granted renewal of license, Chmn. Minow not participating: KBOK Malvern, Ark.; KCLA Pine Bluff, Ark.; KDRS Paragould, Ark.; KLRA Little Rock, Ark.; KRLW Walnut Ridge, Ark.; KWYN Wynne, Ark.; KXJK Forrest City, Ark.; KXRJ Russellville, Ark.; WELO Tupelo, Miss.; WNAU New Albany, Miss.; WOKK Meridian, Miss.; WQIC Meridian, Miss.; WVIM Vicksburg, Miss.; WSGC Elberton, Ga.; WLOD Pompano Beach, Fla.; WTOE Spruce Pine, N. C.; WDUN-FM Gainesville, Ga.; WBIE-AM-FM Marietta, Ga.; WTOC-AM-FM-TV Savannah, Ga.; WTMA Charleston, S. C.; WWNC Asheville, N. C.; WBT Charlotte, N. C.; WBTW (TV) Florence, S. C.; WBIG Greensboro, N. C.

Following stations were granted renewal of license: KARK-AM-TV; KTHV (TV); KTHS, all Little Rock, Ark.

Petitions for rulemaking

Committee for Competitive Television—Requests deintermixture of other areas where similar and comparable conditions exist to those considered, in order that more parts of nation may benefit from establishment and profitable operation of multitude of tv services. Petitioner notes that comparable conditions can be found involving following communities which can be made all-uhf: Montgomery, Ala.; Hartford, Conn.; Champaign-Urbana, Ill.; Evansville, Ind.; Binghamton, N. Y.; Erie, Pa.; Lancaster-Harrisburg-York-Lebanon, Pa.; Columbia, S. C.; and Madison, Wis. Other intermixed areas, in which uhf conversion is not substantial, should be deintermixed to vhf-only. Ann. May 5.

Voice of Dixie Inc. Birmingham, Alabama—Requests amendment of rules so as to allocate ch. 3 to Birmingham, Ala. Ann. May 5.



Created by Bozell & Jacobs, Inc

This threat on your street threatens us all. Any fall-off in the demand for your goods and services hits our entire economy. It hurts employment... spending power... and the tax money for the massive business of local and national administration. It hurts the incentive of the coming generation who will need to find opportunity in our private enterprise system. The Advertising Federation of America and the Advertising Association of the West recognize the responsibility of advertising – the mass-selling tool – to prevent threats of business decay like this from happening on any American street. AFA-AAW's 180 advertising clubs conduct clinics to make that selling-tool more effective; they fight false advertising so your honest ads may reach a public who trusts you; they speak for the principles of advertising in small towns and in every U.S. city, including Washington, D. C. Join AFA-AAW. Help in their work of helping you.

PREPARED BY
THE ADVERTISING FEDERATION OF AMERICA
655 MADISON AVENUE NEW YORK 21, NEW YORK

FOR THE AFA AND
THE ADVERTISING ASSOCIATION OF THE WEST
FERRY BUILDING SAN FRANCISCO 11, CALIFORNIA

The Advertising Federation of America and the Advertising Association of the West and their 60,000 members marshal the forces of the advertising industry to protect its freedoms, to promote education in, for and about the profession, and to conduct public service activities through its media.

OUR RESPECTS to Maurie Webster, CBS Radio vice president

He's worked every side of the radio street

To Maurie Webster, CBS Radio vice president and general manager of CBS Radio Spot Sales, radio is more than a means of making a living. To him it's an "exciting challenge," a vital communications force for the future, and a medium that is in the afternoon glow of its popularity.

This is no uninformed opinion. For during the course of a 29-year career, that began when he was 16, Mr. Webster has worked every side of the radio street—as a performer, creator, engineer (during strikes), researcher, publicity man, salesman and administrator.

An easygoing, lean man, who has a way of shrugging off pressure with an engaging smile, Mr. Webster was appointed to his present position on March 27 of this year, after almost three years as general manager of KCBS-AM-FM, the CBS owned and operated outlets in San Francisco.

"Radio has passed through its toughest period," Mr. Webster feels, "and it can only show improvement from now on. How fast and how much it improves is up to the people running it."

More Than Music ▪ He does not see radio as a "free music service" or a "big juke box," but rather as an outlet for live informational and idea programs. "This type of programming will mark the profile of radio tomorrow," Mr. Webster contends, "because this is where the medium has tremendous strength."

Deviation from usual music and news formats has gained for radio increasing acceptance by advertisers, he points out.

"More and more advertisers are saying, 'Why aren't we in spot radio?' and it has been a long time since anyone has said that," Mr. Webster notes.

Although the CBS Radio Spot Sales client list is a modest one in numbers (11 big market stations, including the seven owned and operated by CBS), Mr. Webster claims that his firm's position is unique because it represents only powerful network affiliates, "all geared to their individual markets." All apparently also stress the type of "modern idea programming" that Mr. Webster feels is so exciting and so important.

An Example ▪ He singles out *At Your Service,* an all-talk program which is carried every afternoon by KMOX St. Louis, as an example of how radio can lead with its best foot forward. The program is a sort of "magazine of the air," he explains, with sections devoted to news, sports, fashions, show business, and features such as listeners calling in questions to guest doctors, and well-known comics doing off-beat interviews .

He claims that it is "selling extremely well," and is bringing in good results for advertisers. But then this type of programming can't miss, he reasons, because "listening is crucial and the audience believes in the guy doing the show and will buy what he's selling."

However, it is not, he cautions, necessarily the answer to a station's prayers. It is "not a format you can lay out on a stage and adapt to local markets." He feels that each station has to work out creative programming for itself.

Maurie Webster parlayed small town friendliness and candor with big city polish and capability into a winning one-way ticket that has taken him a long way from Gibbon, Neb., where he was born on April 22, 1916. He received his early schooling at Shelton and Grand Island, Neb., continuing it in Tacoma, Wash., where his family moved when he was in the ninth grade.

He first got into radio in 1932 at the age of 16, when the First Baptist Church of Tacoma, of which he was a member, bought a program on a local station, KVI. Convinced that it would not be right for his minister to do his own introductions on the program, young Webster suggested someone for the job—a promising chap named Maurie Webster, who was subsequently hired.

The Beginning ▪ Soon afterwards the station in search of a staff announcer looked no further than the same Maurie Webster and he stayed with KVI for four years, eventually winding up as program director. It was a tenure that took him through high school and into his senior year as a liberal arts student at the College of Puget Sound in Tacoma, Wash.



CBS Radio's Webster
An 'exciting challenge'

But in 1932 he "foolishly," he now remarks, gave up college, presidency of the student body, and KVI for Southern California and an announcing job with KNX Los Angeles, which had just been purchased by CBS.

At KNX, the budding broadcaster performed as an announcer, writer, and director until July, 1941, when he joined the Navy as an ensign. During the war, Mr. Webster worked for two years as a cable and radio censor, headed the Dept. of Technical Radio Instruction at the Navy's Communications School at Harvard, and for the last six months of his service career, was in charge of all instruction throughout the school. He was separated from the Navy with rank of lieutenant commander and now is a captain in the reserve.

Post-War ▪ In 1946 he went back to KNX where he was named assistant production manager for the station and also for the CBS Radio Pacific Network. From that time to the present it has been a steady progression up the CBS chain of command for Mr. Webster. He served as executive assistant in the program department of KNX-CRPN, as director of operations, and finally was appointed sales manager for both the Los Angeles station and regional network in 1957. San Francisco and general managership of KCBS followed one year later.

He is married to Judith Russell, a native of Los Angeles and a former stage actress and dancer, whose offstage and maiden name is Thelma Plairs. They have two children, Scott, 20, and Susan, 18.

Mr. Webster is an ardent do-it-yourself hobbyist. Included among the things he likes doing himself are plumbing, radio kit building, electric wiring, photography and gardening. He is expert enough at some of these tasks to have conducted a do-it-yourself program on KNX.

His proudest accomplishments: doing the first live broadcast on a national network of an Olympic ski tryout from Mt. Rainier on KVI in 1934, and getting his picture in BROADCASTING in 1937, when he was 21, as one of the three youngest announcers on any radio network.

How about giving tv a chance?

FROM time to time during the past few months we have reported in these pages the network television program schedules that will be seen on the air this fall—as they were being prepared by the networks.

Two weeks ago in these pages we described what the schedules ought not to look like—in the opinion and words of FCC Chairman Newton N. Minow.

On other pages in this issue we report in some detail how network television ought to be programmed—in the opinion of several advertising agency experts.

The conclusion most glaringly evident in a study of these three viewpoints is that everybody has his own ideas. This is understandable and applies as much to viewers as to pros. But it is clear that *somebody* has to do the programming. Who?

First let us say that in reviewing the hypothetical schedules prepared by the agency experts we think it significant that, for all their differences as to scheduling and, to some extent, in program content, the substance of what they propose coincides to a considerable extent with what is available now. They were asked to prepare an ideal schedule—but to be realistic about it. They should try to satisfy the public, the advertisers, the networks and Mr. Minow at the same time. To a great extent what they came up with was a composite of the types of programming they considered the "best" that is currently offered on all three networks. Thus what they consider "ideal" is, to that extent, what any viewer in a three-channel market can get now by tuning around.

We find a number of attractive suggestions for "new" programs or greater emphasis on existing types. We are especially intrigued by some of their ideas for the handling of news, most especially by Kenyon & Eckhardt's proposal for a weekly hour devoted to review and analysis of the past week's events. In combination with the nightly half-hour news show envisioned in a trial balloon sent up by CBS News a few weeks ago, we think this may represent—if it is practicable—the most constructive suggestion yet advanced in the search for "better" tv news coverage.

The attractive ideas offered by the agencies underscore the need for television to overlook no bets in its search for ways to "improve" television. But the mere fact that people have "good" ideas—by whatever standards of goodness you want to use—should not encourage the thought that those people should be put in charge of programming. We asked the agency people to prepare the hypothetical schedules we've been talking about, and so we hope it will not be ungracious to suggest that this applies to agencies and advertisers as much as to anybody else.

The networks must be responsible for network programming; the stations, for station programming. Neither can abdicate his responsibility to anybody else.

Mr. Minow's position—which is to say the government's position—on the question of responsibility is contradictory. His statement that he is against censorship would be more meaningful if he had stopped there. But that was as much his starting point as his stopping point, bounded on both sides by denunciation of—and threats of reprisals against—what he called the "vast wasteland" of television programming. We contend that Mr. Minow either intends to shape programming according to what he thinks the public ought to have, or he has seriously and cynically overstated his intentions.

We would remind the critics, including Mr. Minow, that progress does not come overnight in television any more than it does in newspapers or in the development of a lawyer or the education of an FCC chairman. Viewers can no more be forced to watch "uplifting" programs than a newspaper subscriber can be forced to read Walter Lippmann.

To the extent that people are dissatisfied with television "quality," it is because television has given them something—not because television has given them nothing. Yesterday television gave people something they never had before. Today it gives them a little more—and whets their appetites again. The more it gives them, the more it enables them to want—and then the more it gives them again in response. But people's tastes must be led, not pushed. This is the history of television programming to date. It is far from perfect, but it is moving forward. This is the historic way of evolution. Neither Mr. Minow nor anybody else can repeal this natural law or say that television, and only television, is exempt from it.

It is understandable that some people are impatient with the progress that television has made.

The more Broadway plays a theatre-goer sees, the sharper his faculties of theatrical criticism become. The more books a reader reads, the less willing he is to accept uncritically everything he reads that is presented on printed folios. The higher grade a student attains, the less fascinated he is by the rudimentary prose of I-see-the-dog.-The-dog's-name-is-Spot.

If there is a deficiency in contemporary television programming, it arises from an unawareness of the analogies described above. It is entirely possible that the elevating effects of television have been underestimated by everyone—most of all by the critics of television. We would be willing to bet that if a *Studio One* production of eight years ago were replayed today under a different name, it would receive unfavorable notices.

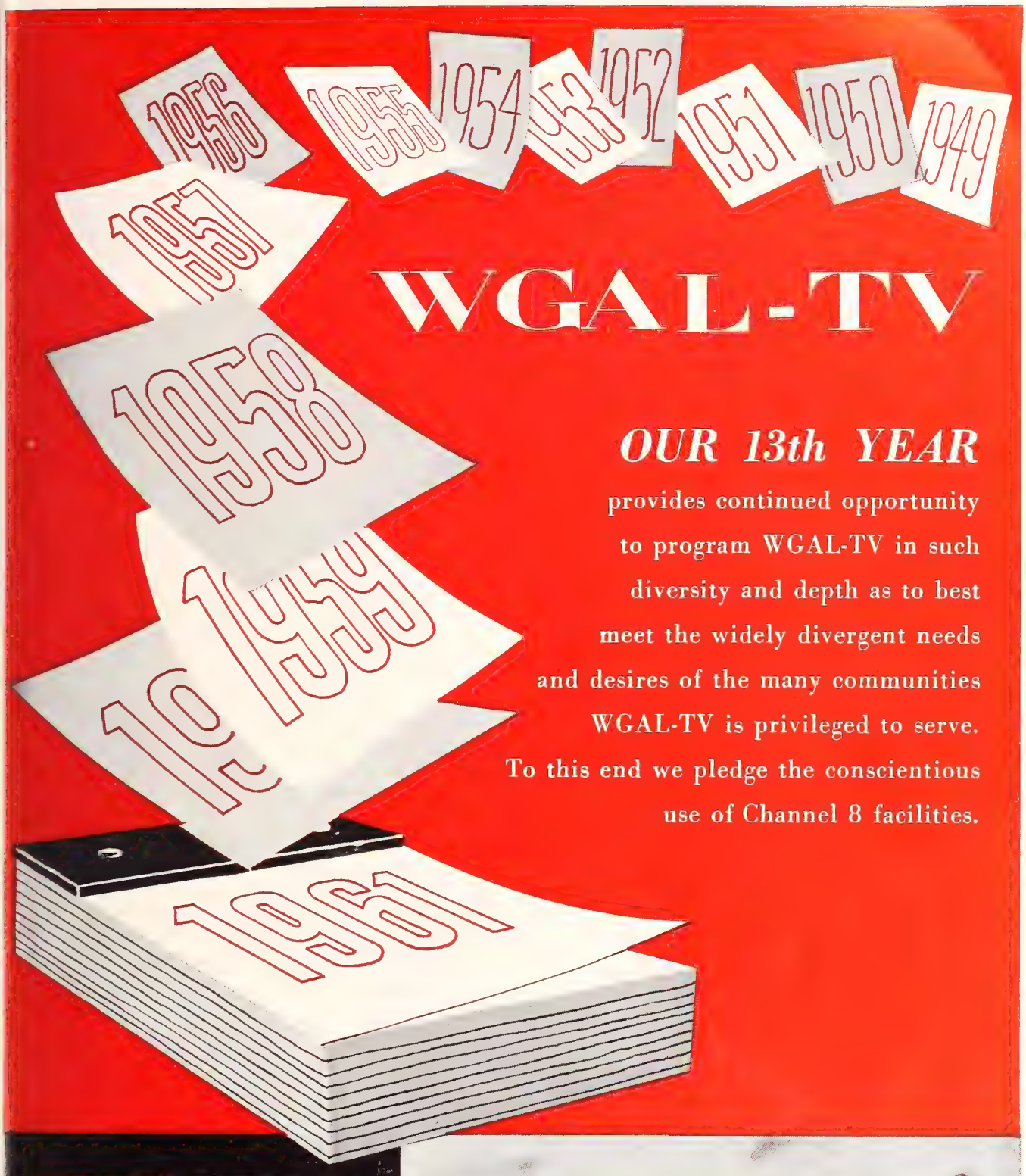
In a sense television should count it a mark of progress that a wave, or ripple, or whatever it is, of criticism is rising now. If television did not matter, if it had not become the predominant communications medium, the reaction to its offerings would be no more intense than that which is aroused by a short story in the *Saturday Evening Post* or a piece of reporting in *Time*.

In one form or another the theatre has been in existence for at least 3,000 years and printed publications for some 500. Television has been around for about a decade. It is hard to believe that in that time it could be expected to reach the full flowering of maturity.



Drawn for BROADCASTING by Sid Hix

"Was that one of the westerns they changed to an hour show, or did it just seem like it?"



WGAL-TV

OUR 13th YEAR

provides continued opportunity to program WGAL-TV in such diversity and depth as to best meet the widely divergent needs and desires of the many communities WGAL-TV is privileged to serve. To this end we pledge the conscientious use of Channel 8 facilities.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.



Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

Atlanta's wsb-tv receives new honors for public service



WSB-TV is proud of these recent awards for public service:
Ohio State's first place award for regional public affairs;
Sigma Delta Chi, Atlanta, green eyeshade–1st honorable mention;
Georgia Associated Press Broadcasters, two superior citations;
National Safety Council, public service award...These awards
renew WSB-TV's determination to operate in the public interest!

CHANNEL 2
wsb-tv
ATLANTA

Represented by
Edward Petry & Co. Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JUNE 5, 1961

Advertisers say they'll buy quality tv shows if bargain rates are offered 33

AFA wants government truce while it proves effectiveness of self-regulation 35

Y&R is first to buy BAR check-up service on television proof-of-performance 46

FCC invades the South for WDKD Kingstree license renewal hearing 64

COMPLETE INDEX PAGE 7

How are the McLendon Stations doing in 1961?

KILT

WYSL

KLIF

KABL

KTSA

WAKY

KEEL

HOUSTON / Now enjoying the greatest rating dominance ever known by any Houston station — Pulse, Hooper, Trendex . . . take your pick. Coming now, KOST-FM.

BUFFALO / Buffalo's *only* good music station. All along the great Niagara frontier, WYSL Music commands with overwhelming stature.

DALLAS / Now entering its ninth straight year as the great leader of Dallas radio: Hooper and Pulse tell the story. With an average of one mobile news report *per hour*, no other American radio station enjoys such complete identification with the community. And now, KROW-FM.

SAN FRANCISCO / Still and again, the first good music station in history in first place in any metropolitan market. The latest Pulse tells the astonishing story of KABL's dominance.

SAN ANTONIO / The old gray lady of Texas radio — in the air everywhere over South Texas with its 5000 watts on 550 kc. See your Hooper, pardner . . .

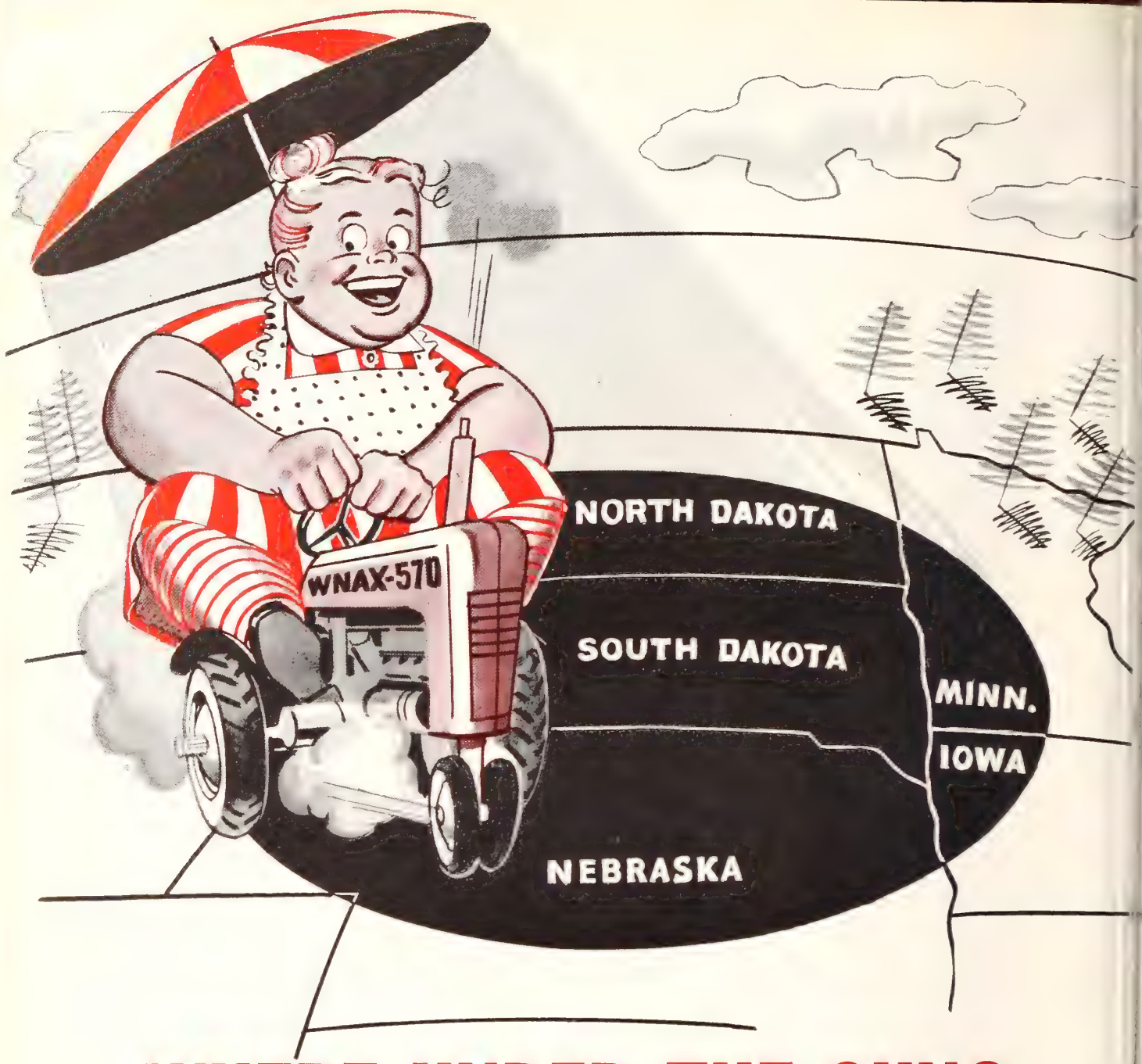
LOUISVILLE / Same story; different state. Pulse and Hooper say it better than we can. In Kentucky and Indiana, WAKY is the undisputed leader.

SHREVEPORT / Even more so — Hooper and Pulse tell an incredible story of leadership. And soon, 50,000 watts on 710 kc!!

the McLendon stations

And exclusive sales agent for:

K-TRA NEWS — OVER LOS ANGELES / The world's only all-news radio station, blanketing the Pacific Coast with 50,000 watts on 690 kc. The station that has the whole radio industry talking again!



WHERE UNDER THE SUN?

- Can you find a radio station that delivers more listeners every quarter hour than any other station in the area? (Pulse—Jan., 1961)
- Can you find a five-state coverage area embracing 175 counties in the rich agricultural area of the Upper Missouri Valley? (NCS #2)
- Can you find a loyal audience of over 2,000,000 people with over $3,000,000,000 to spend? (1960 Survey of Buying Power)

ONLY IN BIG AGGIE LAND — AMERICA'S 40TH MARKET

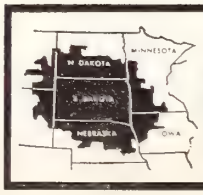
WNAX-570 CBS RADIO

PROGRAMMING FOR ADULTS OF ALL AGES

Peoples Broadcasting Corporation

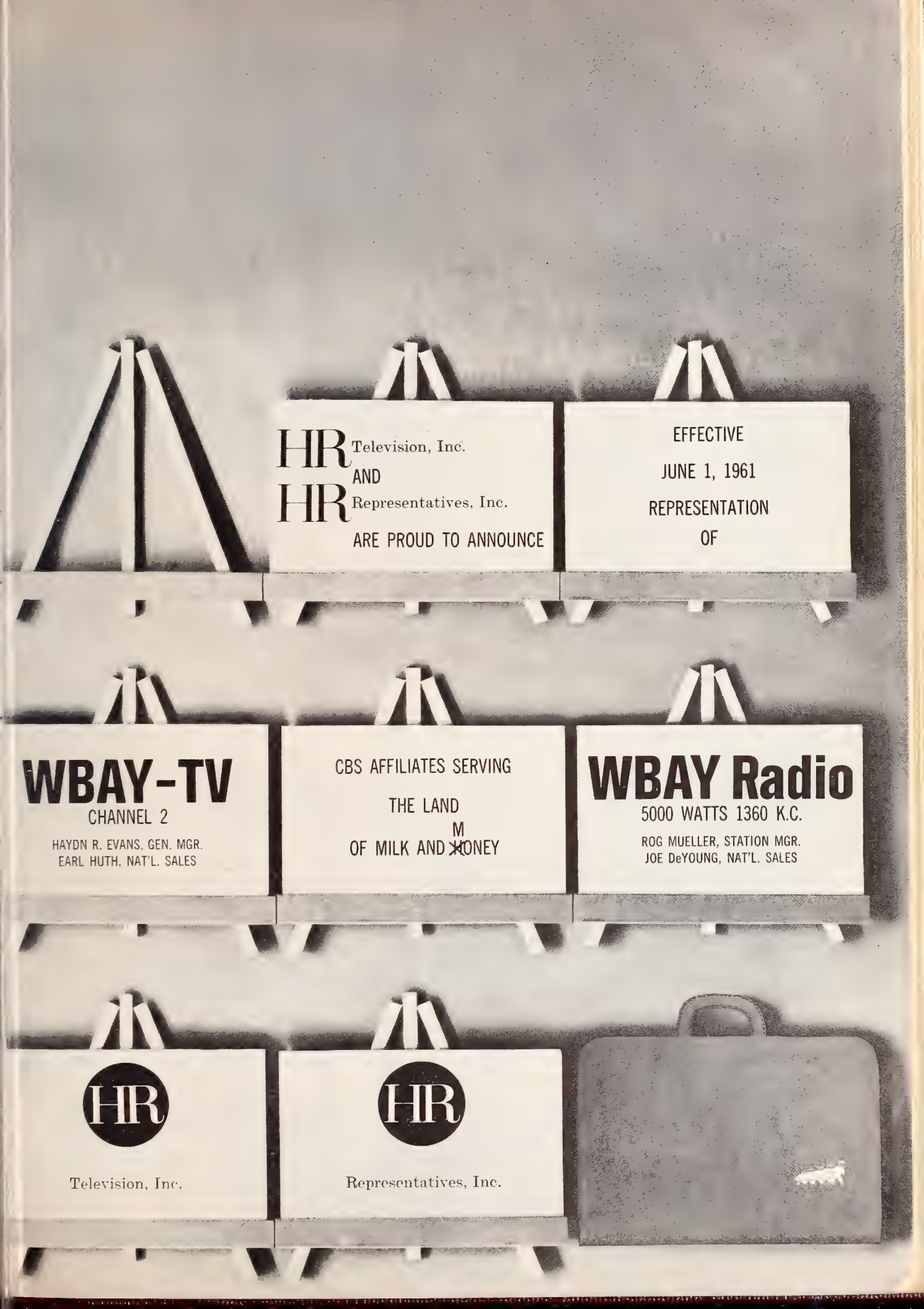
Sioux City, Iowa, Sioux Falls and Yankton, South Dakota

Represented by Katz



PEOPLES BROADCASTING CORPORATION

WNAX Yankton, South Dakota
KVTV Sioux City, Iowa
WGAR Cleveland, Ohio
WRFD Columbus-Worthington, Ohio
WTTM Trenton, New Jersey
WMMN Fairmont, West Virginia


HR Television, Inc.
AND
HR Representatives, Inc.
ARE PROUD TO ANNOUNCE
EFFECTIVE
JUNE 1, 1961
REPRESENTATION
OF
WBAY-TV
CHANNEL 2
HAYDN R. EVANS, GEN. MGR.
EARL HUTH, NAT'L. SALES
CBS AFFILIATES SERVING
THE LAND
OF MILK AND HONEY
WBAY Radio
5000 WATTS 1360 K.C.
ROG MUELLER, STATION MGR.
JOE DeYOUNG, NAT'L. SALES
HR
Television, Inc.
HR
Representatives, Inc.

THE BETTMANN ARCHIVE

UNITED PRESS INTERNATIONAL PHOTO



Speed and ease of performance characterize this electrostyl which types 12 characters per second. Average secretary needs only short training period to use electronic typewriter effectively. Compare this with the crude, slow manual typewriter of 1886.

Public service

in step with the times

WGAL-TV



Television is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

Through the years, machines have been redesigned and improved to render more efficient service to users. Similarly, WGAL-TV, alert to its responsibilities, has kept pace with the times in order to fulfill the *current* needs of the many communities it serves.

WGAL·TV

Channel 8

Lancaster, Pa. · NBC and CBS

STEINMAN STATION

Clair McCollough, Pres.

Representative: The MEEKER COMPANY, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

New commercial squeeze

Unannounced following last week's meeting of Television Code Review Board in Washington were two important code revisions it is recommending to NAB Television Board: (1) eliminate all triple-spotting at station breaks in prime time; (2) revise commercial time standards in prime time to provide for minimum of 25 min. 30 sec. of "noncommercial program material" per half-hour, leaving maximum of four minutes for spots, promotional announcements, billboards, ID's, etc. (Present limits: 3 min. for half-hour single-sponsor programs in prime time, 4 min., 15 sec. for all other time; 6 min. for all participation programs.)

Code Board met last Thursday and Friday preparatory to NAB board meetings next week (June 14-16). Changes in code provisions require ratification of Television Board; hence no announcements are made of recommendations prior to board action. Code Board was motivated by desire to increase, for public's benefit, time devoted to programming.

Mass meeting

So far it's only in talking stage, but there may soon be meeting of broadcasting leaders and FCC Chairman Newton Minow for mutual exchange of views. Some broadcasters are known to think such meeting might give Mr. Minow useful insight into their problems, and he is known to be willing to sit down to talk. If held, conference would be informal. Mr. Minow has already met individually with David Sarnoff of RCA-NBC and Leonard Goldenson of AB-PT (see story page 79), but those discussions were said to be confined to international television and space communications, now apparently No. 1 on Minow agenda.

Amen!

What are actual program preferences of clergy? While there's been no national survey covering all denominations, recent study among Lutheran ministers in Midwest reveals their preferences do not vary greatly from those of laity. Top favorites were *Perry Mason* and *Gunsmoke*. Others in order of preference: *Bonanza, Twentieth Century, Bugs Bunny, Flintstones, Closeup, Open End* and *American Heritage*. Survey was made by editors of *Lutheran Companion*, regular publication of Augusta Book Concern, Rock Island, Ill.

Clear channel KO

Final vote on clear channel breakdown (with all 24 slated for duplication) is scheduled for next Monday, June 12. FCC Chairman Minow is ready to break tie by casting his lot with fellow Democrats Bartley, Craven and Cross to open way for applications for new stations on existing I-A clears, with proviso that new service be to predominantly "white" or inadequately served areas. Commissioners Hyde, Ford and Lee favor breaking down only half of channels (those along coasts) so that interior stations can provide service to remote areas.

Since rulemaking proceedings already have been held, way would be open, once decision becomes effective, for applicants to file on any or all of existing clears. But litigation probably immediately would ensue on grounds that appropriate legal procedures had not been followed. Clear Channel Broadcasting Service, which has fought battle since 1945, is prepared to resist action on premise that remote and rural listeners would be deprived of essential and accustomed service.

No easy road

Did broadcasters win battle and lose war in defeat of administration's Reorganization Plan No. 2? Question has arisen in light of Harris Bill (HR-7333) designed to implement most of Reorganization Plan by legislative process. Harris bill, however, would not give chairman power to assign commissioners and would allow minority (three members) to rescind vote of majority — considerably watered down from original provision.

But Harris bill has long way to go. Hearings already are committed. Moreover, Chairman Pastore (D-R.I.) of Senate Commerce Communications Subcommittee, has asked FCC to submit its own reorganization plan to expedite its work and relieve commissioners of detail, with hearings to be held. Thus instead of automatic reorganization as had been proposed in administration plan, there's still tortuous legislative road ahead.

Trans-Lux subsidiary

Trans-Lux Corp. is giving advance build-up to new subsidiary to be called Television Affiliates Corp. (TAC), which, say Trans-Lux people, has access to "largest number of series and specials available from a single source." Trans-Lux, which owns movie houses, distributes for both theatrical and tv film (Trans-Lux Tv) is announcing TAC's formation today (June 5). Announced as taking part in project: Richard Borel, WBNS-TV Columbus; Jack Harris, KPRC-TV Houston; Eldon Campbell, WFBM-TV Indianapolis; Norman Louvau, KCPX-TV Salt Lake City; David Moore, Transcontinent Television, and A. Louis Read, WDSU-TV New Orleans.

Phoney stuff

New Frontier at FCC is going to extremes in effort to prevent unauthorized disclosure of information. Latest device is listing of phoney agenda items with limited distribution inside FCC. Such false items may, for example, state that chairman has called special meeting on given date on given subject—while, in fact, no such meeting is planned.

Announcements later are quietly recalled.

One such fake meeting appeared in CLOSED CIRCUIT *May 15—an alleged meeting called for May 19 on educational tv. Chairman Minow feels FCC has "a very serious leak problem" and* BROADCASTING'S *question about new policy "just goes to show you what the problem is."*

Failed to show

First major effort of united advertising-media industry to halt deluge of criticism and to obtain moratorium on new laws and regulations, taken last week by Advertising Federation of America, raised one question that worried AFA officials: Where was NAB? Washington meeting was held within short cab ride of NAB headquarters but AFA said its invitation to association failed to produce formal participation in important meeting.

Fat budget

Advertising is keeping pace with startling sales growth of this weight-control product: Metrecal, manufactured by Edward Dalton Co. Div. of Mead Johnson & Co., Evansville, Ind., is understood to be allocating about $7.5 million in advertising. Push on Metrecal began one year ago with expenditure of $300,000 and budget steadily has built up to $7.5 million. Approximately $3.7 million now is in television.

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Tbecause Toledo is different from Philadelphia...

and because people are different in different markets . . . Storer programming is different! We put together a flexible format to fit the needs of the community . . . making it local in every respect. That's why Storer Stations are liked, watched and listened to—why they rate high in the 9 key markets where they are located*. Local programming—quality-controlled—assures you the best is being presented. You know you've made the right buy when you buy a Storer Station. Storer representatives have up-to-the-minute availabilities at their fingertips. ***Important Stations in Important Markets.***

**WSPD-Radio and WSPD-TV dominate in Toledo. WIBG rates number 1 in all Philadelphia surveys.*

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	WHEELING WWVA	TOLEDO WSPD	DETROIT WJBK	STORER BROADCASTING COMPANY
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

WEEK IN BRIEF

Where's the money coming from, broadcasters and advertisers keep asking when the demand is made for better programming. One way is to make quality programs available at bargain cost-per-1,000 rates. See . . .

QUALITY SHOWS, LOW RATES? . . . 33

How to get rich in radio. Radio, mind you, not television. Settle down to a cozy visit with WPAT Paterson, N. J., bought a decade ago for $300,000 and sold for $5 million. All this is one easy lesson. See . . .

WRIGHT STAMP FOR WPAT . . . 54

Stack your guns for a while, gents, and let's have a moratorium on adoption of advertising controls. This is what Advertising Federation of America wants while its self-regulatory structure is strengthened. See . . .

AFA CALLS FOR CEASE FIRE . . . 35

Wider public ownership of major broadcast properties is developing as their stock goes on the market. Taft Broadcasting Co. and Transcontinent have filed offerings at Securities & Exchange Commission. See . . .

PUBLIC STOCK OFFERS . . . 52

A big wheel on Madison Avenue, Young & Rubicam, has instigated a checkup service to meet need for proof-of-performance in tv. The monitoring will be done by Broadcast Advertisers Reports, New York. See . . .

Y&R BUYS NEW TV AUDIT . . . 46

Last week a new broadcasting medium was born—fm stereo via the piggy-backing channels of multiplexing. June 1 was the kickoff day set for stereo. Who's on first? WGFM Schenectady, N. Y., claims honor. See . . .

MULTIPLEX STEREO BEGINS . . . 58

Been down to Kingstree lately? This little town in South Carolina is jumping with hot shots from Washington as FCC holds an on-the-scene hearing to decide if WDKD's license should be renewed. See . . .

FEDS TAKE OVER KINGSTREE . . . 64

Plans to overhaul the FCC are a dime-a-gross on Capitol Hill but they're getting roughed up on all sides. Even one offered by Chairman Oren Harris, replacing a White House plan, is meeting trouble. See . . .

FCC BILL FACES OBSTACLES . . . 72

The feds also invaded little Bloomfield, N. M., where FCC Examiner Irion found himself presiding with an old movie prop as a bench. He's satisfied field hearings raise public's estimate of the commission. See . . .

CALICO COTTONED TO INVADERS . . . 66

They clapped hands last winter at NAB's board meeting as the new president, LeRoy Collins, cussed out tv programs and rating services and then called for an overhaul. Next week: his second board meeting. See . . .

COLLINS REVAMPING PLANS . . . 56

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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QUALITY BROADCASTING SELLS RICH, RICH SOUTHERN NEW ENGLAND



QUALITY IN THE SADDLER'S CRAFT IS REPRESENTED BY THE WORLD FAMOUS SMITH-WORTHINGTON FORWARD SEAT SADDLE. CUSTOM MADE IN HARTFORD, CONNECTICUT. A HARTFORD FIRM SINCE 1794, THE SMITH-WORTHINGTON SADDLERY COMPANY IS THE OLDEST ORGANIZATION OF ITS KIND IN THE NATION.

QUALITY IN BROADCASTING IS THE HALLMARK OF WTIC TELEVISION AND RADIO WHOSE FIRST CONSIDERATION IS ALWAYS THE VIEWER AND LISTENER.

WTIC-TV 3 CBS Affiliate

REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

WTIC 50,000 watts NBC Affiliate

REPRESENTED BY THE HENRY I. CHRISTAL COMPANY

Cleric got warnings, WDKD hearing told

Local minister told Friday FCC hearing on license renewal of WDKD Kingstree, S. C., he was warned not to testify against station (early story, page 64). Under FCC attorney's questioning, he said two Kingstree bank presidents who are officials in his church told him he would "hurt" himself, his community and his church by testifying.

Both bank presidents testified Thursday on behalf of licensee E. G. Robinson Jr. They admitted going to Charleston, S. C., to talk to John Rivers (WCSC-TV president) to make sure prospective witness, formerly announcer with WDKD, "would tell the truth."

Another minister said he had talked to Mr. Robinson about indecent nature of Charlie Walker show and that town ministerial association discussed show. "But we decided there was nothing we could do about it." Both ministers praised the station's civic, charitable and religious activities.

Jekyll-Hyde ▪ Former fellow announcer said Mr. Walker received extraordinary mail, often performed at charitable functions without pay, but persisted in crude language on air. James Roper, operations manager and chief engineer of WJOT Lake City, S. C., said he taped portions of Walker show to send to FCC. Excerpts of tapes were introduced by FCC counsel.

T. Doug Youngblood, general manager of WFIG Sumter, S.C., and executive secretary-treasurer of South Carolina Broadcasters Assn., said Mr. Walker's show was marked with indecencies each time he heard it.

All FCC witnesses testified under subpoena. More than 40 people attended Friday session.

House group recommends $12.4 million for FCC

House Appropriations Committee Friday recommended $12.4 million budget for FCC during fiscal 1962. Total is $125,000 less than agency requested but $611,000 more than Congress granted for current fiscal year, exclusive of special $2 million uhf-study appropriation. Committee said proposed appropriation would add "about 50" employes and directed that 20 of these go to Broadcast Bureau and 10 to Rules and Standards Division. House unit urged commission to add three hearing examiners and to use all "power and authority it presently has" to delegate authority in all-out attack on case backlog.

Committee also recommended $10 million appropriation for Federal Trade Commission, or $1.99 million increase over funds voted agency for fiscal 1961. FTC had requested $10.69 million.

Increase will permit hiring of 230 new employes, including 10 hearing examiners and five clerks requested by FTC to help reduce backlog. Committee said it intends that "at least 66" new employes be used in compliance work.

Omnibus money bill, which includes funds for both agencies, will be taken up by House Wednesday.

Double duty

ABC news correspondent George Bailey was scheduled to serve in twin capacities over weekend. Chosen as pool commentator covering Khrushchev-Kennedy meeting in Vienna, Mr. Bailey, who is fluent in seven languages, will also provide running simultaneous interpretation of Soviet premier's remarks.

Screen Gems' 'Shannon' offered for syndication

Screen Gems, Inc., New York, is adding to scant amount of prime-time, first-run syndication films by offering its *Shannon* half-hour tv series to stations. SG's decision on *Shannon* raises number of first-run series available for fall season to five.

Robert Seidelman, SG vice president in charge of syndication, reported Friday (June 2) that *Shannon* has been sold to Bunker Hill Food Products, Bedford, Va., for alternate week sponsorship in 12 southern markets and by Miles of California, Los Angeles, for sponsorship in San Francisco, Los Angeles, Sacramento, Seattle, Spokane and Portland. Mr. Seidelman added that if sales on *Shannon* continue, SG will offer its second new series (not identified) for syndication within few weeks. Dearth of first-run syndicated programs was outlined in recent BROADCASTING survey (May 8).

Dempsey, Tunney blame tv for boxing decline

Ex-heavyweight champions Jack Dempsey and Gene Tunney ganged up on television Friday, saying policies of those employing medium are hurting professional boxing.

They appeared before Senate subcommittee hearing bill to establish federal controls over boxing (see story page 75).

Mr. Dempsey said televising of bouts has killed off small fight clubs. He said television should be restricted to championship bouts.

He also recommended that portion of boxing's tv receipts be used to subsidize small clubs and help support pension plan for destitute fighters.

Mr. Tunney attacked closed-circuit televising of choicest boxing attractions.

He said monopoly in boxing developed with radio-tv coverage of bouts, and predicted underworld would eventually control closed-circuit tv.

Abe J. Greene, National Boxing Commissioner, said exploitation of fighters in televised bouts is factor in decline of boxing.

He said television caused revolution in economics of sport, with gate receipts relatively unimportant compared with fat tv fees.

'Contemporary' outlets plan no NAB breakaway

"This is not a rump movement," declared Robert M. Purcell, Crowell-Collier broadcast chief, in Washington Friday following 1½-day session of dozen major market "contemporary" radio station representatives.

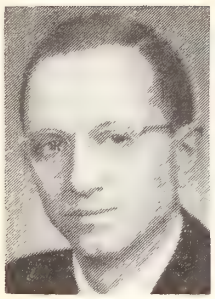
"We're all members of NAB and we have no intention or desire to break away," Mr. Purcell continued. He said meetings were outgrowth of discussions that took place during NAB convention last month (CLOSED CIRCUIT, May 15) and concern mutual problems of "contemporary" stations. Beyond that neither Mr. Purcell nor others who met all day Thursday and Friday morning would comment.

Prime topic, it is believed, concerned "image" of so-called new blood in broadcasting; many feel their position is not projected properly in NAB nor understood correctly by FCC.

Meeting recessed without formal organization, but further discussions are expected. Among dozen broadcasters at meeting: Mark Evans, Metropolitan; Stephen B. Labunski, WMCA New York; Ben Strouse, WWDC Washington; Marcus Cohn, Washington attorney for McLendon stations. Robert K. Richards, public relations counsel (who is assisting Gov. LeRoy Collins in reorganization plans at NAB) attended some sessions.

more AT DEADLINE page 10

WEEK'S HEADLINERS



Mr. Tower

Charles H. Tower, NAB tv vp, joins Corinthian Broadcasting Corp., New York, July 1 as administrative vp. Mr. Tower joined NAB in 1949, becoming assistant to vp for employer-employe relations in 1953, manager of department in 1955, and tv vp in May 1960. He replaces **Johnston F. Northrop,** who resigned June 1 to join Electric Bond & Share Development Corp., New York, as vp-director. Earlier Mr. Tower had had been with RCA's home office in Camden and had been field examiner with National Labor Relations Board. Mr. Tower is second top NAB official to resign since LeRoy Collins became president in January. A. Prose Walker, engineering manager, resigned in May to join Collins Radio Co., Cedar Rapids, Iowa.

Edward F. Lorentz, Commercial Radio Equipment Co., elected president of Assn. of Federal Communications Consulting Engineers at May 27 meeting held at Nags Head, N. C., succeeding **Robert M. Silliman.** Silliman, Moffett & Rohrer. Others elected: **David L. Steel Sr.,** Page, Creutz, Steel & Waldschmidt, vp; **Jules Cohen,** heading own firm, secretary; **Carl T. Jones,** Gautney & Jones, treasurer.



Mr. Lawrence

William H. Lawrence, former national correspondent and White House correspondent for *The New York Times,* appointed ABC News political editor and member of ABC News Washington bureau. James C. Hagerty, ABC vp in charge of news, special events and public affairs, who announced appointment May 29, left next day with Mr. Lawrence to join news team in Paris and to cover President Kennedy's meetings in Europe. Mr. Lawrence started newspaper career on *Lincoln* (Neb.) *Star* in 1932. From 1935 to 1941, when he joined Washington bureau of *New York Times,* he held various posts with United Press. For ABC News, he will cover White House and political activities in U.S. and abroad.

For other personnel changes of the week see FATES & FOURTUNES

Shell back?

Shell Oil may be going back in tv next season, but it's not sure. Extent of company's network participation, if any, is still up in air, with outcome evolving into Madison Avenue's most intense guessing game. On-again, off-again renewal of Shell's regional sponsorship of N. Y. Giants professional football games on CBS-TV is now definitely off, with Ogilvy, Benson & Mather, agency handling firm's consumer billings, defending its print-only policy by vetoing deal after reportedly leaving impression of agreeing to it verbally. Still in process of highly sensitive negotiations is sponsorship of 11-13 hour-long *International Golf* shows on CBS-TV. Seemingly assured of renewal this fall is another CBS-TV series, *Young People's Concerts,* consisting of four hour-long programs. Last two named series would be institutional buys through Kenyon & Eckhardt.

Ch. 25 grant affirmed for S. C. applicant

FCC announced Friday (June 2) that April 12 initial decision favoring First Carolina Corp. for new tv station on ch. 25 in Columbia, S.C., became effective June 1. First Carolina, only applicant for channel, is headed by Henry F. Sherrill, Columbia attorney.

Commission also stayed effective date of initial decision which would have granted ch. 6 New Bedford, Mass., to E. Anthony & Sons Inc., representing a merger of three competing applicants. FCC said it wishes to review further proceedings in staying grant. Rulemaking currently is pending to add additional vhf channel to Providence, R.I., including proposals to shift ch. 6 there.

KXYZ, WAMV sales approved

FCC approved two major station ownership changes, among others, in actions announced Friday:

▪ KXYZ-AM-FM Houston, Texas: Sold by estate of late Kenyon Brown and associates to Lester, Max and Morris Kamin for $1 million. Kamins are principal owners of KAKC Tulsa and KBKC Mission (Kan.). Chairman Minow and Commissioner Lee dissented.

▪ WAMV-AM-FM East St. Louis, Ill.: Sold by Louis Strick and group to L. R. Pincus, Simpson R. Walker Jr. and others for $350,000, including agreement not to compete in area. Messrs. Pincus and Walker control WOBS Jacksonville, Fla.

FCC sets program forms meet

FCC will hold special meeting week from today (June 12) to consider staff revisions to proposed program reporting forms as issued several months ago for rulemaking. Questions were revised following conferences with industry and leading professors (BROADCASTING, May 22). Also to be considered at same time will be new deadline for comments on the program forms.

GOP, networks agree on shows

Republican Party will get some of same kind of television treatment from networks that President Kennedy has received since inauguration. Outgoing GOP Chairman Thruston Morton told national committee Friday NBC will do two shows and CBS one on Republicans. Each will be one hour.

Party spokesman said networks agreed to do shows after party leaders expressed their concern over "disproportionate share of Democratic propaganda" networks were carrying.

California to protect radio-tv news sources

Right to keep news sources confidential, long enjoyed by California newspapermen, is extended to radio and tv reporters and commentators by amendment to state code signed into law Thursday (June 1) by Gov. Edmund G. Brown.

Inclusion of commentators as well as reporters in amendment represents hard-won victory for Southern California Radio & Tv News Club and its president, John Thompson, NBC western division news head, who led campaign to win right over legislators determined to limit protection to hard newscasts.

Y&R discusses Tokyo alliance

Young & Rubicam, New York, reported last Friday (June 2) that its officials have been discussing with executives of Dentsu Adv., Tokyo, establishment of "a friendly and informal relationship." Y&R statement was issued in connection with reports that two agencies were planning affiliation, but Sigurd S. Larmon, Y&R board chairman, said talks have explored ways in which companies would represent one another "on non-competitive product" situations.

NOW!
MAN'S MOST
INCREDIBLE
EXPERIENCE...



IN A BREATH-TAKING
NEW SERIES FROM
ZIV-UA!

LIFT
HERE

Shell back?

ris Kamin for $1 million. Kamins are principal owners of KAKC Tulsa and

national committee Friday NBC will do two shows and CBS one on Re-

resent one another on non-competitive product" situations.

ZIV-UA's
sensational
new wines.

RECORD



DRAMATIC STORIES OF
MEN WHO PLUNGE
THOUSANDS OF
FEET IN FREE FALL
TO LAND "ON TARGET"
ANYWHERE . . .
READY FOR ACTION!



ZOOMING OUT OF THE SKIES...
A new breed of heroes who go
where no one else dares go . . .
help when no one else can help!

FOR US, THE SKY
ISN'T THE LIMIT,
IT'S ONLY THE
BEGINNING



STARRING
LARRY PENNELL
as Ted McKeever
WITH
KEN CURTIS
as Jim Buckley

Breath taking stories
of man's most
incredible experience
Human flight
WITHOUT
WINGS!

Meet the pioneers along a new frontier . . . adventurers in today's most modern of businesses . . . parachutists for hire! RECORD is their story. On missions of rescue and survival, law enforcement and dedicated service. Yours to sponsor . . . thrills never before on a TV series.

United Artists
ZIV-UA

HERE'S HOW "RIPCORD'S" AMAZING SKYDIVING SEQUENCES WERE FILMED!

When skydivers jump, they plummet thru space at nearly 200 feet every second! Dropping at the same rate of speed as McKeever and Buckley, our photographer captures in sharp detail the apparently effortless grace with which "RIPCORD'S" heroes carry out intricate maneuvers in space.





This is what you'd see if ordinary cameras in fixed positions were used. They can't capture clearly on film objects moving past at 130 miles an hour!



But in "RIPCORD," this is the kind of clear action close-up you'll see. Hollywood said it was impossible to show skydivers in action — but "RIPCORD'S" producers whipped the problem.



Special equipment was developed. A camera was mounted atop a jump helmet . . . connected by cable to an on-off switch fastened to the cameraman's glove . . . aimed thru crosshairs etched on a goggle lens.



This is the picture your TV screen w show—bright, sharp, in focus—t cause it was taken by a cameram falling through space at the sa rate of speed as the daring hero of "RIPCORD!"

In the great ZIV-UA tradition of success . . .

RIPCORD

Exciting Action!

A powerful SALES AND PROMOTION PLAN to help your salesmen, dealers and customers to greater sales and profits.

Breath taking Stories

United Artists

ZIV UA



starring
LARRY PENNELL
with
KEN CURTIS

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

JUNE

June 5-16 — **International Communications Workshop,** sponsored by World Commission for Christian Broadcasting, American Jewish Committee and several other religious groups. U. of Southern California, Los Angeles.

June 6—**American Marketing Assn.,** New York chapter, marketing workshop: Management use of marketing research companies. Lever House auditorium, New York, 4 p.m.

June 8-9—**North Carolina Assn of Broadcasters,** convention. Durham. Speakers include Clair McCollough, chairman NAB joint boards; J. Leonard Reinsch, radio-tv advisor to President Kennedy and Sol Taishoff, editor and publisher of BROADCASTING.

June 8-9 — **Assn. of National Advertisers** workshop on planning and controlling profitable advertising, Westchester Country Club, Rye, N. Y. Speakers at members-only session Thursday: Robert E. Kahl, executive vice president, Borden Foods Co., on profit-loss approach to advertising; Michael Schiff, Ph.D., professor of accounting, New York U., on cost allocations; George Wilson, manager, merchandising and advertising, Johnson & Johnson, and Lionel Brown, advertising manager of Knomark Inc., panelists in discussion of budgeting; William Mueller, partner in Arthur Andersen & Co. accounting firm, on auditing agency work. Friday speakers: Joseph F. Anderson, advertising manager, Dictaphone Corp., on planning and controlling; Bruce Werrt, assistant advertising manager, Goodyear Tire & Rubber Co., on media department organization; James J. McCaffrey, senior vice president of Ogilvy, Benson & Mather, on getting increased mileage from the media budget; Robert Bergmann, president, Filmex Inc., on controlling the cost of tv commercials, and a panel on "how the advertiser and agency can work together for profit-oriented advertising." Ray Wilson, supervisor of advertising services, Shell Oil Co., is program committee chairman.

June 8-9—**UPI Editors & Publishers,** annual conference. Statler-Hilton Hotel, Washington. Speakers include President John F. Kennedy, Vice President Lyndon B. Johnson, Attorney General Robert F. Kennedy and Sen. Barry Goldwater (R-Ariz.).

June 8-10—**Western Assn. of Broadcasters,** annual meeting. Banff Springs Hotel, Canada. Speakers include Don Jamieson, president Canadian Assn. of Broadcasters.

June 8-10—**Marketing Executives Club of New York,** annual seminar, Pocono Manor, Pa.

June 9-10 — **Conference on Government-Business Relations in Marketing.** American U., Washington, D. C.

June 10—**Florida UPI Broadcasters Assn.** annual meeting. Pensacola.

June 11-14—**Assn. of Industrial Advertisers** annual conference. Statler-Hilton Hotel, Boston.

June 11-23—**AFA's** third annual Advanced Management Seminar in Advertising & Marketing. Conducted by faculty members of Harvard Graduate School of Business Administration. Chatham Bars Inn, Cape Cod, Mass. Registration and tuition fee: $375. Application forms at AFA, 655 Madison Ave., New York.

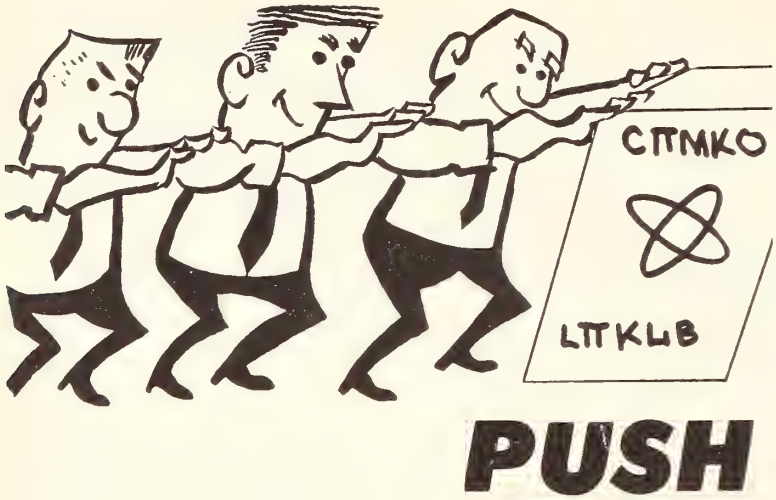
*June 12—**Hollywood Advertising Club,** 12 noon, at Hollywood Roosevelt Hotel. James T. Quirk, publisher, *Tv Guide,* will speak on "Can television satisfy its critics." New officers, headed by incoming President George Allen, will be installed.

*June 12—Deadline for comments on **FCC** proposal to reserve a vhf channel in New York and Los Angeles for educational use.

June 12—Deadline for comments on **FCC**



GET THAT EXTRA



PUSH

You know that it's the extra push that makes the difference between an average campaign and a *"Red-Letter Success."* You get that EXTRA PUSH when you buy WOC-TV. WOC-TV effectively specializes in co-ordinating and merchandising your buy at every level — the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

This "togetherness" sells products in the nation's 47th TV market. More than 2 billion dollars in retail sales ring on the retailer's cash register Over 438,000 TV homes are within the 42 counties of WOC-TV's coverage area.

WOC TV channel 6

PRESIDENT Col B J Palmer
VICE-PRES. & TREASURER D D Palmer
EXEC VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pax Shaffer

THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL

PETERS, GRIFFIN, WOODWARD, INC
EXCLUSIVE NATIONAL REPRESENTATIVES

To the National Advertiser, WOC-TV offers the greatest amount of local programming— over 33 hours each week — and the finest talent in the area put these programs across.

Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today.

United Press International news produces!

proposed rulemaking to curb "hidden plugs" and "payola."

June 12-13—Third National **IRE** Symposium on Radio Frequency Interference. D. R. J. White, Don White Assoc., chairman. Maj. Gen. James Dreyfus, USA, keynote speaker. Main program sessions will be chaired by E. W. Allen, FCC chief engineer; Stuart L. Bailey, Jansky & Bailey; H. Dinger, Naval Research Lab., and Dr. R. Showers, U. of Pennsylvania. Henry Randall, Office of Research & Engineering, Dept. of Defense, will preside at a special session on the government's electromagnetic compatibility program. There will also be a series of tutorial sessions. Sheraton-Park Hotel, Washington, D. C.

June 12-15—**World Conference on Missionary Radio.** Third World Conference on Christian Communications. Concordia College, Milwaukee, Wis.

*June 13—**Television Film Assn.**, monthly meeting. Masquers Club, Hollywood, 8 p.m. Peck Prior, Campbell-Ewald tv commercial producer, will discuss factors used in determining whether a commercial should be done live, on film or on tape.

*June 14—Dinner honoring Don Belding, retired founder-partner of Foote, Cone & Belding, for his many services to his city, state and country, at the Beverly Hilton Hotel, Beverly Hills, Calif., Sponsored by the L. A. Chapter, **Assn. of the United States Army.** Speakers include: Elvis J. Stahr Jr., secretary of the Army; Freedoms Foundations honorary President Herbert Hoover Jr., Admiral Arthur W. Radford; Edward C. Von Tress, senior vp of Curtis Publishing Co., on behalf of The Advertising Council; Lt. Gen. Walter L. Weible; Sheriff Peter Pitchess, on behalf of the Arthritis & Rheumatism Foundation. Offices of the Governor of California, the Mayor of Los Angeles, The L. A. County Board of Supervisors and the L. A. Chamber of Commerce will also pay tribute to Mr. Belding.

June 14-15—**Institute of Radio Engineers** conference. Hotel Sheraton, Philadelphia.

*June 14-16—**Florida Assn. of Broadcasters** annual convention. Seville Hotel, Miami Beach. Speakers include Eldon Campbell, general manager WFBM-AM-TV Indianapolis; Harold Cowgill, former chief of FCC Broadcast Bureau on "License Renewals" and FCC Commissioner Robert T. Bartley.

June 14-16—**Virginia Assn. of Broadcasters** annual meeting. Hotel Roanoke, Roanoke.

June 15—Deadline for radio-tv entries to 1961 "Oscars in Agriculture" awards sponsored by **DeKalb Agricultural Assn. Inc.** DeKalb, Ill. Address: Room 3500, 35 E. Wacker Drive, Chicago 1.

June 19-20 — **Institute of Radio Engineers** conference on broadcast and television receivers. O'Hare Inn, Chicago.

June 19-21 — **American Marketing Assn.** national conference. Ambassador Hotel, Los Angeles.

June 19-22—**Wayne State U./Radio Corp. of America,** invitational television conference. University City, Detroit.

June 19-23—**National Community Television Assn.,** convention. Jack Tar Hotel, San Francisco.

June 20-22 — **Catholic Broadcasters Assn.** annual meeting. Calhoun Beach Hotel, Minneapolis-St. Paul, Minn.

June 22-24 — **Mutual Advertising Agency Network,** creative seminar. Palmer House, Chicago.

June 23-24—**Colorado Broadcasters Assn.** annual convention. La Court Hotel, Grand Junction.

TvB Sales Clinics

June 6—Minneapolis-St. Paul.
June 8—Chicago.
June 13—Omaha.
June 15—Oklahoma City.
June 20—San Antonio.
June 22—New Orleans.

I'LL SAY THIS...

"To us, consistency is most important . . . and we have consistently placed a part of our budget with one or more of the WLW Stations for the past several years. We have received full value in return, in terms of audience, service, and better-than-average cooperation in promotion and merchandising."

Paul W. Young

Advertising Manager

Southwestern
Ohio Blue Cross

Cincinnati,
Ohio

YOU CAN QUOTE ME...

"We are always confident that when we recommend the Crosley Stations, our clients will benefit from the traditional Crosley service that goes considerably above and beyond the call of media duty—from programs to promotions, behind-the-scenes to on-the-air."

John T. Nolan Jr.

President

Keelor & Stites,
Cincinnati,

Agency for
Southwestern
Ohio
Blue Cross





Call your
WLW Stations' Representative . . .
you'll be glad you did !

the dynamic WLW Stations

WLW-C Television Columbus

WLW-A Television Atlanta

WLW-I Television Indianapolis

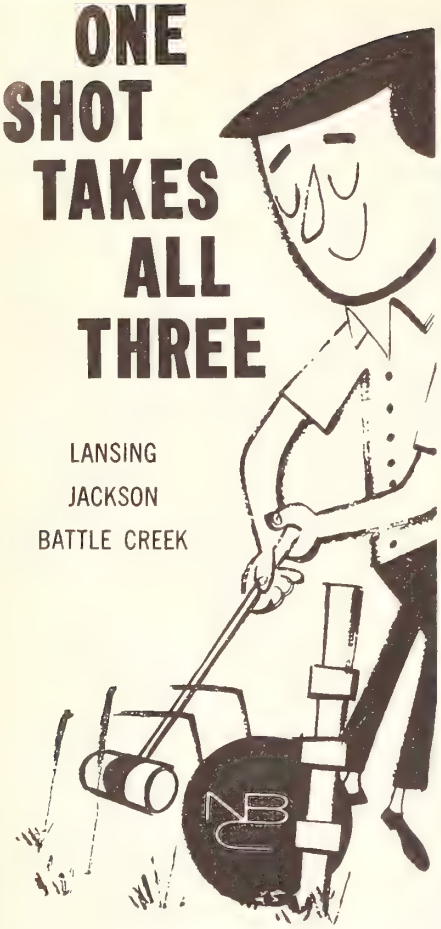
WLW-D Television Dayton

WLW-T Television Cincinnati

W L W Radio

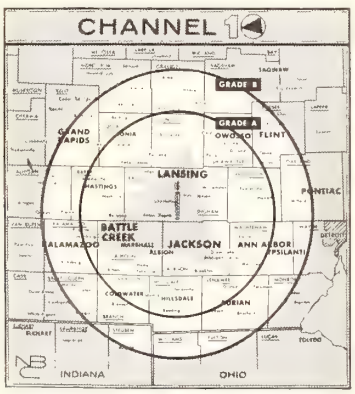
Crosley Broadcasting Corporation, a division of Avco

ONE SHOT TAKES ALL THREE



LANSING
JACKSON
BATTLE CREEK

A solid play in Michigan's Golden Triangle stakes you to a lively market—Lansing, Jackson and Battle Creek! WILX-TV cracks all three with a city-grade signal and scores big in a lush outstate area.



Operating with a 1,008 foot tower at 316,000 watts. Let this one outlet give you all three markets.

Represented by
VENARD, RINTOUL & McCONNEL, INC.

THE GOLDEN TRIANGLE STATION

WILX NBC TV CHANNEL 10

BROADCASTING PUBLICATIONS INC.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U.S. Patent Office

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June 23-24—**Maryland-D. C. Broadcasters' Assn.**, summer meeting. Ocean City, Md.

June 25-29 — **National Advertising Agency Network**, annual management conference. Broadmoor Hotel, Colorado Springs, Colo.

June 25-29—**American Academy of Advertising**, annual convention. U. of Washington, Seattle.

June 25-29—**Advertising Assn. of the West**, annual convention. Olympic Hotel, Seattle

*June 25-30 — **First Advertising Agency Group**, annual conference. Theme: "The Agency of Tomorrow." King's Inn, San Diego, Calif.

*June 26-27—**Washington State Assn. of Broadcasters**, spring conference. Olympia Hotel, Seattle.

June 26-28—**National Convention on Military Electronics.** Sponsored by Professional Group on Military Electronics, IRE. Shoreham Hotel, Washington, D. C.

JULY

July 1—**Chicago Publicity Club**, 20th anniversary celebration. J. Leonard Reinsch, Cox Stations and radio-tv advisor to President Kennedy will be principal speaker. Mayfair Room, Sheraton-Blackstone Hotel, Chicago.

July 1—**UPI Broadcasters of Pennsylvania**, annual meeting. Penn-Harris Hotel, Harrisburg.

July 10 — **Wisconsin Broadcasters Assn.** Plankington Hotel, Milwaukee.

July 10-12—**National Assn. of Television & Radio Farm Directors convention**, Shoreham Hotel. Washington, D. C.

July 10-28—Three week summer workshop on Television in Education, **U. of California at Los Angeles.**

*July 16-18—**South Carolina Assn. of Broadcasters**, summer convention. Ocean Forest Myrtle Beach.

*July 24—Deadline for submission on briefs to the **FCC** in Boston ch. 5 re-evaluation. This is the proceeding to reconsider the 1957 grant to WHDH Inc., due to *ex parte* contacts made by principals of WHDH Inc. and Massachusetts Bay Telecasters Inc. The third applicant is Greater Boston Television Corp. Reply comments are due 10 days after July 24. Oral argument before the FCC *en banc* is scheduled, but no date has been set.

July 30-Aug. 5—**American Women in Radio & Television**, first mid-career seminar. Syracuse U., Syracuse, N. Y.

AUGUST

*Aug. 1-4—**Advertising Age Summer Workshop on Creativity in Advertising.** Palmer House, Chicago. Participants include Norman (Pete) Cash, TvB; Marion Harper Jr., Interpublic Inc.; Leo Burnett, Leo Burnett Inc.; Fairfax M. Cone, Foote, Cone & Belding; Edgar Kobak, management consultant, and others.

*Aug. 6-8—**Georgia Assn. of Broadcasters**, annual summer convention. King & Prince Hotel, St. Simon's Island, Ga.

Aug. 11-12—**Texas Associated Press Broadcasters Assn.**, fourteenth annual meeting Hotel Lincoln, Odessa, Tex.

Aug. 22-25—**1961 Western Electric Show & Convention.** Cow Palace, San Francisco.

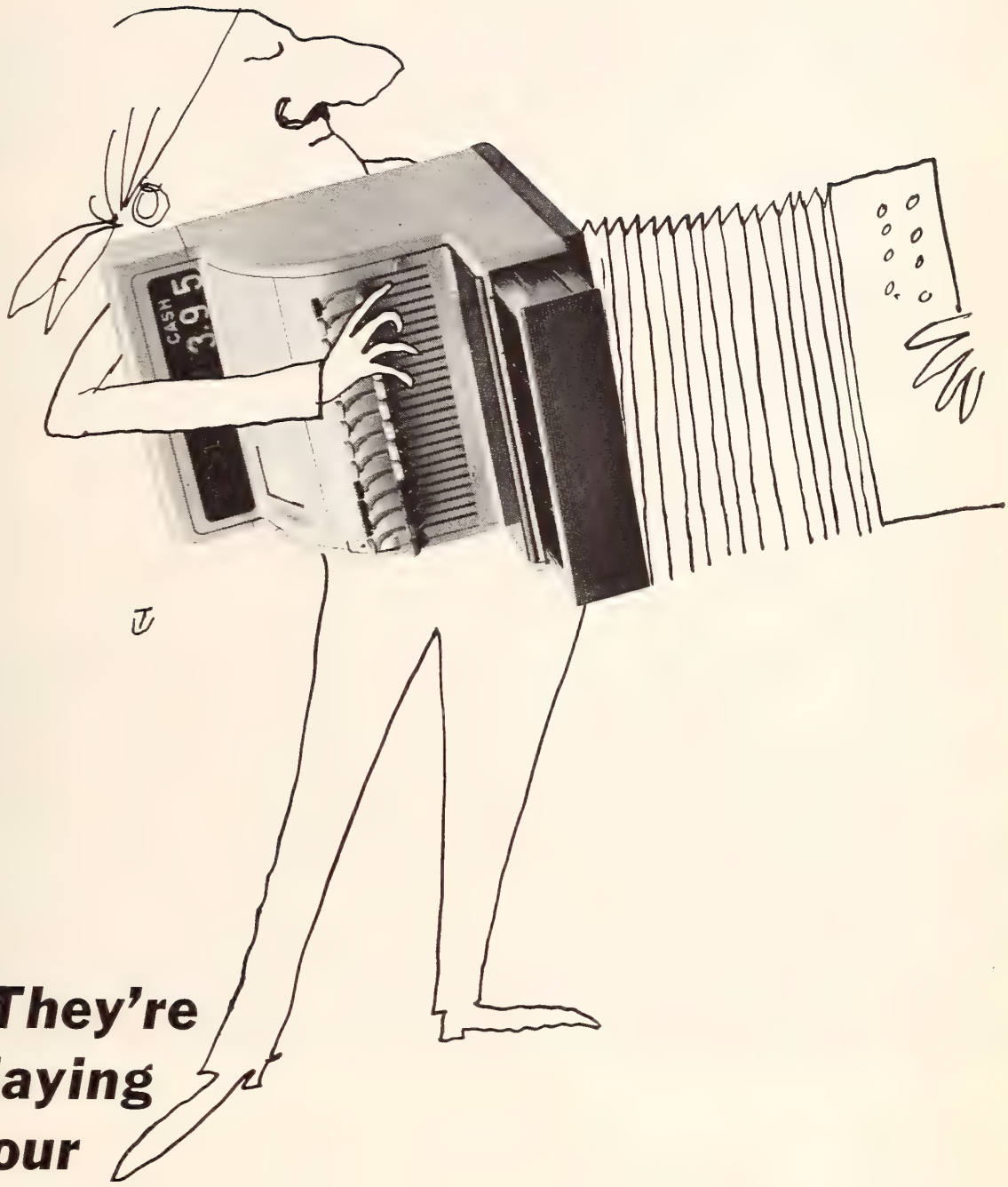
SEPTEMBER

Sept. 10-13—**Assn. Canadienne de la Radio et de la Television de Langue Francaise**. annual convention. Seaway Hotel, Toronto, Ont.

Sept. 15-17—**Michigan Assn. of Broadcasters** fall convention and business meeting. Hidden Valley, Gaylord, Mich.

*Sept. 24-26—**Louisiana Assn. of Broadcasters**, annual convention. Buena Vista Beach Hotel & Motel, Biloxi, Miss.

Sept. 27-30—**Radio Television News Directors Assn.**, annual convention. Statler Hilton Hotel, Washington, D. C.



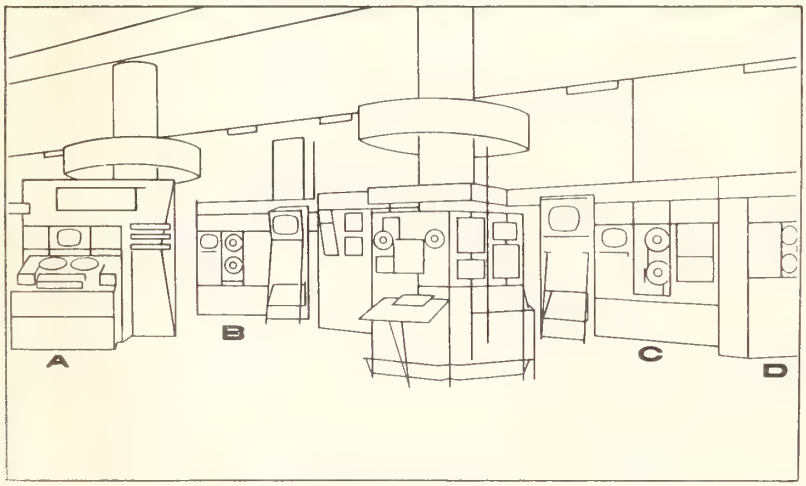
They're playing our song!

"Good commercial, but it doesn't *sing!*" Ever heard that one before?

In our book, the only commercial that really sings is the one that sells the product and returns a profit to the sponsor. Fact is, this magic combination of sing and sell is the N. W. Ayer theme song.

The commercial is the payoff.... **N. W. Ayer & Son, Inc.**

Demonstrated...TV



A NEW TRANSISTOR DESIGN TV TAPE RECORDER, TR-22 Use of solid state components makes possible significant savings in size, weight and power consumption. Completely self-contained in compact new console, the TR-22 incorporates the most advanced concepts.

B NEW STANDARD TV TAPE RECORDER, TRT-1B, FOR MONOCHROME. Features include a significant increase in signal-to-noise ratio, freedom from tape dropouts through better limiting, transistor processing amplifier for sharper, crisper pictures, air bearing headwheel for top performance.

C NEW STANDARD TV TAPE RECORDER, TRT-1B, FOR COLOR Offers the same advantages as for monochrome plus unique RCA color features. Multiple monitoring checks for the very best picture. Precision headwheel interchangeability for color makes it possible to play back tape on any machine.

D NEW SLANT-TRACK CLOSED CIRCUIT RECORDER, MR-700 Using a different principle from the others, this recorder records information on a slant angle across the tape. Only two recording heads are used. Tape speed is cut in half—thereby only using half as much tape to record.

E NEW COMPATIBLE CLOSED CIRCUIT RECORDER, TR-11 (not shown). Designed specifically for economical monochrome operation, closed circuit users. Features simplified electronics. Makes tapes which are compatible with those made on professional models.



Tape Systems Capability
...ACROSS THE BOARD!

Broadcasters who visited RCA at the NAB Convention had an opportunity to see this growing family of TV Tape equipment on display *and operating*. Included were systems for broadcast use—the new Transistor Design Console Model, the new Standard Models for Color and Monochrome. And for Closed Circuit, the new Slant-Track Recorder; also the new Pix-Lock equipment—evidence of RCA's ability to meet all TV Tape needs.

RCA's line of TV Recorders is backed by more than 30 years of broadcast design experience. Here is reflected the RCA design tradition for excellence and reliability... combining years of know-how in system design for the broadcast industry with new developments in space age technology.

For further facts on any or all of these different types of RCA TV Tape Recorders, as well as delivery information, see your RCA Representative. Or write to RCA Broadcast and Television Equipment, Dept. W-22, Building 15-5, Camden, New Jersey.

RCA®

The Most Trusted Name in Television
RADIO CORPORATION OF AMERICA

WWTV-AREA HAS MORE PEOPLE THAN WYOMING-VERMONT COMBINED!



WWTV has daily circulation, daytime and nighttime, in 36 Michigan counties (NCS No. 3).

More people — *and more television homes* — are within "sight" of WWTV, Cadillac - Traverse City than you'll find in the states of Wyoming and Vermont combined*!

Only WWTV gives you *complete* coverage of this big, important slice of Michigan. WWTV has NCS No. 3 circulation, both daytime and nighttime, in 36 Northern Lower Michigan counties. You need *at least* 12 daily newspapers or 18 local radio stations to approach WWTV's broad coverage.

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

**Combined population of Vermont and Wyoming is 716,200. WWTV-area population is 723,500.*

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

AM - TV - FM

WWTV

316,000 WATTS • CHANNEL 13 • 1282' TOWER • CBS and ABC
Officially Authorized for CADILLAC-TRAVERSE CITY
Serving Northern Lower Michigan
Avery-Knodel, Inc., Exclusive National Representatives

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position**
company name
address
city *zone* *state*
Send to home address——

* Occupation Required

OCTOBER

Oct. 3-4—**Advertising Research Foundation** conference, Hotel Commodore, New York City.

Oct. 8-18—International seminar on instructional television, sponsored by **Purdue U.** in cooperation with UNESCO and the U.S. National Commission for UNESCO. Dr. Warren F. Seibert, Purdue professor, is seminar director; James S. Miles, Purdue Television Unit, is associate director. Purdue U., Lafayette, Ind.

Oct. 9-11—**National Electronics Conference**, International Amphitheatre, Chicago.

Oct. 10-13—**Audio Engineering Society**, annual fall conference and technical exhibit. Hotel New Yorker, New York.

Oct. 23-26—**National Assn. of Educational Broadcasters** convention. Willard Hotel, Washington, D. C.

Oct. 25-28—**Sigma Delta Chi**, 52nd national convention. Hotel Fontainebleau, Miami Beach, Fla.

*Oct. 30-31—**IRE**, Radio Fall Meeting. Hotel Syracuse, Syracuse, N. Y.

NOVEMBER

*Nov. 4-11—**The Academy of Television Arts & Sciences**, First International Assembly. New York City. U.S. Ambassador to the United Nations, Adlai Stevenson will make opening address.

Nov. 5-8—**Broadcasters Promotion Assn.**, annual convention. Waldorf-Astoria Hotel, New York City.

*Nov. 14-16—**IRE**, Mid-America Electronics Conference, Kansas City, Mo.

BOOK NOTES

"Broadcasting & Government, Responsibilities and Regulations," by Walter B. Emery; Michigan State U. Press, East Lansing, Mich.; 313 pages plus appendices; $7.50.

Walter B. Emery, a professor in the tv and radio department of Michigan State U., has been a student of broadcasting and government for 25 years. He's a onetime FCC lawyer and protege of former Commissioner Paul A. Walker. In this book he has collected a legal-eye view of the FCC and its varying approaches to broadcasting. As a history of FCC actions and policies and Congressional legislation over the past 30-odd years, the study is complete and, in some areas, trenchant.

Although the book is more an exposition than a polemic, Prof. Emery does make a few findings. One is that the FCC's notorious inability to decide important policy questions (clear channel case, vhf-uhf problem, etc.) stems mainly from Congressional pressures. Another is a call for statutory clarification of the commission's authority over programming. "Congress ought to eliminate the confusion by legislation to the extent constitutionally possible. There ought not to be a continuing debate over what the commission's authority is," Prof Emery remarks. He also feels that there should be a system of service charges and license fees for those doing business before the FCC. This would go far, he says, in making regulation self-sustaining.

KRON is TV in SF



San Franciscans are sold on KRON-TV

KRON/TV: FIRST in SF
40
Consecutive Months
(ARB, avg. homes reached, Jan., '58—April, '61)

· S.F. CHRONICLE · NBC AFFILIATE · CHANNEL 4 · PETERS, GRIFFIN, WOODWARD ·

SEAL OF GOOD PRACTICE

MONDAY MEMO

from PAUL KELLER, vp-research director, Reach, McClinton, N. Y.

Advertising effectiveness: can it ever be measured?

As a researcher, I am perhaps more disturbed than are my advertising colleagues that we are not yet close enough to developing a measurement which answers the question we always ask ourselves of any given advertising approach: Is it producing sales at an optimum rate—or at least a better rate than the previous effort? There is little question that any advertising produces more sales than no advertising at all. Without telling the product story to the public, a manufacturer cannot make a sale.

The power of advertising is readily demonstrable by countless examples of new products which make the grade in the market-place through advertising. But in the agency business our problem usually is to help a long-established product achieve a better rate of growth than its competitor and thereby make more money and more profit for its manufacturer. The problem is somewhat analogous to that of making a racing car go faster.

Tattoos and Cutaways ▪ How do we accomplish this? Well, we work out new copy approaches and hope that they are more effective than the old ones. We put tattoos on forearms and have funny cartoon characters sell beer; we compose catchy jingles and use cutaway sections of the human head to demonstrate the fast-fast-fast-acting analgesics. We use "realism" and "soft-sell" and all kinds of "sell." But how do we know that these approaches are better than those used before?

Well, we just *know* that they are better—especially if another agency handled the previous campaign. Oh yes, we research them and test them and depth-probe them and all indications are that the new campaign is clearer, more effective, more memorable, more believable than the old one. But are we really sure? No, we are not! We don't really know whether it was the new campaign which sold more goods than the old, the new sales manager who got his men to make more calls or that the competition cut its advertising budget.

Many a new (or even old) campaign is condemned because sales are slipping. Is it really because the advertising approach is not good enough? Or is it because something else in the client's marketing process has gone awry and sales would have plummeted even more had it not been for the new ad campaign? We in the research profession have long sought an answer as to what makes the racer go faster, but have not found it yet.

So far, I have mentioned only our chagrin at being unable to measure the sales effectiveness of a given creative approach.

We know just as little about the effectiveness of various rates of advertising expenditures or about the effectiveness of various media combinations. I admit we conduct market tests to determine optimum advertising pressure and media mix. But are these tests ever conclusive? Certainly not, because, if nothing else, they are restricted before they start by innumerable factors.

Optimum Budget? ▪ For instance, would I suggest a test market situation where our client would spend five times (or even one-fifth) his current national rate? Not if I want to keep my job; and yet, spending five times more money on advertising may yield the client 10 times as much in net profit, or spending one-fifth may cut his sales by only 10%. What is the optimum advertising budget? We do not know, but certain breakthroughs have been achieved by operations research techniques and more are sure to follow.

What about media mix? Do we really know whether $1 million spent in spot tv will produce more sales than an equal amount in newspapers? Or do we know whether $1 million in spot tv is spent to greater sales advantage if concentrated in the top 50 or 75 tv markets rather than spread across all tv markets?

Can we test such an alternative? Certainly. We do it every day. Is it conclusive? Never. We can determine—for market X and Y—how much spot tv money they would receive under the top 50-75 market plan and how much they would receive under the national spot tv plan.

One market would be put on Plan I, the other on Plan II and we would conduct store audits over some specific period in both cities to watch retail store movement. Perhaps we do find that Plan I produces considerably more sales than Plan II. How sure are we that this difference is real? Well, we hope that "all other things" have remained equal. (Do they ever in a dynamic situation such as the marketplace?) If they have, we conclude that there is a difference between Plan I and Plan II.

But have we really got the solution to our brand's quest for an increase in market share or have we merely shifted demand to the present by putting on pressure *now*, leaving a product demand lag for the future and not changing our product's share of market at all over the long haul? Perhaps Plan II would have been better suited to establish a *real* gain for our brand—less spectacularly but permanently.

Shell Game ▪ Will we ever know what happened to Shell's sales as a result of its shift into newspapers? I'm sure we won't because so many things happened at the same time that no one will be able to prove that a different media plan would have produced a different sales result.

My point is that we should never forget that advertising is only a part of the very complex marketing process which moves a product from the factory to the consumer's home.

We will not be able to measure advertising's direct effect on sales until we can isolate all the other marketing factors, hold them "constant" and thus measure the effect of the single variable so important to us: advertising research can and will solve this problem some day—but not in the near future.



Paul Keller, vice president and director of research for Reach, McClinton & Co., New York, has been active in advertising research for the past 11 years. He has been with such major agencies as the former Biow Co., N. W. Ayer and Bryan Houston (now merged with Fletcher Richards, Calkins & Holden). He holds a B.A. from New York U. and an M.A. from Columbia, specializing in mathematical statistics. He is a member of the Radio-Tv Research Council and American Marketing Assn.

NTRODUCING

Beautiful

WRYT

Music

DIAL 1250

THE WRYT SOUND AT THE WRYT TIME

REPRESENTED NATIONALLY BY

DAREN F. McGAVREN CO., INC.

WRYT IS RIGHT

FOR PITTSBURGH!



WHO MAKES THE BIG AGENCY DECISIONS SO IMPORTANT TO YOU?

Here's a discovery to ponder. Recently the A. C. Nielsen Company — world's largest marketing research organization — queried executives at the country's 50 biggest television and radio agencies. (Collectively, the Top 50 agencies spend **nearly 1½ billion dollars** of all broadcast advertising money invested annually. Their individual TV-radio billings range from approximately $125,000,000 to $6,500,000 a year.)

These are pretty important people. Nearly three-quarters of them are media directors, assistant or associate media directors, media supervisors and media buyers. Others are account executives and group supervisors (7%); V.P.'s in charge of TV-radio, or TV-radio directors (4%); top management executives (5%); research or other functions (12%).

One of the things Nielsen wanted to find out is this:

To what degree do these individuals play an influencing part in the selection of (1) MEDIA, (2) MARKETS, and (3) STATIONS?

For how they answered, see the facing page . . .

...DECISIONS ON MARKETS? 91% say they participate in decisions on MARKETS to be used. Of these:



REGULARLY (81%) OCCASIONALLY (19%)

...DECISIONS ON MEDIA? 93% say they participate in decisions on MEDIA to be used. Of these:



REGULARLY (82%) OCCASIONALLY (18%)

...DECISIONS ON STATIONS? 86% say they participate in decisions on STATIONS to be used. Of these:



REGULARLY (88%) OCCASIONALLY (12%)

Men and women who make important decisions like those are important to YOU, too! Which is why we think you should *also* know what they told Nielsen about their responsiveness to the four principal business publications in the TV-radio field. Here, briefly, is the box-score:

1) For broadcast media news and information, BROADCASTING is read by more of them than any of the others.

2) For reporting of current trade events, BROADCASTING is preferred 2-to-1 over the next-best — and 70% over the other three combined.

3) They express the most confidence in BROADCASTING—86% more than for the next-best magazine.

4) They consider the most useful publication to be BROADCASTING — by a 21% margin over the second-best (143% over the other two combined).

5) For your advertising, they recommend — to best reach them — that you use BROADCASTING (which outscores the second-best magazine by 42%, the rest of the field by 185%).

6) Your advertising is likely to have the most impact on them, they say, when it appears in BROADCASTING. They rank BROADCASTING decisively ahead of the nearest competitor by 57% — and 80% ahead of the two stragglers combined.

Executives whose livelihood depends upon making decisions aren't likely to make them lightly or without sound reasons. It stands to equally sound reason that when YOU make decisions about where to run your own advertising, the advice of your own best prospects is the safest guide you can follow!



BROADCASTING

THE Businessweekly of Television and Radio

1735 DeSales Street, N.W., Washington 6, D.C.

New York — Chicago — Hollywood



of all the TV stations in the Pacific Northwest only KTNT-TV includes all 5 cities* in its "A" contour

*SEATTLE TACOMA EVERETT BREMERTON OLYMPIA

Before you buy television in the Pacific Northwest, consider this one basic fact: Only KTNT-TV in this area includes five major cities of Western Washington within its "A" contour, and KTNT-TV's tower is ideally located to beam a clear signal to all of this major market.

Ask your WEED TELEVISION man about dozens of other reasons you should include KTNT-TV in your advertising plans.

KTNT TV CBS
CHANNEL 11
CBS for Seattle, Tacoma and Puget Sound area
Studios in Seattle and Tacoma



WAVE-TV gives you 28.8% more WEEK-END CHEFS

—and they buy 28.8% more food, condiments, sauces, flavorings, etc.!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

OPEN MIKE

Tv audience x ray

EDITOR: . . . We read "Now: x ray of the tv audience" (BROADCASTING, May 1) with great interest and would like to distribute it to our various international markets where tv is a medium. We would, therefore, appreciate . . . 40 reprints.—*Charles S. M. Quigley, International Advertising Manager, Chesebrough-Pond's Inc., New York.*

'Death Valley' revival

EDITOR: Would it be possible to get a copy of an article which ran in your publication on Feb. 13, 1950? The article deals with a 20 Mule Team radio campaign with emphasis on *Death Valley Days.*

I realize this may be mammoth task, since it has been 11 years. —*Robert Werden, Publicity Manager, U. S. Borax & Chemical Corp., Los Angeles.*

(A copy of the 1950 article is being sent to Mr. Werden.)

Useful to financier

EDITOR: . . . We have found your magazine, and in particular your yearbook, most useful in recent negotiations involving the financing of the purchase of a radio station for several million dollars.—*Stuart K. Atha Jr., Assistant Treasurer, The Hanover Bank, New York.*

Pleasure to contribute

EDITOR: . . . It was a pleasure to have had the opportunity to contribute to BROADCASTING magazine (MONDAY MEMO, May 8).—*Mimi O'Hagan, Advertising & Publicity Manager, Schweppes (U.S.A.) Ltd., New York.*

Up to standard

EDITOR: . . . The May 15 issue . . . lives up to the wonderful standard that you have set for BROADCASTING.—*Newman F. McEvoy, Senior Vice President, Cunningham & Walsh, New York.*

Helps acceptance

EDITOR: We were extremely pleased by the May 15 MONDAY MEMO, which . . . told how Mattel Inc. utilized television to create a year-round market for toys.

We, and the executives of Mattel Inc., would like to have your permission to reprint this article . . . for distribution to their dealers and sales representatives. . . . A communication of this type, because of the authoritative position of BROADCASTING, will play a great part in further and increased acceptance of Mattel's tv advertising activities, on a





AS JACKSONVILLE GROWS SO GROWS THIS STATION!



New ARB shows WFGA-TV with 50% Share-of-Audience.

The "new" Jacksonville is a city with a changing face. New construction is evident everywhere. But the city's tremendous expansion is not the only thing to watch. According to the March ARB, WFGA-TV is the leading station in metropolitan Jacksonville with a major share of audience 9 AM to Midnight.

See your PGW Colonel for the important story of WFGA-TV's growing dominance in the dynamic North Florida - South Georgia - Jacksonville market.

abc NBC

WFGA-TV

JACKSONVILLE



REPRESENTED NATIONALLY BY
PETERS, GRIFFIN, WOODWARD, INC.

WOMETCO ENTERPRISES INC.

WTVJ
WLOS-TV
WFGA-TV
(Affiliate)



national level and in local markets. Naturally, our reprints would carry full credit to BROADCASTING.—*Robert C. Will, Harshe-Rotman Inc., Public Relations-Publicity-Product Promotion, Los Angeles.*

The pros & cons

EDITOR: Congratulations on "Strange alliance" (EDITORIALS, May 22). Through our own efforts with our legislators and the public voice, such as yours, I trust that the New Frontier will soon have the broadcast industry in proper focus.—*Robert M. Lambe, President & General Manager, WTAR-AM-TV Norfolk, Va.*

EDITOR: . . . Your editorial "Strange alliance" indeed has a great deal of "meat" to it. There seemed to be quite a bit of undercurrent . . . at the convention on this matter, and now that you have forwarded it through the medium of your magazine to those who didn't attend, it is certainly commendable and is indeed something worthwhile for broadcasters to hang on their mental hatracks. — *Frank C. Schroeder Jr., President & General Manager, WDZ Decatur, Ill.*

EDITOR: Your "Strange alliance" editorial suggests a more bleak future for the industry than I can read into the remarks of Chairman Minow. It seems apparent that Gov. Collins recognizes the need for improvement for which Mr. Minow has called. Any schoolboy could see it.—*John D. Rice, President, WCOW-AM-FM Sparta, Wis.*

EDITOR: . . . Your editorial "Needed: more light than heat" (EDITORIALS, May 15) was most unfair in its interpretation of Mr. Minow's speech. To imply that he is "attempting to circumvent the First Amendment" is a judgment pronounced unjustly. . . . It is time for broadcasters to stop for just a moment and take stock of their daily program fare.—*Bob Greenlee, student-telecommunicative arts, Iowa State University, Ames, Iowa.*

EDITOR: Congratulations on your last two editorials—they represent a real contribution to the industry.—*James O. Parsons, Vice President-Secretary, Harrington, Righter & Parsons, New York.*

EDITOR: I have liked everything you have reported and . . . said editorially on . . . tv programming and the FCC reorganization. Included . . . is the fact that improvement must come from the broadcasters themselves. I know of no responsible broadcaster who has ever been satisfied with his programming. . . . There has been a big improvement in tv programming since . . . 1948, but we are still not satisfied and we expect to make improvements right along, including this year.—*Nathan Lord, General Manager, WAVE-AM-TV Louisville, Ky.*

Heavy playback

EDITOR: . . . Your article (OUR RESPECTS, May 15) was most flattering and complimentary. . . . It may interest you to know that I am getting quite a heavy playback from friends in the industry who have seen it. This is fairly good evidence to me that your book is exceptionally well-read. BROADCASTING will, of course, remain at the head of the list of media for us to reach our advertisers.—*John F. Pival, President, WXYZ-AM-FM-TV Detroit.*

The Florida story

EDITOR: The job you did on the Florida story (BROADCASTING, April 17) was outstanding.—*James L. Howe, President, WIRA Fort Pierce, Fla.*

EDITOR: . . . Well written and most informative.—*Irving G. McNayr, County Manager, Metropolitan Dade County (Miami), Fla.*

EDITOR: . . . Splendid coverage of the Florida market.—*Richard J. Welsh, Director, Dade County Development Dept.*

EDITOR: During the past three weeks over 400 reprints of your wonderful article on Florida have been distributed by the people of the WTVJ (TV) sales department. . . . The response to this article has been excellent and I would like to compliment you for this outstanding boost for Florida.—*Mitchell Wolfson, President, Wometco Enterprises Inc., Miami.*

EDITOR: . . . A magnificent reporting job on Florida. I have passed it to our research and development people. There is one minor error—Arizona's population in the 1960 census was over 1,250,000 which would make it approximately one-fourth that of Florida, not one-tenth. *Samuel J. Henry Jr., Advertising Director, First National Bank of Arizona, Phoenix.*

Welcome

EDITOR: We noted with interest the item concerning the installation of SoundScriber tape monitoring units in the CBS owned and operated stations (EQUIPMENT & ENGINEERING, May 15).

The Balaban Stations (WIL St. Louis, WRIT Milwaukee, KBOX Dallas) are delighted to see this forward step on the part of CBS in the use of modern broadcast equipment. We would like to join the many other stations who have installed this equipment in the past few years in welcoming CBS to the fold. —*Bill McKibben, Assistant to the Vice President-Administration, WIL St. Louis.*



Off will come the jacket if the sun gets too warm. Prepared, adaptable... a "Metropolitan personality."

METROPOLITAN BROADCASTING

205 East 67th Street, New York 21, N.Y.

TELEVISION STATIONS

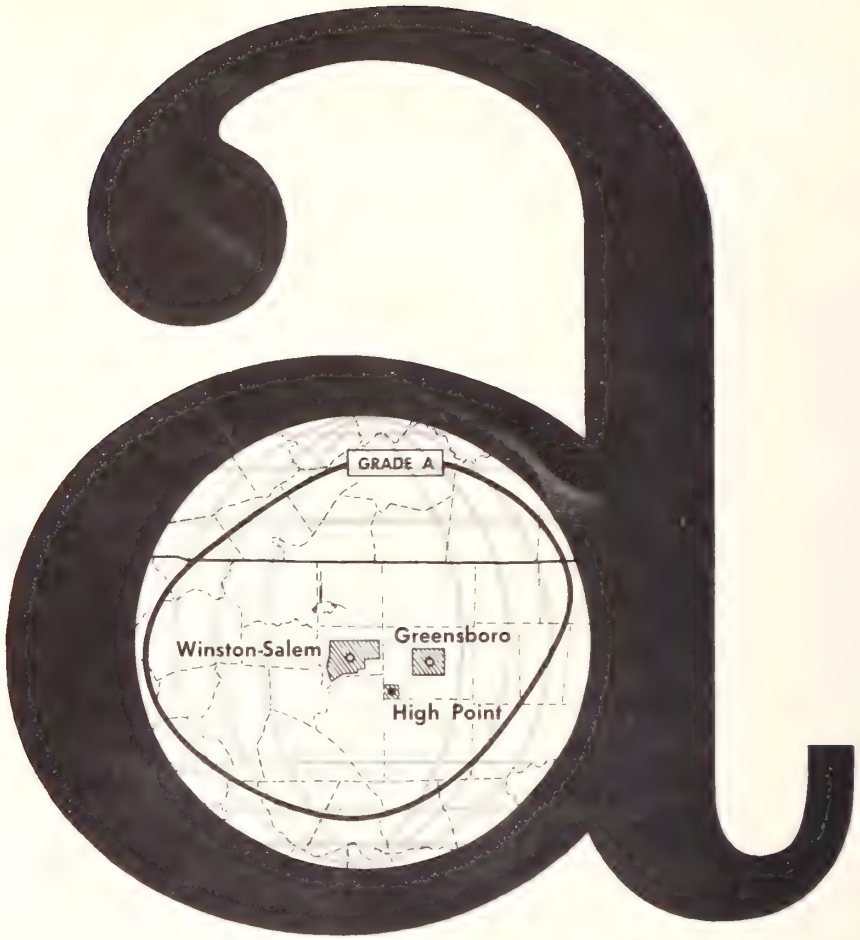
WNEW-TV New York, N.Y.
WTTG Washington, D.C.
KOVR Sacramento-Stockton, California
WTVH Peoria, Illinois
WTVP Decatur, Illinois

RADIO STATIONS

WNEW New York, N.Y.
WHK Cleveland, Ohio
WIP Philadelphia, Pa.

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Foster and Kleiser, Outdoor Advertising operating in Washington, Oregon, Arizona and California
Worldwide Broadcasting, WRUL Radio

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DISCOVER

North Carolina's Grade A World

Only one station provides Grade A Coverage for the state's biggest, richest market and City Grade Service for Winston-Salem, Greensboro, High Point, North Carolina's greatest metropolitan market.

WSJS TELEVISION

NBC MST

CHANNEL 12

WINSTON-SALEM / GREENSBORO / HIGH POINT

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
June 5, 1961 Vol. 60 No. 23

QUALITY SHOWS, BARGAIN RATES?

Now shaping up: an advertiser ploy to support blue-ribbon programming, but only if it's priced according to circulation

Some of the nation's top advertisers are spearheading a search for ways to get more "quality" programming on television by making its sponsorship more attractive.

They feel this can be done—but only if—the cost per thousand viewers can be brought down into line with that for mass-audience "entertainment" shows.

Working through the Assn. of National Advertisers, they have explored the problem in an informal, strictly off-the-record meeting with NAB President LeRoy Collins. Individually, some of them have canvassed the problem generally with network officials.

But thus far their activity has been exploratory, unofficial and loosely organized, and most of them don't want to talk about it—at least not yet. They appear to be dead serious, however, and are drawing closer to the point of actively soliciting the cooperation of networks and stations for an across-the-board attack on the overall "quality" programming problem—a problem that FCC Chairman Newton Minow and NAB President Collins, through their NAB convention speeches last month, elevated to the stature of a major crisis.

No matter how successful, the drive is not expected to show significant results in network sponsorship schedules before the fall of 1962. Most advertising budgets for this fall already have been committed.

The C-P-M of Quality ▪ The target of the attack being mounted by the advertisers is the cost-per-thousand of the type of programming which goes by many names—"quality," "public affairs," "cultural" or, in Mr. Collins' term, "blue-ribbon"—but which, by any name, historically attracts relatively small audiences. The audience history of such programs does not encourage the thought that their cost-per-thousand can be substantially reduced by boosting the number of viewers to the mass level. Hence, the advertisers reason, if they cannot get the audiences up, the only alternative is to get the prices down.

There are several ways to do this. The most obvious is to cut the rates

How rates based on delivered audience would mark down tv

What would happen if networks agreed to set rates on sliding scales based on delivered audiences? The table at right gives some idea of the answer.

It shows how seven "quality" shows, broadcast in the past couple of months, fared against their competition. The shows were picked at random by Howard Eaton, media director of Lever Bros., from A. C. Nielsen rating reports.

In the table the seven "quality" programs are shown in bold face type and beneath each are listed the two competing network programs.

For all programs the Nielsen ratings are for the first quarter-hour.

The actual time and production costs of each "quality" show are BROADCASTING estimates.

The column at the extreme right shows what price the seven "quality" shows would bring if the cost-per-thousand, based on Nielsen average audience figures for each show, were set at $4, the current nighttime average for all shows.

It's rare now that networks recover all their costs in "quality" programming, but if prices were pegged at c-p-m base, the difference between cost and price would be even bigger.

	Rating	Actual Cost (Time & Program)	Price if Pegged To $4 C-P-M
CBS Reports (CBS April 27)	9.5	$160,000	$106,000
Untouchables (ABC)	26.8		
Groucho Marx (NBC)	18.4		
Project Mercury (NBC May 5)	13.8	$155,000	$ 80,000
Rawhide (CBS)	25.8		
Harrigan & Son (ABC)	9.0		
Hallmark Hall of Fame (NBC May 5)	13.5	$390,000	$243,000
Route 66 (CBS)	22.4		
Flintstones (ABC)	21.4		
Family Classics (CBS April 27)	16.6	$250,000	$183,000
My Three Sons (ABC)	24.7		
Bachelor Father (NBC)	15.7		
JFK No. 2 (NBC April 11)	13.4	$165,000	$125,000
Garry Moore (CBS)	26.1		
Alcoa Presents (ABC)	15.2		
Man Into Space (NBC April 12)	5.5	$ 85,000	$ 32,000
Armstrong Theatre (CBS)	22.5		
Naked City (ABC)	15.3		
NBC White Paper (April 16)	11.4	$225,000	$117,000
Candid Camera (CBS)	30.4		
Asphalt Jungle (ABC)	15.5		

Quality shows at quality price for quality results

One advertiser that has consistently found that "quality" television pays off—and at conventional rates —is Hallmark Cards Inc.

It's doubtful if any tv series has had "the continuous selling force" of the *Hallmark Hall of Fame* (NBC-TV), a program that won Emmy laurels for its Macbeth presentation.

This reflection on the selling power of the so-called "blue ribbon" or cultural programming comes from the agency executive (Fairfax M. Cone, chairman of Foote, Cone & Belding's executive committee) who is closely associated with client Hallmark Cards Inc.'s series.

Hallmark, a 20-year client at FC&B, changed its pattern of tv advertising a decade ago when it moved from traditional programming (regular scheduling) to its current approach (irregular and special programming), Mr. Cone explained in a memorandum to the agency staff just after the Emmy awards presentation.

As revealed last week, the memorandum points to the special shows as fitting in with peak sales periods of greeting cards, Mr. Cone declaring that the more than four million cards purchased each day attest to the Hallmark tv philosophy.

Mr. Cone wrote in part: "The names of even a few of the (Hallmark) productions argue convincingly that the American public, or at least a thoughtful segment of it, recognizes television tripe for what it is and finds in such plays as "Macbeth," "Hamlet," "Richard III," "Little Moon of Alban," "Green Pastures," "Barabbas," etc., a respect for the sponsor and his products that is not necessarily reflected in large audience figures.



Fairfax Cone
Quality breeds quality

"The thing is, there is more than one way to do television. Programs with relatively small devoted audiences may be more effective than programs with larger but less devoted audiences. When the networks and the stations finally become convinced of this the whole range of the medium will be broadened—much as the *Hall of Fame* has broadened it in the field of drama."

Mr. Cone also asserted: "The five other award-winning [Emmy] programs used by clients of Foote, Cone, & Belding add weight to our belief that tv can successfully offer different things to different people. *Red Skelton* for Johnson's Wax *Checkmate* for Kimberly-Clark, *Danny Thomas* and *Andy Griffith* for General Foods, and *Our American Heritage* for the Equitable Life Assurance Society of the U. S. won for comedy, mystery, situation comedy and historical drama, each vastly different from Hallmark's *Hall of Fame*, yet similar in that none was a follower of either formula or numbers."

charged for such shows. This approach, already widely followed by all three networks as a last resort, puts the financial burden on the networks and, to a lesser extent, on the advertisers.

An alternate approach, gaining favor among advertisers, would distribute the "cost" more evenly between networks and their affiliates. This plan involves re-running "quality" shows until they have amassed a cumulative audience that approximately matches the total number of viewers who tune the average "entertainment" program on a one-time basis.

The size of the problem may be demonstrated in this way: Some "quality" programs, with a production cost of $150,000 and a time cost close to $120,000, may figure out a cost of $50,000 per commercial minute. Advertisers feel this must be brought down to $13,000 to $18,000 per commercial minute in order to make an attractive buy.

If the rerun technique were used to bring about this reduction, the replays might be staggered in afternoon, Sunday, early-evening or late-night periods in much the same way that stations schedule replays of feature films. Details for the handling of commercials could vary; in the simplest illustration, the advertiser's messages would be carried in the replays just as they appeared in the original presentation—which presumably would be in or near prime time—but the advertiser would not be charged extra for the extra runs.

Howard Eaton, media director of Lever Bros., one of the leaders in the current movement by advertisers, cites the rerun concept as the only one that will amortize production costs without burden to either the network or the sponsor. But the time costs are something else again—and that's where the stations may be asked to contribute.

The Station Pays ▪ "In the area of time costs," Mr. Eaton says, "there could be significant reductions if the networks did not have to pay their stations for carrying these shows. The stations are licensed by the government to use air space for purposes of profit. They must also operate in the public interest, convenience and necessity. They should be willing to sacrifice incomes for this type of programming when to do so is the most direct means of demonstrating to the FCC that they are living up to their public interest obligations."

If affiliates waived compensation for such programs, a collateral attraction for the networks would be that the reruns would save them the trouble—and expense—of producing other programs to go into those periods. But this would be an attraction only if the reruns were slotted in periods normally hard to sell. If they were put into saleable periods, they would deprive the networks (and affiliates) of otherwise sure revenues.

Mr. Eaton emphasizes that the rerun plan is only one of several by which the c-p-m problem might be approached. The most direct method—in which the networks simply slash program charges after they cannot get their asking prices—is in his opinion largely ineffective in the way it is currently employed, but might be made more meaningful.

"Generally," he says, "in network selling of this type of programming it is their custom to cut the price after they have been unable to get the full price. But most advertisers do not sit

and wait for fire sales. They look for the best buys they can get, as early as they can get them. In our case, the dollars that might be available for such programs have been committed three months before the network decides to cut its rates. If the networks priced these shows realistically to start with, the market for them would be bigger than it is."

Mr. Eaton maintains that "advertisers would like to see this type of program on the air," but says that "for this to happen and continue to happen, all interested parties must sit down and get practical."

Dinner for Collins ▪ Just when this sit-down-and-get-practical session will take place or in what forum it will occur apparently is as yet an unresolved question. The nearest known approach to it took place May 24 when advertisers reportedly representing $300 million in television billing — numbers which in themselves represent impressive evidence of advertisers' interest in this movement — entertained NAB President Collins at a dinner in New York.

The meeting was so tightly off the record that most participants would only reluctantly confirm that it occurred. It was said to have originated through the Assn. of National Advertisers, under whose sponsorship it was held. Officials would not even disclose the guest list.

It was learned, however, that the advertisers' interest in sponsoring so-called quality shows—provided the prices were made right—was a major topic at the meeting, and President Collins appeared to have been deeply impressed by the earnestness with which they expressed their views.

Three of the four advertiser officials known to have attended the session—Mr. Eaton, Gale Smith of General Motors and E. H. Lotspeich of Procter & Gamble—deferred all questions to Peter Allport, president of ANA, and Mr. Collins. Mr. Allport declined to give any details. Mr. Collins refused to comment on the meeting with advertisers, explaining he had been an invited guest. He referred inquiries to Mr. Allport. Edwin Ebel of General Foods, also reported among the advertisers on hand, could not be reached for comment.

Advertising Isn't Charity ▪ Despite the lack of details about this meeting, the general attitude of most advertisers is that they are not "obligated" to improve any medium. Mr. Eaton puts it this way:

"If a company wants to give half a million dollars to the Lincoln Center, it is free to do so. But this should not become confused with the function of advertising. The question is how to integrate a program that is unpopular with the masses—but probably is good for them—into the field of advertising without getting it mixed up in charity. We at Lever are interested in exercising our responsibility to explore every possible way of keeping this blue-ribbon programming on the air and yet keep it compatible with our advertising objectives.

"I'm not saying that such shows have no audience—but, rather, that nine out of ten have relatively low audiences. In order for that audience to be as attractive as a competing program's audience that is twice as large, the smaller audience has to be a better audience for the sponsor's products—or it has to be less expensive to purchase.

"We have seen instances where the lower audience was a better audience—and instances where it was a poorer audience. But in no case have we seen that it is a sufficiently better audience, qualitatively, that it justifies its purchase in spite of its circulation deficiencies—unless the price was lowered.

"I am sure that if advertisers can buy this lower circulation at lower prices, there will be customers for it."

In support of the general—and never seriously contested—argument that programs of the "quality" type generally draw relatively small audiences, Mr. Eaton picked at random from Nielsen national rating reports seven such shows that have been presented on the networks in the past two months and compared their ratings with those of opposition programs. These comparisons showed that in some cases the "quality" show outrated one opposing program but never both, and in five of the seven cases it trailed both opposition shows, sometimes by a wide margin. Independent estimates compiled by BROADCASTING showed that if these same programs were priced on an "average" cost-per-thousand basis they would have brought a combined time-and-talent price ranging from a low of $32,000 to a high of not more than $243,000 (see table page 33).

AFA calls for cease fire in D.C.

WANTS TIME TO PROVE EFFECTIVENESS OF SELF-REGULATION EFFORTS

The advertising industry last week called for a halt in adoption of new government controls while media, sponsor and agency groups show the effectiveness of voluntary self-regulation.

At its May 28-31 annual convention in Washington, the Advertising Federation of America took a look at the way federal agencies are stepping up their controls over private industry. It heard media and advertising practices denounced by government and non-government speakers.

But AFA was given the other side of the advertising story—the mushrooming development of codes and self-regulatory machinery adopted by radio, television, print media, advertisers and agencies, and local ad clubs.

AFA is the only organization representing the entire advertising industry, operating as an umbrella federation over all organized aspects in this major segment of the American economy.

A resolution adopted by the AFA convention pointed out the grass-roots nature of the membership, ranging from local ad clubs to national associations such as NAB, Assn. of National Advertisers, American Assn. of Advertising Agencies, American Newspaper Publishers Assn., Magazine Publishers Assn. and others.

AFA emphasized the increasing rules and taxes developing from state government, describing much of the new taxation and administrative action as repressive, unfair and discriminatory and contrary to the basic American tradition of free speach and freedom of the press.

Truth and Good Taste ▪ "Self-regulation in the interest of truth and good taste in advertising is the best, most effective and most economical method of improving the quality of advertising in this country," the AFA resolution noted, adding that further controls remove basic freedoms "and should be employed only where self-regulation has been ignored or has failed after fair trial"

In the past 18 months "all segments of the advertising industry have joined in a massive campaign of self-regulation and self-policing and in the development and enforcement of codes," AFA added.

NAB's radio and tv code boards held Washington meetings June 1-2 as part of the association's continuing effort to improve code enforcement and strengthen regulations (see code stories pages 46 and 50).

AFA's demand for a legislative-regulatory moratorium cited the creation of 30 advertising panels set up in cities around the nation to enforce their own advertising codes. It reminded that a

great majority of the 180 local ad clubs have appointed local ethics committees to educate their membership in the principles of truth and good taste in advertising.

The association pointed to "the strong possibility" that the FCC and the Federal Trade Commission can attain greater efficiency as the result of the promise of increased personnel and organizational and procedural reforms.

In other actions AFA described as "discriminatory" Internal Revenue Service rules disallowing expenditures for institutional advertising as a business expense, with 14 bills designed to stop the practice now pending in Congress.

Both government and non-government speakers tore into the advertising profession with charges that ranged from the broadcasting of repetitive commercials to deliberate falsifying of claims.

Olfactory Test ▪ And Paul Rand Dixon, FTC chairman, came up with a brand new advertising criterion—the smell test. "If the idea has even a suggestion of a bad smell, throw it away," he advised.

Scene of the AFA meeting was the hall whose walls FCC Chairman Newton N. Minow shook three weeks earlier with his "vast wasteland" speech at the NAB convention.

AFA presented the afternoon of May 30 two of the most controversial figures in recent government regulation —FTC Chairman Dixon and his immediate predecessor, Robert W. Kintner, now a member of the Washington law firm of Arent, Fox, Kintner, Plotkin & Kahn.

Chairman Dixon predicted false advertising cases will continue to flood the FTC because "too many advertisers, with and without the connivance of their advertising agencies and without or against the advice of their lawyers, will take a chance on trading truth for more sales."

On the other hand Mr. Kintner, who

C&W's Cunningham elected AFA board chairman

John P. Cunningham, of Cunningham & Walsh, was elected board chairman of Advertising Federation of America, at AFA's May 28-31 convention in Washington. He succeeds James S. Fish, General Mills.

George W. Head, National Cash Register Co., was elected first vice chairman for one year and Edward C. Von Tress, Curtis Publishing Co., was elected second vice chairman for a two-year term.

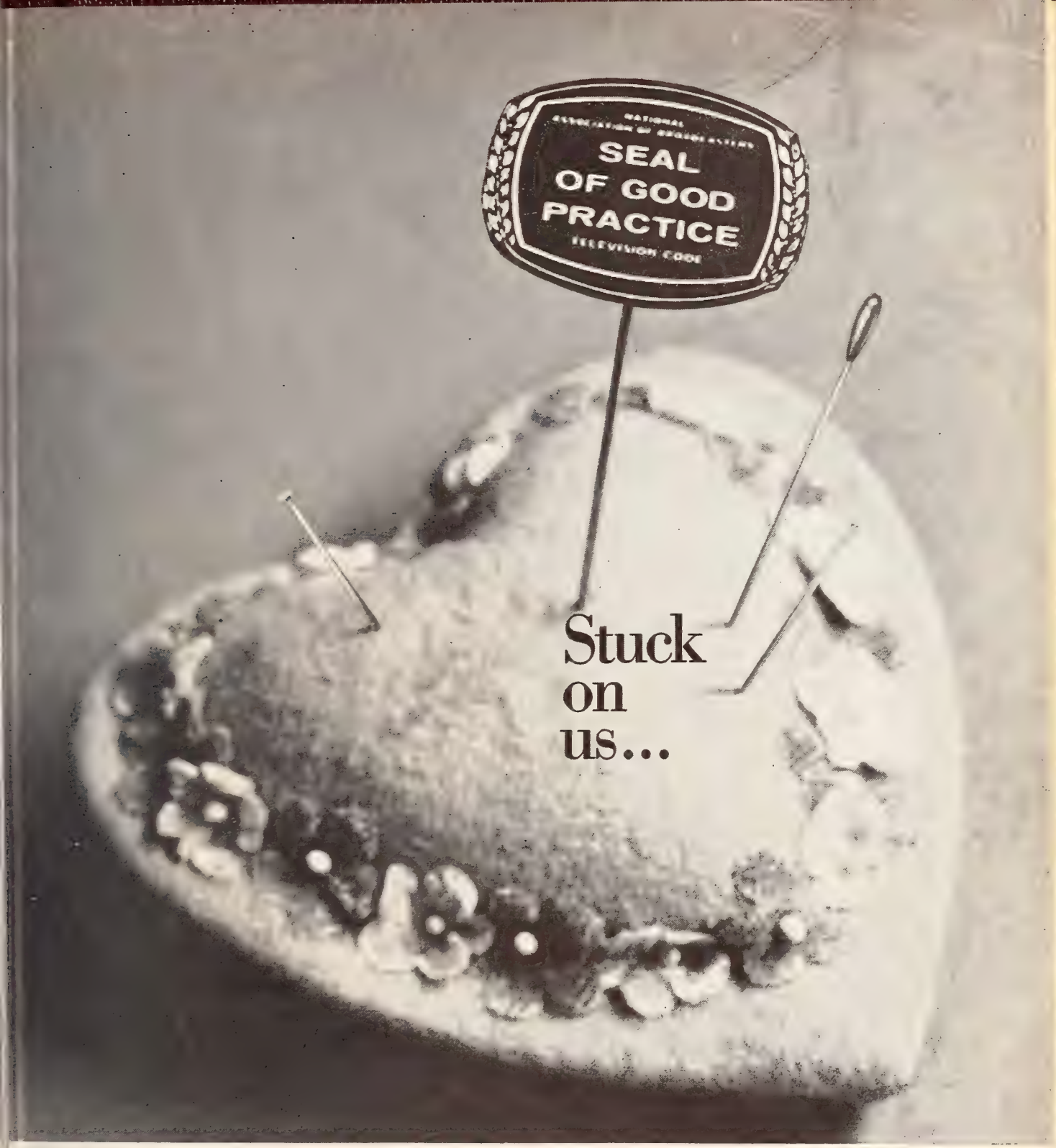
Perry L. Shupert, Miles Labs, was elected AFA vice president for company members; previously he had been AFA treasurer. J. Kenneth Laird, Tatham-Laird, Chicago agency, was elected AFA treasurer, and T. E. Callis, *Wall Street Journal,* becomes secretary. C. James Proud was re-elected AFA president-general manager, a position he has held since 1957.

These directors were elected: Mr. Von Tress; John Lamb, BBDO Minneapolis; Melvin Hattwick, Continental Oil Co.; Clifton Blackmon, First National Bank of Dallas; Gerald T. Connors, Weyerhaeuser Co., St. Louis; Edward C. Donnelly, John C. Donnelly & Sons, Boston; Charles Farran, Griswold-Eshleman Adv., Cleveland; William Morrisette Jr., Eastern Air Lines; Harriet Raymond, Celanese Corp.

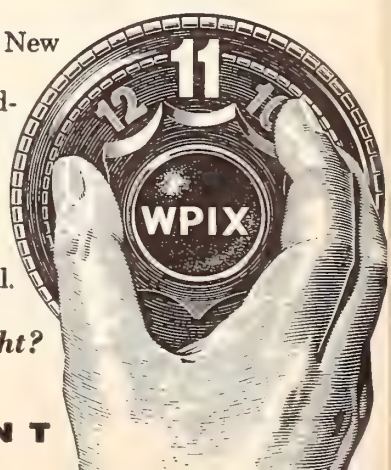
Burton E. Hotvedt, Brady Co., Milwaukee, was elected chairman of the AFA Council on Advertising Clubs. Clayton Cosse, Dora-Clayton Agency, Atlanta, was re-elected a vice chairman. William W. Kight, Kight Adv., Columbus, Ohio, was elected a vice chairman. Ruth M. Volckmann, Sawyer-Ferguson-Walker Co., New York, was re-elected chairman, AFA Council on Women's Advertising Clubs. All become AFA vice presidents.



The new officers elected by AFA include (l to r): Clayton Cosse, Dora-Clayton Agency, Atlanta, re-elected vice chairman of the AFA Council; C. James Proud, re-elected AFA president-general manager; John P. Cunningham, Cunningham & Walsh, AFA board chairman; James Fish, General Mills, retiring board chairman; Perry L. Shupert, Miles Labs, vice president for company members; Burton E. Hotvedt, Brady Co., Milwaukee, chairman of the AFA Council on Advertising Clubs.

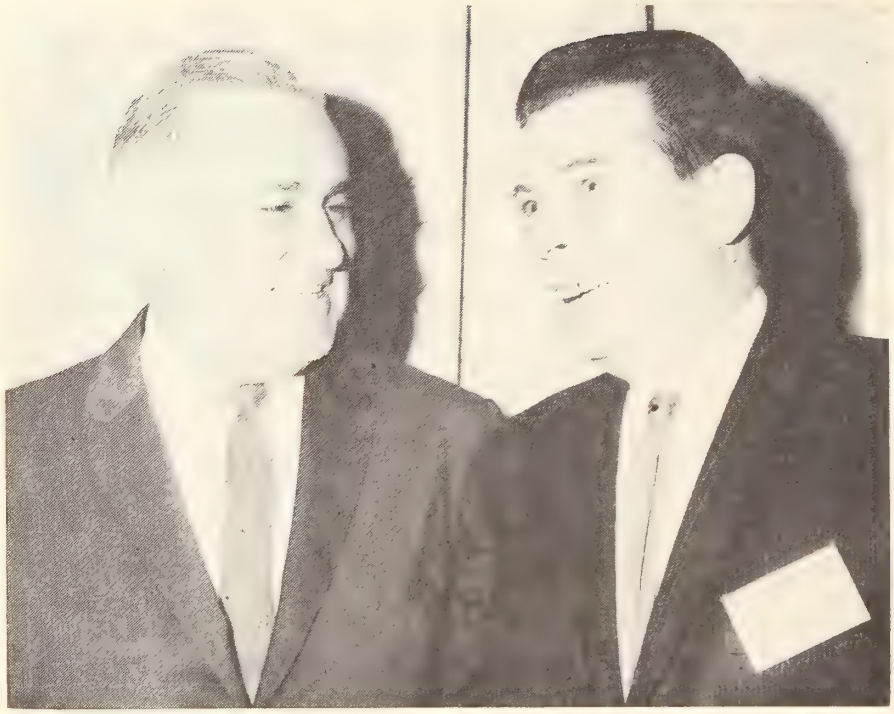


We don't believe in hiding honors under a bushel. Particularly this one. WPIX is the *only* New York independent TV station qualified to display the National Association of Broadcasters' *Seal of Good Practice.* It's far from being an empty honor – it has real and valuable meaning for *you,* our advertisers. It is an assurance of *specific* higher standards in programming and commercial practices. WPIX is the only independent *with* the Seal.



Where are your 60-second commercials tonight?

NEW YORK'S PRESTIGE INDEPENDENT



The present and past chairmen of the Federal Trade Commission took part in the May 30 afternoon sessions of Advertising Federation of America, held in Washington. L to r: Paul Rand Dixon, present chairman; Earl W. Kintner, immediate past chairman and now practicing law.

instigated the current get-tough policy at the FTC, paid tribute to the voluntary group effort among the advertising and media profession to raise standards and eliminate unsavory practices.

Chairman Dixon paid scant attention to the rapidly growing moves among advertisers, agencies and media to build up their self-discipline. But Mr. Kintner noted that "careful and impartial observers of advertising can detect a perceptible increase in the ranks of those who stand for honest advertising."

He backed up this comment with a detailed description of the disciplinary operations maintained by NAB with its radio and television codes; American Assn. of Advertising Agencies and Assn. of National Advertisers, jointly and separately; the so-called "Cleveland Plan" by which local advertising clubs check their advertising; Better Business Bureaus, set up originally by AFA; American Newspaper Publishers Assn.; Magazine Publishers Assn., and the support given these programs by BROADCASTING and other business publications.

Group Action ▪ The Kintner summary was one of the most thorough roundups of the self-regulatory movement compiled in recent advertising history. He said "massive group action" to improve advertising has been taken in almost every major city, adding that 30-odd advertising clubs have active truth and taste panels and at least 15 more are planning similar panels. He commented, too, on the self-regulatory work conducted by individual advertisers and agencies as well as media interests.

"Honest men and women connected with advertising can and should insist that governmental enforcement efforts be fair as well as firm," Mr. Kintner said. "Even if a need for increased government control over advertising becomes apparent, each specific proposal for a new form or method of restraint should be carefully examined from the point of view of the concepts of fundamental fairness and due process."

Mr. Kintner warned of dangers to free enterprise inherent in proposals to use the injunction process against all advertising. FTC currently has the right to seek temporary injunctions in food, drug and cosmetic advertising and textile labeling—areas involving public health and safety . . . "I would suggest that any extension of injunctive remedies be delayed until the commission has tested all reasonable means to eliminate delay in hearings and these means have been found wanting. Even if it be demonstrated that the injunctive power should be extended, I would suggest that the initial extension of power be limited to an authorization to the commission to apply to the courts for a preliminary injunction." This, he explained, would provide a chance for an impartial hearing in the district in which they reside or transact business, "a procedure consistent with traditional concepts of fairness."

Mr. Kintner said the advertising industry is now on trial. The only way to avoid "a bitter outcome," he said, "is to demonstrate responsibility."

John P. Cunningham, board chairman of Cunningham & Walsh who was elected as AFA's new board chairman, served as advertising's own counsellor in his inaugural address.

"The right to advertise does not carry with it the right to deceive, the right to misinform and the right to bore the blazes out of 170 million Americans," he said.

"This is our greatest remaining liability, it seems to me, since we have set up such effective self-regulatory plans against deceit and misinformation."

Boring The Public ▪ Turning to broadcasting, Mr. Cunningham said, "We must recognize that when we load the television screen with arrows running around people's stomachs and hammers banging away inside their brainpans—we are boring the public.

"We must recognize that when we plaster five different commercial messages right after one another at station break time—we are boring the public.

"Sometimes you get the closing commercial of a show, then a quick shift to another product that will sponsor the show next week; then a spot commercial for another company; then a plug for the station; then a plug for a late movie that night; then the commercial announcement for the next show.

"All of this sometimes comes so fast that the mind is forced into a series of fast somersaults that is sometimes almost physically painful.

"This is not only boring but it is not, it seems to me, sound advertising to force-feed the mind with advertising claims so fast that very little net deposit about anything remains with the viewer. No one of these five or six products gets very much 'share-of-skull.'

"We must recognize that there is something very boring about radio programming that alternates two minutes of music with one minute of commercial.

"That's the way it is in prime time on some stations.

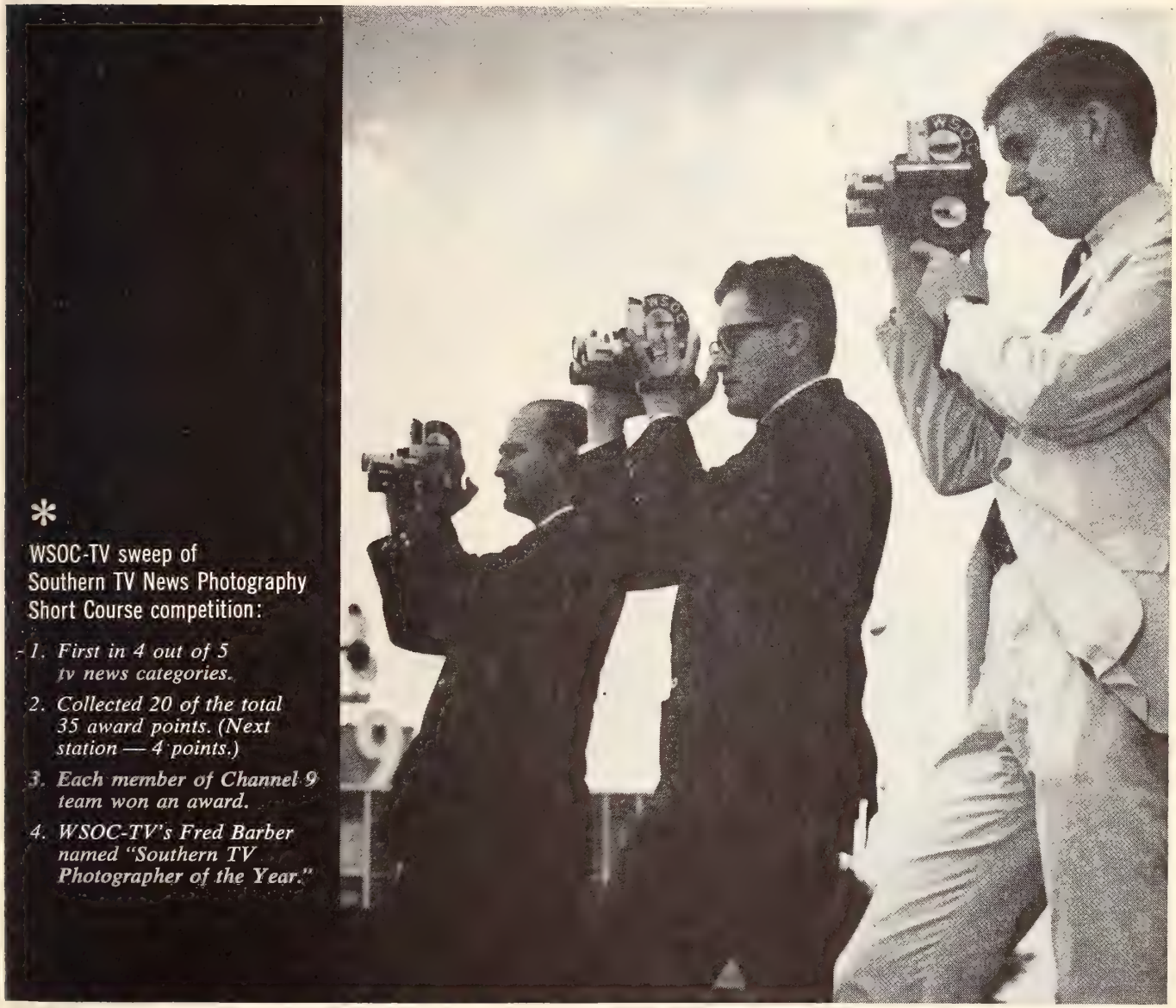
"It is not all broadcasting by any means. In the public prints there are certain schools of advertising that are boring me a bit by their imitativeness.

"The vodka ads seem to run in schools. The whiskey bottle ads. All the cigarettes that filter out the bad but so sensitively 'let the flavor through'.

"We are all guilty of some of this boredom. But I am sure that we all agree it is something on which we must maintain a constant watch."

Dr. Colston E. Warne, president of Consumers Union of U.S. and professor of economics at Amherst Col-

Charlotte's WSOC-TV...
First in 4 out of 5 news categories
*SNP short course awards



*

WSOC-TV sweep of Southern TV News Photography Short Course competition:

1. *First in 4 out of 5 tv news categories.*
2. *Collected 20 of the total 35 award points. (Next station — 4 points.)*
3. *Each member of Channel 9 team won an award.*
4. *WSOC-TV's Fred Barber named "Southern TV Photographer of the Year."*

If you are an advertiser you know that the local and regional news strength of a station is a sound basis for its selection. In competition open to all Southern television stations, professional judgement confirms an opinion already known to viewers. WSOC-TV is THE news station of Charlotte and the Carolinas. Get more for your money in America's 19th largest tv market. Get on WSOC-TV.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by **H-R**

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton



A broadcaster-Congressman, William W. Scranton, of Scranton, Pa., was among guests of the Advertising Federation of America at last week's convention. Rep. Scranton, a Republican, was elected to Congress last November. He is a former board chairman of WNEP-TV Scranton. L to r: Lee Fondren, KLZ Denver, AFA vice president; Donald J. Wilkins, AFA vice president and manager of Washington office; Wendell D. Moore, advertising president of Chrysler's Dodge Div., and Rep. Scranton.

lege, paid a left-handed tribute to radio and tv for the growth of the consumer movement and its *Consumer Reports* monthly with 900,000 circulation.

"Our top award would go to those radio and television advertisers whose discourteous invasion of the American home did more to accelerate consumer revulsion in a brief span of years than any other event," Dr. Warne said. "These irresponsible imitators of the most tinseled aspect of our culture have awakened the American public to a resistance to an unrestrained commercialization more than did any of the handiwork of the preceding copywriters in the ink-wielding days."

Speedy Response ▪ The industry's side was taken by Burton E. Hotvedt, vice president and manager of the Milwaukee branch of the Brady Co., elected an AFA vice president. "Perhaps no other vocation or profession in America has matched the advertising industry's speed and comprehensive, constructive response to the need for self-policing," he said. He noted the 1959 quiz-payola scandals had placed the entire advertising world on trial, with "the public appeal of these fiascos causing the size of the problem to be greatly distorted."

Mr. Hotvedt reminded that AFA had inspired formation of the FTC besides launching Better Business Bureaus, briefly reviewing the 57-year history of advertising's self-regulation.

"Advertisers are not basically venal," Mr. Hotvedt said. "They are among our hardest working, most dedicated citizens. However, despite this commendable performance by the advertising world, we continue to receive a public flogging." He ascribed this to half-truths in superficially researched best-selling books, loss of dollar values by many young people and opinion formers and the prevalence of a few offensive tv commercials. It's easy to understand, he said, that clever politicians and a few bureaucrats would quickly capitalize on the negative climate which circumstances have created for the advertising business."

He regretted that the government is not giving sufficient public credit to advertising "for the commendable way in which it has met the challenge to intensify self-regulation."

Mr. Hotvedt suggested "present administrators have not been in their jobs long enough to know that we have been doing a great work of housekeeping. Perhaps we should forgive them for wanting to burn down the house to get rid of a few spots on our wallpaper. However, we advertising people are tired of being treated like convicts. We have earned the right to be regarded as constituents."

He, too, pointed to the dangers of injunctive action, calling it "one of the most rapacious legal devices which a frenetic government can utilize to impose its will without due process of law." And he lashed at non-commercial minds who would tell corporations what percent of their sales dollar can be legitimately spent for advertising.

AFA represents 30,000 members of 137 advertising clubs plus the vertical advertising and media associations.

AFA gets report on British tv tax

British advertising interests have discovered a need to acquaint that country with the role of advertising and marketing in society as a result of recent imposition of a 10% government tax on tv advertising expenditures, the Advertising Federation of America was told May 29 at its Washington convention.

Dr. John Treasure, director and head of marketing at J. Walter Thompson Co., London, said it is impossible to forecast the economic consequences of the tax. But he added British advertising people now realize positive action is required to meet problems created by the new government tax.

Total advertising expenditure rose from $454 million in 1950 to $1,270 million in 1960, or 180%, Dr. Treasure said, rising from 1.5% to 2.2% of national income in the decade.

All media except television have shown a decline in the 1952-60 period, he said. Print media fell from 55% to 48% of the advertising dollars; tv rose from zero to 17% of the total.

"Growth of tv has not only revolutionized social life and buying habits but it has also changed the whole face of the agency world during the six short years of its existence," Dr. Treasure said. He added that a third of total agency billing in 1960 was spent on tv advertising.

C-E-I-R, in new merger, acquires ARB Surveys

Its second acquisition in as many weeks was announced last week by C-E-I-R Inc., economic and data-processing firm, which announced an agreement has been reached "in principle" to acquire ARB Surveys Inc., a two-year old New York market research company. The payment will be in stock of C-E-I-R, the amount still to be determined. ARB Surveys, which did $250,000 worth of business last year, is principally owned by the stockholders of American Research Bureau Inc., but is corporately independent. ARB Inc. two weeks ago merged with C-E-I-R (BROADCASTING, May 29). The president of ARB Surveys is Don Cahalan. C-E-I-R last year acquired by merger Facts Consolidated Inc., Los Angeles, which also deals in market research.

North Carolina to woo tourists with radio

North Carolina this summer will depart from the conventional practice of states which rely mostly on print media advertising to attract tourists over their borders. The Old North State plans an extensive campaign that will place radio spots in major eastern U.S. markets within a 500-mile radius of the state. North Carolina also has a television campaign in the works, but that won't start till next spring.

The radio spot, produced by Bennett Adv., High Point, N.C., starts July 16. Another aspect of the plan is an in-state promotion in cooperation with the North Carolina Broadcasters Assn., which, through its 155 radio and 13 television stations, will give up an estimated $1 million in free spots.



What's Fargo got that Stamford ain't got?

Stamford (Connecticut) is the No. 2 metro area in the U. S., for retail-sales-per-household.* But Fargo has *higher* retail-sales-per-household, and *that's* what Fargo's got that Stamford ain't got!

And a *whale* of a lot more families of course listen to *both* WDAY Radio and WDAY-TV than live in or near Stamford.

All of which is just to say — us Red River Valley hayseeds spend just about the same money as you wheels who work in New York (or Chicago), and we spend it on pretty much the same things as you do. Except we don't have to buy those commutation tickets, of course!

Ask PGW for *all* the facts!

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

and

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

**According to Standard Rate & Data Service*

memo to:
Media Departments

IS OUR HOOPER THE HIGHEST ANYWHERE?

	RATING	SHARE
M-F 7:00 am-7:30 am	17.2	63.7
M-F 7:30 am-8:00 am	17.7	72.1

WILS HOOPERATING
JAN-MAR, 1961

We've been told our recent Hooperating may be the highest in the country. We'd like to know for sure. So if you know of a higher rating (or a lower cost per thousand), please write E. L. "Red" Byrd, our station manager.

19

RADIO WILS LANSING
1320

24 HRS/DAY
5000 WATTS DAYS
1000 WATTS NIGHTS

represented exclusively by
Venard, Rintoul and McConnell

A retail sales tax on advertising art work?

CALIFORNIA PROPOSAL WOULD SUBJECT IT TO 4% LEVY

Western States Advertising Agencies Assn. has rallied its members to oppose the proposal of the California State Board of Equalization that art work and other tangible personal property prepared or purchased by agencies for their clients be subject to the state's 4% retail sales tax. WSAAA will be represented at a hearing on the measure, to be held June in Sacramento, California capital, at which time its counsel will present a counter-proposal to "preserve the professional status of advertising agencies to act as an agent providing creative services to clients."

With the proposed amendment, the California Administrative Code would read, in part: "Advertising agencies, commercial artists and designers are retailers of, and the tax applies to their charges for, art work and other tangible personal property prepared for clients . . . This is true whether the art work is produced by the agency or purchased from outside vendors . . . If an advertising agency, commercial artist or designer renders services which are not related to the production of tangible personal property, tax does not apply to such services."

Drawings, paintings, designs, photographs, lettering, assemblies, roughs, visualizations and comprehensives are considered as taxable items in the proposed amendment. Writing news releases, writing copy for broadcast or print ads, compiling statistical and other information, placing advertising in media and delivering brochures, pamphlets and cards, etc., are considered non-taxable services. Retouching of photographs is a step in the process of preparing them for publication and therefore charges for it are taxable. Charges for production supervision, consultations and research necessary to produce taxable items like pictures would be taxable. If they are for non-taxable services, they would be non taxable.

Under these regulations, the WSAAA letter declares, "you are no longer an agent. The state has classified you as a retailer. Under this new concept, research, copy, market surveys, consultation supervision—everything you do that can be related to a specific job—can be taxed. This includes creative fees, production mockups, roughs and most service charges. It proposes to tax all layouts as well. The new regulation will virtually eliminate the professional recognition you have as a creative person or organization providing a service to your client—it will make you a vendor.

"This will take thousands of dollars out of productive budgets, and because agencies will have to charge—and pay—4% tax on almost everything, you will be working at a distinct disadvantage against having the advertiser work direct, or use a house agency. But, even more important, this sets a precedent that is detrimental to our very basic agency structure and is a further step into more governmental control. WSAAA feels this new tax is vitally important to all advertising agencies and one that demands action if we do not wish to lose by default."

Radio v.s. tv in summer

Radio will reach more people daily from July through September than tv, Radio Advertising Bureau President Kevin B. Sweeney predicted last week. Mr. Sweeney's prophecy, contained in a special RAB bulletin, was based on 1960 Sindlinger reports which saw radio leading tv for eight consecutive weeks last year. "It is no longer news that radio flourishes in summer," Mr. Sweeney said. "The important news is this: radio's lead continues into September."

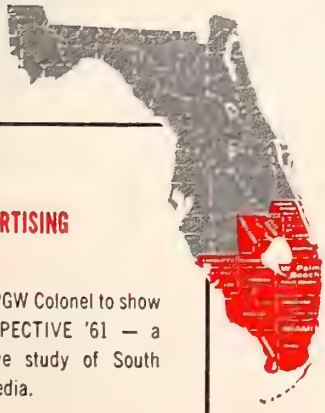
ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week May 25-31 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., May 25	**The Untouchables** (9:30 p.m.)	ABC-TV	27.8
Fri., May 26	**The Flintstones** (8:30 p.m.)	ABC-TV	27.9
Sat., May 27	**Gunsmoke** (10 p.m.)	CBS-TV	28.2
Sun., May 28	**Candid Camera** (10 p.m.)	CBS-TV	23.8
Mon., May 29	**Andy Griffith** (9:30 p.m.)	CBS-TV	21.2
Tue., May 30	**Garry Moore** (10 p.m.)	CBS-TV	25.0
Wed., May 31	**Naked City** (10 p.m.)	ABC-TV	22.7

Copyright 1961 American Research Bureau





MEDIA AND ADVERTISING PLANNERS

Ask your PGW Colonel to show you PERSPECTIVE '61 — a quantitative study of South Florida media.

It takes four newspapers . . . or nine radio stations . . . or the five top national magazines . . . or two other television stations . . . to equal the intensity of daily penetration which WTVJ-Television alone delivers to its hundreds of advertisers. Consider this significant fact the next time you think of advertising in South Florida.

WTVJ

CBS

TELEVISION IN SOUTH FLORIDA

South Florida's Largest Daily Circulation

A Wometco Enterprises, Inc. Station

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WOMETCO ENTERPRISES INC

WTVJ
WLOS-TV
WFGA-TV
(Affiliate)



*BOTH NIELSEN and ARB REPORT WSIX-TV 8 . . . STILL NO. 1 IN PRIME TIME

New Nielsen shows WSIX-TV still No. 1, 6 to midnight average 7 nights per week with 3 of top 5, 6 of top 10, and 10 of top 15 Net Shows * (March Nielsen 1961)

Again No. 1 . . . 6 to 10 Average Monday through Friday * (March ARB 1961)

WSIX TV 8 NASHVILLE

Affiliated with WSIX AM-FM Radio
Represented Nationally by:
PETERS, GRIFFIN, WOODWARD, Inc.

February network tv billings

ESTIMATED EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION

Source: TvB/LNA-BAR

	February 1961	Jan.-Feb. 1961	Jan.-Feb. 1960
Agriculture & farming	$ 132,488	$ 231,353	$ 345,730
Apparel, footwear & accessories	919,762	1,518,757	646,975
Automotive, automotive accessories & equipment	3,700,688	8,620,065	8,918,673
Beer, wine	491,292	972,521	1,464,064
Building materials, equipment & fixtures	143,704	241,245	256,891
Confectionery & soft drinks	1,868,921	3,788,798	3,191,406
Consumer services	397,648	1,022,656	894,856
Drugs & remedies	8,216,806	17,566,927	15,848,210
Entertainment & amusement	79,086	236,458	—
Food & food products	11,078,686	22,251,577	19,989,182
Freight, industral & agricultural development	96,050	153,850	114,000
Gasoline, lubricants & other fuels	1,256,956	2,628,915	2,756,500
Horticulture	—	—	75,350
Household equipment & supplies	2,126,670	4,462,906	3,883,328
Household furnishings	268,479	572,812	761,570
Industrial materials	1,702,288	3,768,521	4,017,043
Insurance	850,687	2,054,534	1,846,925
Jewelry, optical goods & cameras	938,758	1,780,418	1,543,949
Office equipment, stationery & writing supplies	362,841	447,929	535,708
Political	—	—	—
Publishing & media	137,408	277,427	7,314
Radio, tv sets, phonographs, musical instruments, accessories	209,140	406,364	707,659
Retail or direct by mail	26,493	26,493	—
Smoking materials	6,048,972	12,862,510	13,428,422
Soaps, cleaners & polishes	6,791,263	13,297,194	11,517,474
Sporting goods & toys	306,583	641,724	352,176
Toiletries & toilet goods	8,650,355	17,990,535	18,276,217
Travel hotels & resorts	—	—	309,272
Miscellaneous	667,767	1,471,585	1,607,364
Total	$57,469,791	$119,294,074	$113,296,258

ESTIMATED EXPENDITURES TOP 15 NETWORK COMPANY ADVERTISERS

Source: TvB/LNA-BAR

February 1961

1.	Procter & Gamble	$ 3,604,994
2.	American Home Products	2,793,153
3.	Lever Brothers	2,240,834
4.	General Motors	1,980,889
5.	General Mills	1,877,269
6.	General Foods	1,665,010
7.	Colgate-Palmolive	1,638,867
8.	R. J. Reynolds	1,372,270
9.	S. C. Johnson & Son	1,166,420
10.	Brown & Williamson	1,109,348
11.	Sterling Drug	1,087,882
12.	Bristol-Myers	1,047,001
13.	Gillette	1,025,981
14.	Texaco	991,496
15.	Liggett & Meyers	889,754

ESTIMATED EXPENDITURES TOP 15 NETWORK BRAND ADVERTISERS

Source: TvB LNA-BAR

February 1961

1.	Anacin tablets	$ 822,529
2.	Winston cigarettes	654,262
3.	Dristan tablets	519,891
4.	Kent cigarettes	505,912
5.	Texaco Inc. (gen. promotion)	475,918
6.	L & M cigarettes	474,556
7.	Bayer aspirin	420,158
8.	Salem cigarettes	411,384
9.	Ford passenger cars	392,465
10.	Nabisco cookies	387,687
11.	Colgate dental cream	384,328
12.	Tide	384,272
13.	Corvair passenger cars	376,531
14.	Schlitz beer	359,124
15.	Alka-Seltzer	342,934

American Airlines to DDB

Doyle Dane Bernbach beat out two other agencies and landed the $6 million American Airlines account last week. The account had been up in the air since AA gave Young & Rubicam 90-day notice last month (AT DEADLINE, May 22). BBDO and Lennen & Newell were the other agencies vying for the account, which includes broadcast billing of more than $1 million. DDB handles another airlines account, El Al Israel, but no conflict of interest is involved because American operates only in the U. S. and Mexico.

NBC Spot Sales realigns

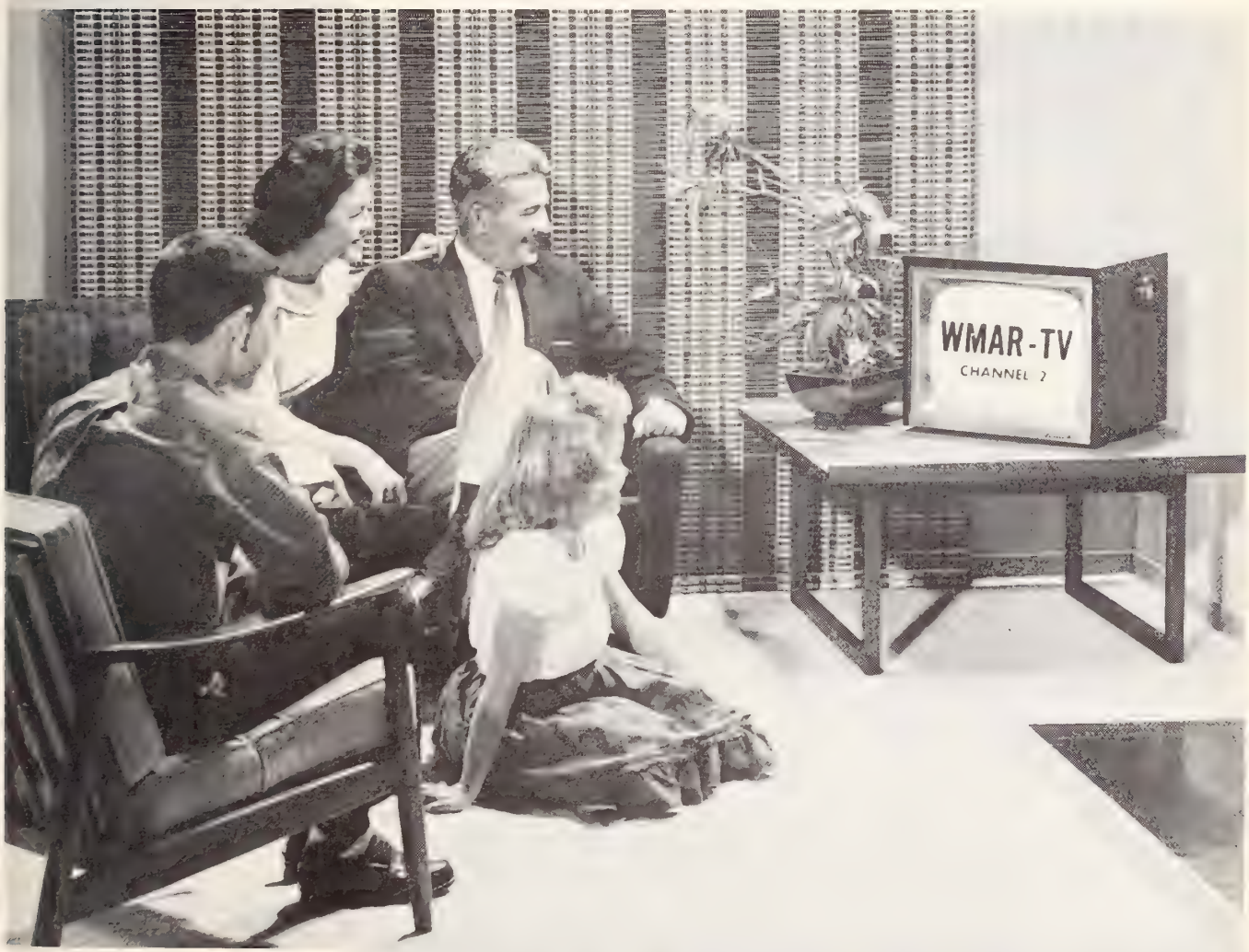
NBC Spot Sales realigned its sales staff last week. Byron Goodell, manager of the eastern division tv force was appointed national director of tv sales, replacing Edwin T. Jameson, who resigned. In another move, Jack Treacy, tv salesman, and William Buschgen, radio salesman, both in Detroit, move to Chicago.

VIEWMANSHIP!

The BIG difference is WMAR-TV

The WMAR-TV audience delivers VIEWMANSHIP – proven assurance that the advertiser's message will be seen and heard by viewers who consider WMAR-TV *their* station. This is more than station loyalty. It is the result of comprehensive local programming plus top CBS network shows . . . backed by intensive promotion!

WMAR-TV again leads the other Baltimore TV stations with more quarter-hour firsts based on both homes viewing and ratings from sign-on to midnight (Nielsen, April 1961; ARB, April 1961)



In Maryland Most People Watch

WMAR-TV

CBS TELEVISION

SUNPAPERS TELEVISION • BALTIMORE 3, MD.

CHANNEL 2

Represented Nationally by THE KATZ AGENCY, INC.

Y&R FIRST TO BUY NEW BAR TV AUDIT

Agency helps develop check on tv commercial performance

Broadcast Advertisers Reports Inc., New York, in cooperation with Young & Rubicam, New York, has devised a new service to check more closely on local station performance of clients' commercials (CLOSED CIRCUIT, May 29).

William B. Matthews, Y & R vice president and director of media relations and planning, announced last Wednesday (May 31) that the agency has become the first subscriber to BAR's recently-developed Television Performance Audits. The new service, he said, was originated in cooperation with Young & Rubicam to "meet the need for more exact proof-of-performance methods in television."

The service, to be made available to other BAR subscribers, will compare television schedules and commercial copy supplied by an agency against the actual telecast. Heretofore, BAR has kept a chronological log of stations' commercials, but did not have access to the original order by an agency. Under the new service, by comparing what the agency ordered with what the station used, Television Performance Audits can certify whether the correct product and copy were broadcast and whether length, date and time of commercial occurrences were according to agency specifications.

BAR has provided a monitoring service to agencies and other clients since 1955, using clock-synchronized tape recordings of each station's full broadcasting day for one week, four to six times annually, depending on the importance of the market. BAR now covers 75 major markets and is delivering a total of 1,060 station audits annually.

Available to Others ▪ A BAR spokesman said the new Television Program Audits service is priced at about 60% over the cost of its basic service, and will be available to all subscribers.

Mr. Matthews called the new service "a significant advance over the traditional station affidavit system whereby stations submit written confirmation of performance on the basis of which agencies authorize payment. He noted that there is "no proof of performance other than the broadcaster's or the seller's own certification."

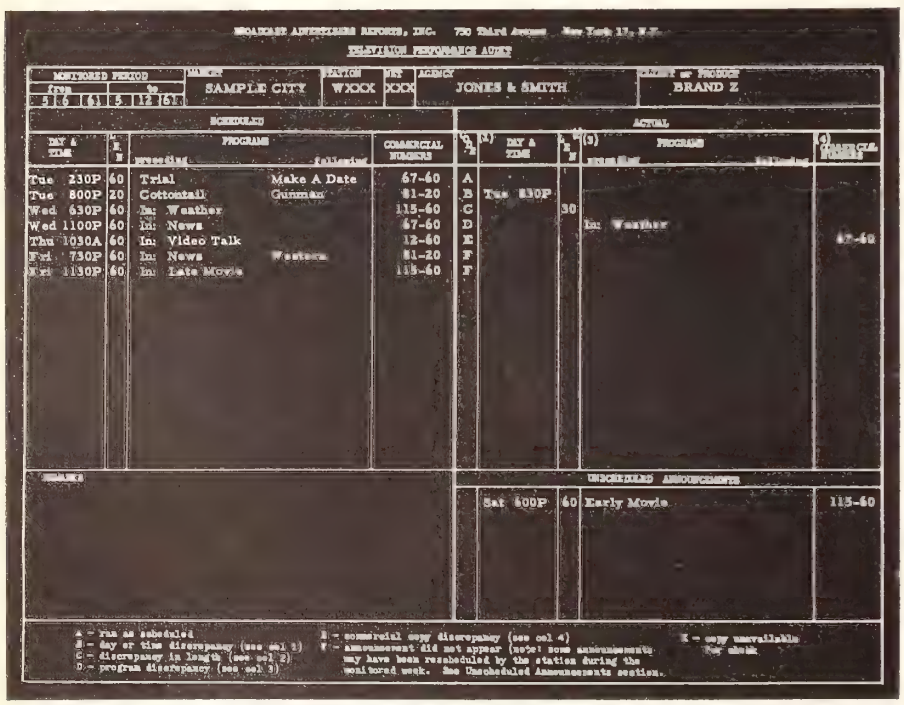
Mr. Matthews said BAR's new service will provide individual reports by client, showing (1) the extent to which the schedule is broadcast correctly—including correct copy rotation—plus a verified control sheet for the client's auditor and (2) a specific notation of each discrepancy for the media buyer's resolution or corrective action.

Young & Rubicam has campaigned for a long time against over-commercialization by tv stations. More than two years ago, Y & R called a news conference at which Mr. Matthews revealed a BAR study at that time showed "extreme over-commercialization" by many local stations [BROADCASTING, March 16, 1959]. In recnt weeks, Y & R, led by its president, George H. Gribbin, has protested loudly against ABC-TV's intention to increase the station break time of its affiliates from 30 to 40 seconds.

In its reports to agency subscribers on the fourth quarter of 1959, BAR listed 9,898 local station violations of agency tv standards. The figure dropped to 9,514 for the same period of 1960. These violations included triple-spotting, over-commercialization, product conflict and overtime station breaks.

Mr. Matthews referred to this comparison and said: "From the first Y & R has felt that offering the best possible checking facilities is an important agency responsibility in protecting the tv investment of its clients. It provides an effective audit to assure full value is being delivered for every dollar spent. In addition, it helps to prevent irregularities from occurring; the record shows a year-by-year decrease in the number of discrepancies in the markets monitored by BAR."

In a pointed reference, Mr. Matthews observed that newspaper and magazine media share the responsibility and cost in supporting such checking, but the broadcasting media, at present, does not.



BROADCAST ADVERTISERS REPORTS, INC. 750 Third Avenue New York 17, N.Y.

TELEVISION PERFORMANCE AUDIT

MONITORED PERIOD from 5 6 61 to 5 12 61 | STATION SAMPLE CITY | WXXX | XXX | AGENCY JONES & SMITH | BRAND Z

SCHEDULED

DAY & TIME	L. M.	PROGRAM preceding	following	COMMERCIAL NUMBERS
Tue 230P	60	Trial	Make A Date	67-60
Tue 800P	20	Cottontail	Gunman	81-20
Wed 630P	60	In: Weather		115-60
Wed 1100P	60	In: News		67-60
Thu 1030A	60	In: Video Talk		12-60
Fri 730P	60	In: News	Western	81-20
Fri 1130P	60	In: Late Movie		115-60

ACTUAL

(1) CODE	(2) DAY & TIME	L. M.	(3) PROGRAM preceding	following	(4) COMMERCIAL NUMBERS
A					
B	Tue 830P				
C		30			
D			In: Weather		
E					67-60
F					
F					

REMARKS

UNSCHEDULED ANNOUNCEMENTS

Sat 600P	60	Early Movie		115-60

A - ran as scheduled
B - day or time discrepancy (see col 2)
C - discrepancy in length (see col 2)
D - program discrepancy (see col 3)
E - commercial copy discrepancy (see col 4)
F - announcement did not appear (note: some announcements may have been rescheduled by the station during the monitored week. See Unscheduled Announcements section.
X - copy unavailable for check

A sample of Broadcast Advertisers Reports Inc.'s new Television Program Audit report notes on the left what an agency ordered and on the right what the station actually carried. Under column marked code (right center) this sample shows that one commercial ran as scheduled (A); another had a day or a time discrepancy (B); a third had a discrepancy in length (C); a fourth shows the commercial did not run on the program ordered (D); a fifth showed a commercial copy discrepancy (E) and a sixth and seventh commercial did not appear but may have been rescheduled (F). Report indicates one of these announcements was rescheduled.

Tv Code guidelines adopted for toy ads

NAB's Television Code was strengthened June 1 by its Tv Code Review Board to provide rules covering unethical or misleading appeals to children in advertising for toys.

The board adopted "common sense guidelines" bearing the approval of Toy Manufacturers of the USA. E. K. Hartenbower, KCMO-TV Kansas City, code chairman, and Edward P. Parker, president of the toy association, said in a joint statement:

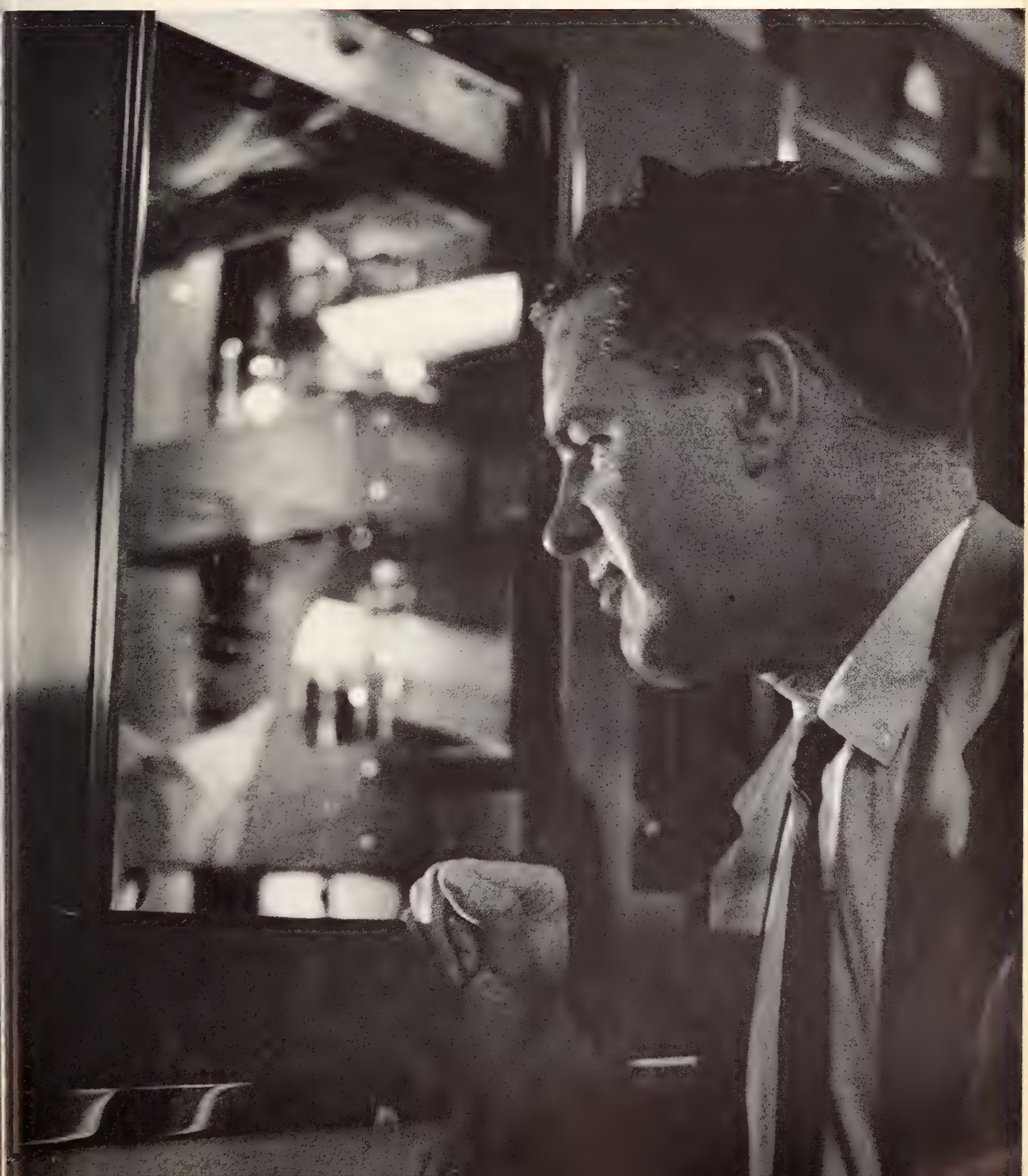
"Children, especially pre-schoolers, are highly dependent on the guidance and direction of the adult world around them—television included—for their individual development. Since younger children are not in all situations able to discern the credibility of what they watch, they pose an ethical responsibility for others to protect them from their own susceptibilities."

The guidelines warn against commercial dramatizations that unfairly

This shopper is not an impulse buyer. He's evaluating performance, quality, technology, and another very important thing—price. He's considering a broadcast transmitter at Collins. He's come to the right store.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA





New guidelines covering tv toy advertising were adopted as the NAB Tv Code Review Board opened a two-day Washington meeting June 1. At the start of the meeting these members were present (l to r): Lawrence H. Rogers II, WKRC-TV Cincinnati; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; E. K. Hartenbower, KCMO-TV Kansas City, board chairman; Mrs. A. Scott Bullitt, KING-TV Seattle. James M. Gaines, WOAI-TV San Antonio, Tex., was absent when the photo was made. Two code board members were excused from attendance: Joseph Herold, KBTV (TV) Denver, Colo., and George Whitney, KFMB-TV San Diego, Calif.

glamorize a toy and make it seem to be more than it is. They urge, too, that tv toy advertising avoid "over-simplification such as 'only' and 'just' applied to the price of a toy exceeding a few dollars" as well as implications that possession of the toy is a status symbol. They urge that advertisers avoid "hammering the sales message" to demand a child's attention and suggest instead that the appeal be based on imagination and facts about the toy.

The guidelines are general in nature rather than dogmatic, it was explained, and are designed to help those who create and produce commercials as well as those who clear copy.

Business briefly...

Matson Navigation Co. (Matson Lines) will present a new 10-minute radio series called *Seaway to Hawaii,* expressing in music and story the theme that boarding a Matson ship is like stepping into Hawaii itself. The show will star Dave McElhatton and will be broadcast three nights a week by the CBS Pacific coast network, and also by CBS in St. Louis, Chicago, Washington, D. C., Philadelphia, Boston and New York.

R. J. Reynolds Tobacco Co. (Camel cigarettes), sponsor of tv's first coast-to-coast regularly-scheduled news program, returns to news sponsorship July 3 as co-sponsor of NBC-TV's *Huntley-Brinkley Report* (Mon.-Fri. 6:45-7 p.m. EDT). Camel, through William Esty Co., will alternate on the show with Texaco (CLOSED CIRCUIT, May 29). The Camel order is for 65 weeks and has three-year renewal options. With two sponsors, the NBC News program will yield at premium rates about $12 million annually. R. J. Reynolds sponsored NBC-TV's *Camel News Caravan* from 1949 to 1956. Texaco started sponsorship of *Huntley-Brinkley* in April 1959.

Shulton Inc. (Old Spice toiletries for men) N. Y., ordered radio spot schedules in 48 top markets as part of its Father's Day advertising and promotional campaign. Agency: The Wesley Assoc., N. Y.

Squirt Co. through Donahue & Coe, L. A., has begun partial sponsorship of the Bing Crosby-Rosemary Clooney program on a nationwide CBS Radio network of more than 200 stations. Squirt has 10 minutes of the 20-minute network program every other day Mon., Wed., Fri., one week, Tues., Thurs., the other. Truck banners, carton stuffers and streamers are available to bottlers for local tie-ins with the broadcasts.

E. L. Bruce Co., Memphis, Tenn., is using four tv stations in New York for a 10-week test campaign, which resulted in 300 calls from prospective customers and the sale of 15 residence pools in the first two weeks of the test drive. The company started in tv May 1, using two minute commercials in a 15-spot per station week-end saturation program on WNBC-TV, WPIX (TV), WOR-TV and WNTA-TV, all New York. A revised schedule started May 24, with one-minute nighttime spots from Wednesday through Sunday. The company reports that if audience response continues at the present rate it will sell 125 pools (average cost: $3,800) by the end of the 10-week test. Agency: Stahl & Lewis Adv., N.Y.

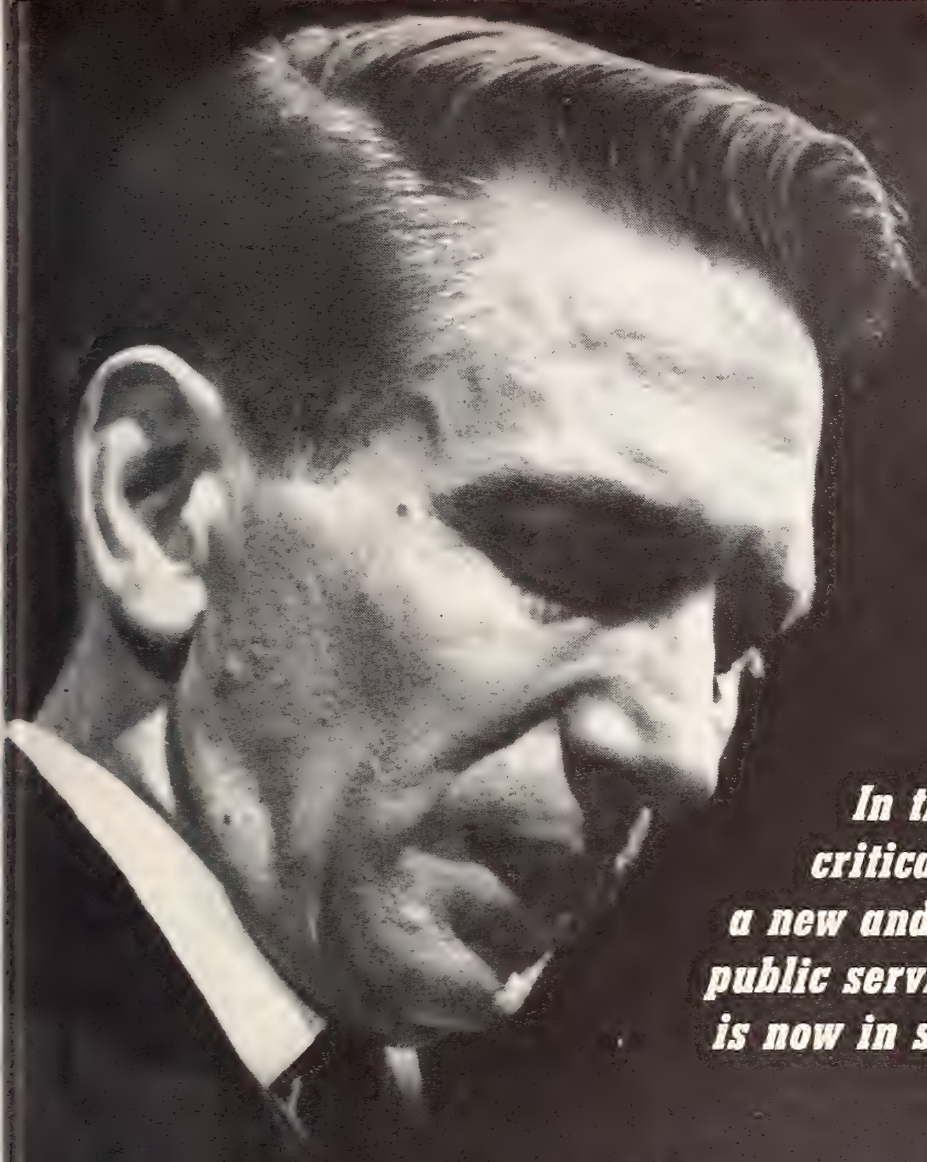
Johns-Manville Corp., N. Y., will introduce a "wheel of safety" campaign in behalf of J-M Brake Lining Product line starting this week. The two-week drive features one-minute radio spots on 95-100 stations in 70 major markets. The spots, stressing the importance of regular safety check-ups, will be aired at top auto traffic periods in each area. Agency: Cunningham & Walsh, N. Y.

Gillette Safety Razor Co., Boston, bought six 30-minute participations in the seven-part ABC-TV *Presidential Mission* series covering President Kennedy's heads-of-states meetings in Paris, Vienna and London. The programs began May 31 and will conclude June 5. Agency: Maxon Inc., Detroit.

The Procter & Gamble Co., Cincinnati, Ohio, will sponsor *Hollywood: The Golden Years,* hour-long special covering the pre-talkies era in movies. Gene Kelly is host on the David L. Wolper produced documentary to be seen on NBC-TV, Nov. 29 (Wed., 7:30-8:30 p.m., EDT), pre-empting *Wagon Train.* Agency Benton & Bowles, Inc.

Agency appointments...

- Hotel Okura, Tokyo, appoints Friend-Reiss Advertising, N. Y.
- Lone Star Gas Co., (natural gas) Dallas, Tex., appoints BBDO.
- A. E. Staley Manufacturing Co., Decatur, Ill., appoints Maxon Inc., Detroit as agency for three of its grocery products, Raindrops, water softener; Diaper-Sweet, Diaper washing deodorizer; George, cleaner, budgeted in excess of $500,000 over the next 12 months.
- Delta Air Lines, Atlanta, Ga., appoints Gaynor & Ducas, Beverly Hills, Calif., as its public relations agency for western operations.
- Wyler & Co. (food, soft drink products) Div. of Borden Co., Chicago, appoints Campbell-Ewald effective Sept. 1.
- Armstrong Cork Co., Lancaster, Pa., announces BBDO now is agency for all its domestic advertising by adding its building products division to other Armstrong advertising already handled at BBDO.
- Vic Tanny Enterprises Inc., Hollywood, appoints Kastor Hilton Chesley & Clifford, N. Y., as its agency, effective June 26, to handle all operations with the exception of the western division which will remain with Stahl & Lewis Adv., Hollywood, Tanny's current agency. The budget is approximately $2 million. A shift in media plans is contemplated under which newspapers and spot radio will be tested. Heretofore, Tanny has employed spot tv exclusively, using 60- and 90-second announcements. The new agency is recommending 10- and 20-second tv spots plus newspapers and spot radio.



In this critical time... a new and important public service program is now in syndication!

DR. ALBERT BURKE'S "A WAY OF THINKING"

It started in New York on WNEW-TV! Jack Gould of the N. Y. Times wrote—"An exciting new voice has come to television. It is provocative, sensible and challenging!" Now, the dynamic Dr. Burke is seen each week on these stations: WTTG-TV, Washington, D. C.; KOVR-TV, Stockton-Sacramento; KRON-TV, San Francisco; WSM-TV, Nashville; WMT-TV, Cedar Rapids; WFGA-TV, Jacksonville; KMBC-TV, Kansas City; WFLA-TV, Tampa; KRNT-TV, Des Moines—and more signing up each day!

A WAY OF THINKING is a series of news essays delivered straight-from-the-shoulder by a man who has been highly praised by Senators, Congressmen, and business leaders. Dr. Burke's commentaries will reach the most important people in *your* community.

A WAY OF THINKING is a public service series produced by WNEW-TV—recently selected by civic leaders in New York as winner of a Special Emmy Citation for "outstanding and diversified public service programs." *A Metropolitan Broadcasting Station* WNEW-TV 5

Wire or call collect for your audition episode to Charles McGregor, President, BANNER FILMS, INC., 527 Madison Avenue, New York 22, N. Y., PLaza 5-4811.



RE: A GOSSAMER INTANGIBLE

Beneath the beat, beat, beat of the tom-toms lurks the haunting suspicion there must be a far better way to communicate about such a gossamer intangible as *editorial quality*.

It's great. We have it. But what is it?

We think it's what people pay for when they subscribe to a publication. And, like most diaphanous things, it can be measured, if not described.

We think the best measurement of any businesspaper's editorial quality is the number of readers who *pay* to read it. This means they value it, want it. It has that vital intangible called quality. Quality enough to move people to buy it. Quality enough to surround your advertising with reader interest. Quality enough to complement its appeal with the appeal of sound, wanted editorial. Quality enough to deliver a live, interested, paid audience. Just the right quality, in short, for the particular reader who reads it—and the advertiser who wants to reach him.

To find it in a businesspaper, look for the ABP symbol. It is, uniquely, the symbol of that gossamer, diaphanous, tremendously vital and elusive intangible known as quality. And most often, you'll find, it has bred the *quantity* your advertising needs.

THE ASSOCIATED BUSINESS PUBLICATIONS ABP

AUDITED PAID CIRCULATION ABC

The plus value of paid circulation is "wantedness"

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

BROADCASTING is the only publication in its field qualifying for ABC and ABP membership.



Eight members of NAB's Radio Code Board attended the June 1-2 meeting. L to r: Herbert L. Krueger, WTAG Worcester, Mass.; Elmo Ellis, WSB Atlanta; Robert B. Jones Jr., WFBR Baltimore; John F. Meagher, NAB radio vice president, who sat with the board; Cliff Gill, KEZY Anaheim, Calif., board chairman; Cecil Woodland, WEJL Scranton, Pa.; Charles Stone, radio code director; George J. Volger, KWPC Muscatine, Iowa; Robert L. Pratt, KGGF Coffeyville, Kan.; Richard O. Dunning, KHQ Spokane.

Radio code restricts personal product ads

Restrictions covering the advertising of intimately personal products on radio were adopted June 1 by the NAB Radio Code Board, which held a two-day meeting in Washington.

The language of the new provision closely follows that of the NAB Television Code. Products generally regarded as unsuitable conversational topics in mixed social groups are classified as unacceptable. Mentioned specifically are products for treatment of hemorrhoids and for use in connection with feminine hygiene.

The Radio Code Board approved the signing of a nationwide monitoring contract with Broadcast Advertising Reports. Both the personal products decision and the contract are subject to approval by the NAB Radio Board of Directors at its June 14-16 meeting in Washington.

John F. Meagher, NAB radio vice president, said 1,248 stations have subscribed to the code under the paid subscription formula adopted last summer. He said 48% of NAB members and 5.3% of non-member stations have subscribed.

A subcommittee recommendation dealing with the procedure to be followed in reviewing questionable copy was adopted by the code group.

Also in advertising...

Neatness theme ▪ "Every litter bit hurts" is the theme of this year's Advertising council campaign for Keep America Beautiful Inc. Dancer-Fitzgerald-Sample, New York, is volunteer agency on the project and David F. Beard, director of advertising, Reynolds Metals Co., Richmond, Va., is national coordinator. All media are being asked to participate during summer and fall.

Radio best policy ▪ A new Radio Advertising Bureau presentation recommends radio as the best policy for the nation's insurance industry. Among the points in its seven-step presentation: "Radio, which covers insurance prospects in more than 96% of U. S. homes, is the premium medium for national insurance companies, as well as agents and brokers." The brochure is supplemented by a 19-page background of the insurance industry, which carried $34 billion in premiums last year, according to RAB.

Larger office ▪ Bernard Howard & Co., station representative, has moved its Chicago office to larger quarters at 35 East Wacker Drive, zone 1. The telephone number is unchanged.

New agency formed ▪ Graphic Marketing has been formed by John Elfstrom, former advertising director of Utility Appliance Corp., to provide marketing and advertising assistance of all kinds, from advertising creation and management to market research, excluding media purchase and placement. Graphic Marketing will occupy its own building at 923 Crenshaw Blvd., Los Angeles.

Barber shop harmony ▪ Radio Advertising Bureau, New York, claims more than six out of 10 barber shops have radio sets turned on during "clipping hours." RAB's barber shop radio listening study, latest in a series of out-of-home listening surveys, gives the following statistics to show the size of the barber shop audience: Some 88 million U. S. males make 846 million visits to barber shops annually; the average customer spends 34.7 minutes in the shop on every visit. The total comes to more than 489 million hours annually.

Why WFMY-TV bought Warner's "Films of the 50's"

Says Jack Markham:

"WFMY-TV had plenty of product on the shelf. But when a group of features like this comes along, we feel that we must not deny our viewers. This looks like the best feature buy available today.

QUALITY PROGRAMMING DEMANDS THE BEST

We felt that we could not afford to be without these features."

Warner's Films of the 50's... Money makers of the 60's

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
BEVERLY HILLS: 232 So. Reeves Drive GRanite 6-1564

For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data).



JACK MARKHAM
Program Director, WFMY-TV
Greensboro, North Carolina

TAFT, TRANSCONTINENT OFFER STOCK

Share offerings for public sale exceed $15 million

Two public stock offerings in broadcast companies, expected to come to more than $15 million, are scheduled in the near future.

Taft Broadcasting Co. stockholders are selling 376,369 shares of common stock through Harriman Ripley & Co., at an estimated price of $25 per share, for $9.4 million. The sellers are mostly trusts within the Taft and Ingalls families.

Transcontinent Television Corp. stockholders are selling 400,000 shares of Class B common stock through Carl M. Loeb, Rhoades & Co. and Bear, Stearns & Co. at an estimated $15 per share to bring in $6 million. The sellers are General Railway Signal Co. and J. D. Wrather.

Registrations of both transactions were filed with the Securities & Exchange Commission last week.

The Taft transaction accounts for about 25% of the 1,527,960 shares outstanding (at $1 par value). The sellers would retain substantial holdings in the Cincinnati-based broadcast firm.

Taft reported net revenues of $11,076,717 for the fiscal year ending March 31. Its net earnings after taxes were $1,580,003, but a special credit boosted them to $2,066,255. The credit came after an Internal Revenue Service ruling that network affiliations cannot be depreciated. This is being challenged by Taft in the U.S. Tax Court.

The funded debt of the Taft company was listed as $1.6 million. The income from its television properties amounted to over $9 million; from radio, over $2 million. Its operating profits, before depreciation, totaled over $4 million from tv; over $400,000 from radio.

The company reported that WKYT (TV) Lexington, Ky., a uhf, had net revenues of $256,901 for the fiscal year, up 29%, and an operating loss of $32,276—down from the previous year's deficit of $104,783. Taft reported that 25% of its income came from networks, 47% from national spot and 28% from local advertising.

The registration statement disclosed that Taft negotiated in late 1960 and early 1961 to buy WKBW-AM-TV Buffalo, N. Y., but the negotiations were terminated. The WKBW stations were sold to Capital Cities Broadcasting Co. (BROADCASTING, May 29).

Bowling Center ▪ It also revealed that the company is negotiating to buy a bowling center (including restaurant facilities) in Brentwood, Ohio, a suburb of Cincinnati, for $1.3 million.

The SEC registration showed that President Hulbert Taft Jr. received $52,668 salary in fiscal year just ended plus $5,858 in profit sharing.

Other remunerations: David G. Taft, executive vice president, $36,195 plus $4,268; Kenneth W. Church, senior vice president, $55,921 plus $5,782; Lawrence H. Rogers II, tv vice president, $42,015 plus an option to purchase 8,200 shares granted in March 1960. Mr. Rogers exercised this option to buy 6,000 shares at $14.31 per share.

The Taft stations are: WKRC-AM-FM-TV Cincinnati, WTVN-AM-TV Columbus, both Ohio; WBRC-AM-FM-TV Birmingham, Ala., and WKYT (TV) Lexington, Ky. The company sold its WBIR-AM-FM-TV Knoxville, Tenn., last year for $3¼ million.

General Railway Out ▪ In the Transcontinent transaction, General Railway Signal Co. is selling all its 200,000 Class B common. Mr. Wrather is selling 124,000 shares in his own name and 76,000 held by Devon Corp., of which Mr. Wrather is a 45% stockholder. Mr. Wrather will retain 198,208 shares in his own name.

For the fiscal year ended March 31, TTC reported gross operating revenues of $17,641,893 and net income after taxes of $1,768,612. The registration statement indicated that in 1960 tv contributed 88% of the total broadcast revenues, 18% coming from networks, 57% from national spot and 25% from local advertising. Its outstanding debt amounts to $14,435,150.

The statement also disclosed that TTC paid Edward Petry Co. $690,000 in commissions in 1960. The Petry firm owns 6% of the Class A stock and 13% of the Class B stock of TTC.

President David C. Moore received $49,828 salary in the fiscal year, plus $12,999 as an incentive bonus; Van Buren W. DeVries, vice president, received $35,979 plus $11,043; George A. Whitney, vice president, $51,156 plus $13,034.

TTC stations are WGR-AM-TV Buffalo, WROC-FM-TV Rochester (N.Y.), KFMB-AM-FM-TV San Diego, KERO-TV Bakersfield (Calif.), WDAF-AM-TV Kansas City, and 60% of WNEP-TV Scranton-Wilkes-Barre, Pa.

Gannett Foundation pledges aid to local etv

The Gannett Newspaper Foundation last week pledged $25,000 to educational television in Rochester, effective upon the FCC's approval of an educational facility and an organization to administer it.

According to a statement issued by the trustees of the Foundation, . . . "The newspapers (*Rochester Times-Union* and *The Democrat and Chronicle*) affiliated with Rochester television station WHEC-TV have gladly given many thousands of dollars in air time to such educational programs . . . now it appears likely that there will be a system of educational television on a much broader basis in the foreseeable future. . . . There is contention among interested groups over what form the system should take—uhf, vhf or closed circuit. This will inevitably be reconciled, however and presumably before too long. We commend those who are giving of their time and talents to the study and discussion."

The Gannett Foundation was set up by the late Frank E. Gannett in 1935 to insure continued operation of Gannett newspapers and broadcasting properties (WHEC-AM-TV Rochester; WENY Elmira, N. Y., WINR-AM-TV Binghamton, N. Y.; WDAN Danville, Ill.). It owns most of the class A common stock of Gannett Co. Inc. Its income is distributed to educational and charitable institutions in the communities where the Gannett Co. operates.

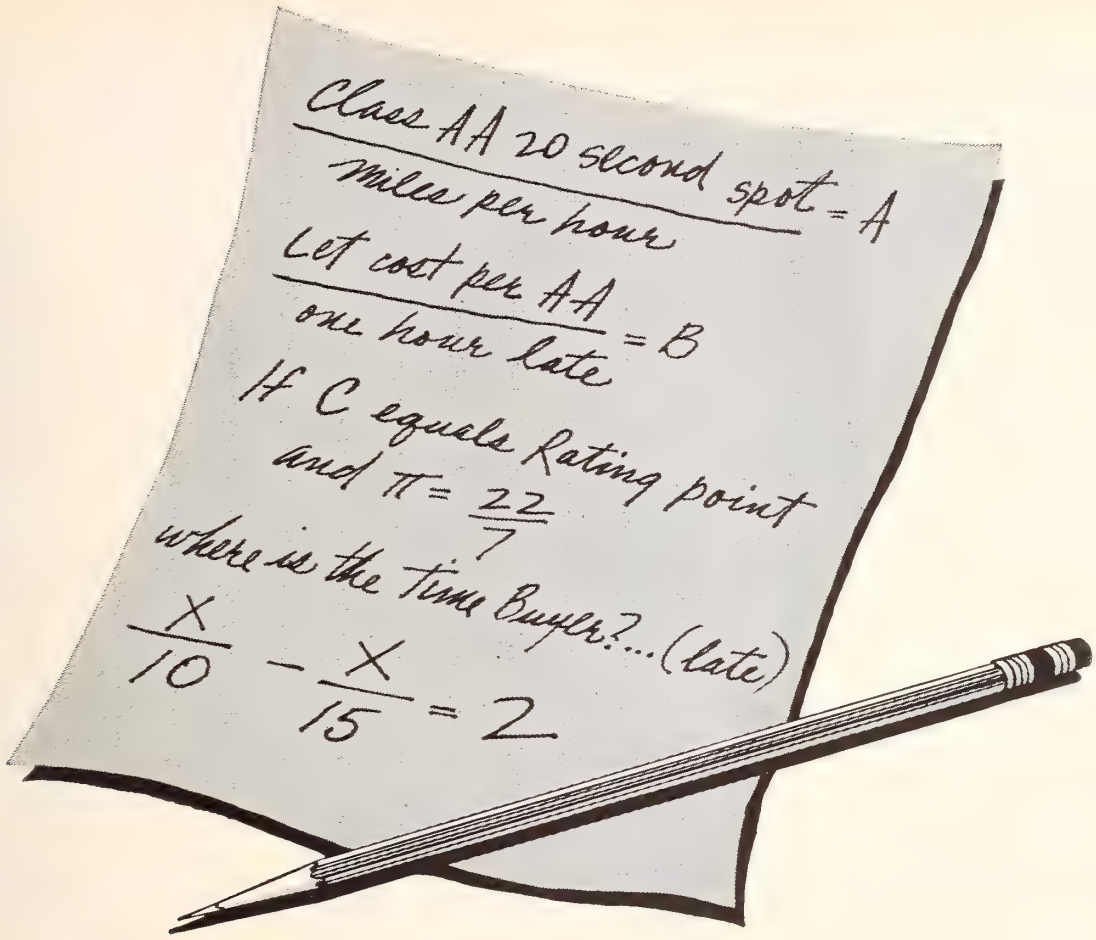
Media reports...

Discounting ▪ Gemco stations (KOKE Austin, KBUY Amarillo and KINT El Paso, all Texas) have announced a single rate plan for the three stations. Giles E. Miller, Gemco president, said that rates would be discounted 5% on two-station buys and 10% on three-station buys. Advertisers also are allowed a 2% discount when billing is paid before the 10th of the month.

Radio report ▪ Avery-Knodel published a 29-page report last week on the 10 western states market, and on facilities offered by the 104 station, line-connected ABC Radio West network, which it represents. The report claims that the regional network reaches 25,844,200 people, notes past and future growth of the area, and highlight's radio's cost efficiency as compared to other advertising media.

Unlimited account ▪ KWPC Muscatine, Iowa, has met head-on a move by the *Muscatine Journal* to close city council meetings to radio news coverage. In an air editorial, the station said the people have a right to hear council proceedings and not be limited to the account of a single newspaper reporter. George J. Volger, KWPC general manager, said the station has been covering the sessions for some time and intends to continue the service.

New office ▪ Golden West Broadcasters (KMPC Los Angeles, KVI Seattle,



Minutes Matter to Time Buyers

A fresh young college graduate, eager to find a job as a time buyer, wangled a five o'clock interview with the Media Director of an advertising agency.

Rumor had it that the M.D. was a punctilious person who went by the book.* To insure a favorable impression of his own punctilious habits, the youth wanted to arrive on the spot precisely at the appointed hour.

If he averaged 15 miles an hour he would arrive an hour too soon. If he averaged 10 miles an hour he would arrive an hour too late.

See if you can figure out what speed he should average, and the distance he had to go. Send us the correct answers and we'll send you one of our unique new prizes. It may be round or it may be rectangular. Either way, we guarantee it's a gift worthy of your mathematical talents if you can solve this puzzle.

**ARB, to be exact, which shows that WMAL-TV has the largest share of the Washington, D. C., market from 6 P.M. to Midnight, all week. (April '61)*

wmal-tv abc

Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

Wright stamp was right for WPAT's success

How do you transform a $300,000 radio station, operating in the top broadcast market of the U. S., into a multi-million-dollar property in 11 years? Dickens J. Wright, president and general manager of WPAT-AM-FM Paterson, N. J., (it covers the greater metropolitan New York area) apparently has the answer. He took over management of the station in 1950, bought it in 1954, and carefully nurtured it from a $73,000 annual money-loser to its present position as one of the more profitable radio stations in the country. Last month he sold it to Capital Cities Broadcasting Corp. for more than $5 million, subject to the usual FCC approval (AT DEADLINE, May 8).

But Mr. Wright, who will retain his same titles under the new ownership, finds it difficult to explain the "secret" of WPAT's success. He credits it to a painstakingly thought out combination of tasteful programming, restrictive supervision of commercials, rigid sales policies and enlightened management.

This combination has made WPAT an object of intense interest and emulation by many other broadcasters. Mr. Wright estimates that in the last four or five years he's received about 1,100 requests for information from radio stations all over the world. All want to know how they too can achieve some of WPAT's startling results:

WPAT broke previous billing records 10 years in a row; national advertising accounts for 95% of all business; three consecutive years of 98% renewals in national advertising; total business for the first quarter of this year was up 17% and new advertising was up 94% over comparable totals last year. It's anticipated that WPAT will have a minimum 25% increase in gross billings in 1961 over 1960, marking the sixth consecutive year that the station has shown a gross billings increase of approximately 25% or more over the preceding year. Also estimated: a penetration of more than one million homes with an audience of about eight million listeners in an area that includes New York, Long Island, New Jersey and Connecticut.

Although Mr. Wright has been



open-handed in explaining his unusual operation techniques to questioners, few stations have been able to equal WPAT's wide acceptance by audience, advertisers and critics. (WSKP, a 250 w, fully automated station in Miami, is one of the exceptions. Mr. Wright and his program director David Gordon, anxious to see what would happen in a smaller market, took great pains to help the station formulate a WPAT programming concept. The result is that WSKP is now a highly prosperous property.)

WPAT, like George Bernard Shaw's Eliza Doolittle, was a loud, brassy ragmuffin turned into a shining, soft-spoken, carefully modulated showcase by Dickens Wright, its own Professor Henry Higgins. A silver-haired, debonair, strikingly groomed, former radio time salesman with WMCA and WMGM New York, among other stations, Mr. Wright began rebuilding WPAT's image in 1950 when he was hired to manage the station after performing successfully for two years in a similar capacity at WICC Bridgeport, Conn.

Good Music Policy ▪ When Mr. Wright took over its management, WPAT was a typical community station. It featured an indefinite mixture of music and news and maintained a large stable of disc jockeys and featured artists. Mr. Wright had done a lot of experimenting at WICC. He realized that high-pressure competition from tv and other radio stations could hinder WPAT's progress. The formula to combat both competitors, he decided, was "good" music and consideration for listeners.

At the time the station featured a daily three-hour classical program called *Gaslight Revue* programmed back-to-back with a hillbilly music show. Gradually Mr. Wright began to stamp his personal taste into the programming format of the station. Over the course of the next four years he "pulled down" the classical and "pulled up" the country music until he worked out a reasonably better blend of the two programs, retaining as much as he could of both audiences. *Gaslight Revue*, which now constitutes five hours of the station's 24-hour programming sched-

Wash., and KSFO San Francisco) has opened a new sales office at 550 Fifth Ave., New York, with Steve Crowley, formerly of KVI, in charge. The new office will work in cooperation with AM Radio Sales, GWB's rep firm, and will devote primary efforts in obtaining sports features for the GWB stations.

Joint internship ▪ WMIL Milwaukee and Marquette U., that city, have established a joint internship program for advanced students in Marquette's school of speech. Students interested in going into radio, television or allied fields after graduation will work at the station as part of their classwork. The interns receive no pay but are given a grade at the end of the semester.

New station ▪ KFIF Tucson, Ariz., is scheduled to begin broadcasting late this month. The station operates on 1550 kc with 50 kw. It is owned by Southwest Broadcasting Co. Offices are at 257 N. Stone Ave., Tucson. Power will be supplied by a model 317B transmitter made by Continental Electronics, Dallas.

RTRA exceeds quota ▪ Radio-Television Recording & Advertising Charities, fund raising organization of the Los Angeles advertising and entertainment industries, has raised more than 99% of its $300,000 goal for the 1960-61 campaign, Cy Pearson, treasurer, reported. With solicitations scheduled to continue until June 30, receipts are expected to exceed the quota. Funds raised by RTRA are distributed to charitable organizations, eight national charities and 135 other specialty designated by contributors. An award was presented to Jim Melik, RTRA chairman at CBS, for leading his co-workers at CBS, who increased their contribution 38% over last year's total.

Tape distribution ▪ WLIB New York plans to distribute tapes of its "outstanding programs" to stations which

ule, from 7 p.m. to midnight, daily, is still the soul of WPAT's operation. It features soft, sweet instrumental music with practically no voice intrusion into the serenity of the prevailing mood.

Mr. Wright also began to pay stricter attention to the commercials used on the station. He knew that the eventual goal of WPAT was an almost entirely national advertising concept. "I was tough on commercials, even local ones," Mr. Wright explains. "To me a one-minute spot is 125 words (compared to the upwards of 200 words devoted to similar messages on some stations) and I kept it that way."

An Iron Hand ▪ He policed commercials with an iron hand. Certain types of commercials, like deodorant promotions that went into great detail, were flatly rejected. Others had to document superlatives, staying within the tight boundaries of good taste, as judged by Mr. Wright. Oversaturation by any one advertiser was forbidden. He also cut operating costs by trimming his staff to a workable minimum. The station now employs a full-time force of 48, compared to an estimated 100 or more persons working for competitor stations. By the end of 1950, Mr. Wright's innovations began to pay off. The station's 1949 deficit of $75,000 was turned into a $50,000 profit, and nine new national sponsors were added to the fewer than five that had been advertising.

In 1954, Mr. Wright joined with three associates in purchasing WPAT from its then-owner, *The Passaic Daily News,* for $300,000. Once firmly in control of the station as president and general manager, he completed the reincarnation of WPAT in his own soft-sell image.

He enforced a single-rate-card policy, with no off-card deals tolerated and with commercials limited to brief intervals every half-hour from 7 p.m. to 6 a.m. and only once every 15 minutes from 6 a.m. to 7 p.m. Five-minute news summaries, aired in conjunction with the *New York Daily News* every hour on the half-hour throughout the day, and at 6, 7, and 8 a.m. and 5, 6, and 11 p.m., are preceded and followed by tersely worded commercials. In between times uninterrupted music, ranging from the classical to musical-comedy, is the sole presentation.

One-minute spots range from $80 to $48, depending on frequency, during the daytime and go up to $100 to $60 during the prime-time *Gaslight Revue* period.

Though tasteful commercial and hard-shelled sales policies have played important roles in the station's rise to critical and financial prominence, program content is still WPAT's most important commodity. Chief architect of its programming format is dark and intense David Gordon, program director since 1954 and former music librarian for WOR New York. Mr. Gordon defines the melodies heard on WPAT as "entertainment music." He says the station's repertory is very diversified comprising "savage as well as sentimental selections." To critics who claim the station emphasizes romantic music, he replies, "Louis Armstrong or Lotte Lenya singing 'Mack the Knife' could hardly be called sentimental, and theatre tunes of that type constitute half our repertory."

Repetition of melodies is another oft-heard criticism of WPAT's programming format. Mr. Gordon says that repetition is done intentionally. "We want to saturate our audience with good music," he explains. "Anything good can be repeated. We try to do variations on a theme. We may start with a big treatment of a tune, follow it with the same thing done in a foreign language, and then use a jazzy arrangement of it. All the while we try to avoid repetition of the same chorus by coming in on the secondary part of the phrase last heard."

Mr. Gordon also denies that the station's music has a strictly tranquilizing effect on its listeners. "It's all relative," he says. "To a rock 'n' roll fan our music is tranquil and serene, to chamber music fans it's exciting and dynamic."

25 Years Early ▪ Mr. Gordon feels that WPAT's "overall music concept is 25 years ahead of its time," and that imitators have not been successful in copying the station's programming format because they "play what the recording industry feeds them without any clear concept of what their musical programs should be." WPAT presents composed programs, Mr. Gordon says. "The material doesn't dictate to us; we dictate to the material."

When pressed for a catchall formula for his much talked-about success, Mr. Wright explains that "people all over the world enjoy music. Give the music the right climate and you'll have an audience, and treat your audience right over a long period of time—do not violate their confidence and trust—and you'll have more staying power than any other station."

Does the sale of his station to Capital Cities, which already owns six other radio and tv outlets not counting the purchase last month of WKBW-AM-TV Buffalo (BROADCASTING, May 29), mean that eventually WPAT will be the flagship outlet in a network of fine music stations?

"The answer to the question lies in my reasons for selling to Capital Cities after turning down many attractive bids over the past several years," Mr. Wright says somewhat enigmatically. "I sold to Capital Cities because they're capable, professional people on the move."

request them. The syndicate plan was placed into motion when the station offered the tape of Attorney General Robert F. Kennedy's civil rights speech at the U. of Georgia. The tapes, 21 in all, were sent to Negro-programming stations in all the major cities, and to non-Negro-programming stations in Massachusetts, California, and Pennsylvania.

New stations ▪ NBC Radio's affiliation total rose to 192 with the addition of KATO Safford, Ariz., a new station owned by Willard Shoecraft. Mr. Shoecraft also operates KIKO Globe-Miami, Ariz., another NBC affiliate.

Public affairs reaction ▪ Live presentation by KGW-TV Portland, Ore. of a controversial hearing by the Portland city council on an application by Freedom Center Inc., a local group wishing to solicit funds to fight communism, brought unprecedented public response in the form of telephone calls and letters, almost 100% favorable. The station was cited in a proclamation by the city of Portland for its 5½-hour coverage of the hearing.

Airs champs ▪ WCAU Philadelphia for the 11th consecutive season will broadcast the exhibition and regular season schedule of the Philadelphia Eagles, 1960 champions of the National Football League. Sharing the sponsorship are The Rambler Dealers of Philadelphia—American Motors (50% through Geyer, Morey, Madden & Ballard); Household Finance Corp. (25% through Needham, Louis & Brorby) and Dow Chemical Co. (25% through MacManus, John & Adams).

Full-time stereo ▪ KSHE-FM St. Louis will begin early in August broadcasting full-time stereo at 94.7 mc. The station's power will be increased from 5 kw to 25 kw at the time of the stereo conversion and shortly thereafter to 35 kw. Plans are being made to increase pow-

er to 250 kw by 1962. KSHE will continue to broadcast 11 hours of live commentary per week, with a liberal offering of musical comedy, variety, opera, symphonic music, jazz and special features.

New catv ▪ Construction is scheduled to begin in July on a new $250,000 catv project for the East Texas Transmision Co., making available Dallas-Ft. Worth television to subscribing home viewers in east Texas. The signals will be transmitted by a microwave communication system being built by Collins Radio Co.'s Texas Div. The microwave equipment will consist of four simplex channels using Collins' 552A-6 RF transmitters and 551A-6 receivers operating in the 5825-6425 mc common carrier band.

On the move ▪ Teleglobe Pay-Tv System Inc., has moved its offices to 400 Madison Ave., N. Y., room 1010.

Good neighbor policy ▪ Mutual and CHUM Toronto have entered into an agreement whereby the network will provide CHUM with its news and special events features, and the station will serve as Mutual's Toronto and Ottawa Bureaus. The agreement went into effect last Monday (May 29).

On the move ▪ Robert E. Eastman & Co., national station representative, moved its New York headquarters to the former home of Time Inc. at 1 Rockefeller Plaza last week.

Conway Award ▪ WGAR Cleveland has won the Twyla M. Conway Award for its presentation of *Open Forum* weekday evenings at 8:15. The award was presented to WGAL by Dr. William Levenson, assistant superintendent of Cleveland public schools on behalf of the Radio-Television Council of Greater Cleveland.

New awards ▪ Special awards will be established this year by the Kansas Assn. of Radio Broadcasters for the Kansas station with the best broadcast editoral and with the best local public affairs campaign. The announcement was made by Thad M. Sandstrom, KARB president. E. J. McKernan, president and general manager of KVOE Emporia, will chairman the committee handling the project.

Negro program consultant

WAOK Atlanta has gone into the consultant field with the formation of AOK Management Services, specializing in Negro radio programming and allied fields. Heading the operation is Stan Raymond, president and commercial manager of WAOK. The firm is located at 110 Edgewood Avenue, Atlanta, Ga.

Kentuckians honor 'inventor of radio'

A ceremony honoring Nathan B. Stubblefield, of Murray, Ky., as "the inventor of radio" was performed May 18 at the Kentucky Broadcasters Assn. spring meeting in Louisville.

A display of patents, licenses, letters and other papers established that Mr. Stubblefield broadcast the words "Hello Rainey, Hello Rainey" to Dr. Rainey T. Wells, of Murray, in 1892 (BROADCASTING, Sept. 16, 1946). At that time Guglielmo Marconi, often called the inventor of wireless, was a 10-year-old boy in Italy.

James L. Johnson, executive secretary of the Murray Chamber of Commerce, addressed KBA, describing the early experiments. A plaque commemorating the Stubblefield experiments was presented by Charles Shuffett, of WNBS Murray. The call letter comes from the Stubblefield initials.

Mr. Johnson described the Kentucky inventor as an eccentric genius lacking in business know-how who was bilked of his patents and died of starvation after having destroyed models of his inventions. These included a vibrating telephone in 1882, dial telegraph system in 1890, electric storage battery in 1898, ship-to-shore voice transmission in 1902 and patenting of the wireless telephone in 1908. The Stubblefield heirs won a New York Supreme Court ruling establishing their claim to patent rights but the claim was voided by the state's statute of limitations.

NAB committee hears Collins revamp plans

BOARD TO ACT ON SUGGESTED REVISIONS JUNE 14-16

The NAB reorganization plans of President LeRoy Collins were reviewed June 1-2 at meetings with his advisory committee, held in Washington preparatory to the NAB combined board meetings starting June 14.

Attending the meeting were Clair R. McCollough, Steinman Stations, NAB board chairman; Thomas C. Bostic, KIMA-AM-TV Yakima, Wash., chairman of the NAB Radio Board, and Dwight W. Martin, WAFB-TV Baton Rouge, La., chairman of the Tv Board. Gov. Collins created the committee to advise him on association and industry matters.

The reorganization project is designed to revise the NAB administrative structure as well as its boards and committees to improve efficiency. It is not expected to deal with personnel at Washington headquarters but rather the handling of broad-scale industry problems. Robert K. Richards, head of his own public relations firm, is reorganization consultant to Gov. Collins.

At a joint board meeting the morning of June 14, the reorganization plan will be submitted to all directors (CLOSED CIRCUIT, May 29). They will have a chance to review it and vote, probably June 16.

Mr. Bostic retires as Radio Board chairman June 15, with the expiration of his term on the board and a new chairman will be elected.

Board members will attend an orientation session June 13 at NAB Washington headquarters. The board meetings start the next day at the Statler Hilton Hotel. The radio board directors meet June 15, the tv directors June 14 and 15. A board reception will be held the evening of June 15.

The three-day board meeting will go into the piled-up legislative and regulatory problems and what NAB can do to cope with them. At the winter board meeting Gov. Collins roughed out his long-range program to build up NAB's leadership under his administration.

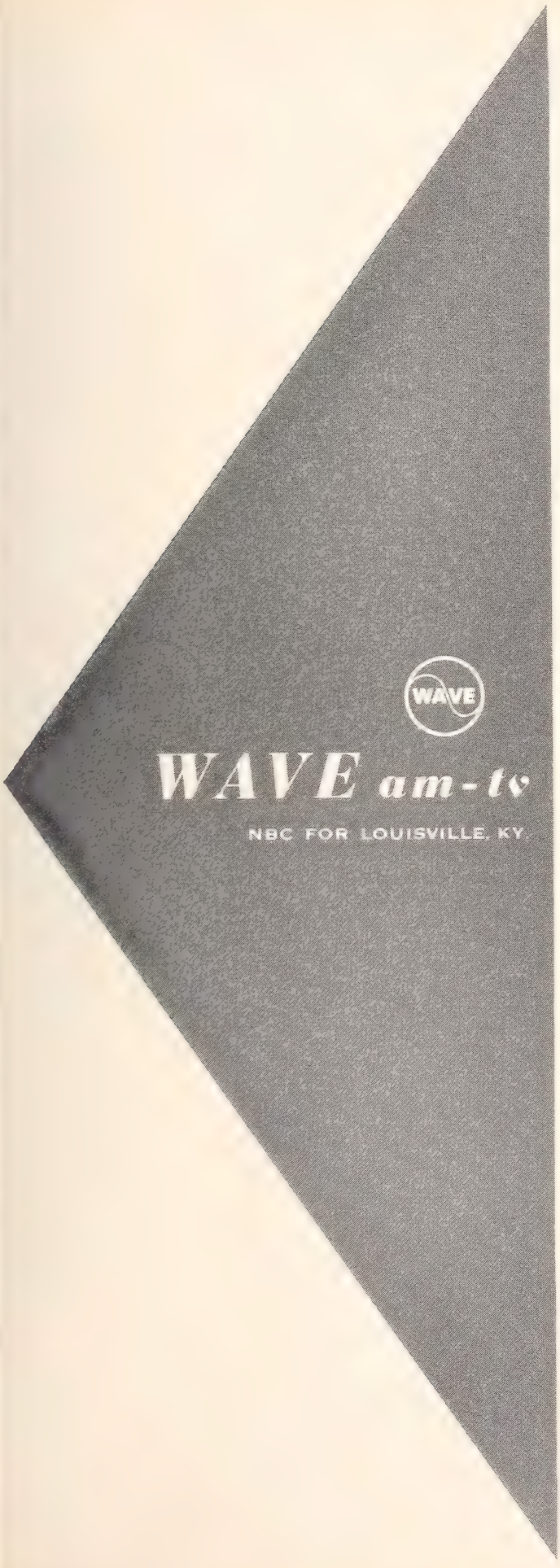
Union charge dismissed in KXTV (TV) dispute

A charge by the National Assn. of Broadcast Employes & Technicians that KXTV (TV) Sacramento, Calif., violated labor laws was dismissed May 26 by Roy O. Hoffman, regional director of the National Labor Relations Board.

The director held there was no evidence of any failure by KXTV, a Corinthian station, to meet and bargain in good faith. This is the second time NLRB has dismissed NABET charges against KXTV.

Previously an NLRB examiner recommended to the board that American Federation of Television & Radio Artists and NABET be ordered to cease what were described as unfair threats against KXTV. Three months ago the U. S. District Court in Sacramento enjoined the unions from alleged misconduct pending NLRB's decision (BROADCASTING, May 15).

Robert S. Wilson, KXTV general manager, said the station is proceeding with its suit for $105,000 damages against the two unions.



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DALLAS
MINNEAPOLIS
BOSTON

Three fms meet date for multiplex stereo

A new form of broadcasting—fm multiplex stereo—went into operation officially June 1 with FCC sanction. Three stations announced they went on the air at midnight May 31 in their respective time zones.

WGFM (FM) Schenectady, N. Y., said it started broadcasting at midnight in the Eastern Time zone, the starting date approved by the FCC. A General Electric-owned station, it used the FCC-sanctioned GE-Zenith multiplexing system, playing Command Persuasive and Provocative Percussion stereo records for programming. Regular afternoon and evening stereo service was started at 4 p.m. June 1 on a 20-hours-weekly basis.

Zenith Radio Corp., Chicago, announced its WEFM(FM) broadcast a one-hour stereo multiplex program starting at midnight May 31, Central Time. A limited schedule of stereo programs will be broadcast until autumn, when more home reception equipment can be reached. L. C. Truesdell, Zenith Sales Corp. president, wrote dealers June 1 that the new line of Zenith stereo sets will be shown shortly after Labor Day.

KMLA(FM) Los Angeles, announced June 1 it, too, went on the air at midnight, (Pacific Daylight Time). It used Calbest Electronics equipment, according to William Tomberlin, KMLA executive vice president. Mr. Tomberlin said listener and sponsor interest will determine the amount of time to be devoted to stereo.

At the FCC it was stated WGFM and WEFM had been granted type approval for stereo broadcasting at 2 p.m. May 31.

Crosby Electronics, Syosset, N. Y., announced last week it has shipped its first consignment of commercially-produced multiplex adapters to Allied Radio Stores, Chicago. Its model MX-101 lists at $69.95.

WUPY (FM) Boston, which had announced it would start fm stereo June 1, postponed its opening of service pending FCC type approval, according to Harvey Sheldon, president.

Day lets tv have it, asks network licensing

A former CBS newscaster turned educational radio station manager poured it on his old flame last week in Washington.

John F. Day, former CBS vice president who now manages New York's educational radio station WBAI, called for a permanent citizens' committee to watchdog broadcasting.

Speaking at a conference sponsored by the Fund for the Republic Inc., Mr. Day recommended that the FCC be empowered to license networks. He warned that program regulation by the FCC may someday be necessary.

In a bitter denunciation of American tv, Mr. Day told the conference that of all mass media tv has the greatest impact but has been "more malignant than otherwise."

"It is incredible to me that broadcasters can report proudly that 50 million people spend between five and six hours a day watching television," Mr. Day said, "and yet maintain that television is not in part responsible for what the American people are, or are like today." He added that tv has a tendency to "leave the mass audience with an impoverished, shallow, ultimately betraying conception of the real world."

The Fund for the Republic conference discussed the American character, and included a scrutiny of business ethics, broadcasting, newspapers and movies. Others on the program were Edward L. Cushman, vice president of American Motors Corp.; Perry Miller, Harvard U., and historian Henry Steele Commager.

California AP group honors member stations

Members of the California Associated Press Radio & Television were honored for outstanding 1960 performances in broadcast journalism at the group's annual convention held in Paso Robles. The awards: Television—

News—Metropolitan Div.: Certificates of Excellence to KNXT (TV) Los Angeles for *6:30 Report;* KOGO-TV San Diego for *Up to The Minute;* KRCA (TV) Los Angeles for *Jack Latham Show.* Certificate of Merit to KGO-TV San Francisco for *Headline News.* Non-Metropolitan Div.: Certificate of Excellence to KNTV (TV) San Jose for *Foam Strip.*

Sports—Met. Div.: Certificate of Excellence to KNXT (TV) Los Angeles for *Santa Anita Feature Races.*

Special Events—Met. Div.: Certificate of Excellence to KRON-TV San Francisco for *City Hall Riots.* Certificates of Merit to KFMB-TV San Diego for *Eisenhower in San Diego* and to KGO-TV San Francisco for *What's The Proposition.* Non-Metropolitan Div.: Certificate of Excellence to KNTV (TV) San Jose for *Sherman Oaks Bowl.*

Documentary—Met. Div.: Certificates of Excellence to KNXT (TV) Los Angeles for *Survival;* KABC-TV Los Angeles for *Expedition Los Angeles;* KGO-TV San Francisco *Expedition California.* Certificate of Merit to KRON-TV San Francisco for *Through the USSR.* Non-Met. Div.: Certificate of Excellence to KNTV (TV) San Jose for *We're Just People.*

Commentary—Met. Div.: Certificate of Excellence to KFMB-TV San Diego for *Dr. Jonas Salk Controversy.* Certificate of Merit to KTTV (TV) Los Angeles for *Special Narcotics Program.*

General Excellence of Presentation—Met. Div.: KRCA (TV) Los Angeles. Non-Met. Div.: KNTV (TV) San Jose.

RADIO:—

News—Met. Div.: Certificates of Excellence to KNX Los Angeles for *Noon News;* KCBS San Francisco for *California Evening Report.* Certificates of Merit to KABC Los Angeles for *Frank Hemingway News.* KGO San Francisco for *The Farm Labor Story.* Non-Met. Div.: Certificate of Excellence to KACE Riverside for *K-ACE Radio Newspaper.*

Farm—Met. Div.: Certificates of Excellence to KNBC San Francisco for *Western Farm Review;* KNX Los Angeles for the *Nelson McIninch Show.*

Sports—Met. Div.: Certificate of Excellence to KCBS San Francisco for *Don Klein's Sports Notebook.* Certificates of Merit to KNBC San Francisco for *76 Sports Special;* KFI Los Angeles for *76 Sports Special;* KNX Los Angeles for *Tom Hanlen Sports Show;* KGO San Francisco for *Ira Blue Program.* Non-Met. Div.: Certificate of Excellence to KRKC King City.

Special Events—Met. Div.: Certificate of Excellence to KCBS San Francisco for *Black Friday in San Francisco.* Certificates of Merit to KNBC San Francisco for *San Francisco Hotel Fire;* KGO San Francisco for *What's The Proposition.* Non-Met. Div.: Certificate of Excellence for KPLI Riverside for *Parachutist in The Air.* Certificate of Merit to KACE Riverside for *Sendai and Riverside Exchange Christmas Greetings.*

Documentary—Met. Div.: Certificate of Excellence to KNX Los Angeles for *Colossus In Chains.* Non-Met. Div.: Certificate of Excellence to KACE Riverside for *Public Safety.*

Commentary—Met. Div.: Certificate of Excellence to KABC Los Angeles for *William Winter Commentary.* Certificates of Merit to Armed Forces Radio-TV Service, Los Angeles, for *Newsmaker Series;* KPOL Los Angeles for *Election Day 1960;* KNX Los Angeles for *Caryl Chessman—A Summing Up.* Non-Met. Div.: Certificate of Excellence to KACE Riverside for *Death on Victoria Avenue.* Certificate of Merit to KRKC King City for *The King City Election Controversy.*

General Excellence of Presentation— Met. Div.: KNX Los Angeles. Non-Met. Div.: KACE Riverside.

News Origination:—Certificates of Excellence to KBIS Bakersfield, KPRL Paso Robles, KLAN Hanford-Lemoore, KUBA Yuba City, KJOY Stockton, KUKI Ukiah, KSCO Santa Cruz.

Certificates of Merit to KGEN Tulare, KSBY San Luis Obispo. KMYC Marysville, KRKC King City, KNTV San Jose, KACE Riverside, KVEC San Luis Obispo, KLYD Bakersfield.

Newt vs. Matt

WNDU-TV South Bend, Ind., was set to present FCC Chairman Newton N. Minow as guest panelist on the opening program of its new *Washington Tie-Line* series last Saturday (June 3). It was hailed by the station as Chairman Minow's first appearance on a local tv program. This portion of the program was filmed in Washington, flown to South Bend where it was transferred to videotape and attached to a tape of the remaining part of the show produced at the station. During the program, Mr. Minow repeated his contention that television standards were low. At one point, panelist critic James McNeile, tv critic of the *South Bend Tribune,* told Mr. Minow: "You're as popular as Matt Dillon, or at least as well known." The FCC chief retorted: "Yes, and I may get shot in the back any day, too."

Scharfeld, Segal firm

Scharfeld, Segal, Baron & Stambler is official designation of Washington communications law firm created through consolidation of offices of Paul M. Segal and Scharfeld & Baron (AT DEADLINE, May 29). Principals are Arthur W. Scharfeld, Mr. Segal, Theodore Baron and Arthur Stambler. Robert B. Jacobi of the Segal firm also is associated.



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Bernhard G. Bechhoefer, counsel to the Scharfeld office, becomes counsel to the new firm. Merged firm until July 1 will operate from two locations: National Press Bldg., where Scharfeld firm has been quartered, and 816 Connecticut Ave., Segal firm location. After July 1 both will be at Connecticut Avenue address.

One 'tv' language seen by Walker in IAB talk

Worldwide television, made possible by orbiting communications satellites, may bring a common language permitting instant understanding among all peoples of the world, the Iowa Assn. of Broadcasters was told May 25 by A. Prose Walker, director of development of broadcast and amateur products for Collins Radio Co.

Former NAB engineering manager, Mr. Walker called on broadcasters not only to project news and information to the nation but also to protect freedom —"to know the truth and reach their own independent judgments."

Iowans voted to write all members of Congress from the state asking for the veto of the President's FCC reorganization plan. The letter also will urge suspension of Sec. 315's equal time requirements for all elections through 1963.

New association officers: president, Robert W. Erickson, KOKX Keokuk; vice president, Donald D. Sullivan, KVTV-TV Sioux City; treausurer, Gene Clausen, KXIC Iowa City; director, David H. Steinle, KBUR Burlington. Retiring President Ken Hastie, WMT Cedar Rapids, continues on the board.

Bartell criticizes Collins for his pay tv stand

Gerald A. Bartell, president of Bartell Broadcasting Corp., last week announced he has taken exception to NAB President LeRoy Collins' opposition to pay tv, and revealed he has asked Gov. Collins to invite representatives of the principal tv companies to a meeting for an exchange of views.

Mr. Bartell released the contents of a letter he sent to Gov. Collins on May 25. He wrote the NAB president that he took exception to his opposition to the introduction of pay tv, voiced at the NAB convention last month. Mr. Bartell, who has an interest in Teleglobe Pay-Tv System Inc. through another company he controls (MacFadden Publications) insisted that only toll tv can provide programming of interest to minority viewers. He added:

"May I request, Governor, that before you commit NAB to a rigid, sterile position in opposition to pay tv, you invite representatives of the principal tv companies to acquaint you with the dramatic possibilities they offer to enhance television programming and strengthen the television industry."

Court praises tv behavior at Houston trial

Houston's dramatic murder trial of accused torch-slayers was telecast by KHOU-TV and KPRC-TV with approval of presiding Judge Myron Love and counsel for the principals.

The filming was done with augmented courtroom fixtures but not normal accessory lighting. The audio was taken from the court's own public address system. A portion of the courtroom was blocked off for cameras and movement of equipment was prohibited.

Judge Love was quoted as saying he did not feel the newsreel cameras "affected the dignity of the court at all." He added, "I feel that the newsreel camera definitely has a place in today's courtroom."

Jack Knight, defense counsel, said in his final argument to the jury, "Not many years ago a camera and a courtroom just did not go together, but today it is a different story. The public has a strong desire to be informed."

Frank Briscoe, district attorney, said, "During the process of the trial I did not even notice the cameras. I must credit the photographers with completely unobtrusive coverage of a highly emotional situation."

Miss Teenage contest issues 20 franchises

Teen America Assoc., Dallas, sponsor of the first annual Miss Teenage America contest in cooperation with radio stations throughout the country, announced that more than 20 franchises have already been issued. The firm reported that the event also received encouraging support from delegates attending the NAB convention in Washington last month.

According to Scott J. Reynolds, promotion director for TAA, "This is a new concept specifically and comprehensively structured for radio's promotional tie-in with major producers and distributors of products in the teenage to womanhood market." Teenagers, Mr. Reynolds said, last year spent $10 billion and influenced the spending of an additional $78 billion.

The contest climax will be in Dallas with a week of pageantry starting Oct. 15. Station jingles, promotional kits and continuing bulletins also are available to participating stations. National sales are handled by Futursonic Productions, 3103 Routh St., Dallas.

A slip of the tongue

There's more than one way to convince advertisers of radio's pulling power—even with a slight slip of the tongue. Such an occurrance was a recent experience at WHFB Benton Harbor-St. Joseph, Mich., which jumped the gun on the announcement of Rexall Drug's annual one-cent sale. The spot was three days premature and read just once. But that was enough. Within two hours the station received a call from a frantic druggist doing his best to cope with 50 unexpected bargain seekers. He didn't make much money that day, but he's a firm believer in radio.

Haffa, CBS-TV settle in 'Playhouse 90' suit

Titus Haffa, Chicago industrialist and board chairman of Webcor Inc., has settled his $10-million libel suit against CBS-TV and eight sponsors of a 1959 *Playhouse 90* program and the case has been dismissed. Mr. Haffa said he received an apology and an undisclosed cash sum that he plans to give to a medical charity. The suit was based on a program that was aired twice by the network and which depicted the 1929 St. Valentine's Day massacre in Chicago.

Mr. Haffa charged he had been libeled by the headline of a newspaper displayed during the program. He said it gave the erroneous impression he was involved in the slayings. In 1929 Mr. Haffa went to jail on a charge of conspiring to violate the prohibition law but he was paroled in 1931 after serving 17 months of a two-year term and later received a presidential pardon. Mr. Haffa said his sentence was the result of a political plot when he was a Republican alderman in Chicago. He said he was arrested for telling a precinct worker where to get a beer.

KETV (TV) plans etv shows

KETV(TV) Omaha, Neb. will telecast seven and a half hours weekly of classroom instruction, beginning in September. The programs, 14 a week, will

GENERAL ELECTRIC

TELEVISION STATION

WRGB

NBC FOR

THE ALBANY-SCHENECTADY-TROY AREA

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include third and fourth grade arithmetic, fifth and sixth grade science, fourth and fifth grade French, seventh and eighth grade social studies and a college sophomore course in introductory education.

The programs will originate in the studios of KUON-TV, U. of Nebraska's educational station, and will be broadcast simultaneously by KUON-TV and KETV each day from 8-9:30 a.m.

WCBS gets acceptances for political debates

WCBS-AM-TV New York last week began receiving acceptances of a CBS offer of free prime evening time for state and local Democratic and Republican parties in New York and New Jersey to debate on the CBS-owned New York stations (BROADCASTING, May 29).

Richard J. Hughes, Democratic candidate for governor of New Jersey, in a wire to WCBS-TV said he would debate his opponent on the issues of the campaign this fall, and that he is urging the New Jersey congressional delegation to support suspension of the equal time restriction of Sec. 315.

Bernard Newman, chairman of the New York Republican County Committee and the New York City Republican Advisory Council, also in a wire to WCBS-TV, said: "When the Republican Party selects its candidates for the 1961 campaign you may be sure your kind offer of free prime evening time for the purpose of debate will be brought to their attention."

Dr. Frank Stanton, CBS president, urged in a Chicago speech May 24 that Congress temporarily suspend the equal time requirement of Sec. 315 of the Communications Act through 1963 to enable broadcasters to air, on a local level, face-to-face discussions by major candidates.

Directors Guild signs with ABC, CBS, NBC

WAGE INCREASES OVER FOUR YEARS REPORTEDLY 20%

The Directors Guild of America reached agreement with ABC, CBS and NBC last week on a four-year contract, retroactive to last Jan. 1. The terms of the proposed pact, which covers about 275 members, will be submitted for ratification by the network employes.

Neither the union nor the network would reveal details of the agreement. It was learned, however, that in tv, both staff directors and associate directors would receive an approximate 20% increase in wages over the four years of the pact and stage managers would get about a 15% raise over the same period. Employes in radio are set for similar increases, though their wages are about $20 a week less than their counterparts in tv.

The union initially attempted to establish a pattern at the networks under which staff positions woluld be eliminated and personnel would be employed on a freelance, term-contract (a practice used in the motion picture industry). This demand was rejected by the networks, which claimed it would lead to "excessive costs," but it was understood the proposed contract liberalizes provisions for employing directors on a per diem and weekly basis.

Under the present contract in force between the networks and the guild, the maximum wage scales per week in tv are directors, $190; associate directors, $165, and stage managers, $155.

Tax threat again

Over 100 media, advertiser and other interests have protested legislation designed to remove the Oklahoma sales tax exemption applying to advertising. The state's present sales tax law specifically exempts 43 business groups, including advertising, but the legislation would make the tax applicable to money spent on advertising. The bill remains in the Senate Revenue & Taxation Committee, according to Tom Johnson, KTOK Oklahoma City, president of Oklahoma Broadcasters Assn. Opposition has been voiced by 13 radio and two tv stations.

Agency charges station with doctoring program

Clay Stephenson Assoc., Houston agency, has announced it will inform the FCC and NAB about alleged unethical use by a mountain-area radio station of the agency's sing-along taped music programs for its Maryland Club coffee account. The purported abuses of the Maryland Club programs violate contract obligations and are contrary to affidavits filed by the station, Stephenson Assoc. said.

The agency said it had excluded radio from Maryland Club strategy several years because it considered "the programming of modern radio to be unsuitable to the personality of the brand." The account returned to radio in 1961 with five-minute tapes placed on 59 stations. The agency describes its taped music as designed to disassociate Maryland Club coffee from "the raucous programming prevalent in radio today." Stephenson Assoc. charges the station with substituting a different type of music of its own selection for the agency's sing-along music, under Maryland Club sponsorship.

EQUIPMENT & ENGINEERING

Sensitive tubes boost GE's camera production

The General Electric Co. has doubled its line of image orthicons with the addition of four highly sensitive camera tubes, the most sensitive being designated GL-7967.

With low light levels (10-6), the GL-7967 is capable of resolutions in excess of 300 TV lines. At high light levels, the tube can achieve resolutions in excess of 1200 TV lines. General Electric's three other new tubes are the GL-7969, GL-7965, and GL-7409. The GL-7969 is expected to find wide use in medical laboratories and the biochemical field because of its super sensitiveness in the ultra-violet region. The GL-7409 features ruggedized construction and high sensitivity for primarily military applications such as missiles, satellites, fire control and drone guidance.

Technical topics...

Compact cartridges ▪ RCA Sales Corp. this fall will premiere a line of RCA Victor tape cartridge recorders, said to be lighter, smaller and less expensive than present tape cartridge instruments. The recorders will be offered in both monaural and stereophonic versions, but the new "low" prices have not been announced.

Terado Dynamo ▪ With this useful device it is now possible to use a home table model radio in your automobile. The pocket sized "Dynamo" model 50-196, changes DC car current to 110 volt AC 60 cycle current. Complete with generator, condenser and ignition nose, it is plugged into the car's cigar lighter. It also will operate electric shavers.

Open for business ▪ The RCA Semiconductor & Materials Div., Somerville, N. J., has established new district sales offices in Syracuse, N. Y., Orlando, Fla., and Camden, N. J., to improve service in the east coast, southeastern and mid-Atlantic areas. Other offices opened in the past year were in Dallas, Minneapolis and Burlingame, Calif.

ONLY WLOS-TV HAS THE CAROLINA TRIAD COVERED!





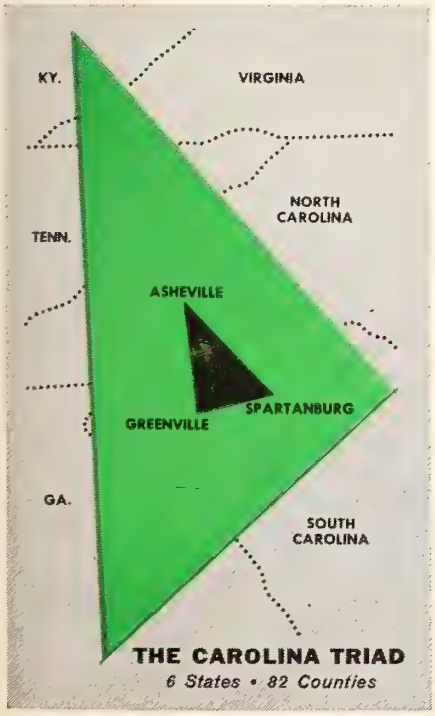
THE CAROLINA TRIAD . . . a two-billion-dollar market . . . stretches across 82 counties in 6 states!

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*NCS #3 updated Jan. '60

WLOS-TV CAROLINA TRIAD MARKET FACTS

Population	**3,125,500**
Households	**792,800**
Total Retail Sales	**$2,798,670,000**
Food Sales	**687,495,000**
Automotive Sales	**529,734,000**
Drug Sales	**100,912,000**
Gas Stations	**248,897,000**



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WOMETCO ENTERPRISES INC.

WTVJ
WLOS-TV
WFGA-TV
(Affiliate)

The day the feds came to Kingstree

WDKD RENEWAL HEARING OPENS IN UNUSUAL COURTROOM SETTING

Lots of folks that might not hop a train to Washington to tell the FCC their views on how the local radio station serves them moseyed down to the courthouse in Kingstree, S.C., Thursday to take the stand in defense of WDKD licensee E. G. Robinson, Jr., whose license renewal hangs in the balance. The 17 defense witnesses included merchants, local officials and school authorities. Several presented resolutions from town councils of communities within the station's coverage area asking the FCC to renew WDKD's license and citing its public service.

Most of the defense witnesses said they were too busy to listen to the station much. Three said they didn't like "that type of music," but all claimed it would be a loss to the area if WDKD's license is not renewed.

The hearing is being conducted before FCC Examiner Thomas H. Donahue, who has conducted it with dignity, patience and warmth. When Broadcasting Bureau counsel P. W. Velicenti objected to materiality of some of the defense witnesses' kudos, Mr. Donahue ruled that the purpose of holding the hearing in that locality was to give the local citizens a chance to express their views; that he would hear uninterrupted testimony, and that he would weigh the material accordingly in his findings. Louis Bryan, FCC Complaints & Compliance Div., who investigated the station was present though not an active participant in the hearing.

Some defense witnesses were less enthusiastic about the station overall than were others. And Kingstree citizens who were not testifying often expressed quite different feelings (see story, below). Although only defense witnesses had appeared by late Thursday, a Kingstree lawyer not involved with the hearing, predicted, "The government will have a hard time finding anybody in a small town like this who will testify against the local man."

The number of spectators at the hearing ranged from two dozen at the Wednesday opening to more than fifty late Thursday. Kingstree has a population of 3,874 and WDKD's coverage area has 40,932 people, according to a station exhibit. In the county 66.5% are Negroes, 99.8% are native born. There are 14 churches, comprising eight faiths. Tobacco, cotton and corn farming are the main economic activities.

Media Interest ▪ Canon 35, under which many judges will not permit televising in a court room, was brushed aside by Examiner Donahue. He permitted Jefferson Standard Broadcasting Co. WBTV (TV) Charlotte, N.C., and WBTW (TV) Florence, S.C., to televise portions of the FCC hearing in the Kingstree courthouse there. The tv stations' request was a barometer of the intense public interest in the proceeding.

Three radio station executives from nearby cities were present to learn what aspects of station management might come under scrutiny by the

No one invited the 'Record' to cover

Local feeling cannot be measured entirely within the hearing room in FCC proceedings. As a Kingstree resident put it: "No one's going to be at the trial to talk unless he has a real reason to be."

The *County Record*, a weekly published in Kingstree, did not cover the hearing nor did it mention it in its Thursday edition while the hearing was in progress. However a two-column picture on the front page showed WDKD licensee E. G. Robinson Jr. being awarded a certificate of appreciation by Kingstree Boy Scouts. In the background is the station sound truck which is used to make public service announcements according to testimony by defense witnesses.

Mrs. S. Cormer, *Record* editor, said no one had asked her to publish anything about the hearing and that the paper published items only on request. She also said no request was made not to print anything. "Mr. Robinson's a friend of mine and I didn't want to get involved in it. People don't care much," she said.

After a hearing session in which Mr. Robinson was asked why there were no discussions of public issues on his station, a hearing spectator said "you can tell the government men don't know much about the South. If you have discussions in a town with this many Negroes, you'll have one running for office."

When Mr. Robinson was questioned about excessive spots, a spectator from another radio station joked as he left, "I'm going to run home and check my logs."

A Negro bellboy: "I like listening to WDKD . . . I used to listen to the (Charlie Walker) show all the time and now when I tune in the station it isn't quite right."

A merchant: "People around here wondered how they'd let that show go on. Some of the stuff (Charlie Walker) would get away with was just ridiculous. It came on at the time the children were going off to school and I'd just turn it off."

A lawyer (not in the case): "Some people may not like the station or the licensee but they figure they've got to live in the same town with him and they don't have to listen so why should they testify against him?"

Another resident: "I don't listen much but everybody knows that was a trashy show."

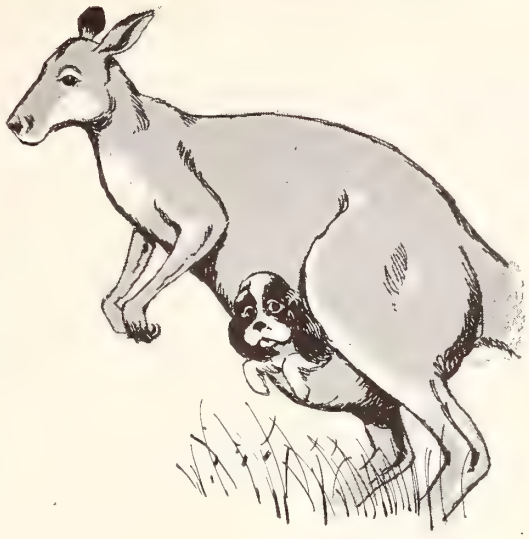
Another reported: "I knew one man who unplugged his radio after the Charlie Walker show and took it down to the radio repair shop and said "I've got five children. I want you to keep this until they've got him off the air."

A lady at the hearing (before the room reached capacity) "People are all talking about (the hearing), but they're just here to show their interest."

A merchant: "A couple of people came in here and told me there was going to be a trial about (Charlie Walker) and I wasn't surprised anyway."

Another merchant: "I hope nobody gets hurt but I guess it doesn't hurt for somebody to learn he's made a mistake. Charlie was as good as any announcer on television, if he could only have stayed down to earth."

Be it a stray dog



"Please accept my warm thanks for your action in broadcasting the disappearance of George Washington, my wandering Springer Spaniel pup. He has now been returned to us, and I am sure your prompt publicity was a great help."

HOWARD BEALE, Ambassador
Australian Embassy, Washington, D. C.

. . . or an extra Yule log



"On behalf of the residents and staff of D. C. Village, I wish to thank you for the entertainment you made possible during the Christmas season for our residents and for each of them to receive an individual Christmas gift. The service rendered to D. C. Village by the publicity given by WWDC has interested the public in the welfare and happiness of the residents of this institution. The brightest spot for our residents during the Christmas holidays is the wonderful entertainment put on by your staff, and the gift you have made possible for them each year. They look forward to your visit and appreciate it very much."

JAMES J. BURR, Superintendent
District of Columbia Village,
Department of Public Welfare,
Government of the District of Columbia

. . . *the station that keeps people in mind*

Even to hard-bitten "pros" like ourselves, the magic of radio never ceases to amaze. Here we are—the only mass advertising medium operating without the sense of sight. Yet here we are again —the medium with which most people feel the closest kinship and *prove* it day in and out.

It's really not as perplexing as all that. Our guess is that the very *absence* of pictures *conjures up* pictures (there's the magic)—provides people with a sense of *intimacy and participation* that far outweighs any of the physical senses. The art of "friendly persuasion" never had it so good.

Note that PEOPLE is the key word of the above. It is also the key to sales success for countless WWDC national and local advertisers. That's why *you* should keep *us* in mind.



WWDC *Radio Washington*

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FCC . The original issues in the hearing were whether Mr. Robinson had not properly supervised station operations and whether he had made misrepresentations to the commission. At the request of Mr. Robinson's attorneys, an issue was added to determine the quality of the station's overall programming during the most recent renewal period. The last-named issue gave Broadcasting Bureau attorney's the chance to probe deeply into such subjects as over-commercialization and questionable advertising. It also gave Mrs. Lenore Ehrig, D.C. attorney representing WDKD, opportunity to exhibit public services programming and activities of the station.

Mr. Robinson, who testified for a day and a half, denied that he had heard or been told about off-color remarks by Disc Jockey Charlie Walker before Mrs. Ehrig informed him of the FCC investigation (based on tapes sent the FCC by a source not yet revealed in the hearing). Mr. Robinson, sole owner of WDKD since August 1956, when he bought out his partner, M. L. Few, for $70,000, said he had been general manager and had maintained close supervision of the station since 1954 and that he devoted some 90% of his time to station operation. He excepted an 11-month period in 1959 during which he was hospitalized by a serious automobile accident which impaired hearing, sight and locomotion on his left side. Mr. Robinson also owns a 70-acre farm and a Kingstree liquor store. Under questioning by Mr. Valicenti, Mr. Robinson said he spends only a few hours a week at the farm because he has a sharecropper, and he leaves the store completely under control of the manager.

The licensee said he determined the needs of the community by "analyzing the mail and contacting people from a public-service standpoint." He said that 70% of the station's audience is Negro and that they like hillbilly, hymntime and rock 'n roll music. He discussed in detail WDKD's agricultural, religious, educational and news pro-

Calico cottoned to the strangers and the ice melted

Calico the cat and a lecture from the bench by an FCC hearing examiner during a commission hearing in remote Bloomfield, N.M., helped win over a skeptical, suspicious audience which was obviously critical of a bureaucratic invasion by Washington.

The field hearing was conducted by Examiner H. Gifford Irion, who submitted the following report to FCC Chairman Newton N. Minow upon his return to Washington (Mr. Irion is not a novice as an author; he has written a novel, *Windward of Reason,* published in 1954, and articles for the *National Review*):

"The case involved alleged interference from a non-profit cooperative tv translator station to a catv. While the subject matter seems somewhat insignificant in the perspective of Washington, it was of immense importance to the little community involved. At first, I felt that the results could hardly justify the considerable expense of sending an examiner and bureau lawyer such a great distance but before we had proceeded very far I was persuaded of the contrary. First let me suggest the setting. The town of Bloomfield is a tiny place having some 900 souls and it is situated in a remote corner of the state where Farmington is the only town of respectable size. The hearing was held in the Town Hall-Fire House, an humble edifice which resembled a third-class garage. There being great local interest, about fifty citizens crowded into the small room or its environs—farmers, Indians, Mexicans, oil workers, etc. The judge's bench was an ancient couch (wide enough to serve as a prop in one of Noel Coward's more libidinous farces) and a plain pine board constituted the desk. Nevertheless, I was struck by a sense of awe as I looked out over this panarama of faces. This was the American way of life in action. This was due process, a scene directly descended from the grand tradition of the Justices *en eyre.*

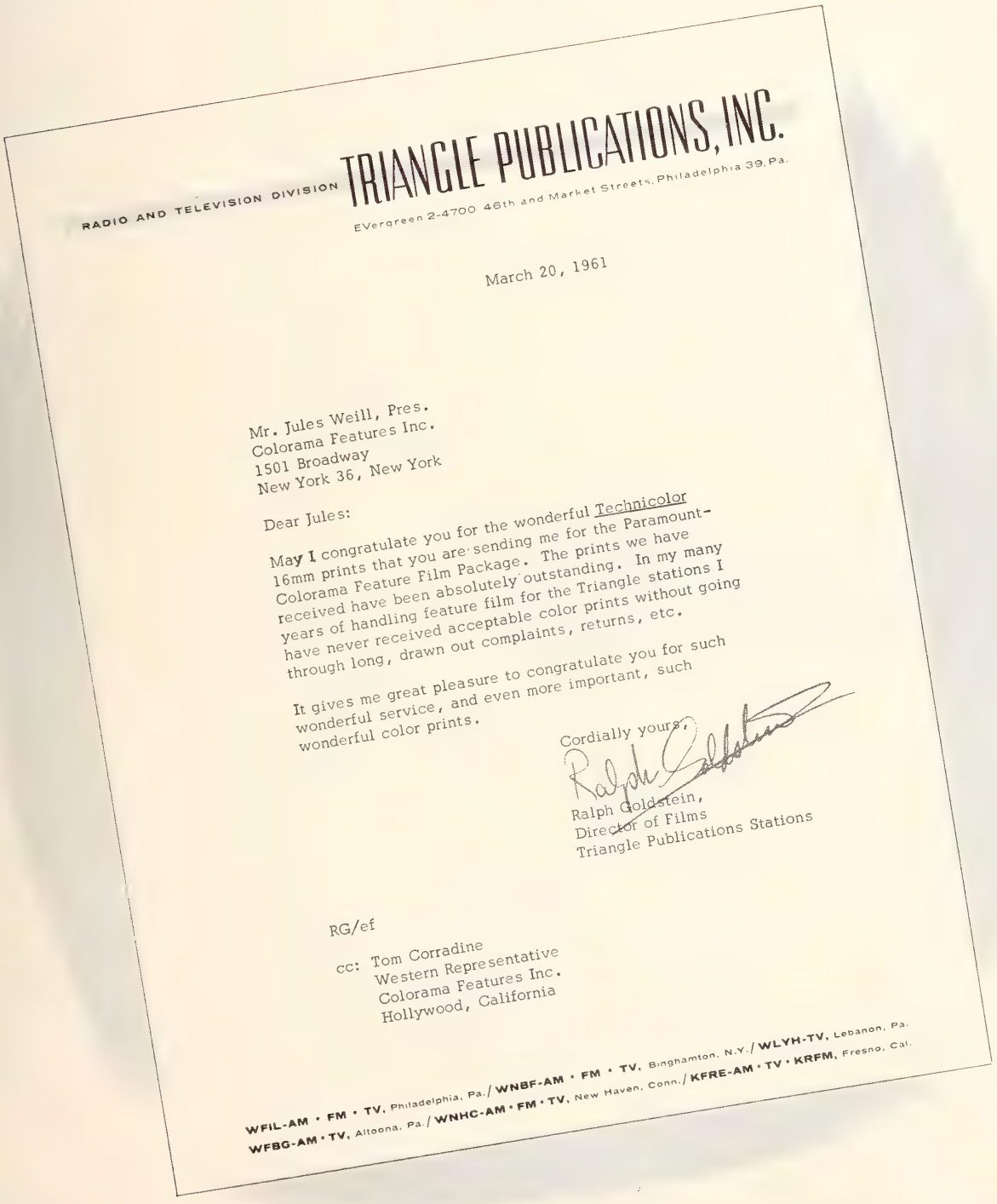
"If their expressions could be trusted, the people were somewhat skeptical as to how they would be treated. After all I was a foreigner from Washington and there was doubtless a suspicion that my bureaucratic mind would have little sympathy with their needs and intersts. But then a marvelous thing happened—one of those absurd events which transform stuffy formality into a genuine means of human communication. The firehouse cat (Calico) wandered in with complete aplomb and made friends with counsel and myself. Since no one appeared to find this unusual, I swallowed my sense of decorum and stroked the cat with an explanation that I was very fond of cats. This simple act seemed to thaw restraint and banish the misgivings I had read on the local faces. (The cat, having executed its obviously destined function, disappeared until we had nearly finished.)

"Conduct of a field hearing in this kind of atmosphere calls for a delicate adjustment to a tone somewhere in between austere dignity and an excess of informality. During a recess one is obliged to make friendly conversation with spectators but during the proceeding all the forms of law must be observed in a manner which assures justice without inviting the suspicion that rules of evidence are simply devices to bewilder the layman.

"Ordinarily I would not dream of addressing a lecture to the public but on this occasion I felt that a real public service could be rendered both to the audience and to the commission. Accordingly I undertook a small homily on what we were doing. All this, I explained, may seem unduly formal and legalistic but these forms are observed as a means of protecting the public interest. This effort seemed to work because I noted a more relaxed and tolerant attitude afterwards. I am also confident we made a better record than we usually do in Washington since little time was wasted on arguments over rulings and the testimony was carefully restricted to what was significant and material.

"My conclusion is that a field hearing affords a means of raising the public's estimate of the commission. It is the enactment of a drama in which everyone can see that the commission—through its examiners and attorneys—is conscientiously trying to reach judgments which actually do promote the public interest, that our actions are not arbitrary or dominated by a bureaucratic indifference to the people we are supposed to serve. Most of all they see what the problems are that must be solved by the hearing process and they see it in the dramatized medium of a trial. Undoubtedly this is an expensive business for the government but in those cases where there is widespread local interest I cannot help but feel that the field hearing results in better understanding by the public and, it is to be hoped, in a more realistic kind of justice from us."

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March 20, 1961

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grams, listing numerous programs or spot announcements.

Log Rolling ▪ Mr. Valicenti led the licensee over the bumpy road of his October 1959 program logs, counting spots. It was said on one day WDKD had broadcast 474 spots between 5 a.m. and 7 p.m. According to the logs, there were repeated instances of triple or quadruple-spotting and the number of spots ran as high as 14 in a 14½-minute segment. The logs did not indicate length of the spots, but Mr. Robinson said most were 30-second or minute announcements. He later testified that these logs were not typical because they fell in the six-week tobacco market season and that during this season he sometimes scheduled "quickie" spots of 15 or 20 seconds. (WDKD spots cost $1.50-$2 per minute, it was learned).

Mr. Robinson said there was a station policy against double-spotting, "except for special occasions." In response to bureau inquiry, he admitted there were a dozen or more special occasions. Under further questioning he told of airing two spots daily for a Madame Turner, fortune teller who gives "spiritual advice." Programs sometimes ran as much as 18 minutes over their allotted time. Mr. Robinson agreed on checking the logs. He replied that no spots had been cancelled because of the overtime and that a scheduled sports show had been dropped to adjust for the time.

Homespun Humor ▪ Examples of the alleged suggestive remarks from the Charlie Walker show were read into the record Thursday. Some of the examples of Chic Sale humor were in a WDKD exhibit—A letter from Mrs. Ehrig to Mr. Robinson citing the FCC complaints. Others were inserted in questions to the licensee by Mr. Valicenti. Mr. Robinson said he had talked to Mr. Walker some 10 times since 1954 about poking fun at local citizens, Mr. Robinson and his own wife. He had also reprimanded Mr. Walker for referring to nearby towns by nickname —e.g., "Greasy Thrills" for Greeleyville, "St. Step-Ins" for St. Stephens, "Ann's Drawers" for Andrews. But the licensee denied he had heard the more blatant comments the FCC attorney cited.

Mr. Robinson said when he received the letter citing examples he summarily fired Charlie Walker without permitting him to finish the day.

In response to FCC counsel's query, Mr. Robinson said his former partner, M. L. Few, had spent very little time at the station and had played golf almost every afternoon. The FCC counsel then introduced as an exhibit the FCC assignment of license application filed by Mr. Robinson in 1956 which stated in part: "M. L. Few has been contributing his time and services in a substantial manner. . ."

Public Witnesses ▪ The head of a vocational training program in the Kingstree High School and the county superintendent of education both testified that Mr. Robinson had been helpful in training their charges for a broadcasting career and in making many announcements in behalf of the school. In addition they praised a regular program called *Your School Speaks*. When asked by Mr. Valicenti if the Charlie Walker shows contained suggestive remarks, one retorted "No more than you hear on television today"; the other said, "It just might be what you're thinking yourself, the way you take some of those remarks." The superintendent said that Charlie Walker had made "the best plea I've ever heard" for a family whose home had burned down.

A local merchant with heating, feed, manufacturing and industrial interests testified that he had always specified that his spots be carried on the Charlie Walker show. He said that he placed spots on several stations throughout the area and that Mr. Walker reached a greater audience than any other advertising media in the area. He cited the results of a giveaway prize and said that almost half of the responses came from Walker fans. Asked if the show were suggestive, he said, "By my preacher's standards, definitely so. By my standards, no." He agreed when Mr. Valicenti asked if townspeople had been wondering "How long Charlie Walker could get away with his remarks," that he had heard some people say that.

Several defense witnesses said they had insisted their spots go on the Charlie Walker show because (as one said) "I'm interested in making money."

The manager of a department store said he placed as many as 60 spots in a three-day period on WDKD when he was having special promotions. Asked the length of the spots, he said he didn't know and had never specified. He said he called in the "general idea" and that the spots were written by WDKD to fit.

"If there's any such thing as an organization exceeding its debt to the public, WDKD has done it," declared one witness, owner of an auto financing and sales company and chairman of the (white) citizens council. He said he listened to his car radio but could not recall specific shows.

An operator of ten general stores said all his spots were on the Walker show. He said that business fell off 20% when Mr. Walker left the station. A short man, he said he knew he had been characterized on the Walker show as "the only man around here who can milk a cow standing up," but didn't care as

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long as he was making money.

Mayor W. B. Bower of Kingstree agreed that the Walker show might be called suggestive but objected to "flippancy" more. He said however he would not want Kingstree to be without a radio station. Asked by FCC attorney if it mattered who the licensee was, he said his main interest is in having a station. He said he had never appeared on WDKD. He praised the station for its public service activities.

Elected officials of five towns spoke in favor of WDKD and presented petitions asking that the license be renewed. A similar petition by the county delegation, one state senator and two representatives, was entered.

City elections will be held in Kingstree within two weeks. Elective offices in Williamsburg County (of which Kingstree is county seat) include superintendent of schools as well as municipal and city council.

FCC postpones KWK hearing

KWK St. Louis was granted an unspecified delay by FCC Hearing Examiner Forest L. McClenning last week of a scheduled hearing looking toward revoking the station's license. The hearing had been scheduled to begin Wednesday (June 7) in St. Louis.

In requesting the delay, KWK said that station executives had held several informal conferences with commission counsel and that, as result of these conferences, a petition for reconsideration of the hearing order would be filed.

The station, in asking for the postponement, said that it will set forth "uncontroverted facts" which will make a formal hearing unnecessary. The commission called KWK to task last November for alleged fradulent contests conducted by the station (BROADCASTING, Nov. 28, 1960).

Also last week, the commission reaffirmed an earlier denial (BROADCASTING, Feb. 27, 1961) of a KWK request for a bill of particulars of specific charges against the station. The KWK difficulties with the FCC have been receiving continuing press coverage in St. Louis newspapers.

Perjury trials adjourned

Perjury trials for 15 contestants who won prize money on rigged tv quiz shows last week were adjourned until Sept. 25 and thereafter by New York County Special Sessions Justice Edward F. Breslin.

Joseph Stone, assistant district attorney who has been specializing in the investigation and prosecution of broadcast frauds in New York, said on that date one of the defendants (not identified) would go to trial. Mr. Stone indicated the defendant would be one of five contestants who had appeared on either *Twenty-One* or *Tic Tac Dough*. (They are Paul Bain, David Mayer, Timothy Horan, Hank Bloomgarden and Patricia Nance.)

Government briefs...

Sacramento wants better tv ▪ California's state senate has asked President Kennedy and Congress to improve television. A resolution adopted unanimously says network programs represent a low level of taste and morals. State Senator Sanford Shaw, author of the resolution, said states lack the power to control television even within their borders.

Supreme Court rules ▪ The U.S. Supreme Court last week ruled that three music publishing companies, members of ASCAP, did not have the right to participate individually in a revision of the association's royalty accounting and disbursement policies, formulated last year by the licensing association and the Dept. of Justice. The changes were made as part of an amendment of the ASCAP consent decree.

Unfair labor practice ▪ Fetzer Television Inc., operating WWTV (TV) Cadillac, Mich., was ordered June 3 by National Labor Relations Board to cease what were described as unfair labor practices in refusing to bargain collectively with National Assn. of Broadcast Employes & Technicians. The ruling sustains a trial examiner's intermediate report.

Revenue decline ▪ Excise tax collections on radio and tv sets, phonographs and components totaled $41.8 million in the first quarter of 1961, according to Internal Revenue Service. This compares with $52.2 million in the same 1960 period.

Decision upheld ▪ The U.S. Court of Appeals in Washington last week upheld the FCC's 1960 grant of 1370 kc with 500 w, daytime, to Musical Heights Inc., for Braddock Heights, Md. (near Frederick that state). The grant had been attacked by WAYZ Waynesboro, Pa. (on 1380 kc) and WFMD Frederick, Md. The court said, in a *per curiam* opinion, that the commission had considered the loss of existing service (by WAYZ) against the need for a new service, and had ruled in accordance with the public interest. It found, also, that the arguments of both objectors had been considered and weighed by the commission. Principal owner of Musical Heights is Leo L. Schenk.

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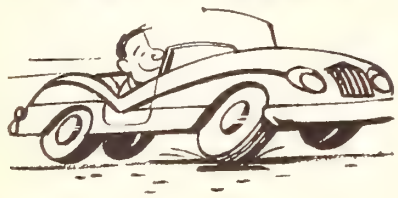
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Ford cited by National Audience Board

FCC Commissioner Frederick W. Ford (l) receives an award from the National Audience Board for "distinguished service in the public interest" as chairman of the commission. NAB Washington representative Leo Solomon, who presented the award last week, said Commissioner Ford was selected "overwhelmingly" for the first such award in a poll of community opinion leaders across the nation.

Small-station squeeze cited in WISP comments

If the FCC follows through with its planned new program reporting requirements, small market stations will be forced off the air, according to William K. Diehl, licensee of WISP Kinston, N. C., in comments submitted to the commission in its pending rulemaking.

The deadline for comments has been extended to an unspecified date to permit revision of the proposed new questions (BROADCASTING, May 15) and requirements of licensees. Mr. Diehl asked the FCC to "think seriously" before adding additional burdens to broadcasters "already harrassed by increasing red tape." He also asked the agency to take into consideration the variety of problems besetting small stations who cannot afford the additional personnel necessary to meet FCC requirements designed primarily for major markets.

"Otherwise, I am afraid that you will be in the rather uncomfortable position of reducing the numbers of small operators and actually giving aid and comfort to large and wealthy operations . . . during a period in which you are looking askance at too much control of broadcast media in too many hands," Mr. Diehl said.

Dr. Harold Niven, professor at the U. of Washington, said the commission's new forms are a "very positive step" and merited because all licensees operate as a public trust.

FCC cautions Congress on anti-gambling laws

The FCC has asked Congress to be wary of anti-gambling legislation that would either inject the commission into the law-enforcement field or impose limits on broadcasters.

Max Paglin, FCC general counsel, told a House judiciary subcommittee the commission does not want to be burdened with problems involving local law and law enforcement. He was testifying on three bills designed to prevent interstate transmission of gambling information.

One (HR 5230) is written so broadly, Mr. Paglin said, that it might be held to apply to information transmitted by regular broadcast stations. If so, it would impose "unnecessary and burdensome limitations" on the licensees, Mr. Paglin said, holding the FCC already has enough authority to prevent broadcasters from using their stations to aid illegal activities.



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. . . and represented by The Katz Agency, Inc.

Moss, Reuss fear for Harris FCC bill

THEY CITE BROADCAST PRESSURE AS HOUSE UNIT ASKS JFK PLAN VETO

Reps. John E. Moss (D-Calif.) and Henry Reuss (D-Wis.) forecast stormy legislative weather ahead for the bill introduced by Rep. Oren Harris (D-Ark.) to revamp the FCC.

Reps. Moss and Reuss, who support the President's plan to reorganize the commission by strengthening the chairman's powers, said the broadcasting industry pressures that have all but killed that plan would next be loosed on the Harris bill (HR 7333).

The congressmen, members of the House Government Operations Committee, expressed their views in a separate statement filed Thursday with the committee report that urges disapproval of the President's plan.

The committee had voted on May 25 to recommend rejection of the FCC plan and approval of reorganization proposals for the Federal Trade Commission, the Securities and Exchange Commission and the Civil Aeronautics Board (BROADCASTING, May 29).

The statement by Reps. Moss and Reuss—one of four filed with the report—bristles with criticism of the efforts of the broadcasting industry and the Federal Communications Bar Assn. to kill the FCC plan.

The measure can be called up for a vote at any time, and a simple majority of the House can defeat it. A vote is expected before the end of next week. The plan would go into effect unless vetoed by either House before June 26.

Mild Rejection ▪ The committee report urging rejection of the President's plan was so as to avoid the appearance of a rebuke to the administration. The report approves the bill's objectives—to improve the commission's efficiency—but says its vagueness "creates the dangers of uncertainty and confusion" and could lead to interminable court wrangles.

It supports Rep. Harris' contention that the plan should be rejected to pave the way for congressional action. The report adds that, "with few, and relatively minor, modifications," the Harris bill "would, in effect, enact all the provisions" of the President's plan.

Both measures would permit the commission to delegate all of its functions and decide which appeals it would review. Both would also abolish the commission's review staff. But the Harris bill, unlike the President's plan, would not empower the chairman to assign commissioners to delegated tasks. Another difference is that the Harris Bill would enable three members of the seven-man agency to rescind any delegation of authority. A majority would be required under the President's plan.

Bad Omen ▪ It is these similarities, according to Reps. Moss and Reuss, that bode ill for the Harris bill.

They said the FCC plan is virtually identical to the three plans that were approved by the committee. The only difference, they maintained, is that the broadcasting industry has always fought against plans that would streamline the the commission. In Newton N. Minow, they added, "broadcasters have been challenged by a vigorous chairman to program in the public interest or to make way for those who are willing to do so, and the broadcasters, the NAB and their attorneys are giving battle to defeat this threat."

The congressmen asserted that the Harris bill is now in danger of being emasculated by amendment or defeated outright through the efforts of the broadcasting industry. In that event, they said, the President should be prepared to submit another reorganization plan for the FCC.

Reps. Moss and Reuss seared the FCBA with their charge that the yers' main worry is that the Preside plan would eliminate the right to n datory review by the full commissio all adjudicatory matters. They said FCBA demands the right to occupy time of the full commission in e case which a client has the time money to litigate completely, "no r ter how unimportant or how well set the points."

"For reasons which should be vious," the congressmen continued, FCBA wants "an absolute right to up the FCC with unnecessary red ta

In a much milder statement, R Neal Smith (D-Iowa) joined Reps. M and Reuss in their dissent. He lim himself to expressing concern over fate of the Harris bill in Congress. said he prefers reorganizing the F by means of the President's plan.

Republican Views ▪ Opposition only to the FCC plan but also to reorganization plans for the SEC, F and CAB was expressed in two a tional separate statements filed by Republicans on the committee.

Rep. Clare Hoffman (R-Mich.) f one by himself, then joined in anot with GOP Reps. George Mea (Mich.), Robert P. Griffin (Mic John Anderson (Ill.), and F. Bradf Morse (Mass.).

In his solo statement, Rep. Hoffn said he wants to resist the trend tow Executive assumption of power resid in Congress. He said this trend is thered by the President's submiss of reorganization bills to Congress.

The joint statement agreed with views of Reps. Moss and Reuss, at le on the reason the President's F plan is in difficulty. Fundamentally, Republicans said, the four plans identical, and the reasons for disappr ing one apply to all. The fact that c mittee voted to reject only the F plan, they added, "is a realistic ref tion of the opposition mustered agai it."

The Republicans said all four pl would create one-man agencies, dest their bi-partisan nature, dilute their dependence and weaken their link w Congress.

Not much different, says JFK staff

"It's another way of doing the same thing." This is the attitude of White House staffers to the Harris Bill to reorganize the FCC.

There are no serious differences between Reorganization Plan 2 (the White House proposal to reorganize the FCC, which seems doomed to be vetoed) and the Harris Bill, sources close to Dean James M. Landis, Presidential aide on the regulatory agencies said last week.

Except for the deletion of the power of the chairman to assign work to commissioners, and a buttressing of the rights of the minority, there's not much difference from the plan proposed by the President, it was pointed out.

Because there are those who feel that the President's plan makes substantive changes in the Communications Act, it's believed Congress prefers to legislate these amendments itself, rather than through White House action.

Senate juvenile group delays tv hearing

The Senate Juvenile Delinquer Subcommittee has given up hopes beginning its hearing this week on effect of television crime and viole on youthful viewers.

A spokesman indicated last we

"IT AIN'T NECESSARILY SO!"



Who says it takes gunplay, fisticuffs, and other violent action to win an audience?

"George Pierrot Presents," now in its ninth year on WWJ-TV, proves that you can rack up good ratings and sell merchandise without resorting to tactics TV critics delight to condemn.

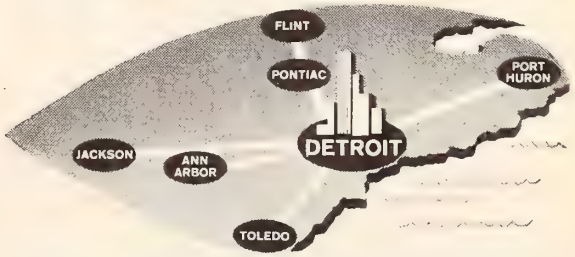
179,900 homes welcome Detroit's famed globe-trotter and his fascinating guests on an average evening.* The program is heartily endorsed by civic and educational organizations. And—it is one of the most commercially successful in the station's history.

Good, sound programming like this is the hallmark of WWJ-TV. For additional information, contact your PGW Colonel or your WWJ-TV local sales representative.

*ARB, Detroit, March, 1961

Detroit, Channel 4 • NBC Television Network

WWJ-TV



NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.
Associate AM-FM Station WWJ
Owned and Operated by The Detroit News

that preparations for the hearing were not sufficiently advanced to permit the subcommittee to meet its June 8 target date. (BROADCASTING, May 29). No new starting date was suggested.

The subcommittee staff has been interviewing officials of the networks and local Washington, D. C., stations, in preparation for the hearing. It is also receiving films of certain action-adventure programs from the networks and stations.

The staff is considering clipping segments from the films showing crime and violence and splicing them into one reel for showing at the hearing (CLOSED CIRCUIT, May 29). A staff member said no decision on this has been made.

Townsend Corp., SEC sign consent decree

The U. S. District Court in Newark, N. J., approved a consent decree last Wednesday (May 31) in the case of the Securities & Exchange Commission vs. Townsend Corp. of America, licensee of three am stations [BROADCASTING, May 1].

In its original complaint, the SEC charged the Townsend Corp., Townsend Management Co. and certain of their officers with "gross misconduct and gross abuse of trust." Townsend officials denied the charges, and the consent decree last week noted the defendants do not admit the allegations in the complaint but are agreeing to the arrangement to "dispose of this litigation expeditiously."

The order enjoins the defendants from: buying any security or other interest in any other investment company in violation of the Investment Company Act of 1940, issuing any non-voting stock; issuing any report containing "any information which is false or misleading in any material respect in the light of reports required to be filed pursuant to the Act"; failing to mail semi-annual reports to stockholders in the manner required and within the time specified by the SEC; lending money or property to any person if such person controls or is under common control with TCA or TMC, or any other registered investment company, and causing any investment company, unless registered, to engage in transactions prohibited by Section 7 of the Act.

The settlement provides that the court will appoint one or more persons to sit as an interim board until TCA and TMC divest themselves of securities unlawfully acquired, and all but 72,000 shares of 240,000 shares of Hugh W. Long & Co. previously acquired will be returned to the sellers and a $5¼ million balance due is rescinded. The injunction also calls on the companies and the officers to submit a plan to the SEC for the merger of TCA, TMC and Resort Airlines Inc. Townsend stations are KITE San Antonio, KNOK Fort Worth, both Texas; WKDA Nashville and KHOW Denver.



KING ON TV PROGRAMS

FCC can't order improvement in tv, says former member

The American people are not ready to destroy the present free enterprise system of broadcasting and let "what they will see be determined by what somebody in the government thinks they ought or ought not to see," according to former FCC Commissioner Charles H. King.

Addressing the Downtown Optimists Club in Detroit last Wednesday (May 31), Mr. King stressed that it will not be the government which will improve television, but tv itself and the forces of competition, free enterprise and public opinion. The dean of the Detroit College of Law drew this analogy to explain his point:

"There is a saying that in a democracy the people get the kind of government they deserve. Maybe that is true of tv. But there is one big difference. The minority who do not like what they get in government can't do anything about it as long as they remain a minority. But those who don't like most of what's on tv can do something about it and very effectively. They can turn off what they don't like."

Almost everybody in America seems to have two businesses—his own and television, Mr. King said, and every person is sure he could run tv better than broadcasters; that he could regulate it better than the FCC. He labeled FCC Chairman Newton N. Minow's NAB speech (BROADCASTING, May 15,) an example of regulation by the "lifted eyebrow." Mr. King, who was replaced as a member of the FCC by the present chairman, expressed doubts as to the legal authority of the commission to require a local tv station to clear a network program, "no matter how much in the public service," in preference to even the oldest movie.

"But after Mr. Minow made his speech, how many broadcasters do you think will fail to do so?" Mr. King asked.

Bureaucratic Tastes ▪ The Michigan Republican said the chairman promised that there will be no suppression of programming which does not meet with bureaucratic tastes. "Yet he would penalize a broadcaster for carrying an old movie . . . on the basis of bureaucratic taste, even if he didn't use those exact word.

"If that wouldn't be the suppression

A CHANNEL 5 QUIZ

TEST YOUR MARKETING SKILL ON THIS FIVE-FINGERED TELEVISION QUIZ



Q. Can a television station which has won the coveted SCHOOL BELL AWARD twice, also sell food?

Q. When a young woman heard that 1917 nickels were worth almost a hundred dollars, she took what she had to the nearest bank and found the story true. Yet she was disappointed. Why?

Q. What television station holds the upper hand with 400,000 TV viewing families in Michigan's golden second market?

Q. If two monkeys sit in the corner of a room and look at another pair in another corner, and so forth, until every pair in a corner looks at another pair, how many monkeys could then say they are looking at other monkeys?

Q. Tiros II, the "weather eye" satellite, gives a valuable overall view of global weather. Getting down to earth, what television station boasts the weather shows more TV families "eye" for an overall view of the weather in the multi-city Flint-Saginaw-Bay City market?

NBC CHANNEL 5 Grank

WNEM-TV

serving FLINT • SAGINAW • BAY CITY
EASTERN MICHIGAN'S FIRST VHF STATION—
ALL WAYS!

of programming because it didn't meet the tastes of the FCC, then I don't know what would be . . . As a practical matter, the threat of governmental sanctions is just as much prior restraint as if the government had ordered the broadcaster not to show the old movie in the first place."

Mr. King said that several weeks ago he had predicted the FCC would try to improve the quality of tv, that "brave speeches" would be made and the commission would "go through some muscle-flexing motions." But for actual results the agency would be just "spinning its wheels," he said (BROADCASTING, March 6).

"Mr. Minow sure proved me right about the brave speeches," Mr. King told his audience last week. "I wonder if he can prove me wrong about the spinning wheel."

TelePrompTer doesn't like boxing 'promoter' label

TelePrompTer Corp., the biggest name in closed-circuit telecasting of prize fights, favors creation of federal boxing-industry controls—but not if it means TelePrompTer would have to get a boxing promoter's license.

Irving B. Kahn, president of the company made his views known in a letter read into the hearing record of the Senate Antitrust and Monopoly Subcommittee last week. The subcommittee was holding a hearing on an anti-racketeering boxing bill (S 1474) co-sponsored by Sen. Estes Kefauver (D-Tenn.), subcommittee chairman, and Sen. Clair Engel (R-Calif.).

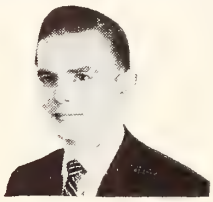
Mr. Kahn said he has long felt there was a need for federal legislation in this field. But he objected to a provision in the bill that would include his company within the definition of "promoter." The closed-circuit telecasting of prize fights "in no way constitutes 'promotion' as that term is understood in the industry," Mr. Kahn wrote. He also said "there is no basic difference between whether the contest is transmitted on closed-circuit or conventional television."

In his statement opening the hearing, however, Sen. Kefauver made it clear he feels closed-circuit tv should be brought within the scope of the bill. "A new type of boxing promoter—the closed-circuit tv magnate—has arisen in recent years," he said. "Corporations engaged in closed-circuit tv wield immense power over the conduct of major boxing contests; yet, they are neither licensed nor regulated by the federal government—as are the tv networks."

The bill, which Sen. Kefauver said is aimed at ridding boxing of underworld control, would establish a National Boxing Commissioner's Office, within the Justice Dept.

A CHANNEL 5 WHIZ

OUR CHANNEL 5 WHIZ IS RON COLLINS, YOUR PETRYMAN IN CHICAGO



A. WNEM-TV . . . the only television station to win the distinguished SCHOOL BELL AWARD in Michigan, and NEA'S SCHOOL BELL AWARD for America in the same year . . . not only can sell food — but does! $300 million dollars worth of groceries move on air in the Channel 5 viewing area.

A. Because nineteen hundred and seventeen nickels will always be worth almost $100.

A. The rich and powerful one-quarter billion dollar Flint-Saginaw-Bay City market . . . and all of rich Eastern Michigan, is held solidly and dominantly in the hand of Channel 5 . . . the prime mover that influences food-purchasing decisions in this multi-city area.

A. None. Monkeys can't say anything.

A. When it comes to reporting the weather, that's easy. Your latest Nielsen (NSI, Mar. '61) shows an average high of 71,000 viewing families watch the 6:00-6:15 P.M. News and Weather, Mondays through Fridays, on CHANNEL 5, and 39,200 TV families stay with CHANNEL 5 for Weather and Sports from 11:15 to 11:30 P.M., Mondays through Fridays.

NBC CHANNEL 5 Grank

WNEM-TV

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ALL WAYS!

FCC seeking comments on space activity

The FCC has tentatively adopted a proposal for international frequency allocations in the fast-approaching space communications field.

By a second notice of inquiry, the commission asked for comments on preliminary views concerning the establishment of space services for communication satellites, research, meteorology, aeronautical mobile and for telemetry, command, guidance and tracking functions associated with such services. Comments are requested by June 23. After receipt and analysis of the comments, and any modifications to the proposals that may be required, the commission will submit the proposals to the State Dept. for discussion with other countries. The proposals were developed in consultation with the Office of Civil & Defense Mobilization and the Interdepartmental Radio Advisory Committee.

KOOL-AM-TV gets support

Pledges of support for legislation to suspend the equal time provision of the Communications Act have been received by KOOL-AM-TV Phoenix, Ariz. Tom Chauncey, president and general manager of the stations, had wired Rep. Morris K. Udall (D-Ariz.) and Arizona Gov. Paul Fannin offering free time in 1962 elections for state and local candidates if Sec. 315 is suspended (BROADCASTING, May 29). Both Mr. Udall and Gov. Fannin replied they are in favor of the idea and would support such legislation.



FCC extends deadline in N.Y.-L.A. etv case

At the request of New Jersey Gov. Robert B. Meyner, the FCC extended the deadline last week for comments on methods of reserving a vhf channel for educational tv in New York and in Los Angeles.

The governor asked an extension from last Thursday (June 1) to July 15. The commission first postponed the deadline to June 12 but later in the week extended the date to July 6. Originally, comments were due May 1 but were extended earlier at the request of several parties, including WNEW-TV and WOR-TV, both New York, who also had asked for another extension beyond June 1.

Gov. Meyner's principal concern is the fate of ch. 13 WNTA-TV Newark-New York, the only vhf assigned to New Jersey. Negotiations presently are underway to sell the station, whose transmitter is located atop the Empire State Building, to educational interests in New York. Gov. Meyner said that he has appointed a committee to study methods of retaining ch. 13 for New Jersey and that he wants to closely review that committee's comments.

In a comment filed last week, the Educational Tv Inc. of Los Angeles, said no city is better adapted to support etv than Los Angeles. ETI urged the commission to adopt a policy which give "favorable consideration" in future applications for any licensee which has released its facilities for etv.

How to defeat conflict of interest bills

Congress was told last week that the best way to assure defeat of a conflict-of-interest bill is to make members of Congress subject to its provisions.

Rep. Charles E. Bennett (D-Fla.) gave this practical-politics advice in testimony before the House Antitrust Subcommittee, which was considering four bills designed to strengthen laws which the subcommittee feels are "confused and inadequate."

Rep. Bennett said he personally feels congressmen should be included in conflict-of-interest legislation. "But as a practical matter," he said, "I question whether you should put something in that will defeat the bill."

He made his remarks in response to a question from Chairman Emanu Celler (D-N.Y.), author of one of t bills. His measure (HR 3411), wou include congressmen, as well as me bers of the executive branch, agen members and virtually every other go ernment officer or employe. An identic measure (HR 3412) has been intr duced by Rep. William M. McCullo (R-Ohio), ranking minority member the subcommittee.

The subcommittee is also consideri an administration bill (HR 7139), i troduced by Rep. Lester Holtzman (I N.Y.); a New York City Bar Assn. b (HR 3050), introduced by Rep. Jo V. Lindsay (R-N.Y.); and HR 30 authored by Rep. Bennett.

Executive Branch Only ▪ The B Assn. and administration bills are r stricted to members of the executi branch, and make a distinction b tween part-time and permanent e ployes, which the Celler bill doesn All three seek to provide a compr hensive revision of existing conflict-o interest legislation.



'Portfolio' for USIA

John S. Hayes (left), president of the Post Newsweek Stations, presents to Edward R. Murrow, director of the United States Information Agency, video tape recordings of two half-hour WTOP-TV Washington programs seen recently on the *Portfolio* series that the USIA will use overseas. The programs were produced by Lawrence Beckerman, WTOP-TV's director of public affairs. They are "The Lincoln Papers" and "The Howard University Choir."

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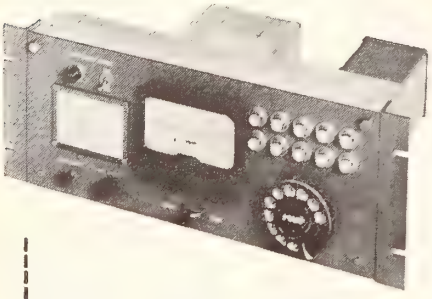
How Bob Maciejczak earned an extra $18,827

Bob Maciejczak works at U.S. Steel's South Works in Chicago, Illinois, and he's the Corporation's champion Employee Suggestion Plan winner. Over the last four years, he has had sixteen suggestions adopted—and he's been awarded $18,827.

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VOA GETS FULL BUDGET

But House slashes USIA request by $16 million

The Voice of America will get the full $19 million requested for it in the fiscal year beginning July 1, under an appropriations bill approved by the House of Representatives Thursday. The bill now goes to the Senate.

The budget request for the parent U.S. Information Agency, however, was slashed $16 million, from $151.4 million to $134.7 million. Actually, the total voted is almost $19 million less than President Kennedy asked in his special message to Congress last month (BROADCASTING, May 29).

The vote came on a $751.3 million appropriations bill, dealing with the State and Justice Departments, the Judiciary and the Civil Service Commission, as well as the USIA, which followed exactly the recommendations of the Appropriations Committee.

The USIA appropriation, despite the slash, is $3 million more than Congress granted the agency for fiscal 1961. And in terms of what the agency considers its basic budget—the amount allotted for salaries and expenses—the increase amounts to $6.6 million, from $103.4 million to $110 million.

Ample Funds ▪ President Kennedy had asked the additional $3 million for USIA to strengthen the agency's radio and television programs for Latin America and Southeast Asia. The Appropriations Committee said that by more "efficient" use of its resources, together with the additional funds granted, the total should be "ample" to carry on an expanded program.

Although the Voice was voted the money requested, funds for acquiring and constructing radio facilities were cut from $10.58 million to $7.15 million. The bulk of this cut, $3 million, would have gone for speeding construction of a relay station in Liberia.

In the House debate preceding the voice vote, actress Helen Hayes was criticized for accepting $2,500 weekl to appear in three plays which USI/ sent overseas. Without mentioning he by name, Rep. Barratt O'Hara (D-Ill. said the "great American actress" goe abroad not to spread culture "but fo $2,500 a week." He said it wasn't " case of what she could do for he country—but of what her country coul do for her."

Hearing on 'ex-parte' bill begins tomorrow

The House Commerce Committe begins a four-day hearing tomorro (June 6) on a bill (HR 14) aimed a protecting regulatory agencies from im proper influence and *ex parte* contact

Chairmen of the agencies affecte are scheduled to testify. FCC Chairma Newton N. Minow is expected to ap pear Friday. The other agencies are th Civil Aeronautics Board, the Feder Power Commission, the Federal Trad Commission, the Interstate Commerc Commission, and the Securities & Ex change Commission.

The bill was introduced by Com merce Committee Chairman Ore Harris (D-Ark.), who sponsored a identical measure in the last session o Congress. It was drafted, he said, as th result of "improprieties" brought t light by his old Oversight Subcommitte in its investigation of the regulator agencies, particularly the FCC, betwee 1957 and 1960.

The measure would seek to ba backdoor influence on the commission require commission employes and mem bers to maintain high ethical standard in the conduct of their duties, and mak *ex parte* contacts in on-the-record pro ceedings subject to criminal penalties

Obscenity bill moves

The Senate Government Operation Committee has approved a bill tha would seek to enlist all information al media in an effort to stamp ou trafficking in obscene materials. Th

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bill (S 162), co-sponsored by 24 senators, would create a commission to explore means of combatting the sale and distribution of pornography in all forms. The commission would be composed of representatives of government agencies, the general public, radio-television, the movies and publishing.

British visitors to study television problems

A British government broadcasting committee has picked up a decades-old American thorn—should newspapers be allowed to own radio stations; although in the UK case it's tv stations?

This was acknowledged by Sir Harry Pilkington last week. Sir Harry is chairman of a committee of 12 members appointed by the British postmaster general July 13. Its mission is to survey the whole of broadcasting in Great Britain—including the opening of new bands for a third tv network, color tv, pay tv and stereophonic radio.

The committee is expected to submit its recommendations next spring.

Sir Harry and four members of his committee spent a long weekend in the United States beginning last Thursday. They hurried back to Britain today (June 5).

The group included, in addition to Lady Pilkington, Dr. R. L. Smith-Rose, Mrs. Elizabeth Whitley, Elwyn Davies and D. G. C. Lawrence.

They spent Thursday in Washington conferring with FCC officials and staff. On Friday and Saturday they visited in New York with officials of the National Educational Tv & Radio Center, RCA and NBC.

The committee was appointed to take a new look at radio and tv in Great Britain. This includes both the BBC and the ITA. BBC operates the only sound radio network in Britain; it also runs one of two tv networks in UK. ITA operates the second tv network under commercial conditions. Its charter expires in July 1964.

Aspirin-makers deny deceptive advertising

The makers of Bayer and St. Joseph aspirin have both denied charges of deceptive advertising. In a response to the Federal Trade Commission last week, Plough Inc., maker of St. Joseph Aspirin, claims that in none of its advertising does it represent that its product relieves pain faster than any other analgesic. Plough claims St. Joseph Aspirin is "ready" to go to work faster because it disintegrates more rapidly than any other pain-killer. The company also said its aspirin acts as fast as any other analgesic.

Sterling Drug Inc., maker of Bayer Aspirin and Bayer Aspirin for Children, said that its claims of fast action are directed at the premise that no other aspirin acts faster than its products. Both companies ask that the FTC dismiss its complaints. The FTC complaints were issued last March against Anacin and Bufferin as well as the two aspirin products. Replies were received last April (BROADCASTING, May 2).

Briefing sessions

Discussions with leaders of two of the three tv networks on international matters were the order of the day for FCC Chairman Newton N. Minow last Monday (May 29). RCA (parent to NBC) Board Chairman General David Sarnoff had lunch with the chairman with discussion centered around global communications and the general's recent speech in Detroit on the subject.

AB-PT President Leonard Goldenson, Donald Coyle, ABC international vice president, and Al Beckman, Washington network vice president, brought the chairman up-to-date on ABC's budding overseas operations, which now include ownership interests in 19 foreign tv stations.

Tv programming exported for overseas consumption—one of the phases of tv attacked by Chairman Minow in his NAB speech (BROADCASTING, May 15)—was not mentioned.

FCC opens space meeting to 'interested parties'

The FCC has decided that discretion in space communications policy is the better part of valor. The agency has agreed to invite to its meeting today companies other than those engaged in international telecommunications.

The commission two weeks ago called a special exploratory meeting of international common carriers for June 5 to discuss the establishment of a single "carrier's carrier" to handle overseas telecommunications via space satellites (BROADCASTING, May 29). At that time the FCC said all such carriers would be invited, but not manufacturers or other entities concerned primarily with domestic communications. Complaints followed, and General Electric's subsidiary, Communications Satellites, Inc. asked the FCC to reconsider.

The commission decided last week to invite all interested parties—particularly those who participated in the original proposal to establish a joint venture carrier to handle satellite relaying. The agency remained adamant, however, on the purpose of the meeting: the establishment of a joint common carrier comprising only those companies engaged in international communications.

Besides GE, other non-carriers expected to be invited to the meeting today are Lockheed Aircraft Corp. and General Telephone & Electronics Corp.

FCC completes Orlando rehearing

Only three additional witnesses were called last week in the FCC's rehearing of its June 1957 Orlando, Fla., ch. 9 grant and the record in the *ex parte* case was closed.

When the hearing resumed Thursday (June 1), Paul Dobin, counsel for winning applicant Mid-Florida Tv Corp. (WLOF-TV), was recalled to the stand for further questioning on the role played by Orlando attorney William H. Dial (BROADCASTING, May 29). Mr. Dial has admitted contacting former Commissioner Richard A. Mack, a close personal friend, while the ch. 9 comparative case was pending.

Mr. Dobin said that he first met Mr. Dial in October 1957 when the latter came to Washington at the request of former Mid-Florida principal John W. Kluge. On this same trip, Mr. Dial earlier testified that he went to see Mr. Mack—but without the knowledge of Messrs. Dobin, Kluge or other WLOF-TV principals.

The Mid-Florida counsel also testified that he did not know Messrs. Dial and Mack were friends until their relationship was disclosed in May 1958 by the Legislative Oversight Subcommittee. Mid-Florida won the ch. 9 grant over competing applicant WORZ Orlando.

William G. Conomos, general manager of the *Orlando Sentinel-Star,* testified concerning a news release from WLOF-TV stating it had received the grant and dated by the paper April 15, 1957—seven weeks before the grant was made. Mr. Conomos said he did not recall when he first saw the release but that the penciled notation on the release, "hold for decision by FCC," was in his handwriting.

Under cross-examination by Mr. Dobin, Mr. Conomos said that it is not at all uncommon for advance releases of this type to be sent to newspapers. Also, he said, none of the Mid-Florida principals had ever indicated to him that they had any advance knowledge of how the commission would vote.

Richard Zwolinski, FCC attorney, was called to the stand very briefly and reported on early phases of the commission's investigation of the case. He said that an interview in the fall of 1960 with William O. Murrell Jr., WORZ principal, was "very unproductive."

Hearing Examiner James D. Cunningham ordered Mid-Florida, WORZ, and the FCC general counsel's office to submit their proposed findings by June 26 with replies due July 3.

How to get a raise at Grey

Shrewd time buying demands far more than a slide rule and a head for figures. Certainly at the Grey Agency. At Grey they make qualitative judgments (which is really what media men get paid for, and how they earn nice fat raises).

Without a shred of modesty we applaud Grey's acumen in selecting WICE to boost coffee and bread sales in Providence. We hope you will soon discover, too, that WICE is indeed the live wire in Providence, the station that people listen to with both ears. Which is why we think our listeners should really be counted double.

WICE
PROVIDENCE
AN ELLIOT STATION
Representatives: Avery-Knodel

WPEN HAS THE STAR PERSONALITIES

★ MATURE, ESTABLISHED PERSONALITIES ★ AWARD WINNING NEWS ★ EXCLUSIVE HELICOPTER TRAFFIC REPORTS ★ FIGHTING EDITORIALS ★ ADULT MUSIC ★

WPEN
THE STATION OF THE STARS
CALL GILL-PERNA, INC.

Stock market reports fresh from floor

Spencer firm offers new service to western stations

To help radio stations provide a service for their audience on the day-to-day activities of the stock market, W. G. Spencer & Assoc. of Los Angeles has developed a new program service titled Direct Stock Market Reports. It is being offered to stations in the western states. The service is a morning and evening market report, each two minutes in length. They are read by Bill Thomas, financial reporter for ABC-owned KABC Los Angeles and KGO San Francisco.

The subscribing station calls a private number on the floor of the Pacific Stock Exchange between 7:30 and 8 a.m. or between 2:30 and 3 p.m., Pacific Time, and records the two-minute report. Each station is assigned to a specific 10-minute period within each half-hour, to insure immediate service.

Rate for the service is $2.50 per report, including the telephone call charge. For example, if a station pays $1 to reach the number and record the report, it would pay $1.50 to the Spencer organization.

Six months in development, DSMR went into operation May 15. A week later it was being supplied to KIDD Monterey, KXOA Sacramento, KIOT Barstow and KMLA (FM) Los Angeles, all California. Another dozen California stations are slated to inaugurate the marketcasts within the next couple of weeks. The service will be available elsewhere in the West within the next six weeks according to Arthur Kevin, executive vice president. Mr. Kevin, who conceived the idea for DSMR, was previously news and public affairs director of KEZY Anaheim, Calif.

W. G. Spencer, president of W. G. Spencer & Assoc., is also head of The Spencer Co., a holding company which has financial interests as well in Design West and W. G. Spencer Adv., Los Angeles agency. The new firm is located at 8721 Sunset Blvd., Los Angeles 46. Telephone is Oleander 5-5546.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

June 5-9, 12-14 (10:30-11 a.m.) **Play Your Hunch**, part.

June 5-9, 12-14 (11-11:30 a.m.) **The Price Is Right**, part.

June 5-9, 12-14 (12-30-12:55 p.m.) **It Could Be You**, part.

June 5-9, 12-14 (2-2:30 p.m.) **The Jan Murray Show**, part.

June 5-9, 12-14 (11:15 p.m.-1 a.m.) **The Jack Parr Show**, part.

June 5, 12 (9:30-10 p.m.) **Concentration**, P. Lorillard through Lennen & Newell.

June 7, 14 (8:30-9 p.m.) **The Price Is Right**, Lever through Ogilvy, Benson & Mather, Speidel through Norman, Craig & Kummel.

June 7 (9-10 p.m.) **Perry Como's Kraft Music Hall**, Kraft through J. Walter Thompson.

June 7 (10-10:30 p.m.) **It Could Be You**, Proctor & Gamble through Benton & Bowles.

June 8 (9:30-10 p.m.) **The Ford Show**, Ford through J. Walter Thompson.

June 9 (8:30-9 p.m.) **Five Star Jubilee**, Massey-Ferguson through Needham, Louis & Brorby.

June 10 (10-10:30 a.m.) **The Shari Lewis Show**, Nabisco through Kenyon & Eckhardt.

June 10 (10:30-11 a.m.) **King Leonardo and His Short Subjects**, General Mills through Dancer-Fitzgerald-Sample.

June 10 (7:30-8:30 p.m.) **Bonanza**, RCA through J. Walter Thompson.

June 11 (6-6:30 p.m.) **Meet the Press**, co-op.

June 11 (7-8 p.m.) **The Shirley Temple Show**, Nabisco through Kenyon & Eckhardt.

June 11 (9-10 p.m.) **The Chevy Show** Chevrolet through Campbell-Ewald.

June 13 (10-11 p.m.) **Tv Guide Award Show**, Lever Bros. Lipton Div. through BBDO.

NBC Films is new name for California National

NBC Films is the new name for California National Productions, the tv film syndication arm of the network. The change in name was revealed last week by Alfred R. Stern, vice president of NBC Enterprises in an announcement which said that NBC Films will place two off-network programs into syndication sometime within the next few weeks.

Mr. Stern has appointed Bill Breen, formerly eastern sales manager of California National, to the new post of national sales manager, reporting to Morris Rittenberg, director of NBC domestic exchange. Though no reason was given for the name change, it was believed that as NBC Films, the company hopes to achieve stronger identity with the network.

Videotape Productions leases NBC-TV facility

Videotape Productions of New York Inc. will triple its studio space next fall by leasing a three-studio and office facility at W. 67th St. and Columbus Ave. from NBC-TV. It reportedly is



Talk about a stacked deck! This one's packed with aces—and they're all being dealt to you. Sylvania offers a powerful "hand" of hard-working, high-efficiency Mercury-Vapor Rectifiers for your power supply replacement needs.

You'll find these husky Rectifiers have the kind of stamina that means longer working hours, reduced maintenance time. Your station management will value that Sylvania brand of quality because it offers lower tube costs per hour of operation.

Deal yourself in! Phone your Sylvania Industrial Tube Distributor for prompt delivery on Mercury-Vapor Rectifiers and all Sylvania Tubes for AM, FM, VHF, and UHF. Ask for the descriptive "Sylvania Industrial Tubes" booklet. Or, write Electronic Tubes Division, Sylvania Electric Products Inc., Dept. 126, 1100 Main Street, Buffalo, New York for your copy.

POPULAR SYLVANIA MERCURY-VAPOR RECTIFIERS

Sylvania Type	Maximum Anode Ratings Voltage (Vdc)	Current (Adc)
575-A	15,000	6.0
673	15,000	6.0
857-B	22,000	20.0
866-A	10,000	1.0
869-B	20,000	10.0
872-A	22,000	20.0
8008	10,000	5.0

SYLVANIA

Subsidiary of **GENERAL TELEPHONE & ELECTRONICS**

New York's only plant originally constructed for tv use.

Videotape Productions, since its start more than two years ago, has been housed at the Century Theatre. John B. Lanigan, vice president and general manager, reported the company's business has doubled each year in the present location and "our confidence in further dramatic growth in all areas of Videotape production is already substantiated by bookings for both commercials and shows in our multi-studio set-up." With increased space and additional equipment, the company expects also to service closed circuit industrial and trade shows, and other new business areas.

Film sales...

Paramount Post '49 Films (Colorama Features, Hollywood): Sold to WAGA-TV Atlanta; WBRE-TV Wilkes-Barre, Pa.; WFIL-TV Philadelphia; WNHC-TV New Haven, Conn.; WOR-TV New York; WCKT (TV) Miami; WSM-TV Nashville, Tenn.; WFBM-TV Indianapolis; KUTV (TV) Salt Lake City; KING-TV Seattle; KGW-TV Portland, Ore.; WFLA-TV Tampa, Fla. Of the 22 films, 19 are in color.

Big Time Wrestling (Barnett-Doyle) WWL-TV New Orleans, KSL-TV, Salt Lake City, WBAY-TV, Green Bay, Wis., and WJBF-TV, Augusta. Ga.

Ripcord (Ziv-UA): WCPO-TV Cincinnati, KPIX (TV) San Francisco, KIRO-TV Seattle. Now on 46 stations.

191 Looney Tunes Cartoons (Seven Arts Assoc.): Sold to WOR-TV New York.

Films of '50's, Vol. II (Seven Arts Assoc.): Sold to WCAU-TV Philadelphia; WTIC-TV Hartford; KSD-TV St. Louis; WKBW-TV Buffalo; KLZ-TV Denver; KENS-TV San Antonio; KGMB-TV Honolulu; WSOC-TV Charlotte; WFLA-TV Tampa; KTVK (TV) Phoenix; WOC-TV Davenport, and WHYN-TV Springfield, Mass. Now in 12 markets.

Debbie Drake Show (Banner Films): Sold to WSIX-TV Nashville; WTOC-TV Savannah; WMT-TV Cedar Rapids; WDAY-TV Fargo; WJHL-TV Johnson City, Tenn.; KSOO-TV Sioux Falls; KBMT (TV) Beaumont; KPLR-TV St. Louis; WBIR-TV Knoxville; WHIO-TV Dayton; KTVO (TV) Kirksville, Mo.; KATV (TV) Little Rock; WDAU-TV Scranton; WLOS-TV Asheville; WRBL-TV Columbus, Ga.

Films of the '50's (Seven Arts Assoc.): Sold to WKST-TV Youngstown, Ohio; KSWB (TV) Elk City, Okla.; KQTV (TV) Fort Dodge, Iowa, and KMED-TV Medford, Ore. Now in 85 markets.

Big Time Wrestling (Barnett-Doyle Productions): Sold to WCHS-TV Charleston, W. Va.

Documentary Spectaculars (Banner Films): Sold to KTLA (TV) Los Angeles; KOA-TV Denver; WTCN-TV Minneapolis; KFMB-TV San Diego; WSM-TV Nashville; WFLA-TV Tampa; WDAF-TV Kansas City, and KPLR-TV St. Louis.

Program notes...

SG's profit up ▪ Screen Gems Inc., N. Y., reports net profit of $1,817,000 for the nine month period ended April 1, as compared with $861,000 for the corresponding period ended March 28, 1960. Earnings per share of common stock rose to 72 cents from 34 cents.

Entries sought ▪ U. S. entries in tv and radio categories for the 1961 Prix Italia are being accepted, The Broadcasting Foundation of America announced last week.

Categories are musical production and documentary for tv, literary or dramatic works, and musical compositions with words for radio. For tv, broadcast must have come later than September 1960, while for radio it's an additional year (after September, 1959).

Expanding ▪ James Love Productions Inc., N. Y., has opened new offices with expanded client operating services at 2 West 46th St. Services include; complete creative department, printing and print distribution, and additional account representatives.

Residual payments ▪ Campaign to add producers to the list of those receiving residuals for their work on tv programs will be a basic objective of the Television Producers Guild, in accordance with action of the organization's annual membership meeting, held May 27 in Hollywood. Group enthusiastically approved statements of TPG officers that the current demand for improved programming, for which the producer is primarily responsible, makes the case for residual payments for producers more valid than ever. No immediate plans for the conduct of the campaign were revealed.

Promising year ▪ A 20-minute film, *This Promising Year* was shot for the Charlotte, N. C., Chamber of Commerce by WSOC-TV Charlotte. Outlining the C of C's plans for the coming year, the film will be available for showings before local clubs, schools and church groups. Costs were donated by the station as a community service.

New program ▪ Beginning Monday, May 29, *Memorandum*, a new program series is being carried by WJR Detroit. Written by Jim Vinall, *Memorandum* is a documentation of the various areas of science, commerce, the arts and the geography of the region with occasional visits into the socio-economic complex. The vignettes are designed to cover the areas of interest that are not covered in news programs. *Memorandum* is being sponsored by the Detroit Bank and Trust Co., each Monday, Wednesday and Friday.

Human interest ▪ MGM-TV has bought *The Russell Nype Show*, a half-hour filmed human-interest series, starring Mr. Nype, who will act and sing. The series was created and packaged by him, together with Jameson Brewer, who will function as writer and associate producer.

HST's tv series

Former President Harry S. Truman is expected to announce a new tv series based on his career at a news conference to be held at New York's Hotel Carlyle today (June 5). The series will be produced by David Susskind through Talent Assoc.-Paramount Ltd. and is believed to be headed for an eventual prime-time network slot (CLOSED CIRCUIT, May 29).

WGA panelists to talk on Minow's 'wasteland'

A panel discussion, "Television on Trial," to be held at a meeting of the tv-radio branch of the Writers Guild of America this Thursday at the Beverly-Hilton, Beverly Hills, Calif., will include Ashbrook P. Bryant, chief of the FCC office of network study; Tom McDermott, executive vice president of Four Star Television; Leslie Bruce, advertising director of Purex Corp.; Gene Roddenberry, tv writer, and a network spokesman not yet named.

The panel discussion, in which each spokesman will defend his group—advertiser, agency, network, producing company, writers—against FCC Chairman Newton Minow's charge that they have all conspired to make tv a "vast wasteland," will be the concluding part of an evening program which begins with the presentation of WGA awards for the best tv-radio writing of the 1959-60 season. Award categories for television are: drama, anthology, 30 minutes and more than 30 minutes; drama episodic, 30 minutes and more than 30 minutes; adaptation from material not originally written for television, any length; episodic comedy, any length; variety, any length; documentary, any length. There is one award for a radio script, any type, any length.



This label speeds styles from sewing-room to showroom overnight

Styles stitched together today can set trends tomorrow anywhere in the 50 states and Canada, when they get the distinctive AIR EXPRESS label. This label tells many things to many people. It tells the drivers of 13,000 special AIR EXPRESS trucks to pick up and deliver door-to-door. It tells the loading crews of America's 35 scheduled airlines that this shipment goes first on, first off. And it says that it rates kid-glove handling all the way. Are you planning to ship new products or styles? Call AIR EXPRESS today and discover how little it costs to put this label on your shipment and get all the competitive advantages that go with it.

AIR EXPRESS

CALL AIR EXPRESS DIVISION OF R E A EXPRESS • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES

ALL INCOME BRACKETS WATCH 'MITCH'

May TvQ also shows strong competition from 'Bonanza'

Sing Along With Mitch consolidated its April lead in the May TvQ race of "favorites," again out-polling another NBC front-runner, *Bonanza.*

The divergence in the attitude and audience scores has been subject to experimentation by both TvQ and customers (one large agency has been charting receptiveness to commercials by combining popularity scores and head counts). TvQ has a theory that there is audience prediction value in the Q scores. The research company is still checking the theory but meanwhile is willing to predict that *Mitch* will be one of next season's "star" shows.

A look at the exclusive age-income-population breakdowns below dramatizes different appeals. Scores of ABC's *Flintstones* suggest that it is being appreciated on two levels, strictly as a cartoon by children, and as satire by their parents, particularly those with high incomes and in metropolitan areas. Other examples of specialized appeal are NBC's *Ernie Ford Show* (strongest in rural areas) and ABC's *Lawrence Welk* (strong with old folks).

TvQ scores are gathered each month by a division of the Home Testing Institute, Port Washington, L.I., from a 2,100-person (tv homes) rotating sample. The Q is the percentage of those familiar with a show who call it "one of my favorites."

BY INCOME

$8,000 & Over

Rank	Program		TvQ
1	Sing Along With Mitch	NBC	55
2	Flintstones	ABC	45
2	Summer Sports Spectacular	CBS	45
4	Andy Griffith	CBS	43
5	Eyewitness to History	CBS	40
5	Red Skelton	CBS	40
7	Bonanza	NBC	39
7	CBS Reports	CBS	39
9	Bell Telephone Hour	NBC	38
9	Untouchables	ABC	38
11	Real McCoys	ABC	37
11	Winston Churchill	ABC	37
13	Garry Moore	CBS	36
13	Perry Mason	CBS	36
13	Thriller	NBC	36
13	Wagon Train	NBC	36

$5,000-$7,999

Rank	Program		TvQ
1	Sing Along With Mitch	NBC	55
2	Bonanza	NBC	52
3	Andy Griffith	CBS	51
4	Flintstones	ABC	50
5	Real McCoys	ABC	49
6	Red Skelton	CBS	46
7	Wagon Train	NBC	45
8	My Three Sons	ABC	42
8	Walt Disney	ABC	42
10	Candid Camera	CBS	41
10	Gunsmoke	CBS	41
12	CBS Reports	CBS	40
13	Expedition	ABC	39
13	Rifleman	ABC	39
13	Winston Churchill	ABC	39

Under $5,000

Rank	Program		TvQ
1	Bonanza	NBC	57
2	Sing Along With Mitch	NBC	54
3	Andy Griffith	CBS	53
3	Wagon Train	NBC	53
5	Real McCoys	ABC	50
6	Red Skelton	CBS	48
7	Flintstones	ABC	47
8	Gunsmoke	CBS	44
8	Rawhide	CBS	44
10	Ford Show	NBC	43
11	CBS Reports	CBS	42
11	Route 66	CBS	42
11	Thriller	NBC	42
14	Candid Camera	CBS	40
14	Rifleman	ABC	40

TOTAL AUDIENCE

Rank	Program		TvQ
1	Sing Along With Mitch	NBC	55
2	Bonanza	NBC	52
3	Andy Griffith Show	CBS	51
4	Flintstones	ABC	48
4	Real McCoys	ABC	48
4	Wagon Train	NBC	48
7	Red Skelton	CBS	46
8	CBS Reports	CBS	41
8	Gunsmoke	CBS	41
10	Candid Camera	CBS	40
10	Rawhide	CBS	40
12	Ernie Ford Show	CBS	39
12	My Three Sons	ABC	39
14	Perry Mason	CBS	38
14	Route 66	CBS	38
14	Thriller	NBC	38
14	Untouchables	ABC	38
14	Walt Disney Presents	ABC	38

CHILDREN 6-11 YEARS OLD

Rank	Program		TvQ
1	Flintstones	ABC	90
2	Bugs Bunny	ABC	75
3	Matty's Funday Funnies	ABC	74
4	Dennis The Menace	CBS	72
4	Red Skelton	CBS	72
6	National Velvet	NBC	71
6	Real McCoys	ABC	71
6	Walt Disney Presents	ABC	71
9	Leave It To Beaver	ABC	68
10	Dobie Gillis	CBS	67
10	My Three Sons	ABC	67
12	Andy Griffith Show	CBS	66
13	Pete & Gladys	CBS	64
14	Bonanza	NBC	63
14	Happy	NBC	63

TEENAGERS 12-17 YEARS OLD

Rank	Program		TvQ
1	Bonanza	NBC	70
2	Flintstones	ABC	61
2	Twilight Zone	CBS	61
4	Dobie Gillis	CBS	60
4	Thriller	NBC	60
6	My Three Sons	ABC	59
6	Route 66	CBS	59
8	Malibu Run	CBS	54
9	Red Skelton	CBS	53
9	Surfside 6	ABC	53
9	Untouchables	ABC	53
12	Andy Griffith Show	CBS	52
12	Checkmate	CBS	52
14	Wagon Train	NBC	51
15	Roaring 20's	ABC	48

YOUNGER ADULTS 18-34 YEARS OLD

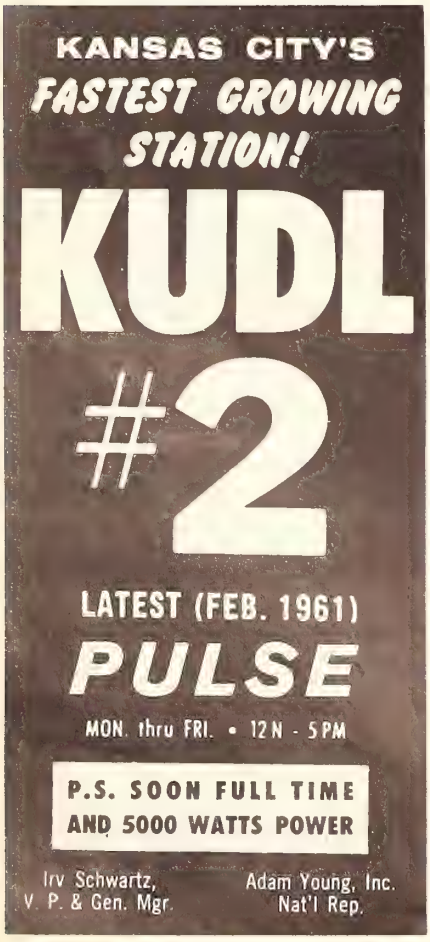
Rank	Program		TvQ
1	Bonanza	NBC	49
2	Andy Griffith Show	CBS	47
3	Sing Along With Mitch	NBC	45
4	Checkmate	CBS	43
5	Untouchables	ABC	42
5	Wagon Train	NBC	42
5	Winston Churchill	ABC	42
8	Flintstones	ABC	40
8	Red Skelton	CBS	40
10	Thriller	NBC	39
11	Gunsmoke	CBS	38
12	Real McCoys	ABC	37
12	Route 66	CBS	37
12	77 Sunset Strip	ABC	37
15	Alcoa Presents	ABC	36
15	Rawhide	CBS	36

MIDDLE-AGED ADULTS 35-49 YEARS OLD

Rank	Program		TvQ
1	Sing Along With Mitch	NBC	57
2	Andy Griffith Show	CBS	48
3	Bonanza	NBC	46
4	Wagon Train	NBC	44
5	CBS Reports	CBS	43
5	Real McCoys	ABC	43
7	Gunsmoke	CBS	41
8	Candid Camera	CBS	40
8	Red Skelton	CBS	40
10	Ernie Ford Show	NBC	36
11	Flintstones	ABC	35
12	Expedition	ABC	34
12	Garry Moore Show	CBS	34
12	Lawrence Welk Show	ABC	34
15	Perry Mason	CBS	33
15	Rawhide	CBS	33
15	Summer Sports Spectacular	CBS	33

OLDER ADULTS 50 YEARS & OVER

Rank	Program		TvQ
1	Sing Along With Mitch	NBC	67
2	Lawrence Welk Show	ABC	57



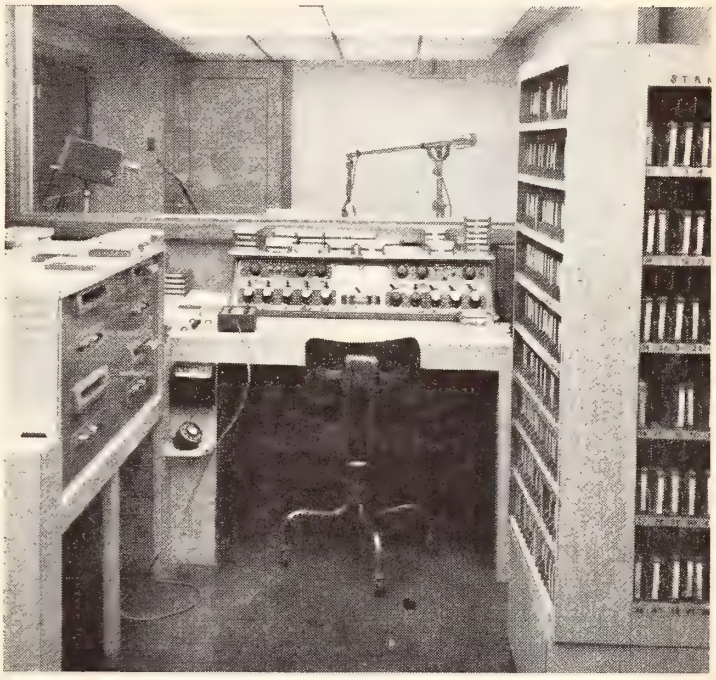
NOT A TURNTABLE IN SIGHT!

St. Louis WIL Radio Control Room Completely Automated With AUTOMATIC TAPE CONTROL

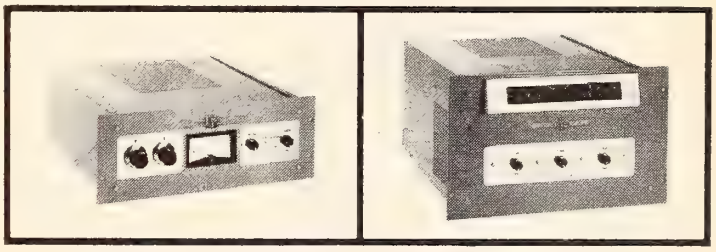
Faced with an ever-increasing number of taped spots, themes, programs, special effects and production aids, Wonderful WIL turned to AUTOMATIC TAPE CONTROL. 100% of broadcast schedule is recorded on plastic covered tape magazines and stored in control room for instant broadcast use. Operator simply slips the magazine in a playback unit, pushes a button and the material is on the air. The tape resets itself automatically, ready for immediate reuse or storage. The Balaban stations pioneered this equipment which was designed by Automatic Tape Control, Inc., the originator and largest manufacturer of automatic tape control systems (formerly distributed exclusively by Collins Radio Co.) . . . now in use in over 600 radio and TV stations.

Remarkable New ATC-55

Newly developed unit permits playback of 55 consecutive magazines without resetting or reloading. Unit selects, positions, broadcasts, rewinds, disengages the magazine and moves to the next magazine and engages it . . . *all automatically!* The playback element is the same thoroughly-proven Standard Unit with slight modifications. Used in sets of two or more, ATC 55 can give you completely automated broadcasting.



ATC is made by the originator and largest manufacturer of automatic tape control equipment . . . in use in over 600 radio and TV stations



Recording Amplifier | Playback Unit

Recording Amplifier Unit complete for connection to playback unit which, in turn, is installed with audio output connected directly to broadcast console or convenient amplifier system. Both units in 15-inch and 19-inch front panel mounts for either 60 or 50 cycle current. Single or dual cueing tone units available. Frequency response is ±2 db from 70 to 12,000 cps; ±4 db from 50 to 15,000 cps; signal-to-noise ratio is 55 db; wow and flutter are under 0.2% RMS. Write, wire or phone us for full details.

made by broadcasters for broadcasters

AUTOMATIC ATC TAPE CONTROL

209 E. Washington Street, Room 101
Bloomington, Illinois



POWER KTNT-Radio . . . 1000 Watts covering the greater Tacoma Metropolitan Area . . . Washington State's No. 2 Market.

AUDIENCE Rated No. 1 of 3 Tacoma stations by PULSE Jan. '61, CONLAN, Mar. '61.

LOWEST COST PER THOUSAND
Compare rate, rating, audience.

Get the **Power, Popularity, Program** story from KTNT So. 11th & Grant, Tacoma, Wn.
Represented nationally by WEED RADIO CORP.

KTNT AM & FM

KTNT-FM, 10,000 WATTS, 97.3 MG

Luxury Living!
Sensible Location!

Specify The New Weston, in the heart of the advertising and broadcasting belt, as your in-town address. Our splendid rooms and suites make an ideal environment for living or entertaining. Theatres, clubs, shops are advantageously close. **NOW COMPLETELY AIR CONDITIONED.**

In the distinguished world of the
HOTEL New Weston
Madison Ave. at 50th St.
New York • PLaza 3-4800
KNOTT TK HOTELS

World-Famous
NEW WESTON BAR & ENGLISH DINING ROOM

Here you rub shoulders with the smartest people any time of day. Come in for cocktails and hot canapes. The cuisine is skillfully prepared to Continental tastes. Try it some day soon . . . at lunch or dinner.

Rank	Program		TvQ
3	CBS Reports	CBS	56
4	Price Is Right—Night	NBC	52
5	Perry Mason	CBS	51
6	Ernie Ford Show	NBC	50
6	Real McCoys	ABC	50
6	Wagon Train	NBC	50
9	Andy Griffith Show	CBS	49
9	To Tell The Truth	CBS	49
11	I've Got A Secret	CBS	46
12	Bonanza	NBC	45
13	Bell Telephone Hour	NBC	44
13	Concentration—Night	NBC	44
13	What's My Line	CBS	44

MARKET SIZE
Over 2,000,000

Rank	Program		TvQ
1	Sing Along With Mitch	NBC	56
2	Flintstones	ABC	44
3	Summer Sports Spectacular	CBS	42
4	Red Skelton	CBS	41
5	CBS Reports	CBS	40
5	Checkmate	CBS	40
5	Winston Churchill	ABC	40
8	Bonanza	NBC	39
8	Thriller	NBC	39
8	Twilight Zone	CBS	39
8	Untouchables	ABC	39
12	My Three Sons	ABC	38
12	Perry Mason	ABC	38
14	Andy Griffith	CBS	37
14	Garry Moore Show	CBS	37

500,000-2,000,000

Rank	Program		TvQ
1	Bonanza	NBC	55
2	Sing Along With Mitch	NBC	54
3	Andy Griffith	CBS	52
4	Flintstones	ABC	51
5	Real McCoys	ABC	50
6	Untouchables	ABC	46
7	Red Skelton	CBS	44
8	My Three Sons	ABC	42
8	Thriller	NBC	42
8	Wagon Train	NBC	42
11	Garry Moore Show	CBS	41
11	Gunsmoke	CBS	41
13	Checkmate	CBS	40
13	Ernie Ford Show	NBC	40
13	Father Knows Best	CBS	40
13	Twilight Zone	CBS	40

50,000-499,999

Rank	Program		TvQ
1	Sing Along With Mitch	NBC	52
1	Wagon Train	NBC	52
3	Bonanza	NBC	50
3	Real McCoys	ABC	50
5	Red Skelton	CBS	49
6	Flintstones	ABC	48
7	Andy Griffith	CBS	47
8	Gunsmoke	CBS	42
9	Rawhide	CBS	41
9	Rifleman	ABC	41
11	My Three Sons	ABC	40
11	Route 66	CBS	40
11	77 Sunset Strip	ABC	40
14	Perry Mason	CBS	39
15	Walt Disney Presents	ABC	39

UNDER 50,000

Rank	Program		TvQ
1	Andy Griffith	CBS	59
2	Bonanza	NBC	58
3	Wagon Train	NBC	56
4	Sing Along With Mitch	NBC	55
5	Real McCoys	ABC	52
6	Gunsmoke	CBS	51
7	Candid Camera	CBS	49
7	Red Skelton	CBS	49
9	Flintstones	ABC	47
9	Rifleman	ABC	47
11	Rawhide	CBS	46
12	CBS Reports	CBS	45
12	Ford Show	NBC	45
14	Cheyenne	NBC	44
14	Walt Disney Presents	ABC	44

RURAL

Rank	Program		TvQ
1	Bonanza	NBC	61
2	Andy Griffith	CBS	59
3	Sing Along With Mitch	NBC	55
3	Wagon Train	NBC	55
5	Real McCoys	ABC	54
6	Ford Show	NBC	49
7	Flintstones	ABC	48
7	Red Skelton	CBS	48
9	CBS Reports	CBS	46
9	Route 66	CBS	46
11	Candid Camera	CBS	45
12	Rawhide	CBS	44
13	I've Got A Secret	CBS	43
14	Gunsmoke	CBS	41
14	Matty's Funday Funnies	ABC	41

TvQ Score—the proportion of those familiar who have rated the program as "one of my favorites."

News firm to furnish special material to tv

A specialized tv news service, National Television News Inc., was formed last week with headquarters in Detroit. It will supply newsfilm and related services to tv stations on behalf of business, government and industrial organizations. Its offices are at 1480 E. Outer Drive, Detroit.

The principals in NTN are Howard Back, former manager of radio-tv for Chrysler Corp., executive editor, and James O'Donnell, of the Chrysler radio-tv staff. Mr. Back formerly was news editor for Telenews in New York and earlier worked at Ohio and Pennsylvania stations. Mr. O'Donnell formerly was with WTHI-TV Terre Haute, Ind., and NBC. He produced news and features in Europe for the Army's *Big Picture* tv series.

NTN will specialize in spot and feature news concerned with business and industry and will have correspondents in principal news centers. It will serve as liaison and consultant to business groups, supplying free supplementary newsfilm material to about 500 tv stations, Mr. Back said.

Tokyo firm, CBS Films sign

CBS Films Inc. and Tokyo Broadcasting Service have signed an agreement giving TBS first refusal on all news-public affairs programs produced by CBS News. Shows included are *Eyewitness to History, CBS Reports, The Twentieth Century, Conquest* and *The Great Challenge.* CBS Films has similar agreements in force with the Australian ABC and English BBC.

For Your Health's Sake . . . Let Your Doctor Prescribe Your Medicine!

Are you thoroughly confused these days by the conflicting claims and the complicated kinds of health advice you are reading and hearing in advertising and in the editorial columns of newspapers and magazines as well as on radio and television?

If you aren't confused by all this, either you are being very sensible and are ignoring a good deal of the advice, or you are doing much better than many medical scientists who are finding it difficult to determine what is factual and what is fanciful.

We are dairy farmers. Our business is selling milk and the wonderful family of foods made from milk. It surely is not surprising to you to know that we aren't happy when people suggest, so often without any scientific evidence to back up what they are saying, that milk and milk products are not as healthful as most of us have grown up to believe they are. Nobody likes to be called a nasty name, of course.

As food producers we have always felt a strong obligation to help finance the scientific research which seeks to determine what kind of foods and what combination of foods do the most to maintain good health in people of all ages. We have provided funds to support scientific research in colleges, universities, and other research institutions.

Whenever the scientists have reached agreement on ways in which our dairy products might be improved or offer more nutritive values to the public, we have cooperated. For example, vitamin D was added to milk when scientists determined this would be the easiest and best way to assure that children would have the combination of vitamin D and calcium which works together to produce strong bones and good teeth.

In more recent years we have offered milk in a variety of forms to meet the needs of different people for higher total nutritive values with fewer calories.

We believe that food advertisers, including us, ought to present to consumers the facts about how a particular food product fits into the well balanced diet recommended by nutrition scientists. No one food in itself is adequate for a balanced diet, and too often there is a tendency to overstate the case for any one product.

We do not believe that food advertisers should ever assume the role of medical advisers to you and your family. We think, too, that the time has come for the mass media in this country to consider much more carefully the reporting of science and health news to avoid sensational approaches which mislead many people into making dietary changes that are not advisable. No newspaper or magazine column can prescribe successfully the correct medicine—or diet—for you and for each member of your family.

It is quite important for us to remember that each human being is an individual. He or she is completely unlike any other human being, and most of us are happy for this! If doctors were able to prescribe exactly the same kind of diet or medicine for all of us; obviously, we would soon have little need for doctors and hospitals.

Medical authorities do agree that excess weight is not healthful for any of us, but any sound weight control plan is a lifetime program and must be tailored to the individual. You are much more likely to develop a successful weight control program if you work with your physician to develop a plan specifically for you.

This is true of other health problems. You need the aid of your family physician, or the specialist to whom he sends you, to diagnose your illnesses and to decide what treatment is best for you. Trying to build a health program on the basis of some of the excessive claims made in food and patent medicine advertising is the modern version of falling for the line of the medicine man who provided entertainment for the village population years ago.

Jumping from one sensationalized bit of advice about health or diet in the news or feature columns of the mass media to the next day's dose of perhaps conflicting advice is certainly not a very good health development program either. You want to keep yourself informed about news in the science of human health, but it makes sense to rely upon your physician—the person who specialized in figuring out the best health program for you as an individual—to decide whether you should take pills or change your diet or change your way of living. You have learned to rely upon an expert garage mechanic to keep your automobile operating at peak efficiency. Don't think so much less of your own good health, and that of each member of your family, that you will make changes in your diet or take pills without sound medical advice.

Hypochondria can become a serious illness. Anyone who follows some of the food and pill advertising these days or the many columns of editorial space or the electronic media time devoted to reporting health news might easily come to the conclusion that Americans are becoming neurotic about our health. In a nation that boasts the highest level of good health in human history and which has enjoyed a steadily increasing lifespan, it seems very ridiculous for so many people to be worrying overtime about health.

For your own good health's sake, we hope that you will agree with the overwhelming opinion of medical scientists that we ought to follow the plan of eating a well balanced diet and enjoy the food we eat. In addition, seek regular medical and dietary advice, *based on your individual needs*, from your family physician, a man competent to help you because he specializes in helping you to enjoy life through maintenance of good health.

AMERICAN DAIRY ASSOCIATION

The Voice of the Dairy Farmers in the Market Places of America

20 North Wacker Drive
Chicago 6, Illinois

BROADCAST ADVERTISING

Lyle C. Abbot and **Leroy F. Porter Jr.**, elected vps of Gardner Adv. Mr. Abbot is supervisor of Deere & Co., Elanco Products Co., and Northrup, King & Co. accounts (St. Louis area). Mr. Porter formerly was account executive on Pet Milk Co., and account supervisor on Jif Peanut Spread (Procter & Gamble), University City, Mo.

Adam J. Grodin, executive art director, Shulton Inc., N.Y., elected vp-art of that company.

L. G. (Pete) Van Akin, vp of Fuller & Smith & Ross, N.Y., joins account staff of Doyle Dane Bernbach, that city.


Mr. Jones

Richard K. Jones appointed vp of Ralph H. Jones agency, Cincinnati. Mr. Jones joined agency in 1945 as copy writer and served successively as space buyer, print media director and account executive. He left the agency in 1954 to become member of management committee of Crosley Broadcasting Corp., where he was director of client service department. He returned to Jones agency in 1956 and accepted account supervision responsibilities, position he has held until now.

Stanley W. Koenig and **Peter F. M. Stewart** join BBDO, N.Y., as account group heads for portions of duPont account. Mr. Koenig was advertising manager for Olin Mathieson Chemical Corp.; Mr. Stewart was in account management with N. W. Ayer.

Peter Berla, formerly with Benton & Bowles, appointed media supervisor at Ogilvy, Benson & Mather, N.Y.

Warren L. Burmeister, former assistant director of studio operations for CBS New York and before that with NBC New York, to Foote, Cone & Belding, Chicago, as broadcast supervisor on General Foods, Hallmark Cards and Kimberly-Clark accounts.

George Guido, head art director on Chevrolet account at Campbell-Ewald, Detroit, and before that art director at Grey Adv., New York, to art department of Leo Burnett Co., Chicago, as supervisor in charge of special assignments.

A. Gardiner Layng succeeds **Milford Baker** as manager of contact department of Young & Rubicam, N.Y. Mr. Layng formerly was associate manager of contact department. Mr. Baker retires from agency after 36 years of service.

Gordon C. Bowen re-elected as chairman-president of Premium Advertising Assn. of America. In addition other officers who will serve this year are: vps, **Glen E. Towns,** Charles P. Holland Co., New York; **William P. Dunham,** General Foods Corp., White Plains, N. Y.; and **Sam Thompson,** The Borden Co., New York, both re-elected. Other re-elected officers were: **Arthur F. Cook,** Lever Bros., treasurer; **Frank T. Dierson,** general counsel, and **Richard J. McCool,** executive secretary.

George Allen, manager of Hollywood office of Guild, Bascom & Bonfigli, elected president of Hollywood Advertising Club. **Robert Light,** president, Southern California Broadcasters Assn., is first vp. **Oliver Crawford,** west coast manager, *TV Guide,* and **Robert Sutton,** vp and general manager, KNX Los Angeles, tied in balloting for second vp, leaving a situation which the club's board will resolve today (June 5) at its luncheon meeting.

THE MEDIA


Mr. Wilkin

Eugene W. Wilkin, sales manager for WPRO-TV Providence, R. I., named general manager of WGAN-TV Portland, Me. Before joining WPRO in April 1959, he was associated with Cherry & Webb Broadcasting Co. for more than seven years, as local sales rep, local sales manager and sales manager. **Creighton E. Gatchell,** vp, director and treasurer of Guy Gannett Broadcasting Services, owners of WGAN-AM-TV, named executive vp of GGBS, and **Francis H. Farnum Jr.,** also company vp and director appointed general manager of WGAN.

Arman Reinke, general sales manager of KGAK Gallup, N.M., named general manager of KVNA Flagstaff, Ariz. **Margaret Reinke,** KGAK women's director, assumes same duties at KVNA.


Mr. McKinnon

Ben K. McKinnon, general manager of WSGN Birmingham, Ala., Winston-Salem Broadcasting Co. station, appointed general manager of KTHT Houston, Tex., which was recently acquired by Winston-Salem group. Mr. McKinnon, vp of parent company since Aug. 1960, served as manager of WGVL (TV) Greenville, S. C. and as sales manager of WBT Charlotte, N.C., prior to joining WSGN.


Mr. Berentson


Mr. Gates

Benjamin H. Berentson, for past year general sales manager of WGN-TV Chicago and before that eastern sales manager in New York for WGN-AM-TV, named station manager of WGN-TV. **Charles E. Gates,** general sales manager of WGN since 1959 and before that western sales manager, named station manager of WGN. Mr. Gates has been with *Chicago Tribune* newspaper-broadcast operations since 1927, Mr. Berentson since 1932.

George R. Bonneau appointed manager of WTSV-AM-FM Claremont, succeeding **William Perry** who goes to sales staff of WGIR Manchester, N. H.


Mr. Richtscheidt

Philip J. Richtscheidt named general manager of WKST-TV Youngstown, Ohio. He formerly was account executive with WINS New York and WPAT Paterson, N. J., and prior to that served with Hollingbery Co., station rep. Sale of WKST-TV to Communications Industries Corp. was completed recently.

J. William Mason and **James E. Goldsmith** appointed manager in Atlanta and in Detroit office, respectively, for Storer Tv Sales. Mr. Mason formerly headed Atlanta office of NBC-TV Films Div. Mr. Goldsmith was vp and sales manager of KPLR-TV St. Louis.


Mr. Mason


Mr. Goldsmith

Don Balsamo, sales manager of KHJ-TV Los Angeles, promoted to general sales manager. **Jerry Molfese,** assistant national sales manager, has concurrently been advanced to national sales manager, with headquarters in New York.

Lewis P. Johnson, eastern district manager of NBC Radio Spot Sales, named radio sale manager for WNBC-AM-FM New York.

NEW—
SOLID STATE—
VERTICAL INTERVAL SWITCHER

This is the new Sarkes Tarzian switcher that "stole the show" at the recent NAB Convention.

Here's why:

MAJOR PERFORMANCE SPECIFICATIONS

1 SWITCHING TRANSIENT
—10 db below equalizing pulse amplitude

2 Phase Delay
.02 microseconds @ 3.58 (Ref. to 200 kc)

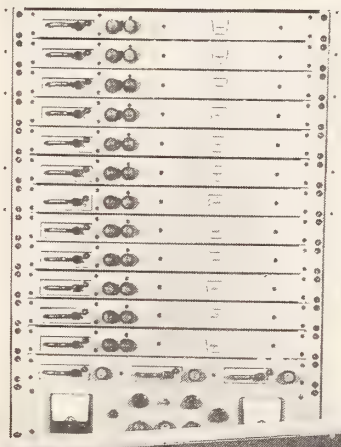
3 SWITCHING TIME
Less than .8 microseconds

4 Differential Gain
.2% max

5 DIFFERENTIAL PHASE
.5° max @ 3.58 mc

6 Isolation (between any 2 channels)
60 db @ 3.58

This performance is engineered into a compact package less than half as big as other switchers, and it's priced lower.



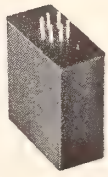
Solid State Vertical Interval Switcher



Typical Control Panel



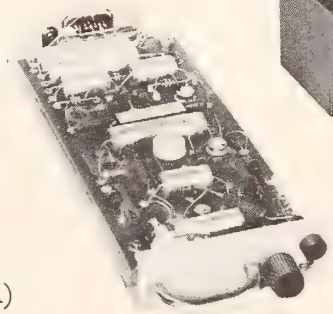
Switching frame showing Plug In Video Switch Points, Trigger Modules and Output Distribution Amplifier



Trigger Module



Diode Matrix Video Switch Module



Solid State Video Distribution Amplifier

AVAILABLE NOW—NO WAITING

Yes, you can get immediate delivery on this equipment—NOW. Modular construction permits custom tailoring to your specific requirements—at NO premium in cost to YOU. And, you can economically expand the system as future growth demands. Of course, we furnish full technical instruction, schematics and any engineering assistance required.

This outstanding switcher is another in a long line of Sarkes Tarzian products to gain immediate acceptance in the broadcast and electronics industry. Its HIGH QUALITY . . . RELIABILITY . . . . AND FINE PERFORMANCE are the same that engineers, broadcasters and technical personnel have come to expect from Tarzian.

Along with the extensive manufacturing facilities (semiconductors, variable capacitors, magnetic tape, TV tuners, radios and Hi Fi), SARKES TARZIAN, INC. owns and operates WTTV (TV)...WPTA (TV)...WTTS (AM) WFAM (TV) . . . WTTV (FM) . . . and WPTH (FM). All of which gives us a better understanding and down-to-earth approach to the Broadcaster's problems.

We will engineer your switching system requirements at no cost or obligation to you.

SARKES TARZIAN INC
Broadcast Equipment Division
Bloomington, Indiana

Michael Horton becomes managing director of Howard Chase Int., Zurich, Switzerland, pr firm, newly-formed subsidiary of Howard Chase Assoc., management counselors, of which Mr. Horton also is elected vp. Mr. Horton was director of information services, CBS News, for past three years, and was director of information at NBC five years before that.


Mr. Edwards

Wilson Edwards appointed manager of KOGO and KFSD (FM), both San Diego. Mr. Edwards started in radio in 1934 as relief announcer for KFPY in Spokane, Wash. Next year he moved to KOL Seattle, where he combined sales with announcing. In 1938 he joined KFI Los Angeles as announcer and stayed in that post until being commissioned into Navy service in 1943. After the war he went to KSDO San Diego, managing that station until its sale in 1959.

Bert Files named sales manager of WCHS Charleston, W. Va. He previously had served station as member of sales staff and air personality.

William B. Murphy for past three years owner and operator of KVAN Portland, Ore., appointed sales manager of KORL Honolulu.

John Schinker and **Roger Berry** join KORK Las Vegas, as sales representatives. Mr. Schinker previously was production manager and sales rep for KOYN Billings, Montana. Mr. Berry joins station after working with several northern California newspapers and periodicals.

Thomas J. Gallagher, formerly with Independent Television Corp., of New York, appointed to special assignment in program sales at WXYZ-TV Detroit.

Robert D. Gilman and **Marshall R. Nanis** appointed account executives for WORL Boston. Mr. Gilman was sales rep for WNBH New Bedford, Mass., and Mr. Nanis was account executive for WTAO Cambridge, Mass.

Shayle Ray joins KABC Los Angeles sales staff as account executive.

Marvin Davis, media buyer for Grey Adv., in New York, appointed account executive for National Time Sales, radio-tv rep firm.

Chris Stolfa, commercial manager of KCMO-FM Kansas City, elected chairman of board of Kansas City FM Broadcasters Assn. **David Green,** vp and director of sales for KXTR (FM), elected president.

Norman Boggs, president and general manager of KGIL San Fernando, elected chairman of board of Southern California Broadcasters Assn.

F. J. McGowan, formerly of Avery-Knodel, N. Y., joins WPIX (TV), that city, as account executive.

Bill Chavey and **Doyle Woods** join KIXZ Amarillo, Tex., as account executives. Mr. Chavey comes from KRAY, that city, while Mr. Woods is from KLOS Albuquerque, N. M.

William C. Thompson, radio-tv coordinator and pr counsel for Robert M. Garrick agency in Los Angeles, named pr and sales promotion director of KGBS, that city.

Clarence Sewell, account executive at KCMO-TV Kansas City, appointed general sales manager of KOOO Omaha, Neb., and KSIR Wichita, Kan.

Lee Willis, formerly with sales staff of KDAY Santa Monica and KCOP (TV) Los Angeles, both California, appointed an account executive for KRLA Pasadena, Calif.

Charles T. Dempsey, account executive for Headley-Reed, New York, to Edward Petry & Co., that city.

Paul D. Campbell, sales account executive for Venard, Rintoul & McConnell, N.Y., appointed to sales staff of Avery-Knodel Inc., station representative, that city.


Mr. Courtney

Richard D. Courtney, formerly of Ketchum. MacLeod & Grove, appointed account executive for KDKA-TV Pittsburgh. Mr. Courtney began as research analyst and timebuyer with Leo Burnett in Chicago and later moved to McCann-Erickson, that city, where he serviced Brunswick and Bell & Howell accounts as well as negotiating all network tv purchases.

Gene McPherson, production director for WBNS-TV Columbus, Ohio, promoted to executive producer and director of program development. Public Affairs Director **Carl Papai** named to succeed Mr. McPherson as production director and **Richard Shoemaker** of station's director staff replaces Mr. Papai.

William F. Dwyer, radio personality with WHAM Rochester, N.Y., appointed director of radio and tv for Astro Agency, pr firm, that city.

Seymour Horowitz appointed program manager of KGO-TV San Francisco. Mr. Horowitz, who replaces **George C. Rice,** resigned, comes from WCBS-TV New York, where he worked on special assignments for director of program services.

Paul Luther appointed program director for WREB Holyoke, Mass.

Val Sherman, program director for KHOW Denver, named chief of operations and program director of KFML-AM-FM, that city.

Hal Starr, member of news staff of KGW Portland, Ore., named program director.

Gibson B. Shanley, sports director of WOHO Toledo, appointed to similar position with WGAR Cleveland.

Glenn Winter appointed director of engineering for Susquehanna Broadcasting Co. (WSBA-AM-TV York and WARM Scranton, both Pennsylvania and WHLO Akron, Ohio). **Ray Ensminger** promoted to chief engineer of WSBA and **Jack Schuster** to chief engineer of WSBA-TV.

William A. Creed of Foster & Creed, Boston, elected president of New England Association of Radio and Tv Representatives. **John T. King** of Peters, Griffin, Woodward, Boston, elected vp, and **David Scott** of NBC Spot Sales,

CAN YOU TAKE A JOKE??

Well, then I must confess that it's not exactly yours for the *taking*, but I DO offer—at reasonable rates—a weekly script service consisting of stories, satires, humorous comments on the passing scene—40 separate pieces of various length, designed to put the light touch to your programming. It's the kind of material which, for the past ten years has stood this country boy in good stead in the big city. It would, of course, be EXCLUSIVE to you within your coverage area!

If interested—and I hope you are—write for sample script and details to:

JACK STERLING

BARBTON, INC.

485 Madison Ave., New York 22, N. Y.

West Hartford, Conn., secretary-treasurer.

Homer Odom, vp and general manager of KABL Oakland, Calif., named president of San Francisco Radio Broadcasters Assn., replacing **Maurie Webster.**

Al Couppee, sports director for KRNT-AM-TV Des Moines, Iowa, joins KOGO-AM-TV San Diego in similar capacity.

Jim Early, news director for WATE-AM-TV Knoxville, Tenn., to WLOS-TV Asheville, N. C., in similar capacity. **Kenneth Dockins,** air personality with WQOK Greenville, S. C., joins announcing staff.

Milt Brandl, formerly with WISN-AM-TV Milwaukee, appointed news director of WAUX Waukesha, Wis.

Lucien Dumont, WBZ-TV Boston week end editor, appointed night news editor.

Elliott Roosevelt joins KMSP-TV Minneapolis-St. Paul as news analyst.

Peter Klute, telecommunications major at U. of Loyola, Los Angeles, has joined news staff of KFAC in that city.

Richard Lewine, formerly director of special programs for CBS-TV Network, appointed as consultant to N. W. Ayer & Son, Philadelphia.

Donald Robertson and **Frederick Bernard** join announcing staff of WTIC-AM-FM-TV Hartford. Prior to joining WTIC, Mr. Robertson worked as staff announcer for WLOS Asheville, N.C. Mr. Bernard was member of announcing staff of WBZ Boston.

Richard A. Janik, director of publicity and promotion for Decca Records, Los Angeles, joins publicity staff of KTTV (TV) that city.

PROGRAMMING

Joseph W. Bailey, vp of Ziv-UA, and former executive producer of *Robert Montgomery Presents,* announces his resignation from Ziv-UA.

Gene Banks, producer of ABC-TV's *Day in Court,* has been named director of live and tape programming for Selmur Productions, AB-PT subsidiary. **Kaslon Zoller,** tv instructor at U. of Oregon, joins ABC-TV as business manager for production services in Hollywood.

Hy Averback, who produced and directed *The Tom Ewell Show* for Four Star Television last season, has been signed to exclusive contract to produce and direct for Four Star, in addition to creating ideas for new series.

William F. Werner, national sales training manager for Muzak Corp., New York, named director of advertising and sales promotion of Muzak and its subsidiary, Programatic Broadcasting Service.



Mr. Lackey



Mr. Jack

'Hizzoners'

F. E. Lackey, president and general manager of WHOP Hopkinsville, Ky., re-elected mayor, that city, for third consecutive term. Simultaneously, another general manager, **Lowell E. Jack** of KMAN Manhattan, Kan., was elected mayor and is also serving as member of city commission.

Francis D. Lyon signed to direct six one hour filmed programs for 20th Century-Fox TV during next year.

Tom Buchanan, creative head of Warner Bros.' trailer department, appointed to newly created position of studio advertising manager.

Valentine Davies elected president of Academy of Motion Picture Arts and Sciences.

Ben Brady re-elected president of Television Producers Guild at annual membership meeting, held May 27 in Hollywood. Other officers are: **Everett Freeman,** first vp; **David Dortort,** second vp; **Irving Pincus,** secretary; **Winston O'Keefe,** treasurer.

INTERNATIONAL

Spence W. Caldwell elected president of CTV Canadian Tv Network Ltd., Toronto.

Wib A. Perry, Canadian broadcaster and advertising executive, to vp and general manager of Meridian Films Ltd., Toronto, Ont.

William R. Gillen appointed managing director in London office of BBDO International. Mr. Gillen, who was first BBDO executive to move overseas last year in agency's international expansion program, also is vp of BBDO.

Phil Stone, executive vp of CHUM Toronto, elected director of Ad and Sales Club of Toronto.

Lloyd J. Hoole, formerly of CJOR Vancouver, B.C., to manager of CKEK Cranbrook, B.C.

EQUIPMENT & ENGINEERING

Rupert C. Thompson Jr., elected chairman of board of Textron Electronics, Providence, R.I. **Robert G. Tabors,** vp in charge of operations for past year, elected president and chief executive officer and **Harold F. Linke,** assistant controller named controller.

Edward L. Hayden appointed district technical service engineer for Washington area for Prodelin Inc., manufacturer and designer of antennas and transmission lines.

DEATHS

Edward C. Cahill, 60, former president of RCA Service Co., Haddonfield, N. J., died after long illness. Mr. Cahill formerly was director of RCA Institutes and also served on board of RCA Internaitonal Service Corp. as officer before his semi-retirement in 1958.

Walter M. Swertfager, 60, senior vp, Geyer, Morey, Madden & Ballard, N.Y., died May 28 at his home in Scarsdale, N.Y. Mr. Swertfager had been in advertising business for 39 years. Previously he had been senior vp and chairman of executive committee of Lennen & Mitchell Inc., now known as Lennen & Newell.

Bartlett J. Palmer, 79, radio pioneer and owner of WOC Davenport, Iowa, and WHO Des Moines, died May 27 at his winter home in Sarasota, Fla.

Paul A. Myers, 45, assistant managing director of WWVA Wheeling, W.Va., died May 28, following lingering illness.

Fred I. Geiger, 54, manager of tv sales for WSYR-TV Syracuse, N.Y., died May 20 of heart attack.

FCC passes out honors

Two FCC employes who have served the agency 40 years were honored Friday (May 26) at the agency's ninth annual awards ceremony. Honored were **Harold D. Hayes** of the FCC Field Monitoring Bureau and **Paul H. Sheeby,** chief of the administrative service department. Commissioner Rosel H. Hyde and 10 employes celebrated their 35th anniversary at the agency; 28 have been with the commission 30 years, 122 for 20 years and 89 for 10 years.

Superior accomplishment awards went to 39 individuals; 41 were rewarded for submitting suggestions that have been adopted by the agency and four groups were cited for especially meritorious performance.

Oklahoma broadcasters promote 'Flag Week'

STATEWIDE CAMPAIGN TO BECOME ANNUAL AFFAIR

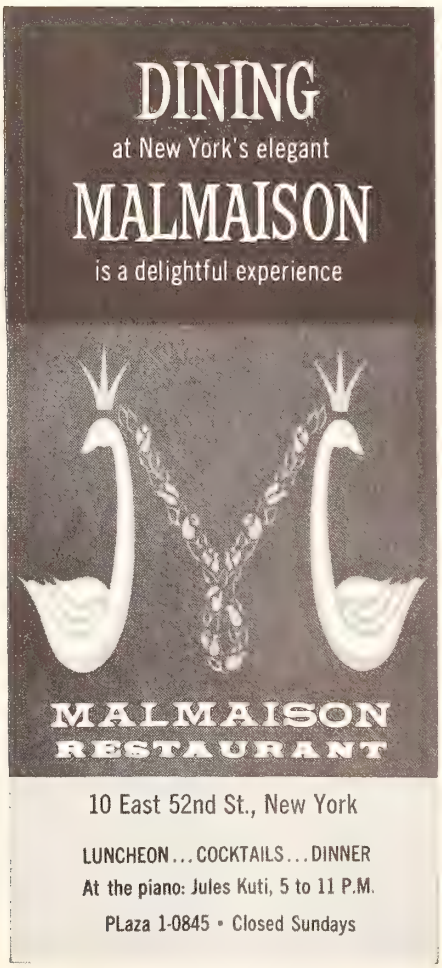
When it appeared that the symbol of U. S. allegiance to the principles of freedom needed a shot in the arm, Oklahoma called on its broadcasters to heed the call and spearhead its "Fly The Flag Week," a campaign that might become an annual event there.

Headed by Lee Allan Smith, WKY Oklahoma City, state chairman and coordinator of the project, a "Flag Week" committee was established. It sought to have every Oklahoman flying an American flag during the perscribed week—and at will afterwards.

Realizing that prohibitive prices ($10-$20) for flags could wreck the project before it was started, the committee worked out a plan with the American Textile Co., Pittsburgh, whereby a supply of 32 by 54 inch plastic flags was made available at a retail cost of 60 cents. Other flags of varying sizes and prices were also ordered.

To spread the word throughout the state, the Oklahoma Broadcasters Assn. and the Oklahoma Telecasters Assn. were called in to carry the ball. Other civic and professional groups joined in and by the time Flag Week became reality virtually all the flags were sold out. Joining in the campaign, too, were such famed Oklahomans as Bud Wilkinson, Anita Bryant, James (*Maverick*) Garner, and Dale (*Wells Fargo*) Robertson, along with Bob Hope; Tennessee Ernie Ford; George Gobel, and others.

President Kennedy sent a telegram praising the effort and each Oklahoman . . . "For your dedication and your willingness to make sacrifices as Americans."



WBCK's bike race stars in 'Cereal City Festival'

As part of the local Cereal City Festival for 1961, WBCK Battle Creek, Mich., staged an International Bicycle Road Race. Beginning at Detroit's Old City Hall and ending over 125 miles away in front of WBCK's studios, the race drew 63 entrants from the Midwest and Canada.

To broadcast the progress of the race, with live reports, WBCK stationed Civil Air Patrol radio units along the race course. These units radioed five-minute reports as the race flashed by their vantage points to Gene Clifford, WBCK public service director who was flying overhead in a CAP plane. Mr. Clifford relayed the ground-to-air reports to WBCK's studios for broadcast.

The race lost about 40 of its participants because of fatigue, mechanical failures and spills. But to give the competition a truly international flavor, the winner was the entrant representing the Italian Cycle Club of Toronto, Canada.

RAB flips over flip kit

Radio Advertising Bureau's promotion of summer radio advertising has taken on sizeable new dimensions with the distribution of what it claims is the "biggest" (meaning its extent) flip-card presentation campaign in radio advertising history.

RAB's member stations have been urged to show advertisers such documented evidence of radio's summer dominance as Sindlinger & Co.'s findings that radio's total audience grew by 23% last summer.

Other highlights of the presentation: mobility (out-of-home audience), suburban penetration (suburbanites spend more than their city counterparts), and comparisons of listening time with other media, as well as cost comparisons. The flip kit can be set up on an executive's desk in 30 seconds, and it's accompanied by a script and a set of source pages.

Drumbeats...

With the help of . . . ▪ A 12-year-old boy from New Jersey evoked the name of the Lord and won WNBC-TV New York's seventh annual bat boy contest. Peter J. Hobby Jr., wrote a letter that began "The Lord above knows of my dream: To be Yankee bat boy would be supreme." The letter was selected as the most original submitted by more than 12,000 boys, 8 to 14, who entered the contest. Among the prizes Peter will receive are a tailor-made, regulation Yankee uniform and a chance to meet Yankee players when he acts as their bat boy on June 7.

Young critics ▪ "Young Abe Lincoln," an original musical to be televised by WNEW-TV New York June 7 (7:30-8:30 p.m.) was reviewed in advance on June 2 by a panel of 10 young critics between the ages of 9 and 14. The preview of the program was followed by a gala party complete with hot dogs and ice cream. The precocious reviewers, who represent local community papers in the New York area, were given Lincoln pennies in payment for their writing chores.

Bowling anyone? ▪ Beecham Products Inc., Clifton, N.J., starts promotion, on June 15, where individuals presenting any Brylcreem carton or Silvikrin shampoo label at any of thousands of AMF-equipped bowling centers throughout the country will be entitled to a free game. The promotion, executed through Beecham's agency, Kenyon & Eckhardt, New York, will be advertised through special "bowl-free" commercials on ABC-TV's *The Untouchables* and *77 Sunset Strip*. The promotion, tested in Miami, according to a K & E spokesman, proved "an overwhelming success."

Movie Party ▪ WNEW-AM-FM New York is holding a promotion for the new comedy motion picture "The Pleasure of His Company." Throughout the day the station invites listeners to register their names and become eligible in a drawing for guest tickets to the June 12 showing of the film. WNEW personalities will act as hosts at the screening and guests will receive souvenir booklets, free records and a copy of novel *The Pleasure of His Company*.



Big trophy for golfers

Donor and recipient hoist a four-foot trophy which will be displayed on Madison Avenue to beckon members of the Radio & Television Executives Society to the annual "Fun Day" golf tournament. The handmade silver urn has been donated by the Storer Broadcasting Co., with presentation made in New York by Peter Storer (L), president of Storer Television Sales, to Clifford A. Botway (R), media supervisor of Ogilvy, Benson & Mather, New York, who is chairman of the RTES Fun Day.

INTERNATIONAL

Tv receivers in 87% of Dominion's homes

NEARLY 4 MILLION SETS ACROSS CANADA BBM SAYS

Tv set ownership in Canada has increased twice as fast as the rate of population growth in the past four years, the Bureau of Broadcast Measurement reports at its Toronto, Ont., headquarters. The spring 1961 survey of television set ownership shows 3,908,500 sets, equivalent to 87% of Canadian households. Four years ago tv set ownership accounted for 66% of Canadian households. In this same period Canada's population has grown almost 10%, from 16,503,100 to 18,042,400.

The highest concentration of tv sets is at Windsor, Ont., opposite Detroit: 99% of that city's households have receivers, as against 93% four years ago. The lowest concentration is in Canada's prairie provinces in the northern areas of Manitoba.

The highest provincial concentration is in Quebec province where 93% of all homes have at least one tv set. Ontario comes close with 91%. Four years ago Ontario led with 70% and Quebec had 65%.

CBC-TV gets football

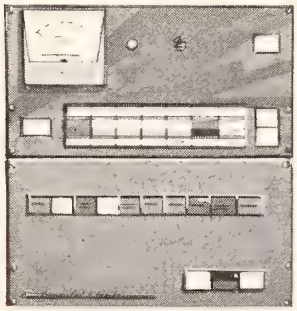
The Canadian Broadcasting Corp. has reached agreement with the Western Football Conference for television rights to games for the 1961 season. The games will be sponsored, and telecast over the western portion of the CBC television network. Present plans call for broadcasting 13 games, an increase of two over last year, according to H. G. Walker, general manager of CBC's English-language networks.

Eastern Canadian football games are to be broadcast by the eastern Canadian stations of Canada's second television network, with the rights having been purchased for two years by CFTO-TV Toronto, Ont.

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CHCH-TV asks to leave CBC-TV affiliation

A request by CHCH-TV Hamilton, Ont., for permission to leave the Canadian Broadcasting Corp. television network will be heard when the Board of Broadcast Governors meets June 20 at Ottawa, Ont.

This is the first time an independent station has asked to leave a national network in Canada. Ken Soble, president of CHCH-TV, said severe duplication of CBC programming in the station's area is the main reason for the request. Five stations in the area use the same CBC network shows.

Industry people think the CHCH-TV request may be a test case for independent stations to leave the CBC network and be free to join the independent Canadian Television Network which starts operations this fall. On the other hand, though the station now carries CBC programs also carried by CBLT (TV) Toronto, Ont., CBC key station 40 miles distant, if it joins CTV, CHCH-TV would carry the programming of CFTO-TV Toronto, a station on the new network.

Stewart reassures catv no regulation planned

Operators of community antenna and cable tv systems in Canada and Trans-Canada Telemeter system at Toronto have been assured by Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, that they will not be placed under BBG authority.

He told the fifth annual convention of the National Community Antenna Tv Assn. at Niagara Falls, Ont., that a committee has been studying the problem of BBG jurisdiction at the request of Canadian Revenue Minister George Knowlan. The committee reported, Dr. Stewart stated, that since the number of cable systems is relatively small, they should be permitted for the time being to function without BBG jurisdiction.

Cable and antenna systems are licensed by the Department of Transport, Ottawa, Ont. The NCATA represents 116 Canadian companies operating 262 community antenna systems. Broadcasters had earlier this year held that the systems provide unfair competition and should come under BBG regulations.

BBC's color tv plans vetoed by Postmaster

A request by the British Broadcasting Corp. to introduce limited color television service on existing line standards has been rejected by J. R. Bevins, Postmaster General.

The service, it is reported, would lead to the sale of about 100,000 color sets in Britain during the next two years. This would only be possible by using American-made tubes priced at about $180. The complete set would retail for slightly less than $600.

Aside from the cost factor, Mr. Bevin said he thought it unwise at this point to allow the BBC recommendation because he felt an announcement by the Pilkington Committee on a higher line definition would be forthcoming, probably within the next year. Also he hoped the time lag would enable British manufacturers to perfect an acceptable color tube of their own.

Canadians like daytime tv

Where Canadians have equal opportunity to watch daytime television, viewing time compares favorably with that in the U. S., the Canadian subsidiary of A. C. Nielsen Co. reports. At Toronto, for example, where there is ample daytime viewing from Canadian and nearby U. S. stations, viewers watched an average of 43 hours a week during January.

A Nielsen survey in January showed that Montreal viewers spent 38.2 hours watching each week, Toronto viewers 43 hours, Winnipeg 39.2 hours, and Vancouver 35.8 hours. Of these totals 13.9 hours were daytime in Montreal, 18.6 in Toronto, 12.3 in Winnipeg, and 11.6 in Vancouver. Winnipeg viewers spent most time viewing from 6 p.m. t midnight (26.9 hours), followed b Toronto (24.4 hours), Montreal (24. hours) and Vancouver (24.4 hours)

CBC wants 5-year plan for financial estimates

The government-owned Canadia Broadcasting Corp. is developing formula under which CBC would ap pear before the Canadian Treasur Board to request funds every five years instead of annually as at present. Th Canadian Parliamentary Committee o Broadcasting was informed of the pla by Al Ouimet, CBC president, at ses sions in Ottawa May 26.

Mr. Ouimet told the committee th CBC has strong views about how i gets its money from the government He feels a five-year formula woul involve less danger of interference a the cabinet level than the present an nual requests for funds as required b the Canadian Broadcasting Act of 1958 CBC's yearly estimates are included i money voted by Parliament under th Department of National Revenue.

Abroad in brief...

Set sales drop ▪ Sales of both radio an television sets continue to drop in Cana da, according to figures released by th Electronic Industries Assn. of Canad for the first three months of the year Television receiver sales in the January March period totalled 77,877 units com pared with 79,801 sets in the sam period last year. Radio receiver sale amounted to 102,545 units in the firs three months of this year against 112, 468 units in the same period a year ago An increase is shown in the number o portable and automobile radio receiver in the period.

On the road ▪ Canadian Board o Broadcast Governors will hold one pub lic hearing outside Ottawa, Ont., a Montreal, Que., on Oct. 17. Place o meeting has not yet been announced All other meetings of the BBG this yea are being held at Ottawa.

CAB rate cards ▪ Canadian Assn. o Broadcasters has distributed standard rate cards for 1961 for its 161 radio station and 49 television station mem bers, with lavender cards for radio and yellow for television. Rate changes which will occur after June 1 will be printed on cards of different colors and distributed to advertising agencies.

Canadian office ▪ Modern Talking Pic ture Service, New York, has opened an office at Toronto, Ont., named Modern Tv, at 140 Merton St., to distribute in dustrial and business films free to tele vision stations. John A. Brown is man ager of the new office.

The call letters are never heard

CBLY Haliburton, Ont., whose call letters will never be heard on the air, went into operation on May 30. On 1400 kc with 40 w CBLY is the 90th low-power relay transmitter of the Canadian Broadcasting Corp. network. CBLY is a completely automated station in a corner of the Canadian National Railway station at Haliburton in North-central Ontario. It goes on automatically at 8 a.m. and closes down at midnight. The low-power relay stations carry programs of nearby CBC key network stations in areas where reception from any regular radio broadcast station is not good.

The transmitters were developed by CBC engineers. The system has been studied by a number of countries faced with similar geographic obstructions to good radio reception. Similar stations, as a result, now are operating in Jamaica.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING May 24 through May 31. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New am stations

APPLICATIONS

Westport, Conn.—Westport Bcstg. Co. 107.9 mc; 5.229 kw unl. Ant. height above average terrain 79 ft. P.O. address Box 511. Estimated construction cost $16,280; first year operating cost $10,000; revenue $10,000. **Donald Flamm,** sole owner, is 100% owner of two realty businesses and 50% owner of third. Ann. May 25.

Keyser, W. Va.—Glacus G. Merrill. 1390 kc; 1 kw D. P.O. address Box 1526 Clarksburg. Estimated construction cost $16,100; first year operating cost $24,000; revenue $28,500. Glacus G. Merrill, sole owner, is president of collection agency for moneys due on sale of station assets, and has had interests in WKYR Keyser and WHAR Clarksburg, both West Virginia; WIRO Ironton and WCHI Chillicothe, both Ohio. Ann. May 31.

Existing am stations

APPLICATIONS

WBGC Chipley, Fla.—Mod. of license to change hours of operation from unl. to specified hours: Mon.-Sat. 4:58 a.m.-7:20 p.m.; Sun. 6:30 a.m.-7:02 p.m. Ann. May 29.

WHNB North Adams, Mass.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. May 29.

WCBG Chambersburg, Pa.—Cp to change hours of operation from daytime to unl. using power of 1 kw N and 5 kw D, install DA for nighttime use and change ant.-trans. location (1590 kc). Ann. May 26.

New fm stations

APPLICATIONS

Colorado Springs, Colo. — Little London Bcstg. Co. 98.3 mc; 355.2 w unl. Ant. height above average terrain 574.4 ft. P.O. address 802½ Fillmore St. Estimated construction cost $3,865; first year operating cost $5,478; revenue $9,450. Principals: **Ransom J. English** (50%), **Norma J. English** (45%); **Hugh E. Crawford** (5%). Mr. English has been 30% owner of contracting firm; Mrs. English is housewife; Mr. Crawford is attorney. Ann. May 31.

Dallas, Tex.—Automated Electronics Inc. 95.5 mc; 32.52 kw unl. Ant. height above average terrain 544 ft. P.O. address Southland Center. Estimated construction cost $38,600; first year operating cost $30,000; revenue $50,000. Principals: **Roland S. Bond Jr., Randolf C. Caldwell, James H. Bond** (each 13.81%), **Sam Y. Dorfman** (19.34%), **Fort Worth Capital Corp.** (16.58%), **J. H. Williams, Barron Ulmer Kidd, Louis Dorfman** (each 5.52%), **S. M. Zimmerman** (5.07%). Messrs. Sam and Louis Dorfman are partners in production company; Mr. Roland Bond is vice president of oil corporation; Mr. James Bond is partner in securities firm; Mr. Williams owns architectural engineering firm; Mr. Kidd is independent oil operator; Mr. Caldwell is employe of securities firm; Mr. Zimmerman is president of two electronics firms; Fort Worth Capital Corp. is small-business investment firm Ann. May 31.

Existing fm stations

APPLICATIONS

***WBFO (FM) Buffalo, N. Y.**—Cp to change frequency from 88.7 mc to 90.5 mc. Ann. May 26.

WBUY-FM Lexington, N. C.—Cp to change frequency from 94.3 mc to 94.1 mc, increase ERP from 300 w to 4.32 kw, decrease ant. height above average terrain from 210 ft. to 193 ft. and install new trans. Ann. May 29.

Ownership changes

APPLICATIONS

KCMJ Palm Springs, Calif.—Seeks transfer of all outstanding shares of stock in **KCMJ Inc.** from **Louis Wasmer** (405 shares) and **Cole E. Wylie** (390 shares) to **Morris H. Bergreen** (80%) and **Bernard D. Bergreen** (20%) for $490,000. Mr. Morris Bergreen is director and officer of professional film sale and distribution firm, New York chemical firm and firm building shopping center; Mr. Bernard Bergreen is director and officer of men's clothing chain and of two real estate firms. Ann. May 26.

KITO San Bernardino, Calif.—Seeks transfer of all outstanding shares of stock in **Radio Associates Inc.** from **Kenyon Brown** (deceased) to **Ruth E. Brown,** Mr. Brown's widow and executrix of his estate; no financial consideration involved. Mrs. Brown is secretary-treasurer and director of KGLC Miami, Okla. Ann. May 26.

KSON San Diego, Calif.—Seeks transfer of all outstanding shares of stock in **Broadmoor Bcstg. Corp.** from **Kenyon Brown** (deceased) to **Ruth E. Brown,** widow of Mr. Brown and executrix of his estate; no financial consideration involved. Mrs. Brown is secretary-treasurer and director of KGLC Miami, Okla. Ann. May 26.

WJBS DeLand, Fla.—Seeks transfer of all outstanding shares of stock in **WJBS Inc.** from **Dale S. Phares** and **Frances L. Phares** to **Benjamin E. Griffin, Joseph C. Gill, W. H. Adams III, Elliot F. Darden** (each 25%) for $500. Mr. Griffin is president and 18% owner of Sav-A-Stop Inc., Jacksonville; Mr. Gill is senior vp of Jacksonville bank; Mr. Darden is general manager of trading stamp business; Mr. Adams is partner in law firm. Ann. May 26.

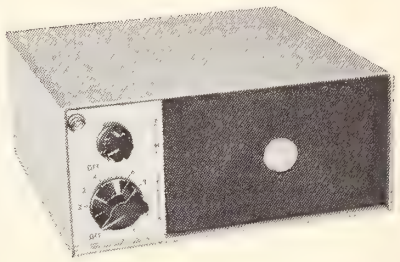
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WPAX Thomasville, Ga.—Seeks assignment of license from **H. Wimpy** to **Don C. Price, Hurley W. Rudd** and **Frank W. Hazelton** (each 33⅓%), for $65,000. Mr. Price is 20% owner of WTNT Tallahassee, Fla.; Messrs. Hazelton and Rudd own 60% and 20% respectively of WTNT and are equal partners in Florida insecticide firm. Ann. May 26.

WCCW Traverse City, Mich.—Seeks assignment of license from **D. C. Summerford** to **WCCW Inc.**, corporation of which Mr. Summerford is sole owner, no financial consideration involved. Ann. May 31.

KDLM Detroit Lakes, Minn.—Seeks transfer of 20% of outstanding stock in **Detroit Lakes Bcstg. Corp.** from **Herbert Gross Jr.** and **Kendall M. Light** (equal partners; 10% from each) to **Alver Leighton**, for $14,000. Mr. Leighton is general manager of KDLM. Ann. May 24.

KBRX O'Neill, Neb.—Seeks assignment of license from **Gaylord Illingworth**, sole owner, to **Gilbert L. Poese** (80%), **Welma Fay Poese** and **Lorris C. Rice** (each 10%) for $30,000. Mr. Poese is manager of assignor and has been manager of KNIM Maryville, Mo.; Mrs. Poese is employe of assignor; Mr. Rice is announcer and salesman for assignor and has been announcer for KBKC Kansas City, Mo. Ann. May 29.

KGLC Miami, Okla.—Seeks transfer of all outstanding shares of stock in **Miami Bcstg. Co.** from **Kenyon Brown** (deceased) to **Ruth E. Brown,** widow of Mr. Brown and executrix of his estate; no financial consideration involved. Mrs. Brown is secretary-treasurer and director of KGLC. Ann. May 26.

KBAN Bowie, Tex.—Seeks transfer of all outstanding shares of stock in **Bowie-Nocona Bcstg. Inc.** from **Willie Ray Harlow** (664 shares), **Carroll C. Lee** (490 shares) and **Marlene Harlow** (one share) to **Earle Fletcher** for $22,916.97. Mr. Fletcher is vp and general manager of KXOL Fort Worth. Ann. May 26.

KITE Terrell Hills, Tex.—Seeks transfer of control of all assets of **KITE Bcstg. Co.** from **Townsend Growth Fund Inc.** to **Leslie Kirsch**, trustee, as part of bankruptcy proceeding (bond $25,000). Ann. May 26.

KSYD Wichita Falls, Tex.—Seeks assignment of license from **Sidney A. Grayson** to **R. E. Lee Glasgow** (60%) and **Bob H. Walker** (40%), for $300,000. Mr. Glasgow owns 50% of WACO Waco, 49% of WTAW College Station-Bryan and 98% of KAND Corsicana, all Texas; Mr. Walker owns 51% of KWBA Baytown and has been general sales manager of KFDX-TV Wichita Falls, both Texas. Ann. May 26.

KITN Olympia, Wash.—Seeks transfer of 50% of stock in **KITN Corp.** from **Harold C. Singleton** to **Donald F. Witman,** who owns other 50%, for $25,000. Mr. Whitman is 61% owner of KITI Chehalis. Ann. May 24.

Hearing cases

FINAL DECISION

■ Commission gives notice that April 5 initial decision which looked toward granting applications of Capitol Bcstg. Inc. (WKXL) Concord, N. H., Tri-State Area Bcstg. Corp. (WTSA) Brattleboro, Vt., WMAS Inc. (WMAS) Springfield, Mass., and Normandy Bcstg .Corp. (WWSC) Glens Falls, N. Y., to increase daytime power from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N, each conditioned to accepting such interference as may be imposed by other existing class IV stations in event these stations are subsequently authorized to increase power to 1 kw became effective May 25 pursuant to Sec. 1.153 of rules. Action May 25.

INITIAL DECISIONS

■ Hearing examiner Basil P. Cooper issued initial decision looking toward granting application of Salina Radio Inc., for new am station to operate on 910 kc, 500 w, D, DA, in Salina, Kan., and denying the application of Kansas Bcstrs. Inc., seeking same facilities. Action May 31.

■ Hearing examiner David I. Kraushaar issued initial decision looking toward granting applications of Booth Bcstg. Co. to increase daytime power of station WIOU Kokomo, Ind., from 1 kw to 5 kw, continued operation on 1350 kc, 1 kw-N, DA-2; Truth Radio Corp. (WTRC) Elkhart, Ind., and Tri-City Radio Corp. (WLBC) Muncie, Ind., to increase daytime power from 250 w to 1 kw, continued operation on 1340 kc with 250 w-N—WTRC and WLBC conditioned to accepting such interference as may be imposed by other existing 250 w class IV stations in event they are subsequently authorized to increase power to 1 kw. Action May 29.

■ Hearing examiner Isadore A. Honig issued initial decision looking toward denying application of Dunlea Bcstg. Industries Inc., to increase daytime power of station WMFD Wilmington, N. C., from 1 kw to 5 kw and to change station's daytime DA, continued operation on 630 kc, 1 kw-N, with present nighttime DA. Action May 29.

■ Hearing examiner Walther W. Guenther issued initial decision looking toward (1) denying protest by Joseph P. Ernst and Mildred V. Ernst, d/b as Chief Washakie tv (KWRB-TV ch. 10), Riverton, Wyo., against April 22, 1959 grant to Carter Mountain Transmission Corp., to permit transmission of two channels of communication to Riverton and Lander, with addition of new point of communication at Thermopolis, Wyo.; (2) setting aside commission June 29, 1959 action staying effectiveness of that grant; and (3) affirming grant. Action May 25.

Routine roundup

ACTIONS ON MOTIONS

■ By order, commission extended from June 1 to June 12 time for filing comments in proceeding to make vhf tv chs. available for noncommercial educational use in New York City and Los Angeles. This will give commission opportunity to consider request of Gov. Robert B. Meyner of New Jersey, on behalf of legislature of that state and citizens' committee, interested in future of ch. 13 in New Jersey, to extend date to July 15. Action May 31.

By Commissioner Robert T. Bartley

■ Granted petition by Benjamin C. Brown and extended to June 19 time to file exceptions to initial decision in proceeding on his application for fm facilities in Oceanside, Calif. Action May 24.

By Commissioner Rosel H. Hyde

■ Granted petition by Tri-Cities Bcstg. Co. and extended to June 30 time to file replies to exceptions in Greensboro-High Point, N. C., tv ch. 8 proceeding. Action May 26.

■ Granted petition by Tinker Area Bcstg. Co. and extended to May 29 time to file reply brief to exceptions in proceeding on its application for am facilities in Midwest City, Okla. Action May 26.

■ Granted petition by Fred H. Whitley and extended to June 2 time to reply to exceptions to the supplemental initial decision in proceeding on his application and that of Wayne M. Nelson for am facilities in Concord and Dallas, both North Carolina. Action May 26.

■ Granted petition by KORD Inc., and extended to June 2 time to file reply to opposition of Broadcast Bureau to petition for reconsideration and other relief filed in proceeding on its application for renewal of license of KORD Pasco, Wash., and for cp. Action May 25.

■ Granted petition by Broadcast Bureau and extended to June 12 time to respond to petition by J. B. Falt Jr., for reconsideration in proceeding on his application and that of Sheffield Bcstg. Co. for am facilities in Sheffield, Ala. Action May 24.

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by Broadcast Bureau and extended to June 6 time to file response pleadings to pending petition by Joseph P. Wardlaw Jr., Canton, Ohio, for enlargement of issues, and by Greene County Radio, Xenia, Ohio, to accept its late filing and for enlargement of issues in consolidated am proceeding on their applications. Action May 29.

■ Terminated proceeding in matter of revocation of license of Roger S. Underhill for WIOS Tawas City-East Tawas, Mich., and certified case to commission. Action May 24.

■ Scheduled prehearing conferences and hearings in following proceedings on dates shown: June 19 and July 25 on am application of Peach Bowl Bcstrs Inc. (KUBA) Yuba City, Calif.; June 19 and July 26 on applications of Hazlehurst Radio and G. M. Sinyard for am facilities in Hazlehurst, Ga.; June 19 and July 20 on fm application of Audio House Inc. (KRPM) San Jose, Calif.; June 19 and Sept. 6 on applications of Massillon Bcstg. Co. Inc., for new am station in Norwood, Ohio; June 19 and Sept. 6 on applications of Gerico Investment Co., for renewal of license WITV (TV) and Board of Public Instruction of Dade County, Fla. for new tv station to operate on ch. 17, both Fort Lauderdale, Fla. Action May 23.

■ Granted petition by Regional Bcstg. Co., Halfway, Md., and extended from May 19 to May 24 time for petitioner and George Fishman, Brunswick, Md., to file joint request for approval of agreement under Sec. 311(c) of Act of Sec. 1.316 of rules in am proceeding. Action May 23.

■ Granted request by W. Gordon Allen to extent that it involves dismissal of his application for am facilities in Eugene, Ore., but dismissed application with prejudice, and retained in hearing status remaining application in consolidation-Eugene Bcstrs. for am facilities in Eugene. Action May 22.

By Hearing Examiner Thomas H. Donahue

■ On own motion, continued June 7 hearing to date to be determined at prehearing conference which is here scheduled for June 22 in proceeding on applications of Vernon E. Pressley for am facilities in Canton, N. C., et al. Action May 25.

By Hearing Examiner Asher H. Ende

■ On own motion, continued June 1 prehearing conference to June 2 in proceeding on application of YT Corp., for fm facilities in Palo Alto, Calif. Action May 29.

■ Issued order following prehearing conference held on May 23 in proceeding on am applications of Lindsay Bcstg. Co., Punta Gorda, Fla.; proceedings will continue without applicant Peace River Bcstg. Corp., Punta Gorda, pending filing of and action on its petition to dismiss its application; scheduled certain procedural dates and hearing will commence on July 17 as heretofore scheduled. Action May 24.

■ Scheduled further hearing for June 12 in proceeding on applications of Nicholasville Bcstg. Co. and Jessamine Bcstg. Co., for new am stations in Nicholasville, Ky. Action May 24.

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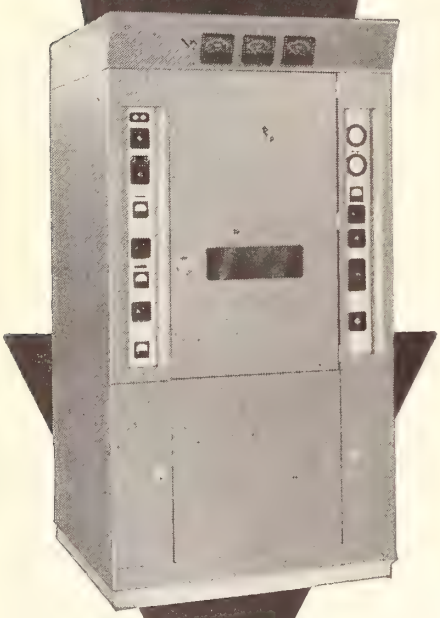
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■ Granted joint motion by applicants and continued date for exchange of exhibits from May 23 to June 15 and for notification of witnesses, if any desired for cross examination, from June 2 to June 22, and continued hearing from June 13 to July 26 in proceeding on applications of Lorenzo W. Milam and Eastside Bcstg. Co., for fm facilities in Seattle, Wash. Action May 23.

■ Issued order following second prehearing conference, held May 9, in proceeding on applications of Sands Bcstg. Corp., for new am station in Indianapolis, Ind., denied petition by Independent Indianapolis Bcstg. Corp., for reconsideration and restoration of initially scheduled hearing date, and further rescheduled Oct. 9 hearing for Sept. 25. Action May 19.

By Hearing Examiner Charles J. Frederick

■ Granted motion by Harlan Murrelle and Assoc. and Francis J. Matrongola (WCMC) and extended from June 1 to June 8 time to file proposed findings in consolidated am proceeding (WFPG Inc., Toms River, N. J., etal). Action May 25.

■ Granted request by James Bcstg. Inc., and extended from May 26 to June 5 date to file proposed findings and from June 7 to June 19 for replies in proceeding on its application which is consolidated for hearing with WBVP Inc., Beaver Falls, Pa., et al. Action May 25.

■ Granted petition by Broadcast Bureau and extended from May 22 to May 29 time to file proposed findings in proceeding on applications of Sayger Bcstg. Co. and Malrite Bcstg. Co., for am facilities in Tiffin and Norwalk, both Ohio. Action May 22.

■ Granted joint letter request by Billings Bcstg. Co. (KBMY) Billings, and KXLO Broadcast Inc. (KXLO), Lewiston, Mont., and continued dates for exchange of engineering cases from May 19 to May 26 and date for further prehearing conference from May 26 to June 2 in proceeding on their am applications. Action May 22.

By Hearing Examiner Millard F. French

■ On own motion, scheduled prehearing conference for June 12 in proceeding on application of Strafford Bcstg. Corp., WWNH Rochester, N. H. Action May 26.

■ On own motion, scheduled prehearing conference for June 7 in proceeding on applications of Lynne-Yvette Bcstg. Co. and John T. Williams for am facilities in Albany and Americus, Ga. Action May 25.

By Hearing Examiner Annie Neal Huntting

■ Upon agreement of parties at May 19 prehearing conference, continued June 5 hearing to June 29 in proceeding on am applications of Cornbelt Bcstg. Co. (WHOW) Clinton, Ill. Action May 29.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Broadcast Bureau and extended from May 24 to June 9 time to file proposed findings in proceeding on applications of Bloomfield Non-Profit Assoc., Bloomfield, N. M., for temporary authority to operate three vhf tv broadcast repeater stations. Action May 24.

By Hearing Examiner David I. Kraushaar

■ Issued order after prehearing conference held May 25 in proceeding on application of Crawford County Bcstg. Co. WTIV Titusville, Pa., scheduled certain procedural dates and hearing will be held as scheduled-July 17. Action May 25.

■ On own motion, received in evidence WJOL Inc. (WJOL) Joliet, Ill., exhibit 5, closed record, and scheduled June 14 and June 23 time to file proposed findings and replies in proceeding on WJOL's application, which is in consolidated am proceeding. Action May 25.

■ Granted motion for severance from consolidated am proceeding by Booth Bcstg. Co. (WIOU) Kokomo, Ind., Truth Radio Corp. (WTRC) Elkhart, Ind., and Tri-City Radio Corp. (WLBC) Muncie, Ind., and consolidated them in new proceeding for decisional purposes; closed record as to severed applicants. Action May 23.

By Hearing Examiner Forest L. McClenning

■ Upon informal request for change of procedural dates made at May 26 prehearing conference in Corpus Christi, Tex., tv ch. 3 proceeding, continued certain procedural dates and continued commencement of hearing of direct cases in evidence from July 10 to Sept. 11. Action May 26.

■ Scheduled oral argument for May 31, 2 p.m., on petition by South Texas Telecasting Inc. (KVDO-TV) Corpus Christi, Tex., for leave to amend its application which is consolidated for hearing in Corpus Christi tv ch. 3 proceeding. Action May 26.

■ Pursuant to agreement of parties in proceeding on application of Puritan Broadcast Service Inc., for fm facilities in Lynn, Mass., advanced June 26 hearing to May 31. Action May 26.

■ Scheduled further prehearing conference for May 26, at request of parties, in Corpus Christi, Tex., tv ch. 3 proceeding. Action May 24.

By Hearing Examiner Herbert Sharfman

■ Granted petition by Elizabethtown Bcstg. Co. (WIEL) Elizabethtown, Ky., for leave to amend its am application in order to reflect death of one of its partners and the substitution of his executors and trustees. Action May 25.

■ Granted motion by Elgin Bcstg. Co. (WRMN) Elgin, Ill., and corrected transcript as proposed, with exception, in consolidated am proceeding (Mid-America Bcstg. System Inc., Highland Park, Ill.). Action May 23.

BROADCAST ACTIONS
by Broadcast Bureau

■ Commission on May 24 granted petition by Redding-Chico Tv Inc., applicant for new tv station to operate on ch. 9 in Redding, Calif., and extended from May 28 to June 28 time to file an opposition to petition of Northern California Educational Tv Assn. Inc., requesting the reservation of ch. 9 in Redding for noncommercial educational use.

Actions of May 29

WCRB-FM Waltham, Mass.—Granted license covering installation of new trans.

WIBA-FM Madison, Wis.—Granted license covering change in ERP; ant. height; trans. location; installation of new ant.; changes in ant. system and operation by remote control; condition.

WEEX-FM Easton, Pa.—Granted licenses covering increase in ERP and installation of new trans. and use of old main trans. for auxiliary purposes with ERP of 3.2 kw.

WYZZ (FM) Wilkes-Barre, Pa.—Granted license covering change in ant.

WYCA (FM) Hammond, Ind.—Granted license covering increase in power and installation of new trans.

KOAM-TV Pittsburg, Kan.—Granted cp to change ERP to vis. 316 kw; aur. to 178 kw; change studio and trans. location, 240 ft. west of present location (no change in description); correct coordinates; type ant.; and make changes in equipment; ant. height 1,090 ft.

KFPW Fort Smith, Ark.—Granted mod. of cp to change type trans.

American Bcstg.-Paramount Theatres Inc., New York, N. Y.—Granted extension of time to April 29, 1962 to locate, maintain and/or use studios or apparatus at 7 W. 66th St., New York 23, and other points throughout U. S. under the control of American Bcstg.-Paramount Theatres Inc., for purpose of obtaining or producing tv programs consisting of musical, dramatic, educational and entertainment material, to be transmitted or delivered by film or tv recordings by various methods or by electrical energy for transmission by cable and/or other means to XETV (TV) Tijuana, Mex.; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act.

KELE (FM) Phoenix, Ariz.—Granted extension of authority to July 2 to remain silent.

KBEN Carrizo Springs, Tex.—Granted extension of authority to July 31 to operate from sign-on at 6 a.m. to sign-off at 7 p.m.

WSAJ Grove City, Pa.—Granted authority to remain silent for period beginning June 10 and ending Sept. 24.

Actions of May 26

■ Granted cps for the following new vhf tv translator stations: Isabel Tv Assn., Isabel, S. D., on ch. 9 to translate programs of KFYR-TV (ch. 5) Bismarck, N. D.; condition; North Curry Recreation Inc., Port Orford, Ore., on ch. 13 to translate programs of KIEM-TV (ch. 3) Eureka, Calif.; condition; Chief Joseph Community Services Inc., Bridgeport, Wash., on ch. 11 to translate programs of KHQ-TV (ch. 6) Spokane, Wash.

WHPL Winchester, Va.—Granted license for am station and specify type trans. and studio location; condition.

■ Granted licenses for following noncommercial educational fm stations: *WFDD-FM, Winston-Salem, N. C., and *WRPN-FM Ripon, Wis.

WTTN Watertown, Wis.—Granted license

covering change of ant.-trans. location; increase power except during critical hours; installation new trans.; new ant. system (decrease height) and new ground system; remote control permitted.

WPEP Park Falls, Wis.—Granted license covering increase in daytime power; make changes in ant. system (increase height) and installation new trans. (main).

WBTN Bennington, Vt.—Granted license covering changes in power, trans. and addition of remote control.

WRNB New Bern, N. C.—Granted license covering increase in daytime power and installation of new trans.

WBEL South Beloit, Ill.—Granted license covering change from DA-2 to DA-N, remote control permitted daytime only.

***WCFM (FM) Williamstown, Mass.**—Granted license covering change in frequency.

WMBD Peoria, Ill.—Granted license covering installation of alt. main trans.; remote control permitted.

WQMR Silver Spring, Md.—Granted license covering installation of new trans.

WPFP Park Falls, Wis.—Granted license to use old main trans. as auxiliary trans. at main trans. location.

WGHN Grand Haven, Mich.—Granted license covering change in ant.-trans. location; make changes in ant. and ground system, installation new trans.; remote control permitted.

***WAMC (FM) Albany, N. Y.**—Granted license covering change in frequency.

***WMHC (FM) South Hadley, Mass.**—Granted license covering change in frequency.

***WSCB (FM) Springfield, Mass.**—Granted license covering change in frequency.

■ Waived Sec. 4.709(b) of rules and granted special temporary authority for following vhf tv repeater station: North Curry Recreation Inc. ch. 13 Port Orford, Ore. and immediate vicinity, Ore. (KIEM ch. 3 Eureka, Calif.)

WJMY Allen Park, Mich.—Granted mod. of cp to change name to Robert M. Parr tr/as Triangle Bcstg. Co.

WHFI Birmingham, Mich.—Granted change of remote control authority (second remote control point).

Actions of May 25

WMT Cedar Rapids, Iowa—Granted second remote control location while using nondirectional ant. (WMT-TV studios).

■ Granted cps for the following new vhf tv translator stations: Odessa Tv Club, Odessa, Wash., on chs. 7, 9 and 11 to translate programs of KREM-TV (ch. 2) KXLY-TV (ch. 4) and KHQ-TV (ch. 6) all Spokane, Wash.; Malta Tv Club, Malta, Mont., on ch. 7 to translate programs of KOOK-TV (ch. 2) Billings, Mont., via Zortman, Mont., ch. 4 translator station; Edgemont Tv Booster Club, Edgemont, S. D., on chs. 6 and 12 to translate programs of KTWO-TV (ch. 2) Casper, Wyo., via Igloo, S. D., ch. 8 translator station, and KOTA-TV, (ch. 3) Rapid City, S. D.; Better Tv Club, Hoven, S. D., on ch. 7 to translate programs of KDLO-TV (ch. 3) Florence, S. D.; Moffat County, Axial Basin, rural area, Colo., on ch. 5 to translate programs of KOA-TV (ch. 4) Denver, Colo., via Craig, Colo., ch. 2 translator station; Mizpah Tv Club, Coalwood, Mont., on ch. 7 to translate programs of KOOK-TV (ch. 2) Billings, Mont., via Broadus, Mont., ch. 4 translator station; Pilgrim Creek Tv Assn., Pilgrim Creek Community, Broadus, Mont., on ch. 4 to translate programs of KOOK-TV (ch. 2) Billings, Mont., via Broadus, Mont., ch. 10 translator station; Howard Tv Club, Howard, Mont., on ch. 10 to translate programs of KOOK-TV (ch. 2) Billings, Mont.; Chief Joseph Community Services Inc., Bridgeport, Wash., on ch. 7 to translate programs of KXLY-TV (ch. 4) Spokane, Wash.; Chinook Tv Assn. Inc., Chinook, Mont., on ch. 4 to translate programs of CJLH (ch. 7) Lethbridge, Canada, via uhf tv translator station K78AH, Joplin, Mont., condition; Emmetsburg Chamber of Commerce, Emmetsburg, Iowa and vicinity, on chs. 10 and 7 to translate programs of KGLO-TV (ch. 3) Mason City and KTIV-TV (ch. 4) Sioux City, both Iowa; conditions.

WSAZ-AM-TV Huntington, W. Va.—Granted assignment of licenses to WJR, Goodwill Station, Inc.

■ Granted licenses for following am stations: WRKB Kannapolis, N. C.; WMHI Braddock Heights, Md., and specify type trans.; WNGA Nashville, Ga.; WSAF Sarasota, Fla.

WCNC Elizabeth City, N. C.—Granted license covering installation of new trans.

WTYS Marianna, Fla.—Granted license covering increase in daytime power and new trans.

WOCB West Yarmouth, Mass.—Granted license covering increase in daytime power and installation of new trans.

WMRB Greenville, S. C.—Granted license covering increase in daytime power, installation of new trans. and change studio location; remote control permitted.

WNEL Caguas, P. R.—Granted license covering change in frequency, installation of new trans., changes in ant. system and increase power.

WJNC Jacksonville, N. C.—Granted license covering increase in daytime power and installation of new trans.

WNEB Worcester, Mass.—Granted license covering increase in daytime power and installation of new trans.

WCEM Cambridge, Md.—Granted cp to install new trans.

KPON Anderson, Calif.—Granted authority to remain silent for period ending Oct. 2.

Actions of May 24

WHP-TV Harrisburg, Pa.—Granted mod. of license to specify operation on ch. 21 instead of ch. 55 in Harrisburg, pursuant to report and order adopted Feb. 9, effective March 17; ant. height 920 ft. (main trans. & ant.).

WBNS Columbus, Ohio—Remote control permitted while using nondirectional ant.

WLNR-FM Lansing, Ill.—Granted assignment of cp to Illiana F. M. Bcstrs. Inc.

WNOR Norfolk, Va.—Granted license covering increase in daytime power and installation of new trans.

WEED Rocky Mount, N. C.—Granted license covering change from DA-2 to DA-N.

WGAW Gardner, Mass.—Granted license covering increase in daytime power and installation of new trans.

WCFV Clifton Forge, Va.—Granted license covering changes in ant. system (increase height).

WEND Ebensburg, Pa.—Granted mod. of cp to change ant.-trans. location and make changes in ant. system (decrease height); conditions.

WIXN Dixon, Ill.—Granted mod. of cp to change type trans.

KEDD Dodge City, Kans.—Granted mod. of cp to make changes in DA system.

■ Following stations were granted extensions of completion dates as shown: WUTV (TV) Charlotte, N. C. to Aug. 26, and WIXN Dixon, Ill. to July 10.

KASO Minden, La.—Granted authority to operate from sign-on at 6 a.m. to sign-off at 7 p.m., Monday through Saturdays and from 7 a.m. to 9 p.m. on Sundays for period ending Aug. 31.

WZIP Cincinnati, Ohio—Granted change of remote control authority.

Actions of May 23

WATV Birmingham, Ala.—Granted acquisition of positive control by E. C. Atkerson through purchase of stock from Thad Holt Sr.

WWMT (FM) New Orleans, La.—Granted mod. of license to change name to Custom Electronics Inc.

Columbia Bcstg. System Inc., Chicago, Ill.—Granted cp to add one trans. for low power station; without prejudice to such action as commission may deem warranted as a result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of the Network Study Staff; (2) related studies and inquiries now being considered or conducted by comm.; and (3) pending antitrust matters.

WITN (TV) Washington, N. C.—Granted mod. of cp to change ERP to vis. 295 kw; aur. to 148 kw; change trans. location (no change in description); change in coordinates only; type trans.; ant. system; change in equipment and ant. height to 1,549 ft.

WBBS (FM) Crawfordsville, Ind.—Granted authority to operate Sundays only for period beginning June 4 and ending Sept. 3.

WOXR (FM) Oxford, Ohio—Granted authority to remain silent for period ending Sept. 1.

WDCR Hanover, N. H.—Granted authority to remain silent for period beginning May 31 and ending at beginning of school term.

Actions of May 22

■ Granted cps for following new vhf tv translator stations: Quinn River Tv Maintenance District, McDermitt, Nev., on ch. 4 to translate programs of KTVB (ch. 7) Boise, Idaho; Osage Tv Assn. Inc., Osage,

Continued on page 105

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Station manager-sales manager wanted at once. Must be experienced-good qualifications-must know how to sell, and manage. Details first letter please. In Texas. Box 566F, BROADCASTING.

Want good utility man—salesmanager, copy writer, special events announcer, etc. Experienced and capable of holding number two spot. Salary or salary and commission commensurate with sales ability. Top work references necessary. Don't phone, write Ray Beckner, KRLN, Canon City, Colo.

Sales

Baltimore—Good money and top future for salesman who is looking upward. Multiple chain. Box 756E, BROADCASTING.

Wanted salesman for regional and agency sales. Midwest group of network affiliated radio and television stations. You must be capable, energetic and of the highest integrity. Box 350F, BROADCASTING.

Sales manager . . . Strong on sales. Maryland independent, multiple chain. Excellent opportunity for a solid producer. Box 494F, BROADCASTING.

Boston. Top rated radio station needs salesman to fill out staff of 2. Terrific opportunity to make real money. Replies confidential. Box 512F, BROADCASTING.

Salesmanager: Able to create, write and produce own spots. Growing organization. $350.00 per month plus 15% and car allowance. Located in Texas. Box 530F, BROADCASTING.

KTRI, Sioux City, Iowa wants experienced salesman. Please send references. Good pay.

Experienced salesman wanted for expanding organization. Future management possibilities. Settle down with KWRT, Boonville, Missouri. Contact Bill Tedrick, owner!

Aggressive salesman for second largest New England market. Salary plus incentive. Write or call Sherm Harris, WRIB, Providence, Rhode Island.

Salesmen! Experience necessary. Fast growing Cape Canaveral market. Send picture and resume to WRKT, Cocoa Beach, Florida.

Announcers

Announcer with first class ticket, maintenance is secondary. Box 928D, BROADCASTING.

Wanted—Best young dj in modern radio! We're not top 40—but we're a leading "live wire" operation in major Michigan market. Send details and tape to Box 170F, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Immediate opening for dj in 75,000 central New York market. Prefer man who can fit into tight production format. Send resume, tape, requirements to Box 296F, BROADCASTING.

Eastern Pennsylvania 250 watt fulltimer needs an announcer with at least two years experience. Must be good board man. Start $85 a week with regular raises. Interview necessary. All tapes will be returned. Send tape and resume to Box 404F, BROADCASTING.

Swingin' dj's—Hard-hitting newsmen. Large chain on the lookout for top talent for top markets. Looking for entertaining personalities-not announcers. Looking for dramatic, creative, enthusiastic newsmen—not "Golden Voice" announcers. If you qualify, send tape and resume, today to Box 418F, BROADCASTING.

Top flight major market indie has opening for personable, mature deejay, strong on commercials, smooth production, formula operation. Send letter with full background including references; and audition tape. Box 520F, BROADCASTING.

Announcer wanted for large eastern metropolitan full-time station. We desire big sounding, alert voice with personality. Starting salary exceeds $8,000.00 plus talent fees. A copy writer also desired. Apply Box 536F, BROADCASTING.

Personality with a mature voice. Morning shift opening soon in a south Texas station. Knowledge of country music would be beneficial. Send tape and details in first letter. Box 548F, BROADCASTING.

Wanted immediately, first phone combo man for Florida country and western daytimer. Engineering secondary. Send complete details to Box 555F, BROADCASTING.

California 50 kw. Immediate opening for experienced announcer with 1st class ticket. Top pay. Rush tape and resume. Box 562F, BROADCASTING.

Wanted—Three best announcers in modern radio! One with 1st class ticket. KHAK, the "Bright New Sound"—not top 40—will soon go on the air in Cedar Rapids, Iowa. Only the experienced need apply. Send tape, complete resume, salary requirements, snapshot to W. E. McClenahan, c/o KHAK Radio, S.G.A. Building, Cedar Rapids, Iowa.

Announcer with first ticket. $425.00 monthly. Send qualifications. KSEN, Shelby, Montana.

Announcer with first phone, no maintenance. Night shift must have car. State salary, send tape to Fred Epstein, KSTT, Davenport, Iowa.

Announcer needed for progressive organization! Bill Tedrick, owner, KWRT, Boonville, Missouri.

Wanted: Announcer — some experience. Strong on production. Alert, aggressive, but no "rockers." Good salary, good future, good 5 kw CBS outlet. Contact Val Carter, General Manager, WEAV AM-FM, Plattsburgh, N. Y.

Announcer with first phone for fulltime southern regional. Must have tight production, good news delivery, knowledge of good music for adult programming. Limited engineering. Send photo, resume, tape and references. Salary open. Ernest Bowen, WELO, Tupelo, Miss.

Help Wanted—(Cont'd)

Announcers

Negro personality. Only applicants with full-time radio experience in r&d and spirituals considered. Send tape to Frank Michaels, WGEE, Indianapolis, Indiana.

Announcer—with first ticket. Want good tight production—news and copy experience. Immediate opening. Salary dependent on experience, etc. WJUD, St. Johns, Michigan.

Now auditioning for mature announcer experienced in adult programming. Must run tight board. New Equipment—wonderful city. Tape, resume, photo and salary to Program Director, WKLZ, Kalamazoo, Mich.

Progressive, production-minded station desires first ticket announcer. Salary open. New building, new Collins equipment. Home on premises available if desired. WMVO, Mount Vernon, Ohio.

Vacation with pay! Atlantic City area. Swinging announcer; tight production. Immediate opening. Rush tape or come in person. Phil Ladd, PD—WOND, Pleasantville, N. J.

Technical

Chief engineer for established am directional east central. Excellent opportunity with multiple ownership. Box 410F, BROADCASTING.

Chief engineer with or without announcing. 250 watter southeast New York. Box 457F, BROADCASTING.

Wanted: First class engineer-announcer or engineer-salesman for medium size market in northwest Florida. Reply with tape and photograph. Box 552F, BROADCASTING.

Engineer — first class ticket — for country music station serving metropolitan Columbia, South Carolina. Announcing preferred, but not necessary. Call or write Jay Elson—WCAY—Alpine 6-2000—or mail resume, picture, tape to Box 335, Cayce, So. Car.

Maintenance technician WFAR 1 kw AM WXTV 1 kw uhf $100 weekly—803 E. Indianola Ave., Youngstown 2, Ohio.

Production—Programming, Others

Hard-driving morning newsman with authoritative voice and news knowhow. A real challenge for the right man. Opportunity for tv. Send full resume. tape, picture, salary Box 483F, BROADCASTING.

Newsman for midwest medium market radio-tv station. Send tape, resume, photo, salary and availability to Box 546F, BROADCASTING.

Wanted: Program director for KHAK, the "Bright New Sound"—not top 40—soon to go on the air in Cedar Rapids, Iowa. Must have a mature concept of modern radio and be experienced in all phases, including production. Send tape consisting of news, commercials, etc., along with complete resume, salary requirements and snapshot to W. E. McClenahan, c/o KHAK Radio, S.G.A. Building, Cedar Rapids, Iowa.

Local news and sports. Opportunity. Send resume, tape. R. B. Cupp, KOFO, Ottawa, Kansas.

Creativity in California! We need a top flight, creative copywriter fast. Man or woman. Production spots, clever ideas for No. 1 station in Sacramento Valley. Salary open. Apply direct to Ron Lyons, Program Director, KROY Radio, Sacramento, Calif.

Help Wanted—(Cont'd)

Production—Programming, Others

Newsman. Reporter and airman. Run department. Brand new daytimer in Hammonton, N. J. Challenging area. News-minded-management. Contact WNJH, Hammonton, N. J. or WCOJ, Coatesville, Pa. Personal interview preferred.

Copy-writer—Experienced, production minded, with ability to write hard sell. Good salary. Send samples, resume and photo to WFDF, Flint, Michigan.

Program director for middle of the road music and news station, heavy emphasis on local news and community service. Must be idea man of proven ability and authority. Florida east coast station. No phone calls. Rush tape and complete resume, Dick Clark, WMFJ, Daytona Beach, Florida.

Experienced newsman wanted as part-time assistant in radio news, beginning September. Can take graduate work. School of Journalism, University of Iowa, Iowa City.

RADIO

Situations Wanted—Management

Efficiency consultant . . . expert on problem or new stations. Will find the weak points of your property and set it as an efficient, well-organized operation. 12 years experience in radio programming, sales, effective administration. Period of consulting will be mutually decided upon evaluation. Available in 3 weeks. Write Box 446F, BROADCASTING.

Station manager available July 15. 11 years experience in small, medium, metro markets in sales, sales management and station management. Southwest preferred. Box 477F, BROADCASTING.

Experienced manager desires small/medium market station to lease or manage. Replies confidential. Box 542F, BROADCASTING.

Experienced executive now manager of religious major market fm station desires opportunity in mid west or east. University graduate with radio degree. Familiar with all phases of radio. Highest references. Box 547F, BROADCASTING.

Manager, 20 years experience. Top man sales, programming, promotion, automation. Box 554F, BROADCASTING.

Tennessee. Experienced manager seeking radio management opportunity in Bristol, Knoxville, Nashville areas, others will be considered. 19 years radio, heavy sales, promotion, programming and engineering 1st phone. Substantial administrative experience. Family man, age 40, with 4 children. Non-drinker, presently employed, available July 1. Box 561F, BROADCASTING.

Experienced manager-pd to run or assist midwest adult operation. Just sold station interest. College graduate; good administrator; launched two new stations. Box 568F, BROADCASTING.

You don't need a high priced program director for number one ratings—contact the nation's leading consultant, T. R. Productions. Our stations are number one. Service includes all records, format, contests, d.j. material, production tapes, personal program consulting, tailored program sales presentation. Be first with records. Tops in sound. Popular and good music programming. Call or write: Ralph Petti, v.p., T. R. Productions, 830 Market, San Francisco, California.

Sales

Sales—Radio or tv. B.S. radio-tv, age 27, married. Three years tv producer-director, major market. Box 549F, BROADCASTING.

Announcers

A-OK all the way . . . 5 years experience, swingin' personality. Definite asset to any organization. Box 351F, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer seeking security of growing operation. Family, dependable, experienced. $100.00. Box 437F, BROADCASTING.

Combo man—Interested in Hoosier market—announcing—engineering—D. T. I. Grad—Light sales—1 year experience. Salary open—married—G.I.—Can deliver goods. Box 439F, BROADCASTING.

13 years experience including major markets. Program director, mature announcer, newsman, radio-TV. Superior references. Desire position with certain advancement opportunity. Box 444F, BROADCASTING.

Experienced young announcer-dj-strong on news. Can do baseball play-by-play. Desires relocation in North or South Carolina. Box 518F, BROADCASTING.

Husband wife team—morning show. Weather, news, reviews, humor, general information. Wife copywriter, husband announcer. Experience, 3 years. Box 519F, BROADCASTING.

Versatile announcer looking for employment. Will travel. Box 522F, BROADCASTING.

Experienced announcer-copywriter-newsman. College, vet, top references. Gulf coast, but consider all. Box 533F, BROADCASTING.

Announcer, relaxed style, married, first phone. Two years experience. Available. Box 537F, BROADCASTING.

Announcer: Sold my home, ready to roam. Need radio experience. 12 years public speaking experience. Broadcast school graduate. Mature, hard working. Age 35. Write novel humorous commercials. Good on news. Can sell, good ad lib. Go anywhere. I'm ready. I'm a bargain for someone with vision. Box 538F, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Sports director looking for sports minded station. Finest of references. Box 540F, BROADCASTING.

First phone, degree, good voice upon music, wants job. Box 541F, BROADCASTING.

Major markets only. Radio-tv personality. Experience in all phases of on-the-air work in both mediums. Now in 10th year with top rated major market station. Seeking greater challenge. Network contributor to NBC and CBS. For the complete story write . . . Box 544F, BROADCASTING.

Experienced announcer, emphasis on news and commercials with programming background. Adult music only. Prefer upper midwest. Box 550F, BROADCASTING.

Experienced announcer-dj, first phone, programming experience wants to relocate. Young, have family, car. Tight production. No maintenance. Please state format in reply. Box 556F, BROADCASTING.

Attention stations within 250 mile radius of N.Y.C. Newsman-dj. 2 years experience. Tight production. Versatile. Not a floater. Call N.Y.C. BU. 4-8737 or Box 557F, BROADCASTING.

Haggard Hal Hankers. Box 559F, BROADCASTING.

Negro announcer, dj, ATS graduate. R&B, gospel, tight board. Will travel anywhere. Box 563F, BROADCASTING.

Youthful dj looking for placement in top 40 station. Presently employed at No. one station in area. Will be available June 10th. Resume, tape and picture available at request. Box 565F, BROADCASTING.

LANG-WORTH IS EXPANDING ITS FIELD SALES FORCE

Splendid opportunities are open for aggressive, high calibre and personable salesmen with radio station backgrounds such as station managers, commercial managers or salesmen with top records.

Considerable traveling will be necessary within an area near your home base. A late model automobile is a necessity.

These positions afford unusual opportunity for large financial remuneration related to performance.

Interviews will be held in the following cities: Detroit, San Francisco, Los Angeles and Atlanta.

Applicants will be given thorough indoctrination and training with pay.

Submit a resume showing employment record and personal history. Attach a recent photograph. Do not telephone. All information will be held strictly confidential. **Write Hugh Allen, VP-Sales, 151 N. Franklin Street, Hempstead, Long Island, New York.**

Situations Wanted—(Cont'd)

Announcers

8 years experience pd, play-by-play and staff, 27, family and college graduate. Finest references. 3 years with present employer. Box 567F, BROADCASTING.

Wants to step up, now, 24, single, college, 4 years experience tv and radio, mature. Radio only, Michigan, northeast, southwest. Box 570F, BROADCASTING.

Announcer, first phone seeks employment in college or university town. Some experience, southern states preferred, other considered. Contact John T. Archer, 6023 La Vista, Dallas 6, Texas. TA 6-3620.

Young dj-announcer . . . Nine months educational radio experience . . . Commercial start wanted. Midwest preferred, will consider anything. Jim Banzer, 1818 Jeanette, Wichita, Kansas.

Negro first phone announcer. Announcing school graduate. Will locate anywhere. John Burton, 3501-5th Avenue, Los Angeles, California.

Family man—would like position. Adult music. No experience, eager to learn. Eastern area. Tape, etc. on request. John Emery, 27 Leavitt Rd., Hampton, N. H. Phone WA 6-3020.

Teacher desires summer job. 1st phone AFRS experience. Good voice, pop music expert, can sell. J. Horner, 1659 W. 252 St., Harbor City, California.

Blast off with the best sound around. Bill Huntington, 9952 Schiller Blvd., Franklin Pk., Ill. GLadstone 5-7990.

Beginner wishes to learn all phases radio, desires station with good music pace. Married. Contact Don Russell, Kingston, N. H. MI 2-3743.

Mature top 40 and moderate d.j. looking for up-coming progressive and promotion minded station. I have mobile sound unit. Will relocate. Sober. Call or write Frank Sacks, 20557 Stout, Detroit 19, Michigan. KEnwood 5-6680.

Attention Texas, New Mexico, Arizona: Announcer first ticket, 8 years experience all phases and maintenance. Interested in PD. Married. Dependable. Call or write: Announcer, c/o Howard Smith, 502-53rd St., Lubbock, Texas.

Technical

Experienced chief engineer, remote control directional systems and some tv, desires permanent position in radio or tv. Box 454F, BROADCASTING.

Chief class four station desires position chief New England directional. Experienced high, low power, directionals, maintenance, administration. Box 531F, BROADCASTING.

Wanted: Position in broadcast engineering first phone. Ten years experience in broadcasting plus five years in communications. Age 36, married, one child. Prefer location in Piedmont section North Carolina. Box 535F, BROADCASTING.

RCA grad, ham, first phone, need start, radio or television, good voice, resume, write: Joseph Bonczek, 125 Nutwood Avenue, Middlesex, New Jersey.

Experience wanted! 1st phone, 28, family. Prefer Miss R. or Gulf Coast. James Kidd, Rt. 1, Galesburg, Ill.

Young, first class licensed radio-telephone operator desires position as combo-man. Larry Lewin, 915 Angela St., Key West, Florida. Tel. CYpress 6-2923.

1st phone CIE student desires postion in midwest. Good musical background. Some board and announcing experience. John Oelke, 4529 Flad Ave., St. Louis 10, Missouri. MO 4-7090.

Combo man, eight years experience, presently in allied field, desires affiliation in radio or tv. Southern California area only. Will give personal interviews. J. Schwartz, 5332 Veloz, Tarzana, Calif., DI 4-1276.

Situations Wanted—(Cont'd)

Production—Programming, Others

News director, 32, ten years experience. Good solid conservative news, all phases. College, married, two children. Northeast-northwest. $150 minimum. Tape-pic-resume. Details from Box 400F, BROADCASTING.

Available August 1, experienced adult radio program director. Limited management experience. Nine years radio and television. Proven leader. Box 449F, BROADCASTING.

Program director's program director! Good . . . can prove it! Box 484F, BROADCASTING.

Imaginative young family man with programming, production, promotion, and news experience desiring position in television. Five years in commercial radio. Would consider combination radio and tv. Box 503F, BROADCASTING.

News director—20 years radio including 12 television-gathering, writing, broadcasting, editorializing. Want top operation only in Washington, Philadelphia, Baltimore, southern states. Box 517F, BROADCASTING.

I'll tell you one thing, I'm the best program director you'll ever have . . . and I don't care how big your market is! I can mold and shade program sound that won't quit. I can squeeze talent and "sell" out of dee jays worth twice their salaries. And . . . can prove it! Box 528F, BROADCASTING.

Newsman, 25, married, college graduate, degree in radio and television, currently news director in one station market. Desire move to larger market as news reporter or news director. Box 529F, BROADCASTING.

Program director for medium market. Sales management, programming, announcing experience. Will create sellable programming. Management objective. Available immediately. Family. Box 532F, BROADCASTING.

If you believe the public deserves competent and courageous coverage of significant current affairs, and you want an experienced, employed 50 kw newsman with broad background to provide it, we ought to investigate one another. Box 564F, BROADCASTING.

Program director, moving up! Have ideas, know-how, six years in radio, one in tv. Best references, married, and presently employed. Box 571F, BROADCASTING.

PD-combo-1st phone-sales. California only. 3349 Alma Avenue, Lynwood, California.

TELEVISION

Help Wanted—Technical

Immediate opening for remote supervisor in south Florida. Must be completely familiar with microwave and Ampex vtr maintenance. No others need apply. 40 hour week—salary open to right man. Box 478F, BROADCASTING.

Electronic technician for North Carolina educational television. Must have FCC license. Box 515F, BROADCASTING.

TV summer studio relief 2nd class license minimum. Contact: Mr. Merritt, C. E., WICS-TV, Springfield, Ill.

Transmitter supervisor. Have immediate opening for man who has complete knowledge of RCA TT 10 AL transmitter. 40 hour week—salary open. Write, call, or wire Lew Evenden. Chief Engineer, WPTV, Palm Beach, Fla.

Production—Programming, Others

Experienced tv director wanted by station in Florida's second largest market. Must have three years board experience; ability to work well with staff. Send complete resume, recent photo, salary expected to Box 352F, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Tv newsman strong on appearance and delivery. Outstanding opportunity in medium size midwest market. Immediate opening. Send full resume, tape, picture, salary. Box 482F, BROADCASTING.

Newsman for midwest medium market radio-tv station. Send tape, resume, photo, salary and availability to Box 546F, BROADCASTING.

TELEVISION

Situations Wanted—Management

TV program manager available. Thirteen years programming, film buying, sales and live-film-video tape production. Married, degrees, top references. Box 524F, BROADCASTING.

Station sold pending FCC approval. Manager's contract concluded. Require challenging position in programming, promotion, operations or management. Eight years radio and television with excellent references. Contact Herb Buck, 1008 Chipola Road, Fort Pierce, Florida.

Sales

Sales manager—Successful seller of tv, experienced in programming, sales and sales management. Impressive references. Available in 45 days. Write Box 551F, BROADCASTING.

Announcers

Experienced! Newsman (gather, write, edit, air), sports (experience play-by-play) weather, interviews, commercials. You make it challenging, I'll make it good. Box 539F, BROADCASTING.

Capable, mature announcer. Over fifteen years broadcast experience. Quality news, persuasive commercials, pleasant dj. Seeks announcing and production at major market station, responsibly and creatively operated. Box 545F, BROADCASTING.

Seeking return to television. 3 years television, booth, on-camera, "live" sports, some directing. Presently deejay. Young, family. Deejay, 728 Minor, Kalamazoo, Michigan.

Technical

12 years am-tv experience including administration, maintenance, construction. Five years chief engineer, but will consider other technical supervisory position in permanent location. Proven ability, references. Box 450F, BROADCASTING.

1st phone CIE student desires position in midwest. Good musical background. Some board and announcing experience. John Oelke, 4529 Flad Ave., St. Louis 10, Missouri. MO 4-7090.

Production—Programming, Others

Television program director and film buyer available soon. 14 years experience, married, prefer west or southwest. Box 525F, BROADCASTING.

TV typing service. Production sets. Contracts invited. Nadine Higgs, 153 E. 29 St., New York City.

FOR SALE

Equipment

General Electric 250 watt fm transmitter, BT-1-A. Clean, good appearance, reliable. Overhauled recently, and in excellent condition. $1200.00. Box 416F, BROADCASTING.

Collins 737A 5 kw fm transmitter. Year-to-year lease. Excellent condition. Inexpensive. Fans and spare tubes included. Box 527F, BROADCASTING.

Collins 5 kw transmitter, 6 years old. Excellent condition. Write WKOZ, Kosciusko, Mississippi.

FOR SALE

Equipment—(Cont'd)

Used studio equipment including synchronizers, studio cameras, film cameras, video tape machines, mobile/portable video switches, audio and test equipment. Frequency and modulation monitors. Box 569F, BROADCASTING.

1000 watt am radio transmitter. W.E. model 443-al, freq. range 550-2750 kc. In good condition. FOB San Diego. First $1200.00 takes. Contact L. A. Bellwood, KOGO, Box 628, San Diego, California.

For sale: 200 foot Stainless tower complete with guys, base insulator, flasher, lights and lighting choke. No photocell, needs paint at pads. Ready to load on truck. $600.00. Call or write WARN, Fort Pierce, Fla. HO 4-1330.

1 kw Gates BC-1T: Transmitter. Used less than three months. Offered at discount. WCOV, Montgomery, Alabama .

For sale complete operating 1000-watt fm station as package or separate, including GE transmitter type 4BT-1A, GE modulation monitor type BM 1-A, 340 feet 7/8" coax, and Collins 3-bay fm antenna. See it until June 20 in operation. WFAH, Alliance, Ohio. $2800 FOB Alliance.

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers. RCA 580-D and WP-33 power supplies all at half price. WSM-TV, Nashville, Tennessee.

Attention: Brand new, uncrated fm equipment priced 25% off for immediate sale. All or any part of the following items: One Jampro 2 bay antenna. One relay rack Bud RR 1248. One Conelrad receiver. One 1 5/8" Spiroline #611625. One #85-1625 (transition from Spiroline to antenna). One #124-1625 fitting at transmitter end of transmission line. One #811-825 (transition to EIA flange). One #500-825. 1 5/8" Gas Barrier. One RC-1A remote control equipment. One RCFM-1A amplifier. One Elbow #494-815. One Reel. Call or write Walter D. Caldwell, 408 Amarillo Bldg., Amarillo, Texas. Telephone: DRake 4-0107.

Four (4) AM 200 foot, fully galvanized Blaw-Knox towers. A-1 condition. Self-supporting, no-rust. F.O.B. Tallahassee, Florida. Will deliver and erect. Make offer, one or all. D & D Tower Engineers, LaFayette, Alabama. P.O. Box 648.

Thermometer, remote, electrical; enables announcer to read the correct outside temperature from mike position. Range 0-120 deg F. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, California.

Am, fm, tv equipment including monitors, 5820, 1850A p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

RCA TG-2A studio sync generator complete in perfect condition $1500.00. W. Gill, 20 Hillcrest Avenue, Collingswood 7, N. J.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

George Kim & Son. Tower-painting, repairing, erection and demolishing. Ebensburg, RD#2, Pennsylvania.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Stations

Will purchase your construction permit . . . anywhere U.S.A., confidential . . . cash . . . reply Box 318F, BROADCASTING

WANTED TO BUY

Stations—(Cont'd)

Financially responsible party interested in purchase of southern radio stations (prefer Texas). All responses positively confidential (no brokers). Box 472F, BROADCASTING.

Station owners! Two management consultants, responsible, proven ability, 20 years experience, interested in station lease purchase. Strictest confidence. Box 516F, BROADCASTING.

Have cash in bank for another radio station in Indiana, Ohio, Illinois, Michigan, or Wisconsin. Medium size market or one station market over 20,000; or two station market over 35,000 population. Realistic price. Box 523F, BROADCASTING.

Experienced group of broadcasters want small or medium Florida station or construction permit. All replies confidential. No brokers please. Radio Associates, Inc., Box 81, Brandon, Fla.

Equipment

New Eimac 4X500F tubes. Also interested in having some of these rebuilt. Box 543F, BROADCASTING.

250 watt transmitter, console, frequency, modulation monitor, 270 foot tower and associated equipment. Must be good condition priced right. Box 572F, BROADCASTING.

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10B Pennsylvania, Tuckahoe, N. Y.

Almost new Altofonic Ampex 450D or 451 background music playback machine. Must accommodate 14" reel. Phone MO 2-6481 or write Mr. Hanna, Box 231, Hutchinson, Kansas.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

FCC first class license twelve weeks. PCIT, Woodburn, Oregon, YUkon 1-1066.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC first class license in 5 or 6 weeks. Instruction eight hours a day, five days a week. No added charge if additional time or instruction needed, as license is guaranteed for tuition of $300.00. Professional announcing training also available at low cost. Pathfinder Method, 5504 Hollywood Blvd., Hollywood, California. Next classes July 31 and September 8.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 21, (August 30-Closed) October 11. January 3, 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California "Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course."

INSTRUCTIONS

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

MISCELLANEOUS

Paying $1,000.00 yearly for 30 minutes daily! ($500.00 for 15 minutes) Gospel Radio Broadcasters, Schell City, Missouri.

Deejay comedy. Top writer's new stories, gags, routines. Free descriptive material. Vince Healy, 825J West End, New York City 25.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Comedy for radio performers! Not just lines but material tailored for deejays. "Deejay Manual," a complete gagfile sampler of "radio" comedy. $5.00—Show-Biz Comedy Service (Dept. DJ), 65 Parkway Court, Brooklyn 35, N. Y.

Bingo cards for radio and television programs personalized with your advertisement (you furnish art work) seven days delivery. $1.50 per 1000 F.O.B. Sweetheart Mountain Productions, 1245 South Inca St., Denver 23, Colorado, RAce 2-1940.

BUSINESS OPPORTUNITY

General Steel and Concrete Construction Co. Station builders, all outside plant work from tower to ground system, to transmitter building. New equipment, or good high quality used equipment. Some financing available. Insured, quality work. Tower maintenance, painting, guy-tension, bulb changing, etc. 2, 4, 6, year contracts available. Low rates, call/write TU 6-4429, P.O. Box 802, Watertown, So. Dak.

RADIO

Help Wanted—Sales

BROADCAST EQUIPMENT MARKETING

Career opportunities are available with leading manufacturer in the following positions:

SALES ENGINEERS

The main requirement is sales ability, combined with a technical background. If you can sell broadcast equipment, there are many territories open to provide a high earning potential which includes a sales incentive program.

SERVICE MANAGER

An important position, but the candidate must have previous experience in establishing or heading up a service department in the electronics field. He must be a good administrator, and customer orientated.

MARKETING ADMINISTRATOR

High level salaried position requiring marketing and sales experience. Involves preparation of technical proposals, product planning, and coordination with field personnel.

GENERAL REQUIREMENTS

Prefer college-trained sales-minded individuals experienced in the above fields, as these positions will provide stepping stones for further advancement in growing Midwest company. Send full details first letter, to be held completely confidential, to

Box 448F, BROADCASTING

Help Wanted—(Cont'd)

Sales

REAL OPPORTUNITY

For well-qualified general manager strong in national and local sales. One of top 50 markets, mid-western major metropolitan. Good music programmed independent. Right man can make $20-25,000 first year. Send resume, references and photo to Box 558F, BROADCASTING. All replies confidential.

Announcers

PERSONALITIES

Move up to Top-Rated station in Top 20 market. We need two experienced personalities. Must have mature voices. Send picture, resume, tape to:

Box 206F, BROADCASTING

ANNOUNCERS *(5)*

NEWSMEN *(2)*

East Coast Metropolitan FM Station auditioning experienced, literate, creative announcers, and features oriented newsmen who believe glamour, excitement, and originality can pay off in FM.

P.S. for announcers, we will pay particular attention to English spoken with European or other foreign accent.

Box 526F, BROADCASTING

RADIO

Situations Wanted—Management

G.M. Available For Eastern Metro Market

I have turned this distressed station in a distressed medium market into top money maker. Now desire to move to Eastern Metro market. With complete operational freedom I can produce for you. A. A. references.

Box 452F, BROADCASTING

Production—Programming, Others

NEWS DIRECTOR

Quadrupled station's news income. Established award-winning 4 man staff in ½ million N.E., in 1 year. News ratings moved 3 to No. 1. Ex Storer, and tv. Success, from use beepers, mobiles, rewrite, and 10 years knowhow. Will consider joining staff top pro operation in major city. D. C. and north only. Management knows of ad.

Box 553F, BROADCASTING

WANTED TO BUY

Stations

$100,000
CASH AVAILABLE

To use as down payment for all or 50% of fulltime radio station. Prefer middle to large market within 90 minutes flying time from New York City. Will assume active management, principals only. All replies confidential.

Box 868E, BROADCASTING

RADIO STATION WANTED

Principal interested in buying station within 300 miles of Pittsburgh, Pa. State price, cash, and terms. Answers confidential. Principals only. Reply through your attorney if desired.

Box 521F, BROADCASTING

Employment Service

JOB HUNTING?

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application NOW

WALKER EMPLOYMENT SERVICE

Broadcast Division
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

MISCELLANEOUS

NEWS DIRECTORS

The race to the moon, Project Mercury, Satellites, all activities at Cape Canaveral. Broaden your coverage with beeped space news reports. Special arrangements for TV. Now serving America's top radio and TV news departments. Write or call today for complete details of full time coverage of the Space Age. SPACECASTERS—Box 2, Cocoa Beach, Fla. SU 3-4885.

FOR SALE

Stations

MIDWEST STATION

Single-market daytime station in small midwest city serving stable trade area. Profitable operation, ideal for owner-operator. Virtually new equipment in first-class condition. Priced to sell. Reason, other interests. Full details furnished in person only. Inquiries in strict confidence.

Box 491F, BROADCASTING

Ohio	single	daytimer	$120M	terms
Tenn.	single	daytimer	87M	cash
N.Y.	single	fulltime	48M	cash
Calif.	single	1 kw-D.	100M	29%
Ore.	single	daytimer	75M	terms
La.	small	daytimer	27M	6dn
Ida.	medium	low freq	75M	29%
Fla.	regional	power	90M	30dn
South	major	fulltime	290M	65dn

And others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

FOR SALE

Stations—(Cont'd)

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

CONFIDENTIAL NEGOTIATIONS
For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida

W. B. GRIMES & CO.
2000 Florida Avenue, N.W.
Washington 9, D. C.
DEcatur 2-2311

GUNZENDORFER

LAS VEGAS. $100,000 with *$29,000* down for adult daytimer with F.M. grant. *"A GUNZENDORFER exclusive."*

ARIZONA. $65,000 with *$10,000* down and easy payout for 500 watt daytimer. *"A GUNZENDORFER exclusive."*

CENTRAL CALIFORNIA FULLTIMER. Asking *$175,000* with 29 percent down. Attractive payout.

WILT GUNZENDORFER AND ASSOCIATES
8630 W. Olmypic, Los Angeles 35, Calif.
Licensed Brokers *Financial Consultants*

Brand new listings, first time offered: Southern TV $2,250,000—Texas profitable fulltime single $110,000—Fla. fulltime single $75,000 only 20% down—Fla. regional $165,000. Other listings: Tex. major $485,000—Tex. major $200,000—Tex. fulltime $160,000—Tex. single $60,000—Tex. single $55,000—La. major $97,500—La. fulltime single $85,000—Miss. fulltime single $45,000—Miss. day single $45,000—Va. major regional $215,000—Ga. regional $225,000—Ala. major fulltime regional $275,000—Fla. major $240,000—Fla. 5 kw. $225,000—Fla. regional $185,000—Fla. regional $175,000—Fla. regional $160,000—Fla. 5 kw. $135,000—Fla. regional $125,000—Fla. single $50,000—Fla. single $42,000—Southern major Radio-TV $4,000,000—Others! PATT McDONALD CO., Box 9266, GL. 3-8080, AUSTIN 17, TEXAS.

STATIONS FOR SALE

FLORIDA. Daytime. $25,000 full price.

NORTH CENTRAL. Top daytime. Profitable. Asking $90,000. 29% down.

CALIFORNIA. Full time. $2,000 down. Northwest. Daytime. $2,000 down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Continued from page 99

Wyo., on ch. 8 to translate programs of KTWO-TV (ch. 2) Casper, Wyo.; York Sheldon Tv Assn., York-Sheldon, Ariz., on ch. 6 to translate programs of KGUN-TV (ch. 9) Tucson, Ariz.; Buffalo Tv Assn., Buffalo, S. D., on ch. 8 to translate programs of KOTA-TV (ch. 3) Rapid City, S. D.; Decker Tv Translator Assn., Decker, Mont., on ch. 4 to translate programs of KGHL-TV (ch. 8) Billings, Mont.; Bagdad Copper Corp., Bagdad, Ariz., on chs. 2, 6, 7, and 9 to translate programs of KVAR-TV (ch. 12), KOOL-TV (ch. 10), KTVK-TV (ch. 3) and KPHO-TV (ch. 5) all Phoenix, Ariz.; Cliff-Gila Tv Club, Cliff-Gila, N. M., on ch. 6 to translate programs of KGUN-TV (ch. 9) Tucson, Ariz.; Silverton Tv Assn. Inc., Silverton, Colo., on ch. 9 to translate programs of KREX-TV (ch. 5) Grand Junction, Colo.; Stanford Tv Assn., Stanford, Mont., on chs. 7 and 11 to translate programs of KRTV (ch. 3) and KFBB-TV (ch. 5) both Great Falls, Mont.; conditions; Crawford Community Tv Assn., Crawford, Colo., on ch. 7 to translate programs of KREX-TV (ch. 5) Grand Junction, Colo.; condition; Ashland Tv Club, Ashland and Otter Creek, Mont., on ch. 5 to translate programs of KOOK-TV (ch. 2) Billings, Mont.; condition; Jack E. Reinsch, Ketchum, Idaho, on ch. 9 to translate programs of KLIX-TV (ch. 11) Twin Falls, Idaho; Eagle Nest Tv Assn., Eagle Nest and rural area, N. M., on chs. 9, 2, and 11 to translate programs of KOAT-TV (ch. 7) KOB-TV (ch. 4), and KGGM-TV (ch. 13) all Albuquerque, N. M.; Glacier County Tv Club Inc., Cut Bank, Mont., on ch. 11 to translate programs of CJLH (ch. 7) Lethbridge, Alberta, Canada via uhf translator station K76AG Shelby, Mont.; condition.

Actions of May 19

■ Granted cps for following new vhf tv translator stations: Glacier County Tv Club Inc., Cut Bank, Mont., on ch. 13 to translate programs of KFBB-TV (ch. 5) Great Falls, Mont., via uhf translator station K72AM. Shelby, Mont.; condition: Lusk Tv Club, Lusk, Wyo., on chs. 8 and 13 to translate programs of KFBC-TV (ch. 5) Cheyenne, Wyo., and KTWO-TV (ch. 2) Casper, Wyo.; Wasatch County Commissioners, Heber, Utah, on ch. 9 to translate programs of KUTV (ch. 2) Salt Lake City, Utah; Tru-Vue Tv Assn., White Sulphur Springs, Mont., on ch. 8 to translate programs of KXLF-TV (ch. 4) Butte, Mont.; condition; North Curry Recreation Inc., Port Orford, Ore., on ch. 8 to translate programs of KVIQ-TV (ch. 6) Eureka, Calif.; condition; Hinsdale County Chamber of Commerce Inc., Lake City, Colo., on ch. 7 to translate programs of KREX-TV (ch. 5) Grand Junction, Colo., condition; Valier Community Club, Valier, Mont., on ch. 9 to translate programs of CJLH (ch. 7) Lethbridge, Alberta, Canada, via uhf translator station K76AG Shelby, Mont.; condition.

Tv translators

ACTION BY FCC

Triangle Publications Inc., Woodlake and Lemoncove, both California—Granted cp for new uhf tv translator station on ch. 71 to translate programs of KFRE-TV (ch. 30) Fresno; engineering condition. Comr. Craven not participating. Action May 29.

NARBA notifications

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to recommendations of the North American Regional Broadcasting Agreement engineering meeting.

560 kc

New Marystown, Nfld.—1 kwD/0.5kwN, ND, unl., III. EIO 5-15-62.

CJDC Dawson Creek, B. C.—10 kw, DA-N, unl., III. EIO 5-15-62. (PO: 1350 kc, 1 kw, ND).

600 kc.

New Grand Falls, Nfld.—5 kw, DA-1, unl., III. EIO 5-15-62.

900 kc.

New Fredericton, N. B.—1 kw, DA-1, unl. II. EIO 5-15-62.

1410 kc.

New Goderich, Ontario—1 kw, DA-N, unl., III. EIO 5-15-62.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING June 1

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,537	55	116	819
FM	802	69	201	127
TV	486[1]	56	88	98

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING June 1

	VHF	UHF	TV
Commercial	464	78	542
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by the FCC (March 31, 1961)

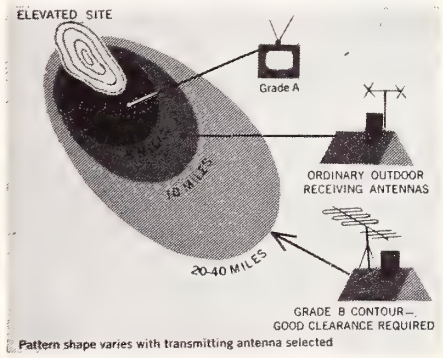
	AM	FM	TV
Licensed (all on air)	3,530	791	486[1]
Cps on air (new stations)	31	65	55
Cps not on air (new stations)	150	206	89
Total authorized stations	3,711	1,062	641
Applications for new stations (not in hearing)	560	71	25
Applications for new stations (in hearing)	196	24	54
Total applications for new stations	756	95	79
Applications for major changes (not in hearing)	510	57	35
Applications for major changes (in hearing)	208	4	16
Total applications for major changes	718	61	51
Licenses deleted	1	0	1
Cps deleted	1	3	0

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

NOW! *Increase TV coverage!*

The EMCEE VHF TRANSLATOR

for simplest installation and maximum performance! **FCC TYPE ACCEPTED!**



Pattern shape varies with transmitting antenna selected

Here's the new VHF Translator with outstanding advantages for all installations. EMCEE Translators are the result of long experience in quality design and trouble-free construction by some of America's leading experts. Now fill in troublesome areas with the advanced EMCEE VHF Translator.

- **CONVERSION FLEXIBILITY**... any input channel to any non-adjacent output channel.
- **FREEDOM FROM INTERFERENCE**... no internal signals which coincide with input to any other translators.
- **EASY OPERATION UNDER FCC RULES**... simple control and identification unit minimizes maintenance and reduces cost... no operator required.
- **EASY-INSTALLATION**... available for cabinet/rack mounting or in weatherproof housing.

TRANSLATORS MAY BE RUN IN TANDEM TOO!



ELECTRONICS, MISSILES AND COMMUNICATIONS, INC.

266 E. Third Street • Mount Vernon, New York

GET FULL FACTS ON ADVANCED DESIGN AND LOW COST TODAY!

ELECTRONICS, MISSILES & COMMUNICATIONS, INC.
266 E. Third Street • Mount Vernon, New York

Gentlemen:

___Please rush free planning package including data sheet, complete installation check list, coverage calculation form.

___Please send free reprint of FCC rules covering translators.

NAME_____

ADDRESS_____

CITY_____STATE_____

NOTICE TO EDITORS—For more than 40 years, Metropolitan Life has sponsored advertising messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors) free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.



DANGER

AVOID MIXING WITH DRIVING

Al'co-hol, (n.) C_2H_5OH. The intoxicant in whisky, beer, wine and other fermented and distilled liquors.

That's the precise, dictionary definition of alcohol. But for everyone who drives a car, this definition leaves a lot unsaid.

As little as two alcoholic drinks is enough to cause a definite impairment of the judgment and reactions of many people.

Since self-control is basic to car-control, it stands to reason that alcohol and gasoline are a dangerous combination. In fact, this combination accounts for about 30 percent of all fatal traffic accidents today.

Perhaps you've driven after having had a drink or two and made out all right. But remember . . . you don't have to be intoxicated to become a potential menace to yourself and everyone else on our streets and highways.

Today's crowded, fast-moving traffic is dangerous enough. No one should make it more so by driving after drinking.

METROPOLITAN LIFE
INSURANCE COMPANY A MUTUAL COMPANY
1 MADISON AVE., N.Y. 10, N.Y.

THE LIGHT THAT NEVER FAILS

OUR RESPECTS to George Butler Storer Jr., president, Storer Broadcasting Co.

A combination businessman, engineer, sportsman

The numerous hobbies of the eldest son of George B. Storer Sr. are in danger of being hobbled. At 35, George Jr. is now president of the Storer Broadcasting Co. enterprises, a job acquired April 13 that may tie him to the rigors of nationwide travel at least half of his time.

He's versatile, this young head of the Storer corporate interests—a combination businessman, engineer, sportsman and bridge player. And he's a fast-grasper at a business conference as well as a quick-learner at outdoor hobbies, traits he will need if he is to enjoy his pet pastimes.

George Jr. has been surrounded by microphones since his toddling days and was carefully groomed for a broadcasting career. When he was two his father, now board chairman of the corporation, and his uncle, J. Harold Ryan, decided to buy a 50 w station in Toledo instead of just buying its time to promote their Speedene gasoline. Their call letters WSPD are symbolic of the gasoline's brand name. Since then he has lived an electronic life at home, school, in the service and around broadcasting plants.

Well trained in the intricacies of broadcast management and engineering, he will get a fresh look at business techniques this summer at the NAB's annual broadcast seminar at Harvard's Graduate Business School, rounding out his operating experience with thought-provoking exposure to the decision processes of corporate managers.

Floor Pacer ▪ This young executive is interesting to watch. On the nervous side, he quietly exudes energy. He's a floor pacer who talks in torrents, never missing a syllable as he moves into a tailor's squat on a hotel bed and then jumps up to gaze out the window. He's also a chin-chucker (his own) and thumb-twiddler who nails down an argument with a combination of massed details, past and present, plus persuasive eloquence.

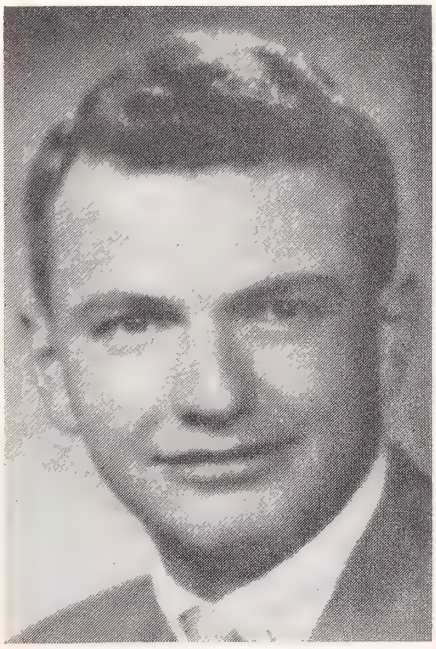
He was educated in Colorado at Fountain Valley School and U. of Colorado, specializing in electronic engineering and business administration. He spent summer vacations from college as an apprentice engineer at Standard Tube Co., owned by George Sr., and Fort Industry Co., as the broadcasting group was known at the time. The technical side of broadcasting is still one of his hobbies. He keeps a slide rule handy and uses it a lot. His Colorado schooling was interrupted three years when he enlisted in the Navy as an electronic technician's mate.

From the Ground Up ▪ After college he went to work as an engineer in the Storer Detroit headquarters, helping in the planning of WSPD-TV Toledo, first Storer tv station. That was in early 1948. The next June he was assigned to WAGA-TV Atlanta where he unpacked crates, used a soldering iron and did all the other chores that went into the then thrilling job of creating a new tv station. After WAGA-TV went on the air he served in many roles, finally being named assistant managing director.

His entry into the executive side of broadcasting led him in 1951 to San Antonio as vice president and managing director of KEYL(TV), later sold and now bearing the call letters KENS-TV. Three years later he was transferred to the Storer home office in Miami Beach, Fla., to become vice president for planning and finance. And a year later he became southern district vice president with responsibility for all radio and tv properties in the district. In 1957 he was named tv vice president.

George Jr. has served on numerous industry committees. He was among the founders of Television Bureau of Advertising and helped establish the NAB tv code. His duties took him to Washington frequently. He has acquired a good working knowledge of the ways of government.

The Storer Empire ▪ As Storer Broadcasting Co. president he has seven radio and five major-city tv stations under his direction plus the Miami Beach Sun Publishing Co., which publishes a daily newspaper and four weeklies. Other holdings include the Storer majority interest in Standard Tube Co., steel and plastic tubing plants in Detroit and Shelby, Ohio, and a minority interest in Nemir Industries, Maryland plastics firm. For the time being, George Jr. will concentrate on the broadcast properties.



George Storer Jr.
Quietly energetic

While looking over new tv equipment in 1949 at WCAU-TV Philadelphia and the nearby RCA plant at Camden, N. J., George Jr. met Joan Stanton through a mutual friend. They were married a year later and have a son, George III. The family lives on Biscayne Bay, Miami, where sailing and water skiing are family pastimes.

About Those Hobbies ▪ George Jr. sails a Raven class boat, shoots a good round of golf (but doesn't get much fun out of it) and likes to spend the July 4 holiday taking part in a fishing tournament off Bimini. He likes Vermont and Colorado skiing, and antelope hunting and over yearend holidays he'll race his Raven in championship competition. He's so absorbed in hi-fi that he builds his own sets and obligingly repairs those of his friends.

The new Storer president has an experienced organization behind him. It includes Lee B. Wailes, executive vice president for planning and finance; Stanton P. Kettler, executive vice president for operations; Lionel F. Baxter, radio vice president; William E. Rine, administrative vice president; John E. McCoy, vice president-secretary, and regional vice presidents Bill Michaels and Terry Lee.

George Jr. is a member of Radio-Television Executives Society, Indian Creek and LaGorce Country Clubs, Orange Bowl Committee, Key Largo Anglers Club, Emerald Bay Yacht Club, Bimini Big Game Fishing Club, Miami Variety Club, Raven Class Assn. and Council of the School of Medicine, School of Miami.

Staff Specialists ▪ "Storer Broadcasting Co. is no one or two-man operation," the new president explains. "It's a fully staffed organization of specialists, each of whom knows his business and is expected to carry out his end of it."

His travels will include the five regional offices of the new national tv spot sales subsidiary, Storer Television Sales Inc., headed by a brother, Peter, —all these in addition to the five tv and seven radio stations.

All this is the world of George B. Storer Jr. Crowding the presidency and all his hobbies into a 24-hour day will present a tricky exercise in the art of day-stretching.

The quality touch

THE demand, in some quarters, for "quality" television programming has elicited from advertisers exactly the kind of reaction that would be expected by anyone who has been around broadcasting long enough to know what goes on beyond the receiving tube.

Advertisers are agreeing that an increase in "quality" programming would be nice, but they hastily are adding that surely no one expects them to buy the smaller audiences that "quality" shows attract at the same prices they pay for mass appeal programs.

Some are suggesting that television rates ought to be based precisely on delivered circulation. By their reasoning, if a show delivering 20 million homes costs $100,000, a show delivering 10 million homes is worth only $50,000. On that scale, the cost-per-thousand of each would be the same.

Newcomers may be astonished to hear that this kind of proposal is older than television itself. It was made repeatedly by radio advertisers before tv came along. It has never been adopted, simply because the relative advertising effectiveness of different programs cannot be adequately measured by the simple arithmetic of cost-per-thousand. A Hallmark-sponsored "Macbeth" costs more per thousand homes than any number of programs with lower expenses and mass appeal. By a better measurement—sales of Hallmark cards —"Macbeth" is effective advertising.

Advertisers are fully aware that cost-per-thousand is but one of many guides to the appraisal of advertising value, but the clamor for "quality" has given them another chance to push for sliding rates adjusted to a standardized cost-per-thousand. This they see as a chance to force a general decrease in their television bills.

They can hardly be blamed for trying to work a bargain. It is only to be hoped that they will not be aided in that effort by persons purporting to represent the broadcasters on whom the bargain would be unnecessarily worked.

Which is it?

THE Advertising Council, supported by advertisers, agencies and media to further the interests of government through voluntary advertising campaigns, meets in Washington today and tomorrow in annual convocation. Six members of the cabinet and six of President Kennedy's top advisors will participate in what is described as the Council's most important Washington conference to date.

As in the past, the officials will express the appreciation of government for the many successful campaigns on the air and in the print media undertaken and underwritten by the advertising fraternity. If President Kennedy were in town, he too would pay his tribute as have his predecessors during the Council's lifetime which began in World War II.

There can be no doubt that government, in both Democratic and Republican administrations, has recognized the value of advertising. Otherwise government would not seek donations of time and space to sell defense bonds, promote traffic safety, relieve unemployment and advance countless other campaigns. Billions of audience impressions have been logged through these voluntary campaigns.

Logically, then, the question arises as to why the very same government criticizes advertising in the usual marts of commerce. Why do the Treasury and the Internal Revenue Service support a ban on institutional advertising in proposing to disallow such campaigns as business expense?

It is fitting, proper and patriotic for advertising, as a profession, in cooperation with the media, to underwrite the cost of public service exploitation for the government. It also would seem fitting and proper for the government to recognize institutional advertising on the air and in print by private industry as legitimate and proper business expense. It should work both ways.

We hope the representatives of advertising in their discussions with the newly appointed high government officials this week will impress upon them the need for setting the record straight by deed as well as word.

The violent ones

TELEVISION programming is in for another jolt when the Senate Juvenile Delinquency Subcommittee resumes its hearing soon. According to present indications, the subcommittee will parade a chamber of horrors in an effort to pin responsibility for behavior of errant youth upon mass media, particularly tv.

This will be another episode in what has become a serial staged in recent months to blame television for a decline in morality, real or imagined. Committee staffers have been working for weeks gathering "material" for the reopened hearing to be conducted by Chairman Thomas Dodd (D-Conn.). At proceedings last March, the committee elicited testimony holding that crime and violence on the air and in the movies were responsible for juvenile delinquency.

While the inquiry ostensibly covers all media—press and motion pictures as well as radio and tv—the popular pastime is to concentrate criticism on television. If, as has been reported, the committee presents a "horror" film of segments of disassociated tv programs showing crime, violence and brutality spliced together, or attempts to relate crime and violence to programs shown in a given city, it would constitute rigging of the worst order. Yet it is known that its staff diligently has been working on these and other projects.

Juvenile crime is as old as civilization. The ratio of crime, responsible psychologists have found, is in direct relation to home environment and parental guidance.

Chairman Dodd has said he is more interested in persuasion than legislation. "We hope we can induce the industries to improve themselves," he remarked in recessing the initial hearing last March. "I don't like the idea of censorship—no one does."

Sen. Dodd can avoid the spectre of the censorship he abhors by seeing that both sides are told. If the committee—and the public—gets only the sordid side, exaggerated through such devices as spliced segments of extreme programming or purely circumstantial allegations relating the incidence of crime to television programming, it in fact will be lending its good offices to something worse than censorship. It will be indulging in half-truths and innuendoes.



Drawn for BROADCASTING by Sid Hix

"Drunk and disorderly and resisting arrest Sarge. And guess who? . . . That tv private eye who's always showing up us dumb cops!"

CREATIVITY . . . wfmy-tv creates sales in the nation's 44th market*

Working with many elements, the craftsman creates an object of beauty . . . as in this Chief's head dress. In the Industrial Piedmont, WFMY-TV has proven its ability to work with many elements to create greater sales and profits for you among 2.3 million customers who have 3.2 billion dollars to spend annually.

In the nation's 44th market*, depend on WFMY-TV to sell your customers . . . call your H-R-P rep today.

* Source: Television Magazine, 1960 Data Book



HOW TO BACK A WINNER: SIGNAL HILL STYLE!

Our Kansas City Athletics might be in the American League second division, but to Heartlanders they're first place all the way.

This interest in baseball is one reason why the WDAF broadcasts and telecasts of Athletics games are solid winners. Another important factor is the promotional coal the Signal Hill Stations pour to this fire. (See cut). The "Kunnel" and his nine blessed Southern chaps are almost as well known in the Heartland as Frank Lane.

Signal Hill audience promotion doesn't start or stop with baseball. Every program **automatically** gets the full treatment. Perhaps that's why there are so many winners on WDAF-TV and Radio. Ask your Petry man how these audience winning programs can pay off for you.

Athletics telecasts are again sponsored by the Joseph Schlitz Brewing Co. Schlitz and G. F. C. Loan team to sponsor the radio broadcasts.



WDAF·TV 4 WDAF·RADIO 610 KANSAS CITY

SYMBOL OF SERVICE

TTC

WROC-FM, WROC-TV, Rochester, N. Y. • KERO-TV, Bakersfield, Calif.
WGR-FM, WGR-AM, WGR-TV, Buffalo, N. Y. • KFMB-AM, KFMB-FM,
KFMB-TV, San Diego, Calif. • WNEP-TV, Scranton—Wilkes-Barre, Penn.
WDAF-TV, WDAF-AM, Kansas City, Mo.

Represented by
Edward Petry & Co., Inc.
The Original Station Representative

TRANSCONTINENT TELEVISION CORP. • 380 MADISON AVE., N. Y. 17

35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JUNE 12, 1961

There'll be some cuts in tv commercial time if NAB Tv Board okays code changes 31

Is the timebuyer an adding machine, or does he perform a 'creative' function? 48

Senate Juvenile Delinquency Subcommittee aims its guns at television 60

New company will give national circulation to local cultural tv programming 76

COMPLETE INDEX PAGE 7

ADIO
a
eautiful
ackground

o else shares so many
nutes with us . . .
many times a day . . .
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stant *companionship*
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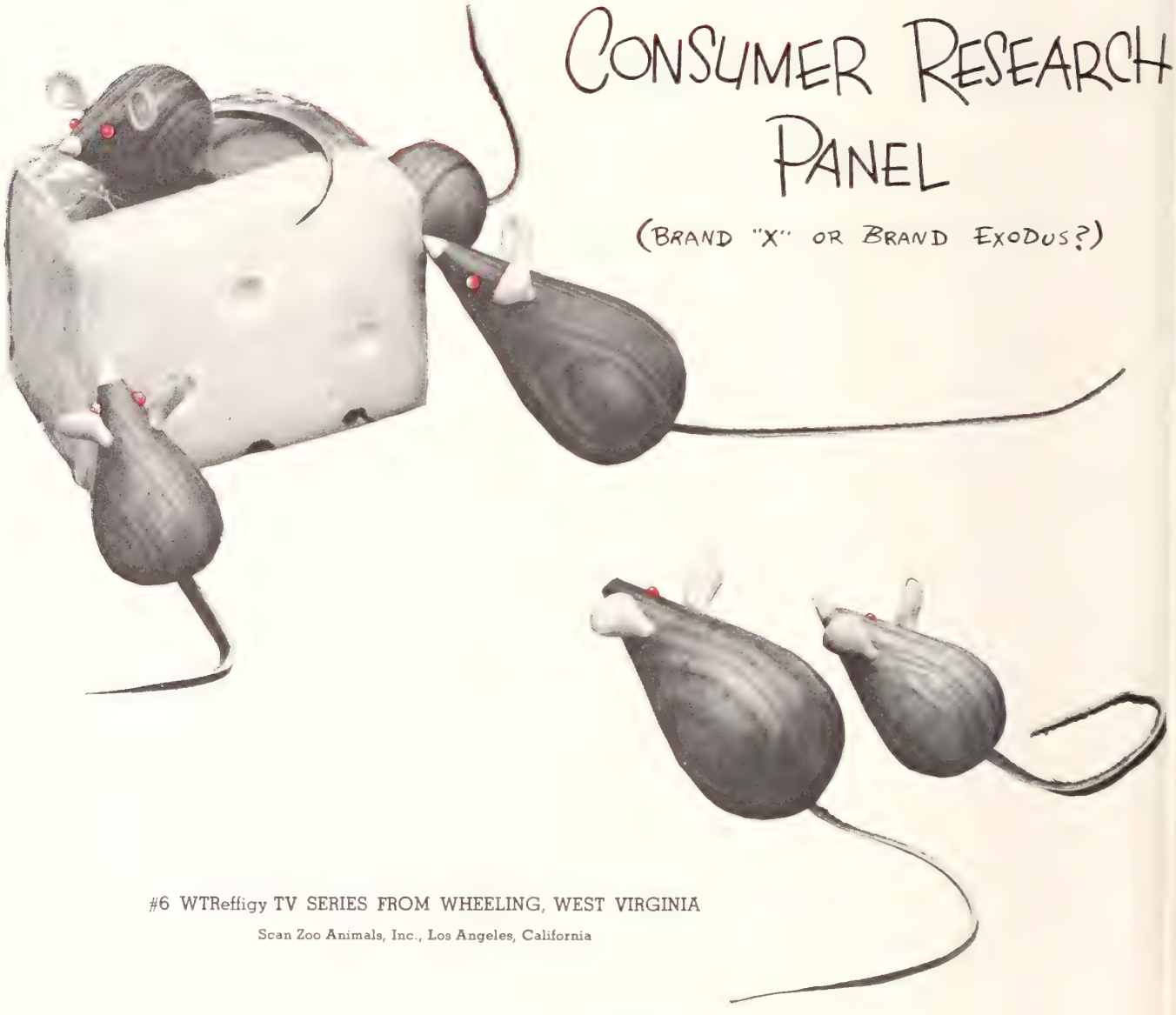
Radio Division
dward Petry & Co., Inc.
The Original Station Representative

ORK • CHICAGO • ATLANTA • BOSTON • DALLAS
IT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

KOB	Albuquerque	KARK	Little Rock	WRNL	Richmond
WSB	Atlanta	WINZ	Miami	KCRA	Sacramento
WGR	Buffalo	WISN	Milwaukee	WOAI	San Antonio
WGN	Chicago	KSTP	Minneapolis-St. Paul	KFMB	San Diego
WFAA	Dallas-Ft. Worth	WTAR	Norfolk-Newport News	KMA	Shenandoah
KDAL	Duluth-Superior	KFAB	Omaha	KREM	Spokane
KPRC	Houston	WIP	Philadelphia	WGTO	Tampa-Lakeland-Orlando
WDAF	Kansas City	KPOJ	Portland	KVOO	Tulsa
		WJAR	Providence		

WTREFFIGIES
Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!



#6 WTReffigy TV SERIES FROM WHEELING, WEST VIRGINIA

Scan Zoo Animals, Inc., Los Angeles, California

Important . . . WTRF-TV Wheeling Market . . . Dominant in Rich Booming Wheeling-Steubenville Industrial Ohio Valley . . . 2½ Million People spending 1¾ Billion Dollars Annually . . . 7500 Retail Outlets. Tops in Sales . . . Service . . . Results! Better Buy . . . WTRF-TV Wheeling!

wtrf-tv

316,000 watts NBC network color

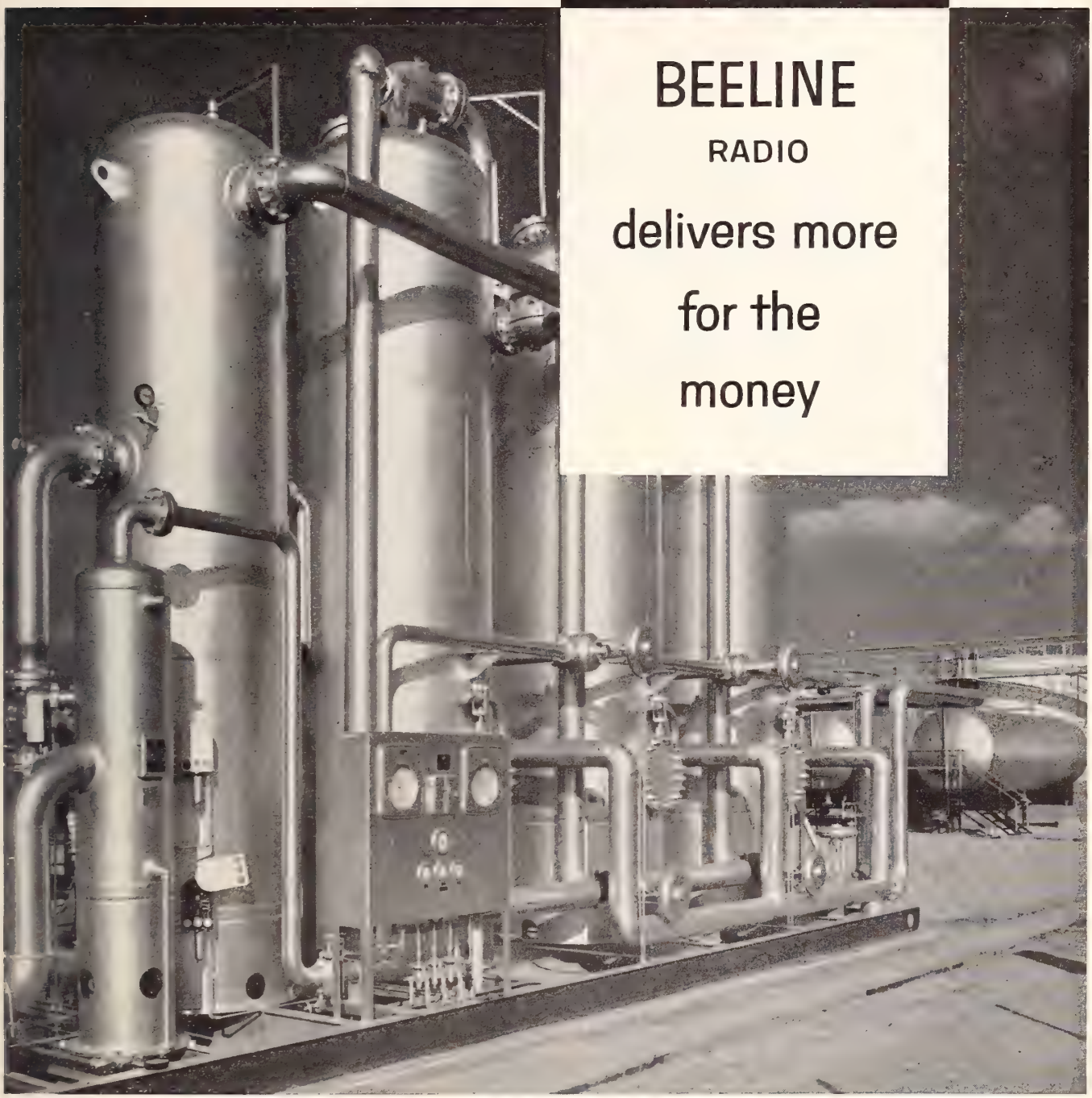
CHANNEL 7

WHEELING 7, WEST VIRGINIA

Represented Nationally by George P. Hollingbery Company

IN INLAND CALIFORNIA
(AND WESTERN NEVADA)

BEELINE
RADIO
delivers more for the money



In 1959 Kern county petroleum production was over $287 million — 29% of the California total. (Source: Bureau of Mines.)

You're talking to consumers with incomes well above average when you use the Beeline stations. In Bakersfield, for example, effective buying income per household is $8095* — 27% higher than the national average, 16% higher than California's average. This is sales potential for your product.

Beeline's KERN helps you tap it. In fact, throughout Inland California and Western Nevada, the Beeline stations deliver more radio homes than any other combination of stations — and at the lowest cost per thousand (Nielsen, SR&D).

Sales Management, May, 1961

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE





Either way you look.....

. . . Channel 4 delivers more homes in the Dallas-Ft. Worth market. Both the ARB Market Reports and the Nielsen Station Indexes consistently show KRLD-TV delivering more homes than any other station in the great Dallas-Ft. Worth market.

We invite you to examine your latest ARB and Nielsen reports and then contact your Branham representative or KRLD-TV direct.

Reach the Dallas-Ft. Worth market EFFECTIVELY with Channel 4.

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS CBS

Channel 4, Dallas-Ft. Worth Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Redo reorganization

NAB reorganization plan to be submitted to board of directors at meeting in Washington this week was being reworked last weekend by President LeRoy Collins. After consultation with his three-man advisory committee (Clair R. McCollough, Steinman stations, Lancaster; Thomas C. Bostic, KIMA Yakima, Wash.; Dwight W. Martin, WDSU-TV New Orleans), NAB's new president decided to recast plan, probably calling for gradual reorganization Advisory. committee, plus vice chairmen of Radio-Television Boards (Merrill Lindsay, WSOY Decatur, Ill; William B. Quarton, WMT-TV Cedar Rapids, Iowa) and immediate past tv board chairman, W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex., meets in Washington today preparatory to full board meeting later in week.

Original reorganization plan, it's believed, called for centralization of control in chief executive beyond that considered advisable at this time. Whereas it had been thought maximum benefit would ensue if combined board were reduced sharply in size from present 43, it presumably was felt such drastic reduction now would be premature.

Tv crawls next

Dead-serious NAB tv code revampers are eyeing a new target—the endless crawls at the close of programs. If Tv Board approves triple-spotting ban cut in participating commercials this week, serious effort will be made to cut crawls. One big problem will be union contracts, which inherited practice from Hollywood. Codifiers want to eliminate big hunks of non-program material such as names of assistant hair-dressers, fourth assistant directors and bit players.

NAB to fill vacancies

Summer meeting of NAB board this week will feature changes in both Radio and Tv Board structures. Both chairman and vice chairman will be elected by Radio Board, which technically has had no chairman since Tom Bostic, KIMA Yakima, left board at end of term in May. Merrill Lindsay, WSOY Decatur, Ill., vice chairman and past chairman, is favorite for chairmanship. Tv Board will fill vacancy in tv-only class, created when Joseph C. Drilling moved from KJEO (TV) Fresno, Calif., to WJW-TV Akron, Ohio, which has radio adjunct. NAB staff vacancy created by move of Charles H. Tower, tv vice president, to Corinthian stations, will be filled by Gov. Collins.

Tom Bostic, it's learned, is not eligible under present rules to continue on Gov. Collins advisory committee. Board action setting up three-man advisory group last winter specified it consist of chairmen of combined radio and tv boards.

Dwight W. Martin, WDSU-TV New Orleans, tv chairman, and William B. Quarton, WMT-TV Cedar Rapids, Iowa, vice chairman, were elected by tv board during May NAB convention. Clair R. McCollough, Steinman stations, and Mr. Martin serve on present advisory committee with Mr. Bostic.

Search and research

It's sure bet that NAB board this week will be asked by President LeRoy Collins to approve preliminary steps leading toward establishment of permanent research center of kind he described in his speech at association's convention last month. Since speech, several university research centers have volunteered interest in plan, and at least one large foundation has indicated willingness to discuss endowments. What Gov. Collins will probably suggest is formation of small committee of broadcasters with strong research or education backgrounds to study how center could be created.

Blast hurts market

FCC Chairman Newton N. Minow's blast against U. S. television programming is having repercussions in foreign countries—to consternation of distributors of U. S. films abroad. Reports filtering in from Australia, Mexico and other countries point up Mr. Minow's criticism and quote foreign producers and community leaders as saying U. S. product should be restricted.

CBS radio meet

Agenda is still in work, but time and place for CBS Radio affiliates' annual convention have been set: Sept. 18-19, at Waldorf-Astoria in New York.

All-channel tv

After delay of several months, Budget Bureau and White House put stamp of approval last week on FCC proposal backing legislation requiring manufacturers to produce all-channel tv sets. Letter of transmittal, with proposed legislation, will go to Congress this week—or as soon as budget approval is given in writing. Several weeks ago, FCC bill was sent from budget to White House without any official explanation.

On the line

Crowell-Collier expansion into New York and Washington will be on line this week when FCC considers that broadcaster's response to questions regarding purported programming excesses at its West Coast operations and technical violations in Minneapolis-St. Paul. C-C is seeking to buy WMGM New York for $11 million. FCC renewed that station's license last month, absolving it of payola allegation, but passed over consideration of sale to C-C.

C-C is scheduled to buy WGMS-AM-FM Washington from RKO General for $1.5 million, if RKO General wins right to buy NBC's WRC-AM-FM-TV Washington. This, in turn, is dependent on FCC approval of package RKO General-NBC deal whereby both exchange facilities in Boston and Philadelphia, respectively, and NAB is permitted to buy KTVU (TV) San Francisco.

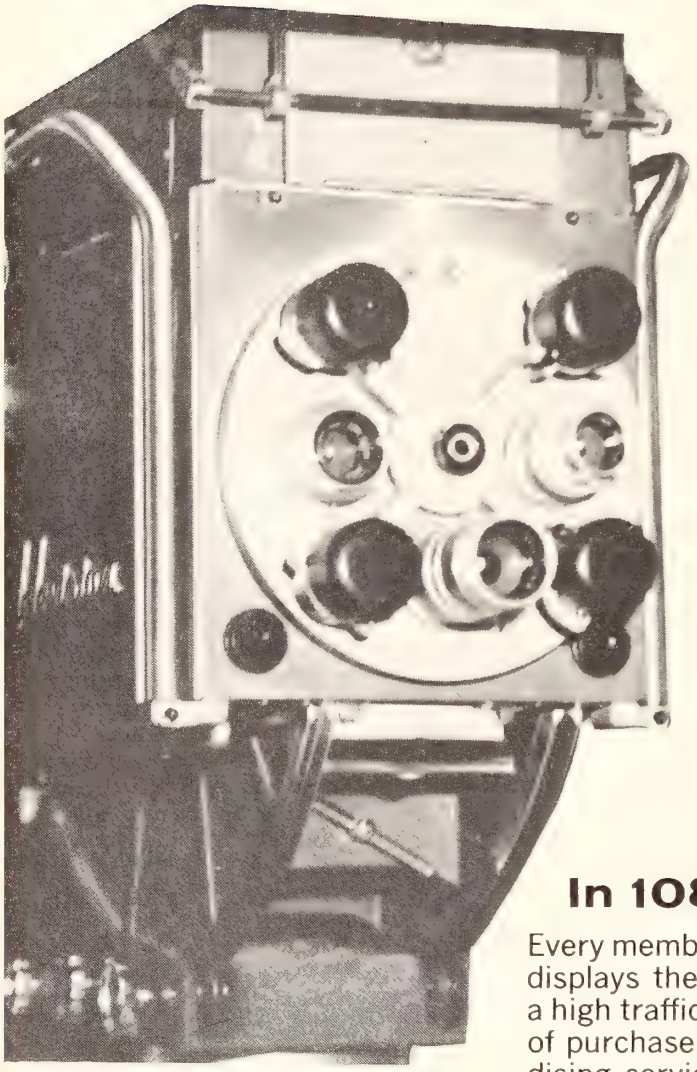
Censorship in brass

Is move afoot to shift standby censorship organization in event of national emergency from White House (OCDM) to Defense Department? Report, as yet unverified, is that White House in evolving reorganization of OCDM under which standby censorship organization is now provided, would shift all censorship responsibilities—civil as well as military—to military. This would be stoutly resisted by mass media, although they probably would not object to control of cables, mails, etc. by military.

Virtually since end of World War II when U. S. Office of Censorship was abolished, standby organization, fully staffed with key personnel (many of whom were with old organization) has been activated. While identities of key figures are classified, it's rather well-known in news field who they are. Byron Price, former executive editor of Associated Press and former Asst. Secretary General of UN, now retired, was World War II's censorship chief and he was instrumental in devising standby organization.

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PUT YOUR COMMERCIALS IN HERE



AND WE PUT YOUR PRODUCT IN HERE



In 108 Richmond Drug Stores

Every member of the Richmond Pharmaceutical Association displays the WXEX-TV Spotlight Product merchandiser in a high traffic area . . . gives you extra sales push at the point of purchase. Just one of the many outstanding merchandising services of the best buy in Richmond and Central Virginia: WXEX-TV. Call our representative for details.

NBC

NBC-TV Basic: Tom Tinsley, President; Irvin Abeloff, Vice President.
National Representatives: Select Station Representatives in New York, Baltimore, Washington and Philadelphia; **Adam Young** in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; **James S. Ayers** in the South and Southwest.

WXEX-TV

WEEK IN BRIEF

NAB's Tv Code Board members are really serious about overcrowding of commercials. Triple-spotting banned, participation half-hour commercial time cut to four minutes in recommended changes. See . . .

CUTTING CODE COMMERCIALS . . . 31

Look out, Jack Paar. Westinghouse is out to grab late-night viewers with what may be the biggest tape syndication project started in the industry. It's a five-night, 90-minute series called 'PM East' and 'PM West.' See . . .

NEW LATE-NIGHT SERIES . . . 73

Ever wonder just what an agency timebuyer does with his (ofter her) time? An NBC Spot Sales study discloses these important people need flexibility so they can get into more creative advertising functions. See . . .

ARE TIMEBUYERS TIED? . . . 48

Well, the show's over in little Kingstree, S. C., and the feds have gone home. Tv cameras covered the final phases of FCC hearing into the license renewal of WDKD. A dj's patter gives onlookers a shock. See . . .

KINGSTREE HEARING ENDS . . . 64

They indulged in the current No. 1 sport at the Senate Juvenile Delinquency hearings last week, depicting television as a blend of blood, guts and adventure. NBC-TV's 'Whispering Smith' was the prime exhibit. See . . .

MORE COAL-RAKING FOR TV . . . 60

Three groups of tv advertisers—tobacco, soft drink and insurance companies—provide gross billings of $143 million, according to TvB. Brown & Williamson and R. J. Reynolds head tv tobacco advertisers. See . . .

THREE BIG TV SPENDERS . . . 43

A new reservoir of locally produced cultural tv programs will be made available by yearend, according to new Television Affiliates Corp. This service has been started by a group of prominent broadcasters. See

CULTURAL PROGRAM EXCHANGE . . . 76

Paramount's in the color tv scene once more, demonstrating two prototypes of its own receivers. One big feature—a single-gun color tube. Price described as 25% under level of RCA's lowest-cost model. See . . .

PARAMOUNT SHOWS COLOR SET . . . 70

It's going to be unanimous, this one-third increase in the time allowed by network for station breaks. CBS-TV increases to 42 seconds (ABC-TV now is 40 seconds) and NBC-TV is expected to follow CBS. See . . .

TREND BECOMES REALITY . . . 45

One way or another, Congress intends to adopt some sort of FCC reorganization plan of its own instead of the proposal of FCC Chairman Minow. Harris, Pastore introduce bills; hearing slated on Harris plan. See . . .

EVERYBODY'S IN FCC ACT . . . 68

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Checked Your Grass Roots Lately?

Agency men, figuring nobody knows a back yard better than the guy who lives in front of it, often supplement reference books with see-for-yourself factfinding. ■ Their first stop in Omaha is KMTV. They ask for information they can't find in the books. We have it. ■ Station images come into sharp focus at close range. The choice is KMTV. ■ When you buy KMTV, Omaha and Lincoln (and most people do) join the see-for-yourself trend. Tell us, or Petry, when you'll arrive. KMTV-3-OMAHA.

Writers to testify on 'violence' orders

Chairman Thomas Dodd (D-Conn.) said Friday his Senate Juvenile Delinquency Subcommittee will hear from tv writers who will testify they were told to "beef up" their scripts with violence if they expect to sell them.

He made statement as William T. Orr, Warner Bros. production vice president, was testifying at subcommittee hearing on possible connection between television and juvenile delinquency (see story page 60).

Mr. Orr denied knowledge of such orders at Warner Bros. But he conceded violence "is sometimes" added to scripts when necessary to Western format. Mr. Orr's testimony followed screening of segments from three episodes of *Cheyenne,* ABC show produced by Warner Bros. Subcommittee contended segments contained excessive violence and brutality.

Two ABC executives, Thomas W. Moore, programming vice president, and Grace M. Johnson, continuity director, said network does not condone violence or horror in shows for their own sake.

Along with Mr. Orr, they defended *Cheyenne,* contending it teaches sound moral values. Both said no proof exists of link between tv crime and juvenile delinquency.

James V. Bennett, director of Federal Prisons, however, said "definite relationship" exists, basing assertion on surveys he said were made of inmates at several federal institutions.

Dr. Wilbur T. Schramm, of Stanford U. said while tv cannot be considered sole cause of juvenile delinquency, crime shown on medium does "trigger" latent aggressions in some children. "Amount of tv violence is too dangerous to go on," he said.

Hearing continues Tuesday, moves to New York Thursday and possibly Friday. Three network tv chiefs will testify then. NAB President LeRoy Collins and FCC Chairman Newton N. Minow are expected to testify next week.

Engineering firm disbands

Washington consulting engineering firm of Page, Creutz, Steel & Waldschmitt after 15 years was disbanded Friday. John Creutz and Arthur Snowberger will remain in association at 1413 K St. David L. Steel Sr. will remain at K Street address until he can secure own office quarters. Willis C. Beecher, associate, will establish private practice, but will remain at K Street address. Both Esterly C. Page an Joseph A. Waldschmitt have been most active recently in Page Communications Inc., Mr. Page as chairman and Mr. Waldschmitt as president.

Davis heads NTA

Leonard Davis, who led fruitless proxy fight to secure seats on National Telefilm Assoc. board for himself and his attorney, Philip Handsman (BROADCASTING, March 27, April 3, 10) has become NTA president, board chairman and chief executive officer, BROADCASTING learned Friday. Official announcement was to be made Saturday (June 10).

He succeeds Charles L. Glett, who had held post only two weeks (BROADCASTING, May 29). Group insurance specialist handling policies with annual premiums of over $30 million, Mr. Davis succeeded in gaining seats on board of National Theatres & Television, largest (38%) NTA stockholder with NT&T's losses in NTA his major issue (BROADCASTING, April 10, 17, 24).

Communicators set Northwestern talks

Mass media and their responsibilities in free, democratic society, will undergo scrutiny at conference called for Aug. 3-4 at Northwestern U. School of Law, Chicago, with FCC Chairman Newton N. Minow and score of others prominent in communications, tv and journalism among participants.

Mr. Minow and J. Leonard Reinsch, executive director of Cox stations, both graduates of Northwestern, jointly initiated seminar at which Mr. Reinsch will preside over one open and two closed sessions. It's first such symposium at major university since tv became factor in mass communications.

In addition to Messrs. Minow and Reinsch, others who have accepted invitations include: Pierre Salinger, news secretary to President Kennedy; Prof. Louis Jaffe, Harvard Law School; Dean Roscoe Barrow, U. of Cincinnati Law School and author of controversial Barrow report on network operations; Fairfax Cone, chairman, Foote, Cone & Belding, Chicago; Clair R. McCollough, Steinman stations and chairman, NAB Board; Ralph McGill, publisher, *Atlanta Constitution;* Ward L. Quaal, WGN Inc.; William R. McAndrew, executive vice president in charge of news at NBC; W. Theodore Pierson, Washington communications attorney; Peter Goelet, president, National Audience Board; Sig Mickelson, Time, Inc.; Prof. Nathaniel Nathanson and John E. Coons, Northwestern School of Law; M. S. Novik, broadcast consultant; Warren Agee, executive officer, Sigma Delta Chi, and Sol Taishoff, editor and publisher, BROADCASTING and *Television* magazines.

NBC follows suit, ups station breaks

NBC officials said Friday they will "reluctantly . . . follow the lead of ABC and CBS" in extending affiliates' prime-time station breaks from 30 seconds to 42, effective as new programs start this fall (also see story page 45). With this decision network abandoned plans, announced last winter, to give affiliates 70-second breaks after four 7:30-8:30 p.m. programs that are sold on participation basis.

Decision was disclosed after meeting with NBC-TV affiliates board of delegates, which agreed that use of expanded breaks for triple-spotting would be "highly undesirable and extremely inadvisable." Authorities said delegates board, headed by Jack Harris of KPRC-TV Houston, will "urge all affiliates to give NBC written assurance that they will not triple-spot," and that network is confident of getting this written pledge.

Delegates also approved network's fall advertising and promotion plans and adopted resolution hailing NBC-TV's upcoming lineup as "the most promising fall schedule in network history."

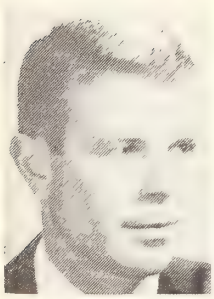
Rich sees haltered ID under 40-second breaks

Tv networks' 40-second station break will reduce present maneuverability of ID advertiser, Lee Rich, Benton & Bowles senior vice president, media and programming, told agency account people in memo Friday (June 9).

ID advertiser, he felt, will be frustrated because stations will try to fill breaks with two 20-second announcements and such announcements will hold "strong positions" in network lineups. There'll also be 40-second announcement to fill break, he predicted, but said he'd recommend them only under special conditions.

more AT DEADLINE page 10

WEEK'S HEADLINERS

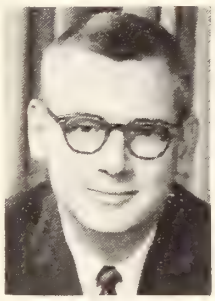


Mr. Beckwith



Mr. Fuller

Aaron Beckwith and **Delbert O. Fuller Jr.** elected vps at BBDO, N. Y. Mr. Beckwith, tv account supervisor, joined agency in March 1959. He had been program sales manager for ABC-TV, and previously was vp in charge of N. Y. film activities for Music Corp. of America; vp and general manager of United Television Programs; director of business for National Telefilm Assoc., and manager of WHEN Syracuse. Mr. Fuller joined BBDO in 1957 as account executive. He was named group head last year. Previously, he had served as product manager, General Foods Corp.



Mr. Anderson

Harold (Hap) Anderson, general manager of WINS New York, appointed president and general manager of First Carolina Corp., Columbia, S. C., holders of construction permit for WCCA-TV Columbia. Station is expected to start operating on uhf ch. 25 on Labor Day. Mr. Anderson joined WINS in 1959 after serving for year as president of Founders Corp., holding and investment company with broadcast properties.



Mr. Rachmil

Lewis J. Rachmil, administrator of west coast office of Ziv-United Artists since 1960, appointed vp in charge of production operations for company. He joined Ziv-UA in 1959 as producer of *Men Into Space* series. Earlier he had been producer at Paramount, RKO and Columbia Pictures on such feature films as "Androcles and the Lion," "Violent Men" and "Miss Sadie Thompson." Mr. Rachmil began his career in 1930 as art director for Paramount Pictures on Long Island, later working with Sol Lesser Productions, Hollywood. He was with RKO from 1942-49 and Columbia from 1952-59.

For other personnel changes of the week see FATES & FORTUNES

FCC may consider sins of past, Harris told

Possibility of sanctions against lawyers who represented clients in famous *ex parte* cases was raised in FCC testimony Friday (June 9) which wound up hearings by House Commerce Committee on HR 14, called Independent Regulatory Agencies Act of 1961 (see page 64).

Commission endorsed objectives of bill but urged that "great care" be taken to assure that FCC is not unduly shackled by unworkable procedures which would result in delayed decisions. FCC asked that definition of "on-the-record" refer to those matters covered by "statute" rather than by "law" as now drafted.

As bill now reads, commissioners said, they are unable to determine when off-the-record contacts would be permitted in rulemaking proceedings. Rep. Oren Harris (D-Ark.), committee chairman and author of HR 14, said bill gives FCC discretion to decide when matters go on record.

Commissioners unanimously opposed section which, they said, makes substantial changes in present law governing separation of functions. Section would unduly burden administrative process and place restrictions on FCC use of its staff, FCC Chairman Newton Minow maintained.

Four commissioners present (Minow, Rosel Hyde, Frederick Ford and T. A. M. Craven) huddled for few minutes when Rep. Harris asked if FCC contemplates any sanctions against attorneys involved in *ex parte* cases which have been subjects of rehearings. After huddle, Chairman Minow said that all cases are still pending and any sanctions will be considered after final decisions have been made on *ex parte* cases.

U. S.-Mexico treaty begins

Three-year procedure on U. S.-Mexico radio agreement was scheduled to wind up over weekend, putting continental frequency treaty into full operation. U. S. Ambassador to Mexico Thomas C. Mann was to meet Friday (June 9) with Mexican government officials for exchange of documents. U. S. ratified 1951 NARBA and 1957 Mexico treaty within past year. U. S. and Mexico have operated under "gentlemen's agreement" pending ratification.

Anti-station-break meeting

Young & Rubicam, N. Y., has invited station representatives in New York to attend meeting in Y&R's auditorium on Wednesday (June 14) to discuss informally what action may be taken by network affiliates on increase of station break time. In recent weeks Y&R has spearheaded drive in opposition to network plans to expand station break periods this fall.

CBS opposes federal aid for campaign broadcasts

Legislation to help finance election campaign broadcasts with federal funds was opposed by CBS in June 9 statement to Senate Privileges and Elections Subcommittee (earlier story page 68).

Thomas K. Fisher, vice president-general counsel said S 227 would promote compulsory sale of broadcast time to political parties. CBS opposed another bill (S 1555) for payment of half of campaign broadcast costs to licensees on same grounds.

CBS objected to third measure (S 1628) revising Sec. 315 (equal time) on ground it omits, perhaps inadvertently, 1959 amendment exempting newscasts from Sec. 315 equal-time provisions.

House to vote on JFK plan

House Majority Leader John W. McCormack announced Friday House will vote this Thursday on President's plan to reorganize FCC (see story page 68). House rejection is expected.

Bartell wants ch. 14

Bartell Broadcasters Inc., licensee of WADO New York, Friday (June 9) asked FCC to assign uhf ch. 14 to New York. Bartell said it would apply for channel and would program extensively in foreign languages and for minority groups.



"It's a great party, Mrs. Williams." The mother in the background is one of the nation's adults, who receive and control 98% of the U.S. income. In the WBT 48-county basic area, adults receive and control most of the $2,690,786,000 worth of spending money...and WBT radio has the largest number of adult listeners. Clearly, the radio station to use for more sales is the one that reaches more adults... **WBT RADIO CHARLOTTE.** Represented nationally by CBS Radio Spot Sales.

Jefferson Standard Broadcasting Company

NOW AVAILABLE!

FIRST OFF THE NETWORK!

THE FABULOUS SERIES THAT STATIONS AND SPONSORS HAVE BEEN CLAMORING FOR!



BAT MASTERSON

starring

GENE BARRY

TV'S MOST DISTINCTIVE, MOST ROMANTIC WESTERN!

BAT GETS THE GALS!

BAT MASTERSON won a higher percentage of women viewers than other top-rated westerns!

STRIP–PROGRAM
BAT MASTERSON

Larger audiences, greater sales opportunities! Great for afternoon viewing!

THREE SENSATIONAL YEARS ON NBC FOR THE SAME SPONSORS!

BEATS: Alcoa-Goodyear Playhouse, M-Squad, DuPont Show, Arthur Murray . . . and others **100% of the time!**

BEATS: Dinah Shore Chevy Show, Leave It To Beaver, Loretta Young, Ozzie & Harriet . . . and others over **80% of the time!**

BEATS: Twilight Zone, Riverboat, Gale Storm, Adventures in Paradise . . . and others over **90% of the time!**

BEATS: The Untouchables, Peter Gunn, Sugarfoot, Hennesey . . . and others over **50% of the time!**

Source: Nielsen: Nov. '59-Apr. '60

Already bought in ● New York City ● Chicago ● Los Angeles ● Phoenix ● New Orleans ● Tulsa



RATING-PROVED! ZIV-PRODUCED

Economee TV

A Division of

ZIV-UNITED ARTISTS, INC.

488 Madison Ave., New York 22, N. Y.

THAT WCKY SURE

drums up

BUSINESS IN CINCINNATI



Standard Rate can tell you the watt-power of a radio station. But it takes a local merchant—the butcher, the baker or the candlestick maker—to know its sales-power. Take Cincinnati for example. Regional advertisers by the score—ones who know the score—will tell you that if you want to take Cincinnati by storm, take WCKY. Daytime or nighttime—3 o'clock in the morning or 5 in the afternoon—WCKY drums up a storm of sales up and down the billion dollar Ohio River Valley . . . at a cost-per-million-Nielsen-homes so low it looks like it's a mistake. The men from AM Radio Sales beat the drums for WCKY—Cincinnati.

WCKY-RADIO IS SOME BUY
50,000 WATTS • CINCINNATI

DATEBOOK

A calendar of important meetings and events in the field of communications

•Indicates first or revised listing.

JUNE

June 12—**Hollywood Advertising Club,** 12 noon, at Hollywood Roosevelt Hotel. James T. Quirk, publisher, *Tv Guide*, will speak on "Can television satisfy its critics." New officers, headed by incoming President George Allen, will be installed.

June 12—Deadline for comments on **FCC** proposed rulemaking to curb "hidden plugs" and "payola."

June 12-13—**Third National IRE Symposium on Radio Frequency Interference.** D. R. J. White, Don White Assoc., chairman. Maj. Gen. James Dreyfus, USA, keynote speaker. Main program sessions will be chaired by E. W. Allen, FCC chief engineer; Stuart L. Bailey, Jansky & Bailey; H. Dinger, Naval Research Lab., and Dr. R. Showers, U. of Pennsylvania. Henry Randall, Office of Research & Engineering, Dept. of Defense, will preside at a special session on the government's electromagnetic compatibility program. There will also be a series of tutorial sessions. Sheraton-Park Hotel, Washington, D. C.

June 12-15—**World Conference on Missionary Radio.** Third World Conference on Christian Communications. Concordia College, Milwaukee, Wis.

June 13—**Television Film Assn.,** monthly meeting. Masquers Club, Hollywood, 8 p.m. Peck Prior, Campbell-Ewald tv commercial producer, will discuss factors used in determining whether a commercial should be done live, on film or on tape.

June 14—Dinner honoring Don Belding retired founder-partner of Foote, Cone & Belding, for his many services to his city, state and country, at the Beverly Hilton Hotel, Beverly Hills, Calif., Sponsored by the L. A. Chapter, **Assn. of the United States Army.** Speakers include: Elvis J. Stahr Jr., secretary of the Army; Freedom Foundations honorary President Herbert Hoover Jr., Admiral Arthur W. Radford; Edward C. Von Tress, senior vp of Curtis Publishing Co., on behalf of The Advertising Council; Lt. Gen. Walter L. Weible; Sheriff Peter Pitchess, on behalf of the Arthritis & Rheumatism Foundation. Offices of the Governor of California, the Mayor of Los Angeles, The L. A. County Board of Supervisors and the L. A. Chamber of Commerce will also pay tribute to Mr. Belding.

June 14-15—**Institute of Radio Engineers,** conference. Hotel Sheraton, Philadelphia.

June 14-16—**Florida Assn. of Broadcasters,** annual convention. Seville Hotel, Miami Beach. Speakers include Eldon Campbell, general manager WFBM-AM-TV Indianapolis; Harold Cowgill, former chief of FCC Broadcast Bureau on "License Renewals" and FCC Commissioner Robert T. Bartley.

June 14-16—**Virginia Assn. of Broadcasters,** annual meeting. Hotel Roanoke, Roanoke.

•June 14-17—**NAB** board of directors meeting. Washington.

June 15—Deadline for radio-tv entries to 1961 "Oscars in Agriculture" awards sponsored by **DeKalb Agricultural Assn. Inc.,** DeKalb, Ill. Address: Room 3500, 35 E. Wacker Drive, Chicago 1.

June 19-20 — **Institute of Radio Engineers,** conference on broadcast and television receivers. O'Hare Inn, Chicago.

June 19-21 — **American Marketing Assn.,** national conference. Ambassador Hotel, Los Angeles.

June 19-22—**Wayne State U./Radio Corp. of America,** invitational television conference. University City, Detroit.

June 19-23—**National Community Television Assn.,** convention. Jack Tar Hotel, San Francisco.

KVOO★TV

NUMBER 1 IN QUARTER HOURS

6 p.m. to 10 p.m.

MONDAY THRU SATURDAY

TULSA'S *Finest* QUARTER HOURS

According to the latest Tulsa ARB survey (March, '61), KVOO-TV takes the honors in top-rated quarter hours in 3 different periods: sign-on to noon; 6:00 p.m. to 10:00 p.m.; 10:00 p.m. to sign-off. Viewer preference confirms the fact that this is Tulsa's finest station.

2 KVOO★TV NBC

Represented by Edward Petry & Co., Inc. The Original Station Representative

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position**

company name

address

city *zone* *state*

Send to home address——

* Occupation Required



COVER FLORIDA'S 2nd LARGEST MARKET* and 29 Counties with 1 Station!

Tampa-St. Petersburg is Florida's second largest market, with a metro population of 772,453*! But that's not all! WSUN is the only station on Florida's West coast covering the entire 29 county area with 1,420,007* residents.

ADD TO THIS WSUN's GREAT ADULT AUDIENCE (97.2%)** . . . the greatest percentage of adult listeners. This means ADULT BUYERS throughout the entire 24 hour broadcast day!

REACH ALL OF FLORIDA'S 2nd LARGEST MARKET ON THE ADULT STATION!

*1960 Census **Pulse 6/60

WSUN 620 KC
TAMPA-ST. PETERSBURG
Natl. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS

June 20-22 — **Catholic Broadcasters Assn.** annual meeting. Calhoun Beach Hotel, Minneapolis-St. Paul, Minn.

*June 22-23—**Wisconsin Broadcasters Assn.**, Dell View Hotel, Wisconsin Dells. Speakers include FCC Commissioner Rosel H. Hyde and Washington attorney, James McKenna.

June 22-24 — **Mutual Advertising Agency Network**, creative seminar. Palmer House, Chicago.

June 23-24—**Colorado Broadcasters Assn.**, annual convention. La Court Hotel, Grand Junction.

June 23-24—**Maryland-D. C. Broadcasters' Assn.**, summer meeting. Ocean City, Md.

June 25-29 — **National Advertising Agency Network**, annual management conference. Broadmoor Hotel, Colorado Springs, Colo.

June 25-29—**American Academy of Advertising**, annual convention. U. of Washington, Seattle.

June 25-29—**Advertising Assn. of the West**, annual convention. Olympic Hotel, Seattle.

June 25-30 — **First Advertising Agency Group**, annual conference. Theme: "The Agency of Tomorrow." King's Inn, San Diego, Calif.

June 26-27 — **Washington State Assn. of Broadcasters**, spring conference. Olympia Hotel, Seattle.

June 26-28—**National Convention on Military Electronics.** Sponsored by Professional Group on Military Electronics, IRE. Shoreham Hotel, Washington, D. C.

JULY

July 1—**Chicago Publicity Club**, 20th anniversary celebration. J. Leonard Reinsch, Cox Stations and radio-tv advisor to President Kennedy will be principal speaker. Mayfair Room, Sheraton-Blackstone Hotel, Chicago.

July 1—**UPI Broadcasters of Pennsylvania**, annual meeting. Penn-Harris Hotel, Harrisburg.

*July 6—Deadline for comments on **FCC** proposal to reserve a vhf channel in New York and Los Angeles for educational use.

*July 9-21—**NAB Seminar**, Harvard Graduate School of Business Administration, Harvard campus, Boston.

July 10-12—**National Assn. of Television & Radio Farm Directors convention**, Shoreham Hotel. Washington, D. C.

July 10-28—Three week summer workshop on Television in Education, **U. of California at Los Angeles.**

July 16-18—**South Carolina Assn. of Broadcasters**, summer convention. Ocean Forest Myrtle Beach.

July 24—Deadline for submission on briefs to the **FCC** in Boston ch. 5 re-evaluation. This is the proceeding to reconsider the 1957 grant to WHDH Inc., due to *ex parte* contacts made by principals of WHDH Inc. and Massachusetts Bay Telecasters Inc. The third applicant is Greater Boston Television Corp. Reply comments are due 10 days after July 24. Oral argument before the FCC *en banc* is scheduled, but no date has been set.

July 30-Aug. 5—**American Women in Radio & Television**, first mid-career seminar. Syracuse U., Syracuse, N. Y.

AUGUST

Aug. 1-4—**Advertising Age Summer Workshop on Creativity in Advertising.** Palmer House, Chicago. Participants include Norman (Pete) Cash, TvB; Marion Harper Jr., Interpublic Inc.; Leo Burnett, Leo Burnett Inc.; Fairfax M. Cone, Foote, Cone & Belding; Edgar Kobak, management consultant.

TvB Sales Clinics

June 13—Omaha.
June 15—Oklahoma City.
June 20—San Antonio.
June 22—New Orleans.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U.S. Patent Office

Copyright 1961: Broadcasting Publications Inc.


Carresistible
Picked your radio partner in Cleveland?
Cleveland listeners have. WHK's
audience is practically as large
as those of the second and third
rated stations combined.*Keep
in rhythm with the Cleveland
market. Fill your card
with WHK
CLEVELAND
A Metropolitan Broadcasting Station
V.P. & General Manager: Jack Thayer
National Rep: John Blair & Co.
Tomi

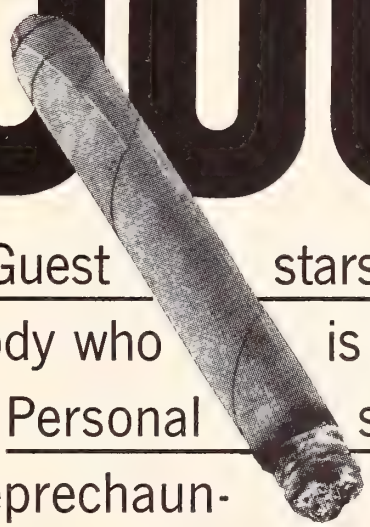
NEW! from NBC FILMS



BEST OF

Laughs all the way—250 of the very best from Groucho's eleven-year network comedy hit, available in first-run syndication for Fall starting dates • All-time audience winner—Groucho led his network time period for more than 10 broadcast seasons with an average audience share of 54.8 and this season is reaching a national Nielsen total of 10,500,000 homes* • Profit-proven program—Performed for such first-rank advertisers as DeSoto, Plymouth, Pharmaceuticals, Inc., Toni, P. Lorillard, Block Drugs

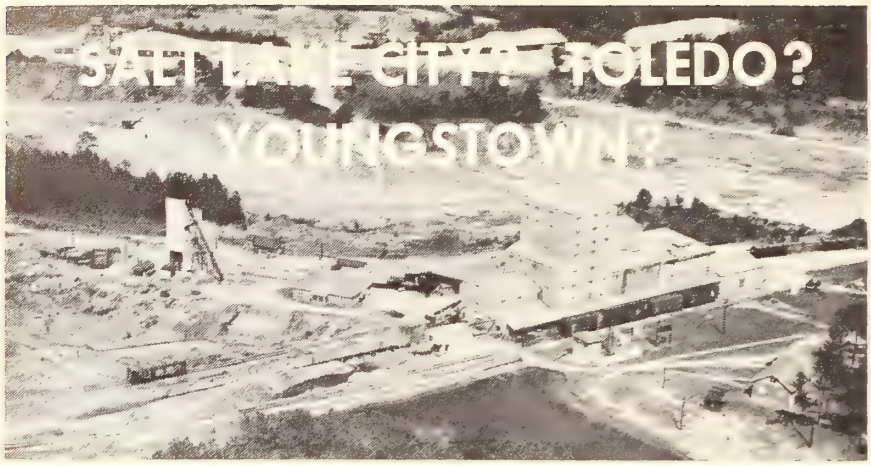
GROUCHO



nd Cluett-Peabody • Guest stars—Bob Hope, Harpo Marx, Ernie Kovacs—everybody who is anybody finds his way to un with Groucho • Personal salesmanship—The whole amily goes for his leprechaun- sharp wit and acrobatic yes. Over the years Groucho has delivered average family udiences-per-minute of 22,312,000 • Pick your- elf a pace-setter for the coming season. For the ecret word—"Success"—buy THE BEST OF GROUCHO.

*SOURCE: NTI, Oct.-June, 1959-1960 (PSB), Oct., 1960-April, 1961.

NBC FILMS



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 71.7% SHARE OF AUDIENCE

According to March, 1961 ARB we average 71.7% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV

Channel 8
Monroe, Louisiana

The only commercial TV station licensed to Monroe.

Photo: The Carey Salt Mine, Winnfield, Louisiana.

CBS • ABC

A James A. Noe Station
Represented by
H-R Television, Inc.

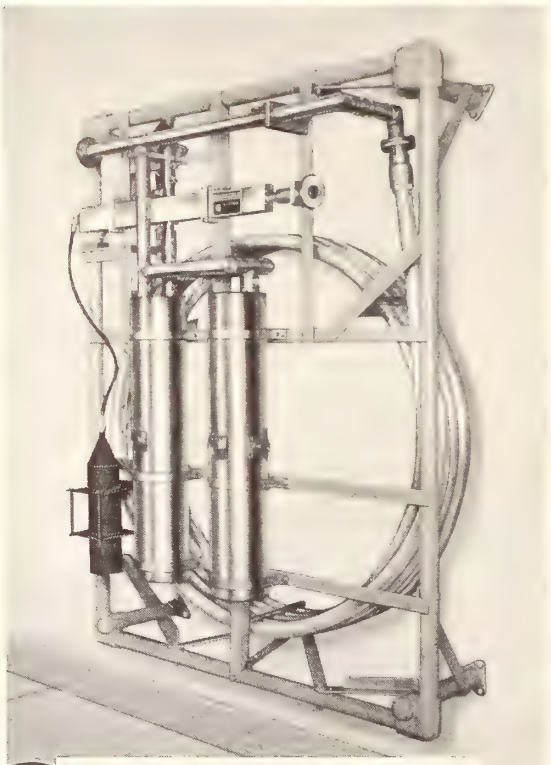
ANTENNA SYSTEMS — COMPONENTS — AIR NAVIGATION AIDS — INSTRUMENTS

AMCI VESTIGIAL SIDEBAND FILTERS

Channels 2 thru 13

- Constant Impedance
- No Field Tuning Required
- 5 kw Peak Visual Power
- Proven in Service

Write for information and catalog.



AMCI

ALFORD
Manufacturing Company
299 ATLANTIC AVE., BOSTON, MASS.

OPEN MIKE ®

Los Angeles story

EDITOR: Congratulations on your Los Angeles section in the May 29 BROADCASTING. Your editorial and research people did a very good job of presenting the Los Angeles story both from a radio and tv standpoint, as well as that of other media. . . .—*Darwin H. Clark, President, Darwin H. Clark Co. Adv., Los Angeles.*

[Reprints of BROADCASTING's special report on Los Angeles are available at 25 cents each in quantities up to 100; 15 cents each in quantities of more than 100.]

FCC in Maytime

EDITOR: Lines from a broadcaster's Waste Land:

May is the cruelest month, breeding
Minows out of water over the dam, mixing
Judicial with administrative metaphors, stirring
Dull programming with spring threats.
When lovely woman stoops to folly and
Paces about her room again, alone,
She smooths her hair with automatic hand,
And schedules a public service tape.

—Theo Mandelstam, Copy Chief, Henry J. Kaufman & Assoc., Washington.

Machines vs. mediocrity

EDITOR: I understand some makers of automation equipment are worried that Chairman Minow's urgings of more local live programming may arrest the sales of automatic gear. I think they're wrong.

It is only through automation—complete automation—that broadcasters can do a better job. Machines eliminate mediocrity and permit the employment of smarter people for better and more profitable public service. Everything the chairman wants can be done better with machines than without them.—*Rogan Jones, President, International Good Music Inc., Bellingham, Wash.*

Yearbook listings

EDITOR: I thought you might be interested in knowing that your list of radio and television stations (from the BROADCASTING Yearbook) is the best one I have ever encountered. I was radio and tv coordinator for the 1960 White House Conference on Children and Youth and used [other] lists and had many transcriptions and tv slides returned because of inaccurate addressing. Then I was

FOUND: $140,180,440 paid to personnel at military bases in the Providence, R.I. market area (Quonset, Davisville, Newport, New London and Otis Air Force Base). This is a plus not listed in any census breakdown of the rich, growing Providence market — a juicy bonus waiting to be picked up by advertisers on WJAR-TV, the only TV station that puts a grade A signal into all these bases. To claim, contact Edward Petry & Co., Inc. WJAR-TV • NBC • ABC.



KBIG sells to more adults per minute, per dollar in all 8 Southern California counties than any other radio station.

JOHN POOLE BROADCASTING COMPANY, INC.
6540 Sunset Blvd., Los Angeles 28, Calif.
HOllywood 3-3205
National Representative: Weed Radio Corp.

William Esty's got a secret!

William Esty does indeed have a secret. It concerns something this aggressive agency has done — and is still doing.

Give up?

The secret is this: Esty is smoking up a storm of cigarette sales by using the live wire station in Providence — WICE.

We trust our friends at Esty will forgive us for blabbing like this. Actually, Esty's success never has been a secret in Providence. Once you run a commercial on WICE your client's cat is out of the bag and scurrying all over town.

WICE
PROVIDENCE
AN ELLIOT STATION
Representatives: Avery-Knodel

fortunate enough to use your list.

When I was moved to the White House Conference on Aging to handle their radio and tv, I sent out radio transcriptions and tv material, using your list. Not one . . . sent to tv stations was returned; only three radio transcriptions were returned and that was because the stations were out of business . . .—*Josephine McQuillin, Information Officer, St. Elizabeths Hospital, Dept. of Health, Education & Welfare, Washington.*

Quality's available

EDITOR: At the recent NAB convention FCC Chairman Newton N. Minow warned broadcasters to improve their product or get off the air. . . . Mr. Minow apparently did not feel called upon to mention . . . that there are broadcasters who have a product of the highest order, but who might soon be off the air since no one, including Mr. Minow, will support them.

I refer to fm, of course. To support my point I [refer you to] the May 20 issue of the *Saturday Review,* which mentions a public service series aired by KQAL-FM. . . .

We intend to continue with quality broadcasting, even if we go broke doing it. But let no man say that quality isn't available on the public air waves. It is and anyone who wants to can listen. —*Jack L. Katz, President, KQAL-FM Omaha.*

Needed combination?

EDITOR: . . . Broadcasters must not wait for advertisers to give them direct support (sponsorship) of public service programs, although they might reasonably expect advertisers to give indirect support to stations and networks which occasionally sacrifice ratings by programming needed serious fare.

. . . Trying to change the quality of entertainment programming is a far more debatable project. . . . Nobody has to watch tv or listen to the radio and certainly nobody has to watch or listen to the particular program you think he ought to like. . . .

In fact, the combination of mass appeal entertainment with serious news and public affairs programming woven into the fabric may be just what we need.—*R. Peter Straus, President, Straus Broadcasting Group, New York.*

Redcoats are coming

EDITOR: . . . I should like to assure Mr. A. A. Schechter (OPEN MIKE, May 22) that the question on the cancellation stamp is but a reminder to Britons to buy the greatest bargain in the history of all broadcasting: sponsorship



IN WORDS OF ONE SYLLABLE...

A man who pays to get a thing, as a rule, wants it.

Or needs it. Or both.

This is true for things men read—as well as things they eat or wear. Which is why we think it makes sense to look for the ABP sign in the books in which you plan to run your ads.

For the ABP sign in a book means it goes to men who *want* it. It is a sign they have paid to get it. And with some of them—a lot of them, in fact—it is a sign they *need* it.

When you pay for space to talk to men who can buy what you have to sell, it's a good thing to keep this in mind. For if they *want* the book in which you run your ad, there is a good chance they will see it and read it. And if they *need* the book in their jobs, the chance is more than just good. It's what we used to call a lead pipe cinch.

When you buy space to talk to men you want to sell, buy it in the books *they buy*—books that are proud to stand a plain old test of worth: cash. You can spot them through this sign:

The plus value of paid circulation is "wantedness"

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

BROADCASTING is the only publication in its field qualifying for ABC and ABP membership.



Nielsen now reflects Mutual Radio's new profile for coverage—better-looking than ever where the buying is biggest. 70% of all drugstore sales and 66% of all food store sales are in A and B markets.

Have you seen our profile lately?

Mutual now ties up 66% of its radio audience in these markets! Mutual also covers 87 of the top 100 markets with local affiliates—more than any other network. Got a food or drugstore account in the house? Buy Mutual Radio—and you've got it covered at the point of sale.

MUTUAL RADIO

A Service to
Independent Stations

Subsidiary of
Minnesota Mining and
Manufacturing Company 3M

MICHIGAN'S

UPPER PENINSULA
IS EASILY AVAILABLE

NOW



The New $100,000,000
BIG-MAC Bridge
carries thousands to the U. P. daily!

Paul Bunyan Television

WPBN-TV Traverse City
WTOM-TV Cheboygan

One Rate Card

Covers **25** Northern Michigan Counties
INCLUDING a big chunk of the U. P.
and parts of Canada

Offering the Only Principal
City Grade and Grade A
coverage to Traverse City,
Cheboygan, and much of Resort-Rich
Northern Michigan

Reach the MOST homes with P B N *

7000 **MORE** Homes Reached Than Sta. B
(M-F, Noon-6 PM)
1900 **MORE** Homes Reached Than Sta. B.
(M-F, 6 PM-Mid.)
2800 **MORE** Homes Reached Than Sta. B.
(Sat. 6 PM-Mid.)
1900 **MORE** Homes Reached Than Sta. B
(Sun. 6 PM-Mid.)

*ARB (March, 1960)



Paul Bunyan Network

Les Biederman
General Manager

NBC abc

national representatives
Venard, Rintoul & McConnell

Network Representative Elisabeth Beckjorden

of the BBC. That $11.20 ($2.80 for radio only) used to buy for me, when I lived in the United Kingdom, better entertainment, more informative programs, and most of all, better music than I have ever heard on any radio or tv station in the U.S. (with the possible exception of KPFA [FM] Berkeley, Calif.—and many of its programs came from the BBC); and all of this without the obnoxious and childish commercials which plague American listeners endlessly.

. . . No one who does not have a vested financial interest in the American system of broadcasting . . . would prefer it to the British system . . . unless, of course, he were mentally retarded. Indeed, most of our programs seem to be designed especially for the mentally retarded.—*W. F. Locke, Douglas, Ga.*

Hit home

EDITOR: I have always looked forward to the cartoon in the back of your magazine and I must say I really enjoyed the



Drawn for BROADCASTING by Sid Hix

"I said, 'Auntie, we've got a clever chief engineer who can fix your radio better than any old service man.'"

BROADCASTING, May 8, 1961

one in the May 8 issue. Since I am a chief engineer, this one really hit home. —*Arthur F. Altro, Chief Engineer, WDOR Sturgeon Bay, Wis.*

Technical wants

EDITOR: . . . I enjoy your magazine very much. I think it might be appreciated if you added some news about true technical achievements every so often.—*Arthur M. Litvin, Brooklyn, N. Y.*

KSTB's musical survey

EDITOR: We read several months ago, with intense interest, the story of the music survey of KING Seattle (BROADCASTING, Oct. 12, 1959). We made an intensive study of the story of this large market survey. Then we designed a survey for our small market of Breckenridge, Tex.—9,000 people in the immediate area and approximately 70,000 in the trade area—and in proportion to our facilities proceeded to make the survey.

This information after being assembled and analyzed has been integrated into active programming. It has received tremendous acclaim, which proved to be very interesting. Quite different figures from that of KING.—*Hugh M. McBeath, General Manager, KSTB Breckenridge, Tex.*

Earlier model

EDITOR: Re the item, "Whirling dervish" (EQUIPMENT & ENGINEERING, May 8) . . . a similar device holding 500 cartridges, rotating by handpower, has been in use here for almost two years. . . . The gentleman who designed the unit is of modest nature but should receive credit for this. He is Paul Von Kunits, chief engineer of WINS. —*Herbert Greenberg, Engineering Staff, WINS New York.*

Increasingly useful

EDITOR: . . . We here at the university find BROADCASTING and the BROADCASTING Yearbook to be increasingly useful. Your coverage of the educational and commercial news is excellent. . . . —*Walter B. Emery, Division of Mass Communications, Department of Tv and Radio, Michigan State University, East Lansing.*

Transportation successes

EDITOR: . . . It is not always possible to index or classify the many fine articles appearing in your magazine. We find ourselves, at this moment, in a position requiring rather urgently any radio or tv success stories dealing with transportation (ship, rail, air) which might have appeared in the magazine in the past.

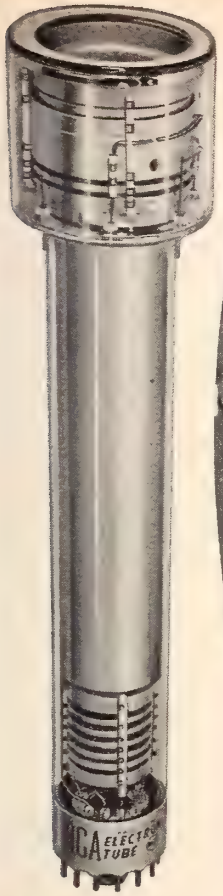
Should this be the case, I am wondering if you could provide us with either copies of the articles or with the dates of the specific issues. . . .—*P. O. Steven, Radio-Tv Director, McKim Advertising Ltd., Montreal.*

[Success story information concerning two van lines, an airline and a railroad has been sent to Mr. Steven.]

Radio spending

EDITOR: I have a copy of the 1960 BROADCASTING Yearbook, but the advertising radio dollars spent in all of the radio markets are not given. Do you have this information or could you please tell me where I might find it . . .?—*Robert J. Flynn, Associated Media Brokers, Fort Lauderdale, Fla.*

[The information Mr. Flynn seeks appeared in BROADCASTING last fall (FOR THE RECORD, Oct. 14, 1960.)]





NEW RCA 7293-A FIELD-MESH IMAGE ORTHICON



prevents highlight "ghost" and "portholing"

You'll be amazed at the picture quality you get with the new RCA 7293-A! A unique combination of design features provides a picture that is essentially free of distortion and free of shading at the sides and corners of the screen. In addition, the tube effectively suppresses objectionable "highlight ghost"—an effect usually encountered when a light subject is televised against a dark background.

The 7293-A offers many design advantages:

ANTI-GHOST DESIGN. "Ghost" (or highlight flare) is prevented when the tube is operated well "above the knee" in black-and-white cameras.

ANTI-PORTHOLE DESIGN. Tube provides uniform background right to edge and corners of picture! Suppressor grid in electron gun re-shapes focusing field to produce a blemish-free background.

EXTREME PHOTOSENSITIVITY. Equivalent to film rated ASA 8,000! Only 10 foot-candles of incident light are required to produce commercially acceptable pictures!

HIGH SIGNAL-TO-NOISE RATIO. Low noise component—another benefit of the suppressor grid.

HIGH RESOLUTION AND CONTRAST. Inherent high resolution and high contrast enhanced by use of field mesh resulting in razor-sharp transition from black to white and improved corner focus.

HIGH SIGNAL-CURRENT OUTPUT. Due to extremely high photosensitivity and high-gain multiplier.

For full information on the RCA 7293-A—the camera tube that represents a major step forward in camera pick-up—write Commercial Engineering, RCA Electron Tube Division, Harrison, N. J. For prompt tube delivery for your station operation, call your RCA Industrial Tube Distributor.

RCA

The Most Trusted Name in Electronics
RADIO CORPORATION OF AMERICA

MONDAY MEMO

from E. G. NEALE SR., president, Neale Adv. Assoc., L. A.

Radio hasn't come back—it's never been away!

It is astounding to me that many advertisers say they are "re-discovering" radio as an effective merchandising tool.

I say it is astounding because radio has been there right along, serving several generations of listeners and advertisers. Radio has an admirable and honorable history, but perhaps it was eclipsed as an advertising medium by the flush of television's initial impact.

Now radio is resuming its rightful role in the minds of men as a power to sell, to entertain, to inform and to do good.

Radio's Classic Place ▪ Advertisers are re-assessing the broadcast media and are finding that certain round pegs fit into certain round holes. They are finding that television is not the end-all. They are finding that radio still has its classic place. And that place is in the imagination of the listener.

A person listening to radio is enchanted by the figures created by his imagination. He sees the fairy princess, the castle, the moat, the fire-breathing dragon, and the prince charming. This is accomplished through a few words of dialogue or narration. But to do the same thing on television, you've got to come up with a production number. And as likely as not the tv production —while beautiful, well-done and costly —will not be as effective as the radio show. Why? Simply because the imagination has not been allowed its play.

Imagination Is Important ▪ Radio loyalty built up through the years by such shows as *Amos 'n' Andy*, *Fibber McGee and Mollie* and *The Jack Benny Show* was based upon the full sway of imagination which the listener was able to use. Jack Benny's vault was a running gag which never failed to throw an audience into hilarious laughter with its weird sounds and the images they conjured up. However, when the vault was actually shown on tv it was pretty much of a disappointment to people who had spent years figuring out what a tremendous thing this vault must be.

The same thing is true of Fibber McGee's celebrated closet. When the sound man created the impression of a fantastic amount of things suddenly unleashing themselves on the poor, forgetful hero, this was something in which people could find tremendous humor. The television version, limited by actualities, seemed a pale imitation of something which had been very real.

Tv's Limitations ▪ Television demands optical action by its very nature. And because it excels in many fields, its use is limited. The deficiencies of television are magnified by radio. Take flexibility and adaptability, for example. Television, no matter how wonderful in delineating the character in the face of a human being or in showing the drama inherent in a disaster scene, is a cumbersome medium, both from the standpoint of its production crew and the viewpoint of its audience.

Radio is fleet and lithe. It is available everywhere. It is economical and unobtrusive. Advertisers are learning that radio is not only tailored to the casual listener, but that it creates its own captive audience. A person driving his car to or from work on the freeway is trapped in more ways than one. He is trapped by the freeway itself, by the traffic around him and by what he can listen to on his car radio.

Radio's Advantages ▪ Of course this means that radio has an infinitely greater audience than television has. And the radio audience is loyal. For example, if there is a live sports show on radio, a general round-up sports report on television is dead. Nobody wants to watch a man read a rehash of what has already happened when he can listen to what is actually happening at that moment.

The so-called "music stations" are another example of roping and branding a captive audience. These audiences don't deviate a decimal or a decibel. They are highly loyal, and they listen to the advertiser's message.

The mere fact that radio is now universally recognized as being a medium of advertising with a low cost per impression is not sufficient reason in itself for advertising on radio. But the fact that the low cost per impression can achieve translatable remembrance and actual active participation by listeners is an inducement that advertisers find hard to beat.

Let's explore this active participation a bit further. Radio has never been so dramatic as recently when one of the helicopter traffic hour show announcers asked everybody listening to sound his horn at a given signal.

I was on the Hollywood Freeway. The sound of the auto horns was deafening. It was the greatest example of power I have ever seen.

Listener polls do not tell the whole story. It's pretty difficult to call up a guy with a transistor radio at the Coliseum and ask him what show he is watching. He is watching a real live show and he is listening to a description of what is going on before his eyes. And the advertiser is selling his wares.

Workhorse of Advertising ▪ Radio is the medium for person-to-person sales. When two people converse, their remarks are specific—no generalities. A commercial message on radio must be —and in most instances is—specific. It "tells it like it is."

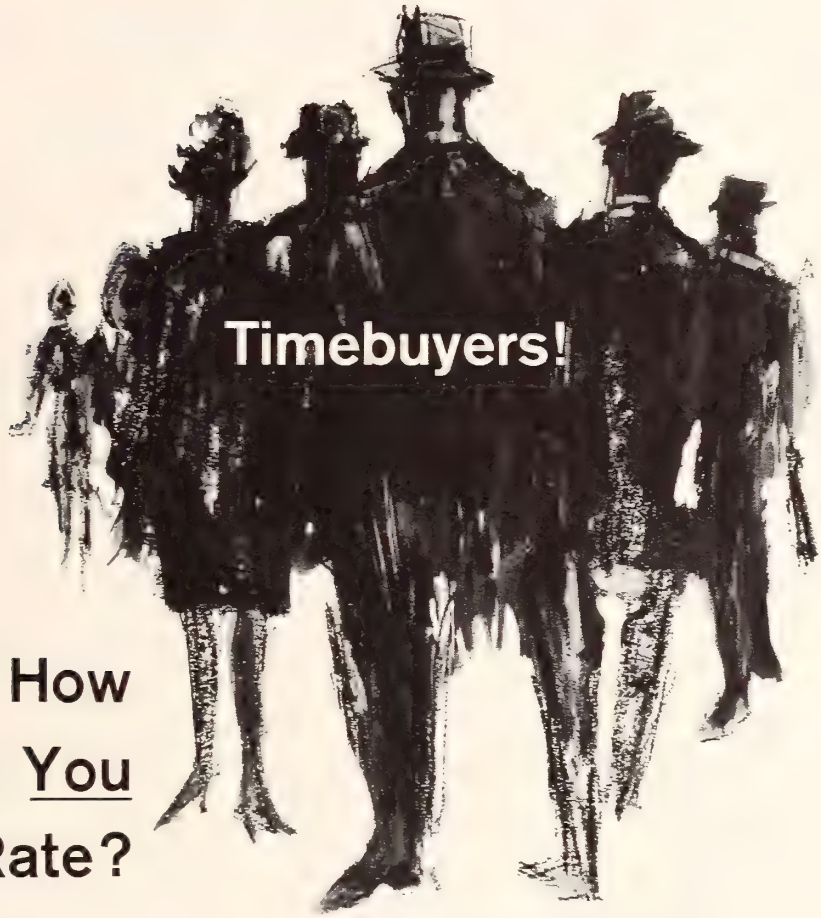
Radio is the workhorse of advertising. There is no such thing as having "re-discovered" it. It's been in there pulling all the time. It's something like that fine and fantastic little racehorse named Carry Back.

Carry Back is a humble horse. He comes from no famous farm and his dam and sire were, frankly, not included on the preferred breeding lists. Yet he came from behind to win the Kentucky Derby.

I like to compare Carry Back to radio. Television has been the highly-priced, highly-touted thoroughbred. Radio has been the unflashy plater from the wrong side of the tracks. Yet Carry Back (make that read "radio") has won the important race. Maybe more of us should have had our money on that scrawny little candidate for the glue factory—radio.



E. G. Neale Sr. began his career in advertising more than 40 years ago in the classified department of the Los Angeles Times. He later was a printing salesman with Young & McAllister Printing Co., a manufacturer's representative selling advertising specialties, and formed, with his brother, the Deluxe Advertising Co., later sold to Foster & Kleiser. He spent eight years with the Henry Mayers Co. and in 1946, with his son, E. G. Neale, Jr., formed Neale Advertising Assoc.



How Do You Rate?

Speaking of ratings . . . try rating yourself! Our free booklet "Rate Yourself" tells what others think of you . . . and more significantly, how you can improve your quality of performance. WELI rates its own performance constantly . . . quality-wise . . . in the sincere belief that quality pays off in the long run. In the same way, your success is based on quality performance today. Send for your free copy and Rate Yourself!

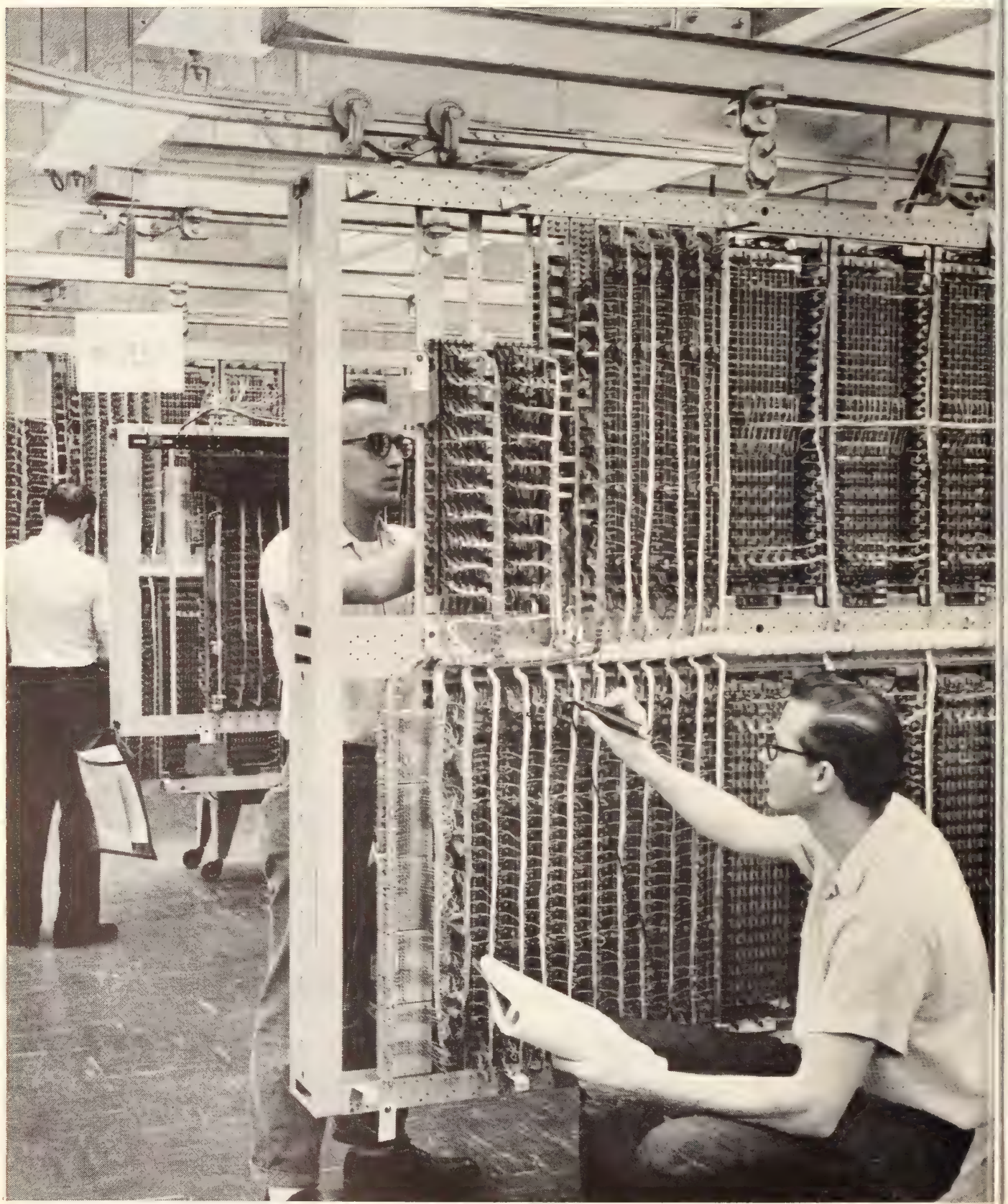
WELI, 221 Orange St., New Haven, Conn.
Your free copy of "Rate Yourself" will be sent to you upon receipt of this coupon attached to your company letterhead.

NAME _____

TITLE _____

WELI The Sound of New Haven 5000 Watts/960 KC
National: H-R Representatives Boston: Eckels & Co.

WESTERN ELECTRIC AND



TELEPHONE CROSSBAR SWITCHING FRAMES the main product of Western Electric's new Oklahoma City manufacturing plant, are shown undergoing process control checks. In 1961, Western Electric will make nearly 13,000 of these crossbar frames for shipment to Bell Telephone central offices throughout the United States.

OKLAHOMA CITY

Adding further impetus to the growth of one of America's fastest growing cities, Western Electric's new manufacturing plant in Oklahoma City — with over 30 acres under one roof — is already producing important telephone equipment for the Bell Telephone System.

Oklahoma City — with an exploding population now numbering over a third of a million, and long-known as a wheat, cattle, and oil center — is now in dramatic transition from an agricultural to an industrial economy.

An important step in this transition is Western Electric's modern manufacturing plant in Oklahoma's capital city. Its principal "products" are the workhorses of the Bell Telephone System — intricate crossbar frames used by Bell's central telephone offices to automatically switch and channel the bulk of the nation's telephone calls.

Oklahoma City already feels the benefits of this year-old plant: jobs for 3,000 Oklahomans, a $14 million payroll, and $4 million paid to more than 300 local suppliers.

Western Electric has found its Oklahoma employees capable workers and excellent citizens who share wholeheartedly in the city's civic and social life. We're proud to be in Oklahoma City, and we're confident of a bright future in the great, growing Sooner State.

Besides Oklahoma City, Western Electric has 12 other principal manufacturing locations, where we make hundreds of different products for the Bell System and for the Government, mainly for defense. Last year we purchased over a billion dollars' worth of raw materials, products and services from our more than 35,000 suppliers located in every State of the Union. Of these, 90% are "small businesses." The things we make and buy are distributed to the Bell telephone companies through Western Electric distribution centers located in 33 cities.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM



A PUBLISHER'S WELCOME from E. K. Gaylord of the Oklahoma Times: "We're very happy to have Western Electric here in Oklahoma City . . . it affords outstanding local job opportunities to our college students who have majored in science and technology."



WESTERN ELECTRIC BUYER, Bob Peregrin (left), examines a pair of special pliers with Otto Hart, President of Hart Industrial Supply Co., one of many small businesses in Oklahoma which furnish Western with a wide range of tools, parts, and machinery.



"SHOOTING" THE FAMILY on the grounds of the Oklahoma State Capitol Building is Western Electric stock maintenance clerk, Morris Dees. His willing subjects are wife Mary (who also works for Western Electric) and children John and Lana Lu. Oil derricks furnish a unique but characteristic backdrop.



GOOD SPORT Jerry Irby, Western Electric output tracer, uses sign language to interpret the fine art of bowling to local deaf-mute citizens. Jerry is typical of many W.E. employees who devote a great deal of their spare time to community affairs work.



Who's out front?

ABC—that's who—with the most popular programs in television

The biggest popularity contest in America goes on nightly, in your home, at your television set. As you view, you vote. You turn the dial, that's a vote. Turn it again, that's another vote.

Nielsen does the tallying.

For the 2 weeks ending May 7 (latest reported period) the tally says that where you could watch *all* 3 networks, you watched ABC most.* You voted ABC programs the most popular in television. (Which is the way it's been going all season.*)

This popularity count, we repeat, is taken where it counts most, where all 3 networks screen their candidates for your approval.

ABC did it with such leading candidates as *My Three Sons, The Untouchables, The Flintstones, The Real McCoys, Hawaiian Eye,* etc.

ABC proposes to keep doing it with such new entries as *Bus Stop, The Corruptors, The New Breed, Calvin & The Colonel, Top Cat,* etc.

Keep voting.

ABC Television Network

*Source: National Nielsen 50 market TV reports, average audience—October 24, 1960 through May 7, 1961, Monday through Saturday 7:30 to 11 PM; Sunday 6:30 to 11 PM

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
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WILL CODE CUT COMMERCIAL TIME?

■ NAB Tv Board must approve recommendations for changes

■ Would ban triple spots, cut participations about one-third

■ New rules might raise prices of spots, agencies suggest

Two major moves to combat the charge that television is cluttered with too many commercials will face the NAB Tv Board of Directors, meeting Wednesday-Thursday in Washington.

If adopted, a pair of recommendations by the NAB Tv Code Review Board (CLOSED CIRCUIT, June 5) would provide the first voluntary stiffening of television's self-regulatory structure since the flood of winter and spring protests. Only prime time (highest rate) would be affected.

The principal changes boil down to these basic steps:

- Triple-spotting (two spots and an ID) at station breaks would be banned, and
- Allowable commercial time in participating half-hour programs would be cut from six to four minutes.

Tv code board recommendations require approval by the top tv board of directors. Historically the directors often have revised or dropped code board proposals. These proposals are not made public until approved by the tv directors; but the essence of the recommendations appears on this page.

Broadcasting and advertising circles were buzzing last week as the first indication of the prime-time recommendations was disclosed. They are concerned over the effect on station revenues, the supply of availabilities and the impact of commercials in a less-crowded selling environment.

Another code board move whose effects aren't yet clear in the industry is a recommendation that simplifies and revises the table of advertising time standards.

Here two things are proposed:

1, The commercial time limit would be redefined to include billboards, promotion announcements and related material;

2, The allowable maximum time limit (single-sponsor programs) would be increased from three to four minutes for half-hour, six to eight minutes for hour programs.

In effect, NAB contends, the four and eight-minute maximum limits amount to a freezing of present advertising time standards in single-sponsored programs and should not be interpreted as a relaxing of the existing limits. A crash study by NAB is said to bear out this position.

The code board has a specific long-range goal in the group of recommendations—clearing up of the confusing maze of billboards, advertising announcements, crawls, credits and general non-programming material in programs during the choice evening hours. No recommendation was made on crawls and credits.

It was emphasized there would be absolutely no change in the existing 70-second maximum time limit on station breaks. However, there can be no more than two spot announcements in any break instead of the present triple-spotting formula of two spots plus an ID.

The proposed elimination of one advertising spot at the station break has aroused concern among some industry groups. Some stations say it will really hurt; others say they don't sell many IDs anyhow. In agency-advertiser and film quarters it was suggested the price of spots will go up. There was considerable agreement that six minutes is too much commercial time for a participating half-hour but two analyses of prevailing practices show an important share of stations don't use the full six

Code Board recommendations for advertising allowances

Here are the changes in present advertising allowances in prime (highest rate) time recommended by the NAB Tv Code Review Board for action this week by the NAB Tv Board of Directors, in summarized form:

The present triple-spotting practice at station breaks (two announcements and the customary commercial 10-second ID, not to exceed 70 seconds) would no longer be allowed. Instead no more than two commercial announcements would be permitted, including the ID.

The six-minute maximum commercial time limit for announcement or participation half-hour programs in prime time would be reduced to four minutes.

The "Time Standards for Advertising" table (YEARBOOK, page C-6) for single-sponsor programs would be revised and simplified. Billboards, promotional announcements etc. would be classified within the commercial time allowance, with the time limit adjusted from three to four minutes to accommodate such non-program information. For practical purposes, this would not provide any additional commercial time. The hourly limit would be increased from six to eight minutes, including billboards, promotions, etc.

There would be no change in the basic 70-second station-break maximum for prime time. The code board is seeking to provide more time for programming and to reduce the maze of credits, crawls and assorted non-program information, but no action was taken on credits and crawls.

Network practice has been based on a 30-second station break; recently ABC-TV announced it would increase its station breaks to 40 seconds.

CBS-TV officially disclosed last week its breaks would become 42 seconds between prime-time shows, and NBC-TV was expected to follow suit momentarily (See story above).

Median station half-hour participations three to four spots

The median tv station carries between three and four spot announcements per half-hour participating program, according to a study conducted by the NAB Tv Code Review Board's operating staff.

The survey covered 220 stations in local markets, both network and independent, and a total of 842 half-hour programs.

Of approximately 500 participating programs, 21 had no sponsors; 39 programs had one sponsor; 57 had two; 101 had three; 159 had four; 82 had five and 29 programs had six sponsors.

Of the 842 programs, 193 had a single sponsor and 141 had alternate sponsors.

Another survey, conducted for the Alliance of Television Film Producers, covered 141 stations and 2,091 syndicated film programs. It was conducted in a three-month period started Oct. 29, 1960. This study also showed a maximum of four spots to be general practice, with only 12% of stations permitting five and 4% permitting a maximum of six commercials in syndicated programs.

The original tv code language adopted in 1952 specified that time standards were designed as a "guide" and didn't affect the industry practice of permitting station-break and spot announcements in the usual 30-second period at the end of each program. They were lifted bodily from the old radio standards.

Later the time standards were made mandatory and station-break language was added. This stated it is not recommended that over two announcements be run back-to-back at station breaks or within the framework of a single program. In 1956 this was made mandatory, adding language that permitted two spot announcements plus a sponsored station ID.

Last year the code was amended to limit station breaks to a total of 70 seconds of announcements (two spots plus an ID) within the station's highest rate period for announcements (night).

In the case of participation programs the code provided during its first nine years a maximum of three one-minute announcements in a 15-minute period and not more than six in a 30-minute announcement program—a one spot per 5-minute formula. The two-spots-and-an-ID formula was applied inside a single program as well as at a station break.

Protests were heard that the code allowed too frequent interruptions of programs. Three years ago networks had developed their own participation daytime programs until their use was widespread. A 1960 amendment provided that commercials should not exceed a total of six minutes in a 30-minute participating program, and not more than two spots and an ID run consecutively.

Single-sponsor programs currently have a basic 3-minute time limit for total commercials in A and AA time, 4:15 in all other time.

minutes now allowed by the code.

A frequent observation dealt with the lack of a "triple-spotting" definition. NAB has contended its two-spots-and-an-ID formula is not triple-spotting but most industry sources disagree. They argue three back-to-back announcements are triple-spotting even if one is only a 10-second ID.

Agency reaction in New York to the new recommendations is generally—but by no means universally—favorable. Most agency people who would comment seemed to feel a cutback in commercial time in participating programs would be good. Their attitudes toward changes with respect to sponsored programs—which in many cases they do not clearly understand due to the lack of detailed information—is more evenly divided among good, bad and uncertain. On triple-spotting they had some reservations over the definition.

Syndicators are divided. Most do not think they will be hurt. Some say the cutback in participating sponsorships will cost stations money; some say it'll make no real difference. On this point one or two agency sources tended to take the latter view: one suggested, however, that only in perhaps three markets are independents selling prime-time participation shows at a clip that would require them to cut back under the proposed changes. He thought the cutback in commercial time, amounting to 33%, might lead —or force—stations to hike their rates to advertisers by that much in the three markets.

Station representatives who commented also appeared to have mixed ideas.

Networks had no official comment but unofficially they indicated general satisfaction and in some cases enthusiasm for the changes. Most seemed to feel that networks would not be directly affected to any real extent except through their owned stations, and probably not much even there. Craig Lawrence, vice president for CBS-TV owned stations and tv spot sales, noted that his company's stations already prohibit triple-spotting and limit commercial time in prime-time participating programs to four minutes, so that the proposed changes conform to the stations' current practices.

Network "participating" programs—those sold in "thirds" or on a spot-carrier basis, a difference only in terminology—already are voluntarily limited by all networks to three minutes of commercial time per half-hour, or even fewer than the proposed changes would allow.

Donald H. McGannon, president, Westinghouse Broadcasting Co. and former chairman of NAB Tv Code Review Board, said:

"The proposed elimination of triple spotting (two spots and ID) is not only desirable but also important to the industry. It is the local station's contribution to the resolution of the pyramiding of commercial and other messages at the station breaks. I'm heartily in support of it.

"The commercial content of participating programs in prime time is also a difficult one. I believe a reduction to 4 minutes would be a sensible resolution of a longtime problem."

John P. Cunningham, chairman of board, Cunningham & Walsh and chairman of board, Advertising Federation of America: "It's an excellent idea to cut down the flashing spots at station breaks. They flicker like an old movie. That is more important than a reduction in the amount of commercial time in a program."

Robert M. Gray, manager of advertising and sales promotion, Humble Oil & Refining Co.: "I'm all for it. A reduction in commercial time is very desirable. It will make tv more effective for the advertiser. There are too many commercials now. Viewers simply get a montage of commercials and fail to get any impression at all."

Rollo W. Hunter, vice president and radio-tv director of Erwin Wasey, Ruthrauff & Ryan, New York called the reduction of commercial time in participating-announcement programs "a step in the right direction."

He recalled that one of the agency's clients decided not to participate in an upcoming program because it felt that six minutes of commercials would "crowd out" its messages.

Frank Kemp, senior vice president

WHO's Herb Plambeck...



Herb Plambeck, right, is applauded by H. V. Kaltenborn, noted NBC news analyst, and Richard Kathe of the American Feed Manufacturers Association, as he receives the 1960 National Animal Agriculture Award.

...Receives TOP Farm Award!

Every year the American Feed Manufacturers Association presents its "Animal Agriculture Award" to one farm broadcaster, for outstanding services to livestock and poultry farmers. This citation is the most significant and most coveted award in the farm radio field.

WHO-Radio is extremely proud that Herb Plambeck has added this distinguished 1960 award to the 45 other state, national and international citations he has received in the past 25 years. Founder and past president of the National Association of Radio Farm Directors, Herb was the originator of national plowing matches, is one of the best-known farm directors in America, is "Mr. Agriculture" to perhaps a million Midwest farm homes. Herb and his staff at WHO-Radio are actually on the air *sixty* times per week with farm programs!

Ask PGW for all the facts that have made WHO-Radio and Herb Plambeck's Farm Department a "must" for farm-products advertisers in "Iowa Plus."

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC and WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc., *Representatives*

of Compton Adv., New York, echoed Mr. Hunter's plea for a "definition of what is triple spotting." He asked: "Is an announcement for a public service campaign or a station promotion spot considered one commercial?" He applauded the proposal for reducing commercial time in participating-announcement programs and opposed the suggestion for increasing time in sponsored programs. His reasoning: "I'm against anything that hurts the effectiveness of an advertiser's message. The fewer the commercials there are, the better chance there is that they will be noticed."

William E. (Pete) Matthews, vice president and director of media relations and planning for Young & Rubicam, New York, said: "We welcome the effort to clarify and improve the commercial situation on television." He noted the code proposals consider the allowable amount of commercial time, and added: "Our only question now is to limit the number of commercials as well as the length."

John B. Simpson, vice president and director of broadcasting, Foote, Cone & Belding, New York, believes it "more important than ever to adopt the proposed triple-spotting ban." With the networks' adoption of the 40-second break there is the possibility of "overcommercialization by stations, but with this code change there will be some protection against this." Mr. Simpson said that from the advertiser's standpoint he would be in favor of the move to reduce the time in participating programs to four minutes, but that the financial aspect of this change is something that the NAB will have to weigh with its membership.

Leslie L. Dunier, vice president in charge of radio and television, Mogul Williams & Saylor, New York, said: "The way things are going, the triple-spotting problem will be as outdated as propeller driven airplanes. Quadruple spotting, and even more blatant station break abuses, are becoming more widespread. But if the board can give teeth to the triple-spotting sanction, it would be a vital step in the right direction."

"The reduction of commercial time is, I believe, too drastic a measure."

Samuel L. Frey, vice president and media director, Ogilvy, Benson & Mather, said he's very much in favor of disallowing triple spotting and reducing the amount of commercial time in participating-announcement programs.

John Burns, vice president in charge of tv sales, MGM-TV, said only the question of reducing the amount of commercial time in participating announcement programs would pertain to him and he thinks it's strictly a matter for individual stations. He feels enactment of the change could conceivably hurt his company in the long run, but he doesn't think it will.

Charles Goit, domestic sales manager of 20th Century Fox-TV, called the proposed changes "interesting." He feels the proposal to reduce commercial time in participating programs will affect his company more than any other, because NBC-TV will begin televising Fox films in prime time in the fall. He feels the restriction is unnecessary because "NBC is not trying to oversell the program. It is not pushing for another minute or two. The network is very careful as to how it sells the time."

Howard Anderson, sales vice president, ABC Films Inc., said: "The NAB is controlled by the small markets, that is, most of NAB's active leaders are from small markets where they are rarely able to sell more than four minutes per half-hour in a feature film anyway. The major markets and independent stations who rely on feature films would suffer losses if this reduction in time proposal takes effect."

Seymour Reed, president of Official Films, New York, said: "I think the stations so far have done an excellent job. I'm sure they'll continue to keep faith with the public and use the proper discretion in the amount of commercial time used. However, the proposed change presents no problem for many stations which are showing only four minutes of commercials on participation programs."

A spokesman for CBS Films said the changes would have little effect on its operations. He said none of his company's films are shown in prime time.

Two other leading syndicators of feature films and filmed series, who asked they not be identified, agreed they both felt it is rare to find more than four minutes in a prime-time announcement program and see little practical effect on stations.

Adam Young, president of Adam Young station representative companies, said he approves the triple-spot elimination at station breaks, but is strongly opposed to a reduction of commercial time in participating programs. Mr. Young viewed the proposal as a move that would hurt spot business; "It certainly won't assist it." He said it will cause a bad squeeze on the stations. "Some people, " he said, "presume all spots are equally salable, but an advertiser who buys prime time minutes may never consider buying a 20-second or 10-second announcement. There is a direct relationship between the number of one-minute spots and the station's ultimate income. You can't recapture the loss of minutes with 20- and 10-second spots.

"I'm in favor of self-regulation for the industry but not when the regulations create a strait-jacket which will happen if the four-minute per half-hour proposal is approved for participating programs. I think the broadcasters want to live by a reasonable code but this change in the code will chase stations away from it."

A Katz Agency spokesman said on triple spotting: "No disagreement if the review board intends a maximum of two commercial announcements at breaks within the highest rate period. Where a station break is long enough to accommodate one 20- and one 10-second announcement plus a 10-second public service or promotion announcement, the latter should not be interpreted as a third spot."

Edward P. Shurick, executive vice president, Blair-Tv, agreed wholeheartedly with the proposals that would prohibit triple-spotting and set up four minutes of commercial time in sponsored programs. He was reluctant to discuss plans to reduce commercial time in participation programs, pointing out he would like to ascertain the attitude of tv stations toward such a suggestion before offering an opinion.

Thomas A. Wright Jr., vice presi-

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week June 1-7 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., June 1	**The Untouchables** (9:30 p.m.)	ABC-TV	29.4
Fri., June 2	**Twilight Zone** (10 p.m.)	CBS-TV	22.0
Sat., June 3	**Gunsmoke** (10 p.m.)	CBS-TV	27.1
Sun., June 4	**Candid Camera** (10 p.m.)	CBS-TV	30.2
Mon., June 5	**June Allyson Show** (10:30 p.m.)	CBS-TV	18.4
Tue., June 6	**President Kennedy** (7 p.m.)	All networks	26.9
	Thriller (9 p.m.)	NBC-TV	25.7
Wed., June 7	**Naked City** (10 p.m.)	ABC-TV	23.3

Copyright 1961 American Research Bureau



It takes sustained effort to win public service awards year after year. WSB Radio is proud of its record. From its beginning in 1922, WSB has striven to please its audience, serve its community, and satisfy its sponsors. These latest honors inspire new enthusiasm for more and better service in the public interest

ATLANTA'S
wsb radio

Represented by
Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

dent—media, Leo Burnett Co., Chicago: "We are in favor of the provision condemning triple-spotting. We've been stamping our contracts with no-triple-spot clauses for years. The NAB code would only be lately and reluctantly recognizing what has now practically been stamped out as a bad business practice.

"We are against their provision to increase commercial time by allowing 'four minutes for spots, promotional announcements, billboards, ID's etc., as reported in BROADCASTING.

"This is a maneuver to revise the code to accommodate the proposed 42-second station break after half-hour shows and the 70-second network break after hour shows.

"It is a move designed to defeat the critics of overcommercialization by getting the additional commercial time allowance 'approved' by the NAB.

"The Leo Burnett Co. went on the record as opposing the 40-second chain break last February, as soon as it was proposed by ABC. We still believe it is shortsighted and bad for the medium.

"The decrease in program time as proposed by the network and alleged to be condoned by the NAB amounts to a substantial rate increase for network advertisers."

Margot Stevens, media director of Eisaman, Johns & Laws, Los Angeles, said the reduction in the number of commercials would undoubtedly mean a jump in the price of the spots but a more favorable sales climate would make the commercial worth more to the advertiser.

Alan M. Berger, radio-tv director, Tilds & Cantz, Los Angeles, called the reduction in the number of commercials a "very smart move." "Anything that encourages single spotting is good because that immediately causes more attention to the commercial and this is worth more money."

Alvin G. Flanagan, president and general manager of KCOP TV) Los Angeles, said: "I'm for it. I hope it goes and I hope every station manager has the courage and the good sense to raise his announcement rates and stick with the increase. Otherwise, it could mean a tremendous loss in revenue, because virtually all locally originated programs today have—at least 95 per cent of them—are sold on a participation basis. But it's good because it will help the value of television and will give each advertising message more impact."

Paul McCluer, executive vice president, Wade Adv., Los Angeles, hailed the move as "a great step forward." The program buyer, who pays for both the program and the time, is now getting a fair shake with the advertiser who buys just an announcement, Mr. McCluer commented. In the past the advertiser who bought his own program has been shortchanged by being allowed only three minutes of sell in his half hours.

Richard Jencks, president, Alliance of Television Film Producers, said: "Any action on the part of the NAB which tends to standardize the length of the time periods allowed for the presentation of television films will make for better quality programming. Television programs are painstakingly devised to

NETWORK UP, SPOT DOWN

TvB first quarter figures show tv spot billing dropping 2.1% while network climbs 6.2%

Tv businessmen can be expected to anxiously await this year's second quarter spot tv billing figures for any variation—hopefully upward—from the first quarter total.

Spot tv gross time billings of more than $151.3 million in the January-March period represented a dip of 2.1% on the basis of estimating procedures used to compute the corresponding quarter in 1960.

Total gross billings of the tv networks, however, have shown a continued gain in TvB's reports. For the first quarter, network billing went up from $171.8 million last year to more than $182.4 million this year, or an increase of 6.2%. (BROADCASTING, May 29). Last week TvB released a product category breakdown, brand and advertiser leaders in network gross billing in the January-March period (see figures, page 38).

P&G Up Front ▪ No. 1 tv advertiser in the first quarter is Procter & Gamble Co. with more than $12.1 million in spot. It placed another $11.8 million at gross rates on the networks, for a total tv gross time billing in the quarter of nearly $24 million.

Other top advertisers in spot-network gross time billing in the first quarter: American Home Products with more than $11.7 million, of which over $9.1 million is in network; Lever with some $11.8 million, a greater share of which is in network ($6 million plus); Colgate-Palmolive with $9.2 million of which $5.1 million is in network, and General Foods which splits nearly evenly in network and in spot its more than $9.6 million total for the quarter.

Advertisers appearing on the top 100 spot tv listing for the first time included Chattanooga Medicine Co., DCA Food Industries, Hanes Hosiery, Lehn & Fink Products, John Morrell & Co., National Federation of Coffee Growers of Colombia, Pan American Coffee Bureau, and Van Camp Sea Foods.

TOP 100 SPOT TV ADVERTISERS
FIRST QUARTER 1961

(SOURCE: TvB-Rorabaugh)

1.	Procter & Gamble	$12,167,300
2.	Lever Brothers	5,442,200
3.	General Foods	4,801,500
4.	Colgate Palmolive	4,156,500
5.	American Home Products	2,587,700
6.	Miles Laboratories	2,585,500
7.	Coca Cola (Bottlers)	2,545,300
8.	Bristol-Myers	2,483,000
9.	William Wrigley Jr.	2,333,200
10.	Continental Baking	2,251,600
11.	Standard Brands	2,217,900
12.	International Latex	2,033,800
13.	Lestoil Products	2,000,900
14.	Hunt Foods & Industries	1,894,800
15.	P. Lorillard	1,751,300
16.	Philip Morris	1,670,500
17.	Warner-Lambert	1,567,100
18.	Kellogg	1,494,700
19.	Corn Products	1,473,700
20.	Nestle	1,458,400
21.	Avon Products	1,346,900
22.	Pillsbury	1,256,600
23.	Pan-American Coffee Bureau	1,254,500
24.	American Tobacco	1,230,800
25.	Brown & Williamson Tobacco	1,230,800
26.	J. A. Folger	1,153,800
27.	Andrew Jergens	1,112,500
28.	Sterling Drug	1,092,600
29.	American Chicle	1,080,200
30.	Wander Co.	989,500
31.	Pepsi Cola (Bottlers)	937,700
32.	Campbell Soup	914,100
33.	Ford Motor (Dealers)	898,000
34.	General Motors (Dealers)	886,200
35.	Quaker Oats	864,300
36.	Richardson Merrell	823,200
37.	E. & J. Gallo Winery	814,900
38.	Anheuser-Busch	788,200
39.	Maybelline	786,600
40.	Carnation	748,200
41.	Canadian Breweries	714,300
42.	Alberto-Culver	711,110
43.	Van Camp Sea Food	705,100
44.	Food Manufacturers	699,400
45.	Falstaff Brewing	693,300
46.	R. J. Reynolds Tobacco	687,300
47.	Carter Products	674,100
48.	Standard Oil Co. (N. J.)	657,400
49.	U. S. Borax & Chemical	649,000
50.	Scott Paper	644,900
51.	Welch Grape Juice	637,400
52.	Hills Bros. Coffee	616,600
53.	Pabst Brewing	610,500
54.	Simoniz	578,600
55.	Chock-Full-O-Nuts	575,900
56.	Gillette	570,500
57.	Jos. Schlitz Brewing	567,700
58.	Sun Oil	561,800
59.	Plough	555,600
60.	Chesebrough-Ponds	548,800
61.	General Electric	546,500
62.	Sardeau	534,500
63.	General Mills	533,000
64.	Pharma-Craft	515,400

tell a story in a very compact time period. They suffer greatly in entertainment impact if they are butchered at the station level in order to accommodate program time periods which are abnormally short. A large part of a television producer's stock in trade is the reputation which his programs enjoy among the viewing audience. If that audience never gets to see a program as it was produced, but sees merely a carelessly edited version of it, it may seriously impair the viewer's interest in subsequent programs of the same series. If we are to improve the quality of film programming, we should start by seeing to it that the television films which the public sees are of at least as good quality as they were when they were finally edited by the producer."

Hildred Sanders, vp for radio-tv, Honig-Cooper & Harrington, Los Angeles, said the agency won't buy triple spots now if they know and some, but not all, contracts are stamped: "void if triple spotted." For a single sponsor, she felt four commercials in a half-hour schedule would be too many and recommended longer but fewer spots, perhaps four 90-second spots in an hour. For a co-sponsored program such as used to be popular, she felt two for each advertiser in a half-hour would be acceptable, particularly if it is a major-minor proposition. But for announcement participating programs, she believes the public is used to multiple interruptions and doesn't particularly mind them.

George Elber, first vice president, Four Star Television, Los Angeles: "No one is in favor of triple spotting, but it should be pointed out that eliminating this practice does not necessarily mean more program viewing time for the public. Two one-minute commercials take twice as much time as three 20-second spots.

"The reduction of the number of commercials permitted in a half-hour from six to four seems to me a good thing, although I would describe it as a recognition of general industry practice rather than a major reform. It's good for the program producer, whose show doesn't get cut to pieces for the insertion of too many spots; it's good for the public which gets more program time and fewer commercials, and it should be good for the advertiser whose commercials will have less competition within the period."

Clark B. George, vice president of CBS Television Stations Div. and general manager of WBBM-TV Chicago: "I think it is a good thing. But it won't affect us because we already are living within these standards and in some cases we are stricter than the old NAB code."

Tom Garrabrant, vice president and media director, North Adv., Chicago, "I'm for the proposed ban on triple spotting." He felt stations are the key factors in control of commercials and said he hoped the industry "would get some good ground rules and stick with them."

Buckingham W. Gunn, vice president and radio-tv director, Clinton E. Frank Inc., was enthusiastic over the code board's intent to stop triple-spotting in prime time. "We've been fighting for that for a long time," he said. He also approved the limit of four commercials in a half-hour show.

65. Mars	$503,600	76. Hertz Corp.	$415,800	88. Lehn & Fink Products	$357,000
66. United Vintners	491,900	77. Vic Tanny Enterprises	409,900	89. Greyhound	352,700
67. Phillips Petroleum	480,700	78. Atlantic Refining	407,500	90. C. Schmidt & Sons	341,100
68. National Federation of Coffee Growers of Colombia	459,800	79. Miller Brewing	406,900	91. B. C. Remedy	339,400
69. Consolidated Cigar	451,500	80. Standard Oil Co. (Indiana)	405,300	92. Chattanooga Medicine	339,100
70. Great Atlantic & Pacific Tea Co	443,200	81. Ralston-Purina	396,000	93. American Motors (Dealers)	337,200
71. National Biscuit	438,700	82. Grocery Store Products	394,700	94. Peter Paul	325,700
72. John Morrell	436,400	83. Norwich Pharmacal	394,400	95. Studebaker-Packard	325,300
73. Theo. Hamm Brewing	434,700	84. Hudson Pulp & Paper	382,200	96. Swift & Co.	323,400
74. Liggett & Myers Tobacco	431,000	85. Ex-Lax	375,900	97. Texize Chemicals	319,000
75. Golden Press	421,300	86. DCA Food Industries	372,300	98. Safeway Stores	318,500
		87. Hanes Hosiery	362,300	99. Jack La Lanne Co.	316,600





Styles in stogies

Right cigar for the right occasion, whether sport model (1) or formal (r), means more smoking pleasure, L. Fendrich Inc., Evansville, Ind., is telling all men in a new tv campaign in the Midwest. Firm's complete line of La Fendrich cigars is featured in the film spots in a total of 35 Indiana and Ohio markets. Producer: Fred A. Niles Productions Inc., Chicago; agency: Noble-Dury & Assoc., Nashville, Tenn.

100. National Dairy Products $308,300

ESTIMATED EXPENDITURES
of
TOP 25 NETWORK COMPANY ADVERTISERS

SOURCE: TvB/LNA-BAR
First Quarter 1961

1.	Procter & Gamble	$11,822,052
2.	American Home Products	9,159,200
3.	General Motors	6,655,080
4.	Lever Brothers	6,368,678
5.	General Mills	5,530,024
6.	Colgate-Palmolive	5,137,244
7.	General Foods	4,884,461
8.	R. J. Reynolds Tobacco	4,471,698
9.	Bristol-Myers	3,451,912
10.	Brown & Williamson Tobacco	3,394,688
11.	Sterling Drug	3,360,149
12.	S. C. Johnson & Son	3,243,004
13.	Texaco	3,209,844
14.	Gillette	3,185,616
15.	Liggett & Myers Tobacco	3,145,253
16.	National Biscuit	2,753,585
17.	P. Lorillard	2,663,048
18.	Ford Motor	2,589,720
19.	Miles Laboratories	2,574,261
20.	Warner-Lambert	2,440,285
21.	Alberto-Culver	2,428,019
22.	Kellogg	2,319,238
23.	Philip Morris	2,242,678
24.	National Dairy Products	2,236,653
25.	American Tobacco	2,098,239

ESTIMATED EXPENDITURES
of
TOP 25 NETWORK BRAND ADVERTISERS

SOURCE: TvB/LNA-BAR
First Quarter 1961

1.	Anacin tablets	$2,869,167
2.	Winston cigarettes	2,017,209
3.	L&M cigarettes	$1,830,875
4.	Kent cigarettes	1,628,293
5.	Texaco (general promotion)	1,622,268
6.	Dristan tablets	1,514,419
7.	Salem cigarettes	1,389,812
8.	Chevrolet passengar cars	1,366,910
9.	Crest tooth paste	1,318,328
10.	Tide	1,307,016
11.	Bayer aspirin	1,278,436
12.	Bech-Nut gum	1,231,092
13.	Colgate dental cream	1,202,647
14.	Bufferin	1,201,511
15.	Pall Mall cigarettes	1,142,109
16.	Alka-Seltzer	1,130,757
17.	Schlitz beer	1,121,074
18.	Ford passenger cars	1,099,022
19.	Marlboro cigarettes	1,070,134
20.	Listerine antiseptic (Oral)	1,058,926
21.	Camel cigarettes	1,035,564
22.	Prudential insurance	1,015,509
23.	Duncan Hines cake mixes	1,006,833
24.	Allstate insurance	997,200
25.	One-A-Day vitamin tablets	995,262

ESTIMATED EXPENDITURES
of
TOP 15 NETWORK COMPANY ADVERTISERS

SOURCE: TvB/LNA-BAR
March 1961

1.	Procter & Gamble	$4,308,177
2.	American Home Products	3,120,560
3.	Lever Brothers	2,542,009
4.	General Motors	2,237,750
5.	General Mills	1,919,986
6.	Colgate-Palmolive	1,765,103
7.	General Foods	1,585,629
8.	R. J. Reynolds Tobacco	1,491,756
9.	S. C. Johnson & Son	1,275,095
10.	Bristol-Myers	1,266,146
11.	Brown & Williamson Tobacco	1,191,088
12.	Texaco	1,164,904
13.	Sterling Drug	$1,103,601
14.	Gillette	1,088,854
15.	Liggett & Myers Tobacco	1,078,832

ESTIMATED EXPENDITURES
of
TOP 15 NETWORK BRAND ADVERTISERS

SOURCE: TvB/LNA-BAR
March 1961

1.	Anacin tablets	$1,045,875
2.	Winston cigarettes	649,171
3.	Texaco (general promotion)	640,697
4.	L&M cigarettes	599,492
5.	Kent cigarettes	545,820
6.	Crest tooth paste	518,342
7.	Chevrolet passenger cars	501,638
8.	Marlboro cigarettes	489,919
9.	Tide	476,799
10.	Dristan tablets	456,859
11.	Salem cigarettes	456,052
12.	Bufferin	450,069
13.	Alka-Seltzer	424,178
14.	Colgate dental cream	418,015
15.	Bayer aspirin	406,494

ESTIMATED EXPENDITURES OF
NETWORK TELEVISION ADVERTISERS
BY PRODUCT CLASSIFICATION

Source: TvB/LNA-BAR

	March 1961	Jan.-March 1961	Jan.-March 1960
Agriculture & farming	$ 238,434	$ 469,787	$ 566,627
Apparel, footwear & accessories	1,059,527	2,578,284	1,306,430
Automotive, automotive accessories & equipment	3,943,851	12,563,916	13,675,150
Beer, wine	570,343	1,542,864	2,227,144
Building materials, equipment & fixtures	181,253	422,498	532,587
Confectionary & soft drinks	2,232,056	6,020,854	4,728,301
Consumer services	610,678	1,633,334	1,251,566
Drugs & remedies	8,275,462	25,842,389	23,448,672
Entertainment & amusement	116,257	352,715	.....
Food & food products	11,881,791	33,860,279	30,048,729
Freight, industrial & agricultural development	83,270	237,120	193,240
Gasoline, lubricants & other fuels	1,290,876	3,919,791	4,134,698
Horticulture	11,956	11,956	97,897
Household equipment & supplies	2,510,252	6,973,158	5,902,677
Household furnishings	418,458	991,270	1,572,951
Industrial materials	2,021,610	5,790,131	4,837,587
Insurance	885,360	2,939,894	2,755,651
Jewelry, optical goods & cameras	884,512	2,664,930	2,459,742
Office equipment, stationery & writing supplies	280,885	728,814	707,007
Publishing & media	367,916	645,343	7,314
Radio, tv sets, phonographs-musical instruments, accesories	158,730	565,094	1,048,900
Retail or direct by mail	.....	26,493	.....
Smoking materials	6,602,917	19,465,427	19,855,269
Soaps, cleansers & polishes	7,788,404	21,030,547	17,936,562
Sporting goods & toys	273,588	915,312	610,275
Toiletries & toilet goods	10,132,882	28,052,851	28,059,270
Travel hotels & resorts	.....	.....	496,021
Miscellaneous	761,536	2,233,121	2,439,414
TOTAL	$63,582,804	$182,478,172	$171,899,681

Instant Yuban thrives on tv network, spot

An intensive campaign of nighttime tv spots on top of a network base has helped Instant Yuban Coffee, a Maxwell House Coffee product, grow into a second or third place seller among all instants in four of six top metropolitan markets since its introduction in March 1960.

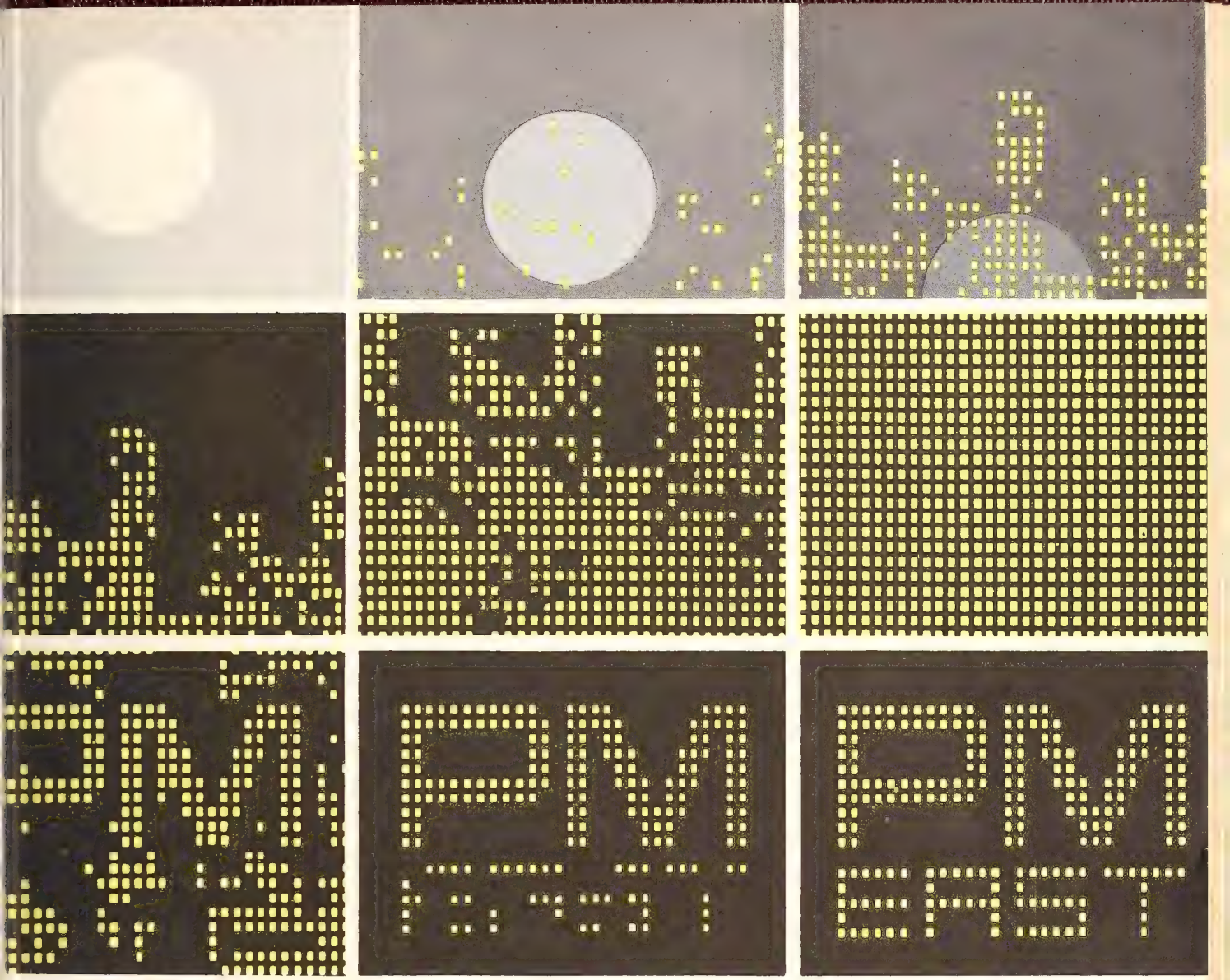
More than 200 spots a week were used the first three weeks Yuban was placed on the market and 55 spots a week have been used thereafter, James W. Andrews, executive vice president in charge of marketing for the Maxwell House Division of General Foods, told a Sales Executive Club meeting in New York last week.

Though it was expensive, the spot campaign, combined with a strong print campaign, paid off, Mr. Andrews reported. Today Instant Yuban is No. 3 instant brand in New York, Philadelphia and San Diego and No. 2 in Los Angeles and Boston. "We promoted the hell out of it," Mr. Andrews said, and that's one of the important reasons Instant Yuban will soon be distributed on a national basis.

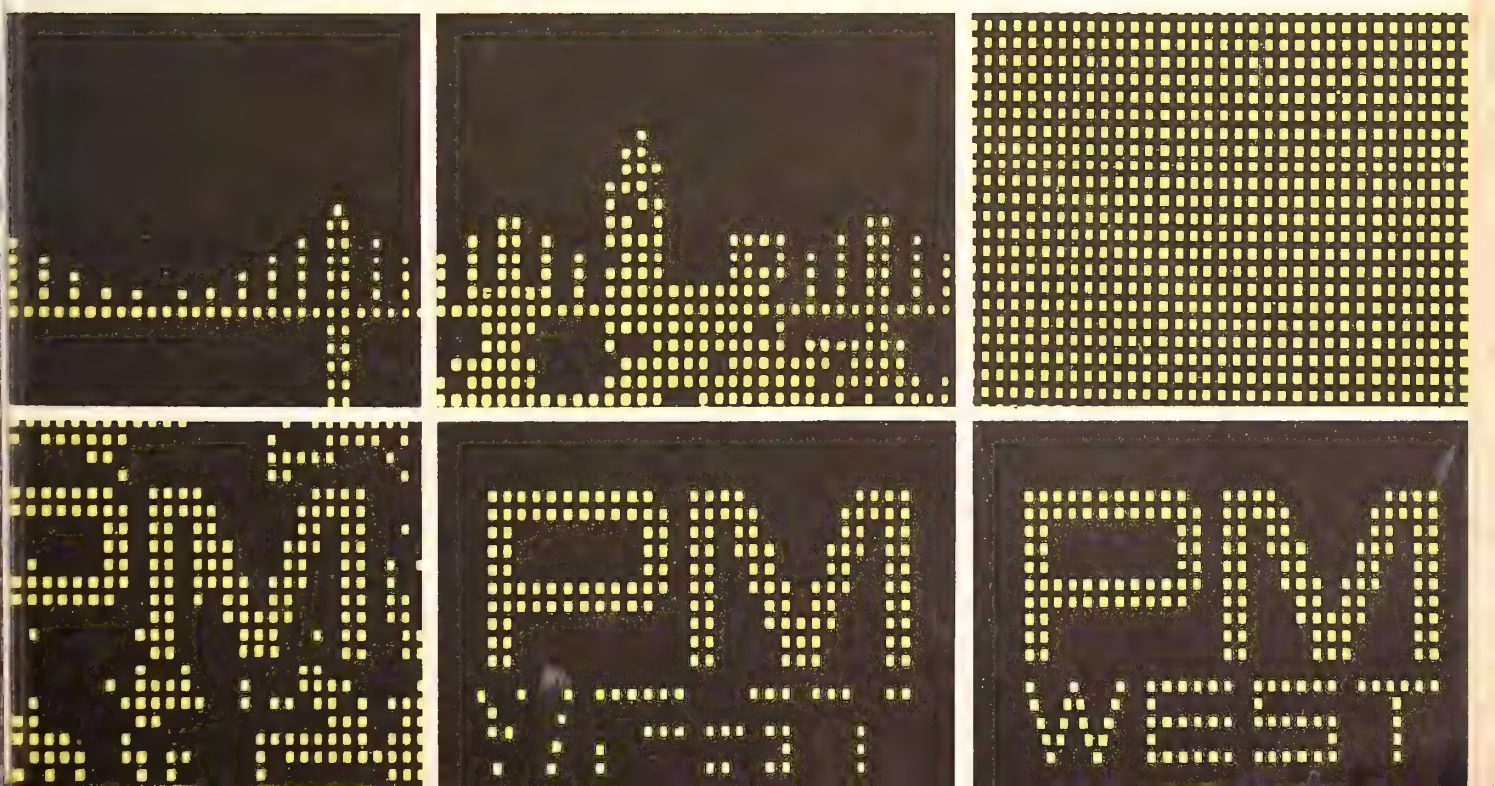
Rate card committee set

CBS Radio Spot Sales has formed a rate card advisory committee to service the 11 stations it represents. Objective: simplify rate cards as a more useful tool for timebuyers. The committee hopes to eliminate excess rate card wordage and duplication by passing along new ideas to each station while acting as a sounding board for a station proposing rate changes.

Individual stations will meet regularly with the committee to discuss their rate card problems. The commitee is composed of 10 CBS Radio Spot Sales executives with Edward O'Berst, account executive, as chairman.



The newest sight in the night...



WBC CREATES





new dimensions in late evening television

Originating from New York and San Francisco...11:15-12:45 Mon. thru Fri.

PM spans the continent and brings to the "late nighter" a constant flow and interchange of entertainment, ideas and PEOPLE. PM concentrates on the deep excitement in people...their private views...their inner perspectives. As you will see—PM is fresh television at its powerful best.

PM EAST. The East show (11:15 pm-12:15 am) originates in New York City. Featured Star: **Mike Wallace** (warmer than you've known him—and still the most sure-footed man about television). With **Joyce Davidson** (beautiful, blonde Canadian entry to American television—smarter and sharper than any woman has a right to be). With her help, Mike probes the glitter of people who thrive in the city's big lights, people from all shades of life. Each night Mike explores a different chunk of human experience, which mixes the humor, guts and excitement of people in the big city.

PM WEST. The West show (12:15 am-12:45 am) originates in San Francisco. It features **Terrence O'Flaherty** (TV Editor of the San Francisco Chronicle with vibrant intellect, vast knowledge—and a wide, flashing smile). He knows best how to bring out the lively music and humor of San Francisco's famous jazz spots and coffee houses. The tempo's cool and relaxed—and with it comes deep insight into the city and its people.

What is PM's element? People. How are they handled? With deftness, warmth and fun. AND...one at a time, not all together! Because PM likes to dig in deep. Its focus is tight, close-up...perceptive. An on-the-spot story emerges through a PM autobiography...of a sudden news figure...a renowned artist...a controversial writer. You find you've gone beneath the surface image...liking it every quick step of the way. PM goes behind the front page of entertainment, too! Bringing out the budding folk singer—the newly schooled comedian...talent on the rise, with talent worth seeing, hearing and learning more about. Furthermore, PM pokes fun. PM is unpredictable...PM is free-swinging. AND, PM's not tied down to the studio. It "tapes" off in the pursuit of people in the unusual pursuit—while they're pursuing! Finds 'em, too! At the races...on the streets—wherever they may be!

Who's behind PM? Top professional broadcast minds, who are alert to the growing needs of the ever more important "late nighter" segment of the television audience—who have designed PM to spark their attention...arouse their curiosity—and keep it burning night after night. That's why PM's elements are wide ranging—yet each is strong and compelling. And PM is produced by one of the best known producers, directors and program creators in broadcasting. Two-time Peabody Award winner BEN PARK. PM's chief writer is MARVIN DAVID. His background is studded with writing achievements in motion pictures, network television, radio and record albums and stage shows. All working personnel were chosen with the exact needs of the show in mind, even the show titles (designed by Saul Bass who did titles for "80 Days Around the World," "Man With The Golden Arm," "Exodus," and "Ben Hur"). And here is where the "inside" power of PM lies. PM is planned in advance. Content is investigated and chosen with exploitation in mind. Scripts are written—and tailor-made for each individual program. All elements are tightly woven in...and standards are high! It comes out excitement. Excitement that's planned to come night after night after night. PM is not a shot in the dark. It's a light in the night.

The important joy of discovery! After the show...talk begins. Because PM brings viewers inside. They discover for themselves. And they never know what will happen next. Be assured. PM plans to be the most talked about show in television...right from the start.



MIKE WALLACE

(PM EAST) Major TV award winner (Sherwood, Emmy, Hollywood Foreign Press Association)—he continues to be one of the few men in television to conduct full-length, thoughtful interviews with people from the entire spectrum of society. On PM, he enjoys himself. He's warmer—and as he puts it: "more lovable." We think you'll like the new-old Mike Wallace...

JOYCE DAVIDSON

(PM EAST) Canada's prime-time TV gal became a 200 proof legend in her own (very young) time. For this kitten-soft blonde is uncomfortably bright. She was enthusiastically spirited away by WBC to conquer a new world. And we're sure you'll agree...she will! She has a happy effect on Mike and guests. And has a built-in tendency to capitalize on it...



TERRENCE O'FLAHERTY

(PM WEST) Against his own advice—"TV columnists should not appear on TV" (directed to John Crosby)—the syndicated TV columnist for the San Francisco Chronicle joins PM West. And, why not? He is known, admired, revered, read and re-read throughout the West. He writes with fluidity, candor, grace and charm. And you'll find he talks the same way...



WBC BELIEVES

that people would rather be entertained than distracted. WBC believes that people want late evening television worth waiting up for... television that doesn't talk down, around and nowhere in particular. PM's got direction. It's timely television with the earthy magnetism to attract and hold wide segments of viewers in every market it plays. And, very important...

PM is built to sell. WBC believes in smart, effective commercial placement. On PM... commercials are built into the show. They never interrupt. Instead, they are spotlighted. Four showcases per hour (60-10-and 60 second spots in each). And no more. Yet... PM's rate structure is no higher than current rates for films shown at the same time!

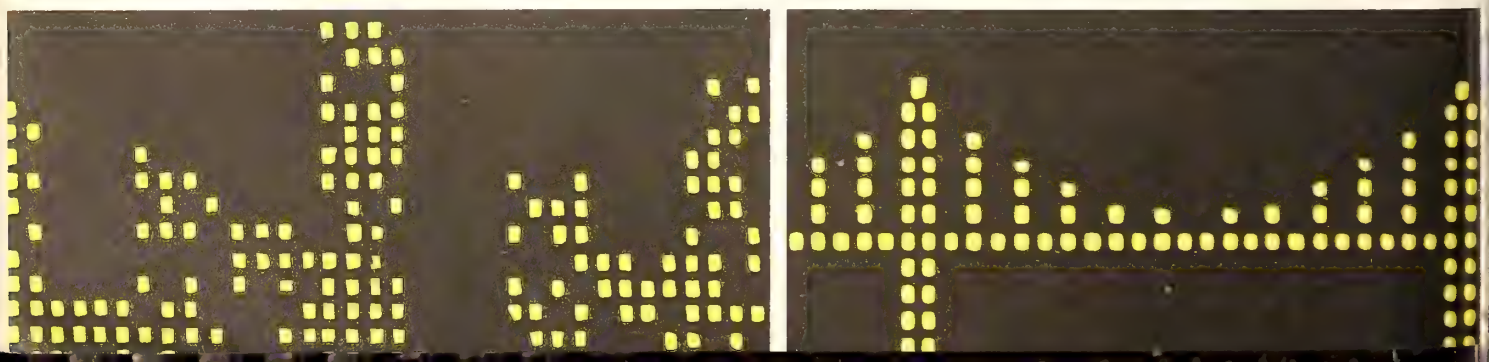
PM EAST—PM WEST is not only the newest sight in the night... but, as well—the best buy in the night. Ask for rates and full details from WBC TV Stations — or call TvAR direct.

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ, WBZ-TV, Boston • WJZ-TV, Baltimore • KDKA, KDKA-TV, Pittsburgh • KYW, KYW-TV, Cleveland • WOWO, Fort Wayne • WIND, Chicago • KEX, Portland, Ore. • KPIX, San Francisco

Represented by Television Advertising Representatives, Inc.

SEAL OF GOOD PRACTICE TELEVISION CODE



TvB reveals spending of three groups

TV TOBACCO BILLINGS JUMP $6 MILLION AT EXPENSE OF OTHER MEDIA

Television Bureau of Advertising, in an accelerated program to release detailed summaries of 1960 advertising expenditures by product category, has highlighted the spending records of tobacco, soft drink and insurance companies, among others. The total network and spot gross time billings of the three categories: $143,001,654.

Network tv billings for tobacco products and supplies in 1960 totalled $76,912,694 against $75,169,190 in 1959, TvB/LNA-BAR figures show. Spot tv billings, according to TvB-Rorabaugh, were $35,686,000 last year, compared with $31,490,000 in 1959. TvB adds: tv's share of tobacco advertising rose substantially in 1960 as the tobacco industry, achieving new sales records, reduced expenditures in other measured consumer media while expanding their use of tv.

Soft drink (bottled) advertisers' tv gross time billings in 1960, for network and national spot, rose 10.3% over 1959, from $13,288,340 to $14,659,360. Spot tv billings in 1960 were $11,696,000 against $11,165,430 in 1959. Network billings in 1960 were $2,963,360, compared with $2,122,910 the previous year. TvB points out that soft drink advertisers are making greatly expanded use of tv in 1961, with gross time billings alone expected to rise some 20% over last year (BROADCASTING, May 22).

Insurance companies, according to TvB, increased their tv expenditures 136% from 1956 to 1960. Of all media used by insurance companies during those years, only tv has increased its share of insurance advertising. Out of the category's total 1960 tv expenditures of $15,743,600, the companies spent $12,381,622 for network gross time billings, compared with $10,270,755 in 1959. Spot tv billings, which dropped from the preceding year, were $3,362,000 against $3,770,000 in 1959.

Leading tobacco advertisers—1960
Gross time or space expenditures

	Total television	Magazines[1]	Newspapers[2]	Outdoor[3]	Total	% Tv
R. J. Reynolds	$20,064,986	$5,582,428	$8,485.691	$	$34,133,105	58.8
American Tobacco	15,758,575	6,957,191	5,543,039	916,355	29,175,160	54.0
Brown & Williamson	20,319,349	427,381	4,316,227	.....	25,062,957	81.1
P. Lorillard	16,186,911	3,328,776	5,100,677	345,011	24,961,375	64.8
Philip Morris	14,638 966	4,301,963	5,482,360	123,427	24,547,716	59.6
Liggett & Myers	12,534,604	3,209,546	2,792,485	78,190	18,614,825	67.3
Bayuk Cigars	5,705,471	.....	102,063	.....	5,807,534	98.2
Consolidated Cigar Sales	3,594,970	9,023	949,251	.....	4,553,224	79.0
General Cigar	2,356,424	295,767	708,041	.....	3,360,232	70.1

Sources: [1]Leading National Advertisers; [2]Bureau of Advertising; [3]Outdoor Advertising Inc.

Major consumer media measured expenditures for tobacco products

	Tv	Magazines[1]	Newspapers[2]	Outdoor[3]	Total
1960	$112,598,694 (63.9%)	$26,195,365 (14.9%)	$35,031,000 (19.9%)	$2,209,917 (1.3%)	$176,034,976 (100%)
1959	$106,659,190 (59.5%)	$27,368,611 (15.3%)	$41,498,000 (23.7%)	$3,499,932 (2.0%)	$179.025.733 (100%)

[1]Leading National Advertisers; [2]Bureau of Advertising; [3]Outdoor Advertising, Inc.

Bottled soft drinks—companies and bottlers
Gross tv time expenditures

	1960			1959		
	Network	Spot	Total	Network	Spot	Total
Coca-Cola	561,080	4,187,470	4,748,550	375,180	3 567,960	3,943,140
Pepsi-Cola	.....	3,119,040	3,119,040	.....	2,984,590	2,984,590
Canada Dry	1,311,430	311,840	1,623,270	327,800	691,230	1,019,030
Seven-Up	1,090,850	471,710	1,562,560	1,419,930	507,770	1,927,700
Royal Crown	.....	860,760	860,760	.....	512,410	512,410
Dr. Pepper	.....	646.680	646 680	.....	884,790	884.790
Schweppes (USA) Ltd.	.....	412.680	412,680	.....	134,630	134,630
Cott Beverage Corp.	.....	367,890	367,890	.....	199,450	199,450
Squirt Co.	.....	303.410	303,410	.....	371,620	371,620
Total	2.963,360	11,696,000	14,659,360	2,122,910	11,165,430	13,288,340

Source: Network—TvB/LNA-BAR; Spot—TvB-Rorabaugh

Insurance
Top 10 tv advertisers—1960

	Network*	Spot**	Total
Prudential			
Mutual Benefit Health & Accident Assn.	$3,766,861	$ 26,270	$3 793 131
Sears Roebuck-All State	3,036,436	78 220	3,114,656
State Farm Mutual Auto	2,790,973	251,650	3,042 623
Blue Cross/Blue Shield	948,953	64,950	1,013,903
Equitable Life Assurance	.....	838 100	838,100
Kemper Insurance Group	835,763	.....	835,763
Nat. Assn. of Ins. Agents	551,526	.....	551,526
Travelers Insurance	.....	288,330	288,330
Nat. Life & Accident Ins.	208,678	38,360	247,038
	.....	221,960	221,960

*Source: TvB/LNA-BAR
**Source: TvB-Rorabaugh

Agency appointments...

- The Elgin National Watch Co., Elgin, Ill., appoints McCann-Marschalk Co., effective immediately, replacing the J. Walter Thompson Co., N. Y. Budget is estimated at $1.5 million and approximately 50% is spent in network television.

- Catz American Co. (importers of food and non-food items sold through supermarkets) New York, appoints The Wexton Co., N.Y., as its agency. Extensive radio advertising will be used in selected markets.

- 42 Products Ltd. (toiletries), Santa Monica, Calif., appoints Beckman-Koblitz, Los Angeles, as its agency. A $300,000 all-media budget has been announced for the firm's hair preparation line.

- Vic Tanny Enterprises has divided its advertising budgeted at more than $2 million for the coming year, between two agencies. Stahl & Lewis Adv., Los Angeles, which had handled all of the advertising for the chain of Vic Tanny health clubs since 1955, retains control of all advertising west of the Mississippi. Kastor, Hilton, Chesly, Clifford & Atherton, New York, has been named agency for Vic Tanny's advertising in the eastern half of the country.

- Gulton Industries Inc., Metuchen, N. J., appoints Compton Adv., N. Y., as agency for its consumer products. Immediate advertising expenditures, principally in network and spot tv, will be directed toward the company's Life-Lite Rechargeable flashlights. Account had been at the W. B. Doner Co., N. Y. It spent approximately $125,000 in spot tv in 1960, a figure expected to be raised this year.

WGAL-TV serves the public interest



DAVID L. LAWRENCE
Governor of Pennsylvania



FRANKLIN V. SUMMERS
Director of Operations for the Pennsylvania Turnpike Commisssion



MRS. RUTH GRIGG HORTING
State Secretary of Public Welfare, Pennsylvania



DR. ERIC A. WALKER
President of Pennsylvania State University



S. K. STEVENS
Member of State Historical and Museum Commission, Harrisburg

Some personalities from the Channel 8 area



DR. CHARLES WILBAR
Secretary of Health, Pennsylvania



JOSEPH A. ABEY
President of Rotary International, Reading



DR. ROLAND A. LOEB
President of Pennsylvania Division of the American Cancer Society



COL. LEROY E. FRAZIER
New Commander of Indiantown Gap Military Reservation



WILLIAM R. DAVLIN
Secretary of Pennsylvania Department of Commerce

who have appeared on WGAL-TV Regional News



MAURICE GODDARD
Secretary of Forest and Waters, Pennsylvania



COL. FRANK McCARTNEY
Pennsylvania State Police Commissioner



KARL MASON
Director of Pennsylvania Bureau of Environmental Health



J. COLLINS McSPARRAN
State Master of Pennsylvania State Grange



DR. CHARLES BOEHM
Pennsylvania Superintendent of Public Instruction

Programs during the past few months



JOHN MORGAN DAVIS (left)
Lt. Governor of Pennsylvania
WILLIAM F. McINTYRE (right)
President of Pennsylvania United Fund



ELIZABETH GARBER
Secretary for the National League of Women Voters, Elizabethtown

WGAL·TV
Channel 8
Lancaster, Pa. · NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

A TREND BECOMES REALITY

CBS-TV joins ABC-TV in longer station breaks with NBC-TV expected to make it unanimous

The 40-second station break between network prime-time programming became virtually unanimous last week—as far as the networks are concerned.

CBS-TV told its affiliates they would get the longer breaks—42 seconds, actually—and NBC-TV was expected to follow suit with little delay, possibly at a meeting with its affiliates' board of delegates on Friday (June 9). ABC-TV started the trend several months ago. The changes, from the present standard 30-second break, will become effective with the new television season in the fall.

If the networks were nearing unanimity on extension of the breaks, agencies and advertisers were maintaining a unity of their own; they gave no sign of retreating from the almost solid opposition they have put up. Even CBS and NBC officials have said they would make the move only if they had to, for competitive reasons, to avoid losing advantage to ABC. CBS-TV's move and the reported imminence of similar action by NBC-TV indicated that those networks no longer harbored the thought that ABC-TV might abandon its plan.

There were continuing signs that at least some agencies would demand rebates for the 10 seconds their clients must lose in order to make room for the expanded breaks. But whether they would succeed in getting money back remained a question (CLOSED CIRCUIT, May 1).

CBS officials have said that their advertiser contracts are cancellable on six months' notice and that the longer breaks could be installed on that much notice. (William H. Hylan, CBS-TV sales administration vice president, notified agencies of the 42-second move last week in a letter date June 7. That would be somewhat short of six months' notice since the plan goes into effect in September and October. In an April 7 letter Mr. Hylan had warned agencies that CBS-TV would have to adopt longer breaks if its competitors did; if construed as 'notice," that letter would fit the six-month requirement in the case of a few programs at the time they first are due o become involved in the longer breaks.) NBC authorities say their contracts do not specify the length of station breaks and hence no formal notice would be required. For all three networks, however, the question of "good consumer relations" may have a bearing on their decisions to grant or deny rebates if requested.

Dollars Involved ▪ The number of dollars that might be involved in rebates, if any are made, was indicated by one agency official's estimate that one of its clients would receive $20,-25,000 for its estimated time lost in sponsorship of an alternate-week half-hour program on CBS-TV.

CBS-TV's plan, disclosed to affiliates in a telegram from president James T. Aubrey Jr., said the 42-second breaks between prime-time programs would become effective this fall "as new programs go into schedule." Thus the longer breaks at 7:30 and 8 p.m. on Sundays will become effective Sept. 10, while they will start in the Sunday 10 p.m. spot on Oct. 15.

The 42-second length will apply to all breaks between CBS-TV prime-time programs, but station breaks within those programs will remain 30 seconds. This means between-program breaks from 8 p.m. New York time (on nights when half-hour programs are scheduled) through 11 p.m., six nights a week, and starting at 6:30 p.m. on Sundays.

Rep appointments...

▪ WMGM New York: Daren F. McGavren Co. Inc.

▪ KJEO-TV Fresno, Calif.: George P. Hollingbery Co., effective June 15.

▪ WMUR-TV Manchester, N. H., appoints Young Television Corp., N. Y., effective June 1.

▪ The Tullis-Hearne radio stations—KDEO San Diego, KFXM San Bernardino-Riverside, KAFY Bakersfield—have appointed Robert E. Eastman & Co. as the national sales representatives.

Keeping it hot

Some like it "cold," but most people like it "hot," so Pan-American Coffee Bureau, New York, will stay with hot coffee promotion in broadcast media this summer. Agency BBDO, New York, currently awaits the clients' final approval of the new summer campaign. It's understood the coffee bureau is researching the extent of consumer interest in iced coffee, but the feeling is that with the widespread use of air-conditioning hot coffee still is strong favorite despite heat waves. Meanwhile, the Tea Council is ready to go with new radio spot drive for iced tea.

Also in advertising...

Sound sell ▪ A new Radio Advertising Bureau presentation, "Sell With Sound," was released last week. It is designed to encourage stations to sell by means of tape commercials. Stations are provided with a complete backlog of representative commercials and are advised to use them for radio holdouts, and for retailers who want to bring in more business.

UAL's ad counsel ▪ United Air Lines appointed N. W. Ayer & Son Inc., Philadelphia, as advertising counsel for the entire UAL system following United's merger with Capital Airlines.

VIDEODEX

MAY 1-7, 1961

		% TV homes	No. TV homes (000)
1.	**Gunsmoke**	31.6	14,100
2.	**Wagon Train**	30.1	13,300
3.	**The Untouchables**	29.4	12,900
4.	**Ed Sullivan**	29.1	12,800
5.	**Have Gun, Will Travel**	28.8	12,700
6.	**Andy Griffith**	28.2	12,400
7.	**Candid Camera**	28.1	12,400
8.	**Danny Thomas**	27.0	11,900
9.	**Rawhide**	26.4	11,600
10.	**G.E. Theatre**	26.2	11,700

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Background: The following programs in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Candid Camera (CBS-175): Bristol-Meyers (Y&R), Lever (JWT), Sun. 10-10:30 p.m.

GE Theatre (CBS-159): General Electric (BBDO), Sun. 9-9:30 p.m.

Andy Griffith Show (CBS-177): General Foods (B&B), Mon. 9:30-10 p.m.

Gunsmoke (CBS-201): Liggett & Meyers (DFS), Remington Rand (Y&R). Sat. 10-10:30 p.m.

Have Gun Will Travel (CBS-164): Lever (JWT), American Home Products (Bates), Sat. 9:30-10 p.m.

Rawhide (CBS-202): Philip Morris (B&B), National Biscuit (M-E), Bristol-Meyers (Y&R), Drackett (Y&R), General Foods (B&B), Colgate-Palmolive (L&N), Fri. 7:30-8:30 p.m.

Ed Sullivan (CBS-181): Colgate-Palmolive (Bates), Eastman Kodak (JWT), Sun. 8-9 p.m.

Danny Thomas Show (CBS-181): General Foods (Benton & Bowles), Mon. 9-9:30 p.m.

Untouchables (ABC-179): L&M (M-E), Armour (FCB), Whitehall (Bates), Beecham (K&E), Union Carbide (Esty), Sunbeam (FCB), Thur. 9:30-10:30 p.m.

Wagon Train (NBC-186): R. J. Reynolds (Esty), Ford (JWT), National Biscuit (M-E), Wed. 7:30-8:30 p.m.



OUR GUYS ARE THERE

When a campaign is breaking...

When orders are being placed...

When decisions are being made...

With 14 Weed offices WEEDmen are on the spot daily with direct, personal salesmanship...the kind that gets the order!



HOUSE HUNTING ON TV

Johns-Manville takes viewers on filmed tour every week

Johns-Manville goes house hunting with viewers every Sunday in St. Louis in a program arrangement that may become the pilot model for similar tv ventures in other J-M markets.

The Sunday show is called *Suburban Living,* a 15 minute program starting at noon on KTVI (TV). It was created by Cunningham & Walsh, J-M's agency which also supervises the program though located miles away in New York.

As explained last week by Tom DeHuff, C&W's director of commercial production, the format presents new home models on motion picture film unlike similar home shows around the country which use still photographs.

The custom-built show depicts both interior and exterior views of the model home. Purpose of the program is to help people select homes for themselves and more importantly for the builder to increase traffic to his development. Each show permits four builders to participate under the Johns-Manville (building supplier) "Seven-Star Home Value Plan." There are no formal commercials; tag lines—a series of slides. Mention of Johns-Manville is brief, coming at the show's opening and closing.

Show Mechanics ▪ The mechanics of putting the show together are relatively simple. The local Johns-Manville agent alerts the station each Thursday on which builders are set to cooperate with the program on the following Sunday. The station itself acts as the producing unit. Station newscaster Bruce Hayward narrates, appearing on camera live for a few minutes to recap. Script is prepared by Jim Lyle, also of KTVI. The area covered is within a 50-mile radius of St. Louis. Especially prepared maps are used on the show to help viewers find their way to the new homes. Each script is cleared at Cunningham & Walsh in New York before air time.

The agency feels there are important advantages in such a set up. Among them: rigid production and quality control, professional writing and photography, a program concept that lends to movement on location and sound (narration), a favorable cost factor and an exclusive property of the client.

For the builder, the J-M program permits 40-50 in a year's time (there are some repeats) to take part in a tv show that costs them nothing except some time and a little effort. In turn, J-M gets goodwill while helping to stimulate home sales and consequently the building industry in St. Louis.

Johns-Manville started the 52 week show on April 16. Before that date, filming was underway for two weeks to insure a continuing backlog. J-M may enter other markets in 1962.

Soap opera sells homes

Who says a "soap opera" can sell only soap or other products made for milady? Mutual reported last week that the network's *My True Story, a* veteran "soaper," has been sold by WPEN Philadelphia to Morrell Park Homes, a 1,000-unit housing development in that city. The business was placed through Haughton Adv., Philadelphia. The program is fed by Mutual to affiliates via closed circuit each day. Stations record it for use at their discretion. Under Mutual's sales plan, stations receive the program without fee but permit MBS to sell one-half of the commercial time. It is now carried by 113 stations.

Lipton buys 10 tv shows

Thomas J. Lipton Inc. (Lipton Tea), Hoboken, N. J., will sponsor 10 network tv public affairs shows during the next three months.

Called *Lipton Summerama,* the campaign schedule is as follows: June 8, "A Real Case of Murder" (CBS-TV); June 13, *"Tv Guide* Awards" (NBC-TV); June 20, "JFK Report" (NBC-TV); June 22, "The Year of the Polaris" (CBS-TV); July 4, "The Great War" (NBC-TV); July 6, "Rescue—With Yul Brynner" (CBS-TV); July 20, "The Trials of Charles de Gaulle" (CBS-TV); Aug. 3, "Britain—Blood, Sweat and Tears, Plus 20 Years" (CBS-TV); Aug. 17, "Censorship and the Movies" (CBS-TV), and Aug. 31, "The Great Holiday Massacre" (CBS-TV).

Lipton tea will fully sponsor three NBC-TV shows and one-half sponsorship of the seven CBS-TV programs. Advertisers also will sponsor on alternate weeks CBS-TV's *Wayne and Schuster* show, the summer replacement for *The Jack Benny Show* (Sun. 9:30-10 p.m. EDT). The agency: Sullivan, Stauffer, Colwell & Bayles Inc., New York.

Schlitz to Burnett

Joseph Schlitz Brewing Co., Milwaukee, last week moved its $16 million Schlitz beer account from J. Walter Thompson Co., Chicago, to Leo Burnett Co., Chicago. Account was at Thompson for 5½ years. Schlitz network and spot tv budget runs about $4.5 million. Another $3 million is spent in local radio, placed through distributors.



This year the Radio Network of Maine Broadcasting System celebrates 100 years of combined radio broadcasting service.

WCSH-Radio is 36 years old, WLBZ-Radio is 35 years old and WRDO-Radio is 29. Each is better than middle-aged in radio annals and their combined years give them venerable standing . . . old in years of service to the state, but young and energetic in outlook and determination to provide to Maine people the best in radio.

The Maine Broadcasting System reaches over 249,000 homes and 95% of the retail sales in the state, over WCSH in Portland, WRDO in Augusta and WLBZ in Bangor.

Maine Broadcasting System

WCSH-Radio Portland • WLBZ-Radio Bangor • WRDO-Radio Augusta • WCSH-TV Portland • WLBZ-TV Bangor

Are timebuyers tied to counting table?

MOST FEEL MORE SAY-SO, FLEXIBILITY WOULD MAKE JOBS 'CREATIVE'

Is today's timebuyer creative—or merely an appendage to an adding machine?

The answer, based on survey results being released today (June 12), would seem to be that his urge is creative but that often his work is not allowed to be. In many cases he is restricted—through no fault of his own—to functions of the adding-machine variety.

He feels that many things work against his desire to be a "creative" buyer. The ones he mentions most frequently are too much detail work, not enough time to work out efficient buys, inflexible budgeting and rating goals, lack of background information which would enable him to buy more efficiently, too little authority to make decisions, and lack of familiarity with the copy approach in the campaigns he is buying for.

This is his own estimate of himself—and the limitations he works under—as it emerges from a survey conducted among buyers and other personnel at agencies throughout the U.S. NBC Spot Sales made the study to determine whether the buyer, responsible for $2 billion in advertising spending this year, is given commensurate authority or is hamstrung; how he fits into the agency pattern; whether he is free to use judgment and imagination in his buying or whether he is, indeed, "an adding-machine appendage."

Response ▪ A total of 207 agency people in 182 agencies or agency offices responded to the survey, the eighth in a continuing series conducted by NBC Spot Sales among members of its Timebuyer Opinion Panel. Here are some of the highlights of the findings, details of which are reproduced in the tables below:

▪ Ninety-nine out of a hundred timebuyers think they can do a better job when they are allowed to take part in planning the overall strategy of the campaigns they help place—or at least know what the strategy is all about.

▪ But approximately one-third of them usually do not take part in this planning, and in some phases of it two-thirds of them usually have no voice.

▪ Nine out of ten say that being familiar with the commercial copy approach has a "substantial influence" on their buying decisions—but three in ten report that as a rule they're *not* familiar with the commercial copy.

▪ They overwhelmingly don't like "buying by the numbers"—though "with rare exceptions" that's the way buying is done.

▪ Two out of three think all-media buying encourages "creativity" in the purchase of broadcast time more than specializing in time buying does. (The survey did not elicit data on how many respondents are in fact employed in agencies where buying is done on an all-media basis as opposed to the specialist system.)

The panelists were given a chance to offer free comments on the general subject of creativity in timebuying. A few took the opportunity to scoff at the idea of "creativity" or to wonder what it is.

Dullest ▪ J. M. McCarthy, media buyer at Benton & Bowles, New York, offered this assessment: "What's creativity? The only people I ever come across who worry about 'creativity in media buying' are those cocktail-wielding, smile-holding junior witches at the World's Dullest Cocktail Parties. They make $65 p/w and can read SRDS. Rah! Rah!"

Carroll E. Osborn, a partner in Osborn-Propst Adv., Syracuse, put it this way: "Who's kidding who? A buyer

What the questionnaires revealed

QUESTION 1 FREQUENCY OF PARTICIPATION

How often does the timebuyer *take part* in the initial strategy planning phases of a campaign regarding:

(a) The overall campaign appropriation?

	Total		Broadcast Billings Over $5 million		Under $5 million	
	#	%	#	%	#	%
Always	52	25	21	19	31	34
Frequently	83	42	44	39	39	42
Sometimes	52	25	36	32	16	17
Never	17	8	11	10	6	7
Total respondents	204	(100)	112	(100)	92	(100)

(b) The selection of generic media (i.e., newspaper or magazine, spot or network).

Always	65	32	28	25	37	41
Frequently	79	39	44	39	35	38
Sometimes	41	20	28	25	13	14
Never	18	9	12	11	6	7
Total respondents	203	(100)	112	(100)	91	(100)

(c) The creative copy approach for radio?

Always	31	15	3	3	28	30
Frequently	34	17	16	14	18	20
Sometimes	74	36	45	41	29	32
Never	64	32	47	42	17	18
Total respondents	203	(100)	111	(100)	92	(100)

(c) The creative copy approach for tv?

Always	34	22	4	5	30	42
Frequently	26	17	12	14	14	19
Sometimes	53	33	36	44	17	23
Never	43	28	31	37	12	16
Total respondents	156	(100)	83	(100)	73	(100)

(d) The overall broadcasting budget for radio?

Always	83	41	41	36	42	46
Frequently	68	33	40	36	28	30
Sometimes	37	18	22	20	15	16
Never	16	8	9	8	7	8
Total respondents	204	(100)	112	(100)	92	(100)

(d) The overall broadcasting budget for tv?

	#	%	#	%	#	%
Always	83	48	42	44	41	55
Frequently	54	32	32	33	22	29
Sometimes	26	15	15	16	11	15
Never	8	5	7	7	1	1
Total respondents	171	(100)	96	(100)	75	(100)

QUESTION 2 IS INFORMATION COMPLETE?

Under ordinary circumstances, how much is the timebuyer told about an account's sales patterns, distribution position, competitive factors and other basic marketing elements?

	#	%	#	%	#	%
All	89	45	49	45	40	43
Much	83	41	45	42	38	41
Little	26	13	13	12	13	14
Nothing	3	1	1	1	2	2
Total respondents	201	(100)	108	(100)	93	(100)

QUESTION 3

Generally speaking, do you believe that participation in, or knowledge of, the overall campaign strategy adds to the

should be alert, a good politician with time salesmen, a thorough researcher, shrewd, tough-minded, courageous in his recommendations. But "creative"? Humbug!"

Carol Bag, media director of Smith & Dorian, New York, didn't know "what a 'creative' buy really is," but said that "if a buyer is given a free rein and knows his job, the only deterrents are lack of information or lack of availability. If he knows his job, then the information should be in his hands and the only limiting factor is availability."

Many other panelists used the questionnaire's space for comments to protest the "numbers game" of buying primarily according to ratings.

Marshall Hawks, vice president and radio-tv director of Emery Adv., Baltimore, looked at it this way: "A timebuyer is often fairly young and new in a profession populated by genuine or self-styled experts, including the clients. He or she wants to succeed and advance in the agency. The safest way to job security is to buy by ratings and be able to smile and repeat the magic words 'I got you the lowest cost per thousand.' The truly dedicated and fearless timebuyer will apply all his intelligence to the job despite ratings and calculations, justify his purchase with logic and stand or fall on the results produced by the campaign."

Numbers Game ▪ Nate Rind, a broadcast buyer at Doyle Dane Bernbach, New York: "Ratings and the almost endless variety of numbers available to a timebuyer or media buyer, if used exclusively in media selection, can often be very misleading. Even if they are correct and 'verify' large audiences, they do not in any way indicate that this audience provides the best potential for the purchase of the products being advertised. Quality, an important but rarely measured factor, must be a prime consideration in media selection."

Edward F. Ritz, media vice president, Klau-Van Pietersom-Dunlap, Milwaukee: ". . . Far too much emphasis is being placed on the quantitative aspects. . . . The primary function of any medium is to move goods. It does not necessarily follow that program popularity sells merchandise. Certainly media buyers should take into consideration the station's profile in a market, the amount of time it devotes to public service programming and at what time this public-service programming appears. The general program format of a station should be a very important consideration, if not one of the most important, in the selection and recommendation of a station."

Syd Cornell, radio-tv director, Rollman Adv., Cincinnati: "We are usually swayed by station success stories, which are often quite contrary to the numbers. We are also influenced by types of air personalities and station policies on multiple-spotting and exclusivity."

Donald E. Leonard, media vice president, Fuller & Smith & Ross, New York: "I believe 'quality' should become our war cry—in our commercials, in the media used, in the programming or editorial, in the people who sell or represent media, and in the buyers responsible for purchasing media. We all see so much mediocrity every day—in everything—that seeking 'quality' is a tremendous challenge."

John T. Nolan Jr., president, Keelor & Stites, Cincinnati: "The timebuyer with specific knowledge of a local situation is often in a better position to ascertain whether a media buy is justified than a small sampling by a rating survey. On the other hand, we generally *do* buy by the numbers since audience composition indications and homes-reached-per-thousand are important factors. Broadcast media, like all others, must be expected to carry its own weight."

Eclecticism ▪ Bob Reichenbach, radio-tv director, Bernard B. Schnitzer Inc., San Francisco: "The small agency, serving local and regional accounts, often is in a position to buy without close regard to the numbers because of more knowledge of the actual audience composition of his local and close-by

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timebuyer's efficiency by providing an appreciation of the entire concept?

	Total		Over $5 million		Under $5 million	
	#	%	#	%	#	%
Yes	203	99	111	99	92	100
No	1	1	1	1	....	.....
Total respondents	204	(100)	112	(100)	92	(100)

QUESTION 4 FAMILIARITY WITH COMMERCIAL COPY

How often is the timebuyer familiar with the commercial copy prior to the buying procedure?

RADIO:

	Total		Over $5 million		Under $5 million	
	#	%	#	%	#	%
Always	70	35	28	26	42	45
Frequently	72	35	42	38	30	32
Sometimes	50	25	30	28	20	22
Never	10	5	9	8	1	1
Total respondents	202	(100)	109	(100)	93	(100)

TV:

Always	73	39	30	31	43	49
Frequently	58	32	32	34	26	30
Sometimes	45	25	28	29	17	20
Never	7	4	6	6	1	1
Total respondents	183	(100)	96	(100)	87	(100)

When the timebuyer is familiar with the copy approach, is it likely to substantially influence his buying decisions?

RADIO:

	Total		Over $5 million		Under $5 million	
	#	%	#	%	#	%
Yes	169	90	87	87	82	93
No	19	10	13	13	6	7
Total respondents	188	(100)	100	(100)	88	(100)

TV:

	Total		Over $5 million		Under $5 million	
	#	%	#	%	#	%
Yes	169	92	89	90	80	95
No	14	8	10	10	4	5
Total respondents	183	(100)	99	(100)	84	(100)

QUESTION 5 MARKETS, FUNDS, AUDIENCE REACH

Does the timebuyer generally have a voice in:

(a) The selection of markets?

Yes	127	64	78	70	49	56
No	72	36	33	30	39	44
Total respondents	199	(100)	111	(100)	88	(100)

(b) The allocation of funds for markets?

Yes	159	80	93	85	66	73
No	40	20	16	15	24	27
Total respondents	199	(100)	109	(100)	90	(100)

(c) The setting of "audience reach" levels?

Yes	177	92	99	91	78	93
No	16	8	10	9	6	7
Total respondents	193	(100)	109	(100)	84	(100)

QUESTION 6 MARKET FAMILIARITY

The timebuyer, in the performance of his duties, acquires a good deal of knowledge about markets, and especially their broadcasting facilities. Because of this familiarity, is the timebuyer generally consulted in the selection of test markets?

	Total		Over $5 million		Under $5 million	
	#	%	#	%	#	%
Yes	169	87	98	90	71	84
No	25	13	11	10	14	16
Total respondents	194	(100)	109	(100)	85	(100)

Tables continued on next page

stations. We often prefer to buy a special personality or a special situation, with only secondary regard to the numbers."

The study showed that approximately 70% of the panelists "always" or "frequently" take part in the initial planning of a campaign, and that usually the buyers in smaller agencies (those under $5 million in billing) have a greater voice in this early planning than do buyers in the bigger agencies (see tables, Question 1, page 48. When the overall budget has been set, the basic media selected and budgeted, and the copy approaches worked out, however, buyers in the bigger agencies have a greater voice in such secondary planning activities as market selection and the allocation of funds to specific markets (Tables with Questions 5 and 6).

Buyers are much more apt to have a hand in determining the overall radio and television budgets than in working out the copy lines for the commercials to be used (Question 1-c, 1-d).

Although virtually all respondents felt that a knowledge of overall campaign strategy would help them to buy better (Question 3), they also indicated that often they not only do not take part in the planning but in some cases are told little or nothing about the client's sales and marketing problems (Question 2) and are not familiarized with the commercials before they start placing them (Question 4).

Leftovers ▪ Seven out of ten said they "always" or "frequently" are consulted about the length of commercials to be used (Question 7). Approximately the same percentage said that if they have left-over money in a market they usually have discretion to spend it on additional spots elsewhere (Question 8).

Six out of ten "always" or "frequently" try to get a change in the copy and buying plan if they find nothing but poor availabilities open under the established plan (Question 9).

More than nine out of ten think they are justified in following their own judgment and experience when these are at odds with "the numbers" (Question 11). An equal percentage think that under certain circumstances (not described in the survey) a buyer should consider the figures shown by a rating service he doesn't normally use, if those figures reflect "a striking difference" from the report he does subscribe to.

If presented with a set of availabilities or a program idea that sounds realistic and convincing but does not conform

What the questionnaires revealed

Continued from preceding page

QUESTION 7 TYPE ANNOUNCEMENTS USED

In setting up a broadcast announcement campaign, how often is the timebuyer consulted about the *type* of announcement(s) to be used? (i.e., the choice of ID's, 20's or 1-minute announcements)

	Total		Over $5 million		Under $5 million	
	#	%	#	%	#	%
Always	62	30	25	22	37	40
Frequently	83	41	48	43	35	38
Sometimes	47	23	28	25	19	20
Never	13	6	11	10	2	2
Total respondents	205	(100)	112	(100)	93	(100)

QUESTION 8 DO YOU RE-ALLOCATE FUNDS?

If, through the use of special plans or because of market peculiarities, the desired reach and frequency in a market can be achieved for appreciably less than the budgeted amount, does the timebuyer usually have the discretion to reallocate the funds to buy additional spots elsewhere?

	Total		Over $5 million		Under $5 million	
	#	%	#	%	#	%
Yes	131	69	76	75	55	63
No	59	31	26	25	33	37
Total respondents	190	(100)	102	(100)	88	(100)

QUESTION 9 CHANGING ESTABLISHED PLANS

Let us assume that by following the established buying plan the timebuyer is limited to poor availabilities in certain markets. In this situation, how often does he attempt to bring about a change in copy and buying plan so as to take advantage of better avails?

	Total		Over $5 million		Under $5 million	
	#	%	#	%	#	%
Always	44	23	21	20	23	27
Frequently	77	40	41	39	36	41
Sometimes	57	30	35	33	22	26
Never	14	7	9	8	5	6
Total respondents	192	(100)	106	(100)	86	(100)

QUESTION 10 CREATIVITY IN TIMEBUYING

In your opinion, which is more likely to encourage "creativity" in the purchase of broadcast time . . .

	Total		Over $5 million		Under $5 million	
	#	%	#	%	#	%
Timebuying	64	34	41	39	23	28
All-media buying	123	66	65	61	58	72
Total respondents	187	(100)	106	(100)	81	(100)

QUESTION 11 OPINION VS. FACTS

When the timebuyer's opinion, judgment and experience are at odds with the numbers (including the audience composition numbers), do you believe he is justified in following his own dictates?

	Total		Over $5 million		Under $5 million	
RADIO:	#	%	#	%	#	%
Yes	163	93	92	93	71	92
No	13	7	7	7	6	8
Total respondents	176	(100)	99	(100)	77	(100)
TV:						
Yes	158	92	89	90	69	95
No	14	8	10	10	4	5
Total respondents	172	(100)	99	(100)	73	(100)

QUESTION 12 REPORT A VS. REPORT B

Agencies ordinarily expect their timebuyers to be guided by the one or more rating services to which they subscribe. In your opinion, are there circumstances when the timebuyer should consider another report which shows a striking difference from his own service?

	Total		Over $5 million		Under $5 million	
	#	%	#	%	#	%
Yes	184	93	97	91	87	96
No	14	7	10	9	4	4
Total respondents	198	(100)	107	(100)	91	(100)

QUESTION 13 NON-CONFORMING PROPOSALS

If the timebuyer is presented with a set of avails or program idea that is realistic and convincing, but one that doesn't conform to pre-determined buying standards, do you believe that he should usually reject it, buy it or pass the proposal to another party?

	Total		Over $5 million		Under $5 million	
	#	%	#	%	#	%
Reject it	8	5	6	7	2	3
Buy it	31	19	16	18	15	20
Pass it	123	76	65	75	58	77
Total respondents	162	(100)	87	(100)	75	(100)

"In 55 seconds we take you direct to CUBA!"

And . . . we did . . . WFAA 820 listeners were the first to hear a direct report from Cuba. After many long hours on the phone, "Southwest Central" newsmen finally found someone who could speak English and report on the invasion of Cuba. WFAA then provided the networks and wire services with the beat of the month. It happens every day on WFAA! "Southwest Central's" audience is kept abreast of happenings in "Big D" and around the world 4 or 5 times every hour. And this is in addition to regularly scheduled news on the hour . . . coverage that is making WFAA Radio's new "Southwest Central" the station people are afraid to leave. They tune to and stay with "Southwest Central" for the big stories . . . first, and first-hand. News, special features, behind-the-scenes sports, weather, farm news . . . it comes *anytime* and *often* on WFAA where professional journalism makes the difference.

Isn't this the place for your message?

"Southwest Central" from COMMUNICATIONS CENTER



WFAA 820 radio DALLAS

RADIO SERVICE OF THE DALLAS MORNING NEWS

Represented by Edward Petry & Co., Inc. *The Original Station Representative*

to established buying patterns, two out of ten said they would buy it, fewer than one in ten would reject it and almost eight out of ten would pass the decision along to somebody else (Question 13).

On the question of all-media buying vs. specialization the vote was two to one against specialization (Question 10), but the "comments" produced some firm arguments for each system.

Undiluted ▪ Arthur S. Pardoll, associate media director of Foote, Cone & Belding, New York, contended "it is not possible for a buyer to do the most effective job by diluting his effort among different media and several contacts. Concentration in buying a specific medium develops better skills and a more intimate knowledge of the medium concerned."

Janet Murphy, a timebuyer for L. C. Gumbinner agency, New York, said: "A specialist can devote more time and thought to specific problems of timebuying and be free to make opportunistic recommendations for purchase when offered. He is easier for reps to reach quickly and has a better chance of making the quick, knowledgeable decisions vital to a competitive product category."

On the other side Charles N. Campbell, media director (consumer) of MacManus, John & Adams, Bloomfield Hills, Mich., argued that "the all-media buyer is in a better position to see how broadcast works in terms of marketing, creative platform and product needs. He is better equipped to talk to the client and work with the account group."

Fuller & Smith & Ross' Donald Leonard defended the all-media system on the ground that "a well-rounded media man, who knows the relative quantity and quality of what he can purchase in all media, will purchase a specific medium more astutely. This is especially true when evaluating the special qualities of one medium versus another, in order to make suggestions which have a flair and are creative."

Information, Please ▪ Whatever system of buying is used, panelists were outspoken in stressing the importance of buyers being given as much campaign and marketing strategy information as possible—and of being given authority to use it.

Sam B. Vitt, media vice president of Doherty, Clifford, Steers & Shenfield, New York, said that "a timebuyer who isn't permitted maximum flexibility, within certain clearly defined media and marketing strategies, can be severely handicapped in making 'creative' buys. Individual market conditions vary and where a formula may apply to one market, it just as well may not apply to another. In his own best interests the advertiser who has faith in his buyer and insists that he be unfettered to meet any situation as that situation *is*, and not as it should be, will in almost every instance receive a greater share of 'creative' buys and better value for his dollar."

Mrs. Marion J. Ward, national media buyer, Phillips-Ramsey, San Diego: "I cannot emphasize enough that the more the buyer can know about a client and a particular promotion, the better job he can do in purchasing time."

Frances Lindh, media director, Garfield, Hoffman & Conner, San Francisco: "In radio particularly, where the ratings lag behind the changes in format, a timebuyer must use her own judgment to project the current importance of a station in a market. There is a moment when a station, healthfully moving ahead, with no ratings as yet to justify an increase in rates, is a 'best' buy. Call it creative or intuitive, that is the moment to buy the station—available ratings to the contrary."

Robert C. Hall Jr., media director, Cargill, Wilson & Acree, Richmond: "Agencies have not been training creative people to do this job—they have been making timebuyers out of bookkeepers, then wondering why they're not more creative. The job has every opportunity for a creative person to express himself if he really wishes to."

'GE Theatre' ads to be all-institutional

PROGRAM TO FEATURE ONE COMMERCIAL, TIMELY DRAMAS

The television commercials on the half-hour *General Electric Theatre* next season and the programming itself will seek to improve the corporate image of the General Electric Co.

The commercials will be three minutes long and will be purely institutional in nature. In the past season half of the commercial time was institutional and the other half product selling. In the programming area in 1961-62, *General Electric Theatre* will accentuate more heavily those dramas with contemporaneous themes. This twin effort, GE hopes, will have the effect of enhancing the prestige of the company to millions of viewers.



A three-minute all-institutional commercial to be carried on General Electric Theatre on July 9 spotlights an "electronic heart" device developed by GE engineers. Don Herbert, commercial spokesman for GE, shows the device, called an "electronic pacemaker," which is used to make the heart beat in proper rhythm during an operation. The device was developed by engineers working under Dr. John B. Russell (l), manager of GE's electronics laboratory in Syracuse.

GE's strategy was outlined by David Burke, manager of institutional advertising, last week. Asked if GE's plans are a counter-move to offset recent disclosures before the Senate Antitrust Subcommittee concerning antitrust violations by some of the company's executives, Mr. Burke replied:

"Not exactly. We had planned some of the changes for some time. But I will say that the unfavorable publicity we have received lately had the effect of accelerating our decision."

The commercials on *GE Theatre* (CBS-TV, Sun., 9-9:30 p.m.) will interrupt the program only once for three minutes, according to Mr. Burke. There will be no direct "sell" of products and GE will attempt to make the institutional commercials interesting and informative, he said. GE plans to implement its new commercial approach this summer, starting with the July 9 program.

Tries to Please ▪ Mr. Burke stressed that *GE Theatre* always has attempted to "please as many people as possible" and in this respect has carried westerns, adventure, situation comedy and other types of programs when they were in vogue. He contends the type of show is not significant; what is important, he insists, is the story, the performers and the production values. He believes the program's track record supports his theory and notes that *GE Theatre* has been on CBS-TV continuously since 1954 in the same time period with only one producer (Revue Productions) and one host, Ronald Reagan.

The program in the upcoming season will adhere to GE's basic credo: to try to entertain as many viewers as possible, Mr. Burke explained. But he said the environment is "right" for dramas dealing with the problems of the

"Films of the 50's" K.O. Springtime

DETROIT "Arbitron Breakout" reports overpowering attraction of "High and the Mighty" against allure of beautiful spring day.

Sunday telecasts of Seven Arts feature film, completely dominate Detroit's 4-station audience for WJBK-TV.

"ARBITRON BREAKOUT"

WJBK-TV Detroit showing "High and the Mighty"
May 14—Sunday Afternoon* & Evening

*The first beautiful spring day after a long, hard winter!

5 PM-6:30 PM **FIRST SHOWING** MAY 14

WJBK	STATION A	STATION B	STATION C
30.0	**9.4**	**.9**	**1.9**

71% share of audience

11:30 PM-1 AM **SECOND SHOWING** MAY 14

WJBK	STATION A	STATION B	STATION C
26.7	**.8**	**7.5**	**.4**

75% share of audience

Says Bill Michaels:

"With four highly competitive stations in the market, Detroit area viewers are used to top level programming of all types. To maintain Channel 2's top position in the nation's fifth market,

we have to schedule the best



BILL MICHAELS
Regional Vice President
Storer Broadcasting Co.

— in CBS programs; news, syndicated, sports, and of course, feature films. Now our expectation that the Seven Arts films would meet our qualifications has been emphatically confirmed!"

Warner's Films of the 50's.. Money makers of the 60's

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
BEVERLY HILLS: 232 So. Reeves Drive GRanite 6-1564

For list of TV stations programming Warner's Films of the 50's see Third Cover SRDS (Spot TV Rates and Data)

times. Projected for next season, he revealed, are a trilogy on the problems of Protestant, Catholic and Jewish clergymen, and five other programs which will dramatize such critical areas of life as education, juvenile delinquency and world politics. Innovations planned, according to Mr. Burke, are a short folk opera by Kurt Weill, "Down in the Valley," and a half-hour show devoted exclusively to Mike Nichols and Elaine May, the comedy team.

The valuation General Electric sets on *GE Theatre* was underscored by this remark from Mr. Burke:

"We asked the Opinion Research Corp. to do a study for us last year to find out which was the single source from which people received their ideas about the General Electric Co. The results showed that 29% of the people mentioned GE products which they had used over the years. The *General Electric Theatre* was mentioned by 27% of the respondents. The remainder of the people cited a variety of factors. But what struck us was this: GE has been in business for 80 years and naturally has made many friends among consumers. But only since 1954 *GE Theatre* has made itself so vital in communicating ideas about the company. I'd say that's remarkable."

Ad Council reviews media use success

High-level government officials met in Washington last week with members of the Advertising Council at a two-day briefing session. Vice President Lyndon Johnson headed the list of government speakers. Lee H. Bristol, board chairman of the council and of Bristol-Myers, presided at the session.

The council is composed of leading industrialists and advertising executives. It cooperates with radio, tv and other media in providing free time and space for public-service announcements. Last year the council placed over $100 million in free advertising for savings bonds, forest fire prevention, polio vaccine, the census and similar campaigns. The Washington program was arranged under White House auspices.

R. Sargent Shriver, director of the new Peace Corps, told the final luncheon June 6 that recruiting efforts of the council had led to appearance of 4,000 applicants when the tests were begun Memorial Day. The number of recruits has now reached 10,000.

Luther H. Hodges, secretary of Commerce, told the council the economy is definitely on the way up and added, "The recession is behind us." He lauded the council's "Confidence in a Growing America" campaign, explaining that the messages stimulate business activity and reduce unemployment through growth.

Vice President Johnson reviewed his hand-shaking, people-meeting tour of Asia. He suggested the U. S. send tv equipment to foreign nations that have limited school facilities to provide education for millions of children.

Twiggs sues C&W, officers, for slander

Reginald W. Twiggs, vice president and general manager of the Los Angeles office of Cunningham & Walsh, has filed a $900,000 damage suit against the agency and two of its officers in Los Angeles Superior Court.

Mr. Twiggs charges that slanderous and malicious remarks were made about him by Robert R. Newell, C&W president, and by Robert W. Dailey, executive vice president for western operations who has headquarters in San Francisco, and that these remarks resulted in the withdrawal of an offer to employ him as vice president and general manager of the Los Angeles office of Grey Advertising Inc., causing damages to him in the amount of $750,000.

The suit asks for judgment against the defendants for $750,000 in general damages and for $50,000 from each of the three defendants individually in punitive damages.

Mr. Twiggs states in his complaint that on some occasions around May 1 of this year Messrs. Newell and Dailey told various individuals that the plaintiff, after doing a fine job from the time he joined C&W in June of 1959, was on the verge of a nervous breakdown and had been given an enforced leave of absence to pull himself together. The defendants, the complaint declares, "in making said false, unprivileged and defamatory statements, intended and were understood to mean by said statements that plaintiff was a mental incompetent and incapable of discharging his duties."

Business briefly...

Sunbeam Corp., Chicago, ordered three nighttime series next season on NBC-TV, as well as in network's telecasts of National Basketball Assn.'s tv games. Programs are: *87th Precinct* (Mon. 9-10 p.m., NYT), *Cain's Hundred* (Tues. 10-11 p.m.) and *Robert Taylor's Detectives* (Fri. 8:30-9:30 p.m.). Agency: Foote, Cone & Belding, N. Y.

Purex Corp., South Gate, Calif., will sponsor (NBC-TV's) rebroadcast of an original drama, "The Accomplice," as a *Purex Special* next Monday (June 19, 10-11 p.m., EDT). Starring Nehemiah Persoff as a Nazi war criminal, "Accomplice" was originally presented Aug. 26, 1960 in the *Moment of Fear* series. Agency: Edward H. Weiss & Co., Chicago.

General Motors Corp., Detroit, will sponsor the July 13 rebroadcast of *The Secret Life of Danny Kaye* on CBS-TV (Thurs., 10-11 p.m., EDT). The program was originally presented Dec. 2, 1956. Agency: Campbell-Ewald Co., Detroit.

Chesebrough-Pond's Inc., Dumas Milner Corp., Mennen Co. and **Procter & Gamble Co.** ordered full sponsorship of *The NBC Mystery Theatre,* starting July 2 on NBC-TV (Sun., 9-10 p.m., EDT). The color series, which NBC-TV first presented last summer in the same time period, features original suspense dramas and will continue through Sept. 10. Agencies: Norman, Craig & Kummel (Chesebrough-Pond's), Gordon Best (Dumas Milner), Grey Adv. (Mennen) and Benton & Bowles (Procter & Gamble).

The Nestle Co.'s central American distributors will sponsor *Robert Taylor in the Detectives* on the Central American Television Network for 52 weeks. The order was placed through ABC International Inc.

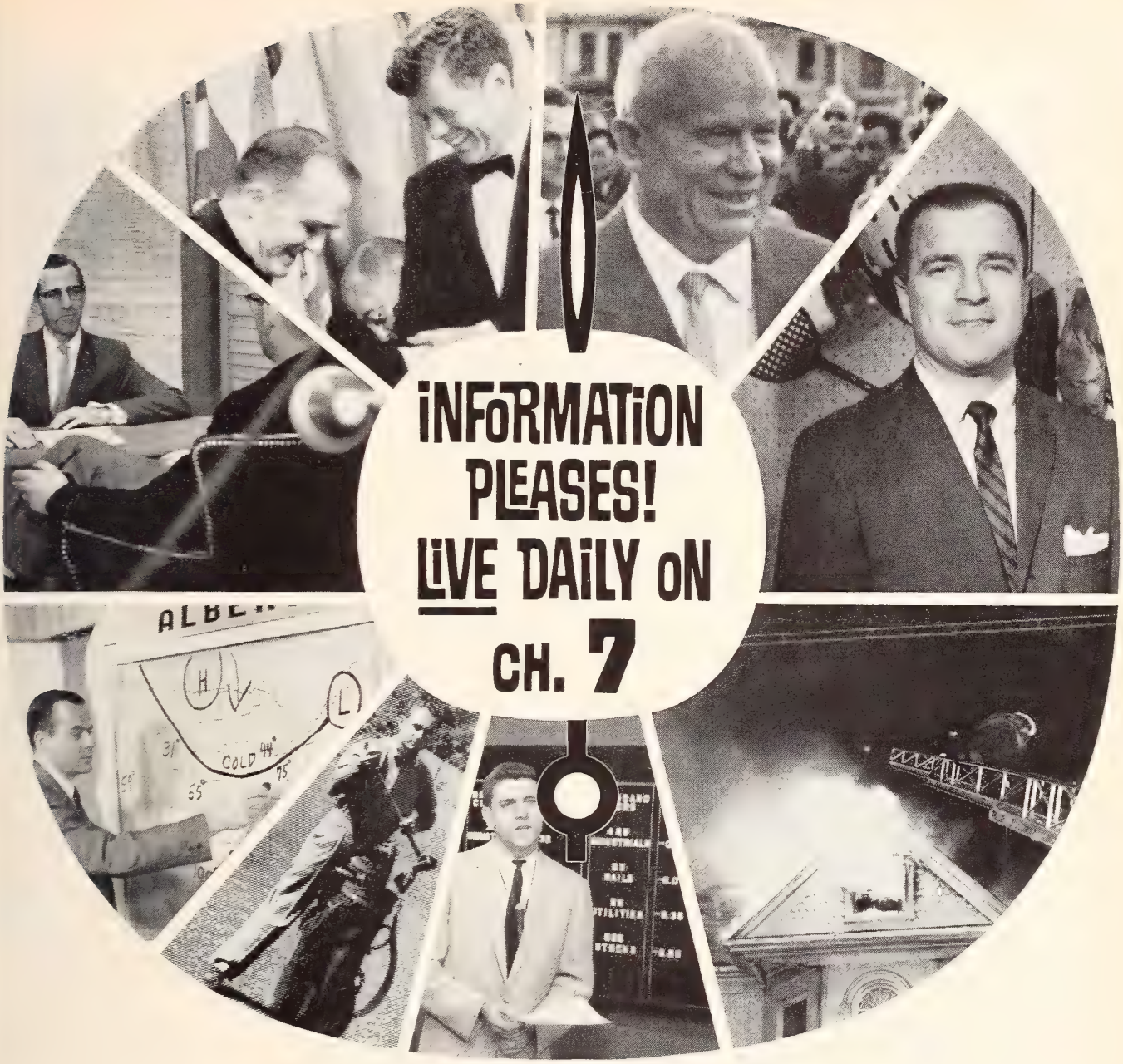
AFL-CIO, Washington, D. C., has renewed ABC Radio's *Edward P. Morgan and the News* (Mon.-Fri., 7-7:15 p.m., EDT) for the seventh consecutive year, effective June 26. Agency: Furman, Feiner & Co., N. Y.

Seven-Up Co., Candy Gram Inc. and **Bankers Life & Casualty Co.** are among the eight new major advertisers in ABC Radio programs. Sponsorships include various weekday and weekend newscasts by Seven-Up (J. Walter Thompson), Candy Gram (Dunnan & Jeffrey), Bankers Life (Phillips & Cherbo), Pepsi-Cola (BBDO), and Lanolin Plus (Dunnan & Jeffrey). Others include P. Lorrillard (Lennen & Newell), weekend *Speaking of Sports* and newscasts; Curtis Circulation Co. (BBDO), *Breakfast Club* and *Flair,* and Tidy House Products (McCann-Marschalk), daily sponsorship for 52 weeks in *Breakfast Club.* Also, Gospel Broadcasting Assn. (R. H. Alber Co.) renewed sponsorship of *Old Fashioned Revival Hour* for another year.

NBC TeleSales moves to RCA Building

Production activities of NBC TeleSales, the network's commercial tape unit, will be centered in the RCA Building in New York, starting today (June 12), Jerry Madden, director, announced last week. The move was made to offer advertisers and agencies all production facilities in one location, though color production will be available at NBC's Brooklyn studios and the Ziegfeld and Colonial Theatres.

Mr. Madden reported that NBC TeleSales has doubled its business in black and white commercial production for the first five months of 1961.



And here's how WHIO-TV gives viewers more of what they want. A solid hour of live and informative programming from 6 to 7 P.M. weekdays. Here's a typical run-down:

national and international news • sports • local and area news • business news and stock market information • weather summary • Dow Finsterwald's Golf Tips • plus features and human interest items in the news.

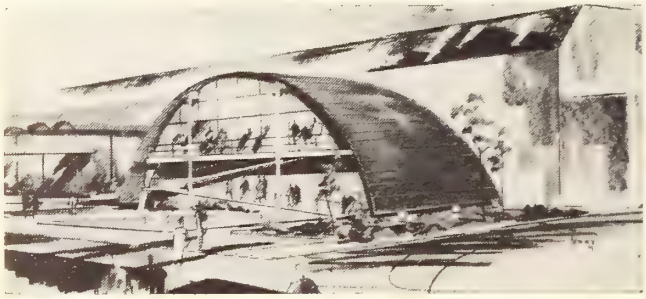
In addition, each Monday evening 7-7:30, "WHIO-TV Reports" presents a lively forum devoted to the discussion of items of particular local interest. "Rising Generation," a talent showcase for the youth of the area, adds life to Saturday evenings, 6-6:30 P.M.

These, and countless other live and informative programs, provide the kind of balanced programming that pleases most of the people, most of the time in Ohio's 3rd, and the nation's 34th market.

See George P. Hollingbery (in living color) for the full story on Dayton's High, Wide, and Wholesome station (WHIO-TV)

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte, North Carolina

WHIO-TV CBS Channel 7 Dayton Ohio





ABC-TV sets $2 million expansion of Hollywood facilities

A $2 million expansion and modernization program for ABC-TV's Hollywood studios and offices was announced last week by James G. Riddell, vice president in charge of the network's western division, and Frank L. Marx, ABC vice president in charge of engineering. Scheduled for completion by fall is the production and sound stage (photo at left). The new administration building (photo at right) will be ready for occupancy early in 1962.

The conversion of the studio will give it a hemispheric audience section with 350 permanent seats. The 10,000-square-foot facility will have fully transistorized equipment and a new control room operation. The administration building will encompass more than 50,000 square feet.

Nafi first quarter net nearly triples last year's

Nafi Corp.'s report to stockholders for the first quarter of 1961 shows net revenues of $17,380,269, compared to $6,210,385 for the same period of 1960, which was before Nafi acquired Chris-Craft Corp. Net earnings for the 1961 quarter were $544,971 or 45 cents a share, compared to earnings of $262,413 or 25 cents a share for the 1960 quarter.

The report points out that "an advantageous sale" of KXYZ-AM-FM Houston, Tex., which was approved two weeks ago by the FCC (BROADCASTING, June 5), will divest the company of its only radio property. The broadcast division will concentrate on television, according to current plans. Nafi owns three vhf stations—KPTV (TV) Portland, Ore., KCOP (TV) Los Angeles and KTVT (TV) Fort Worth, Tex. "Although results for the [Broadcast] Div. in the first quarter were below those in the first three months of 1960, the outlook is currently better and continued improvement seems probable for the balance of the year," the report states.

CBS-TV schedules regional promotion meets

CBS-TV's second annual regional promotion meetings will be held in 10 cities, June 12-22. The network also announced last week that the fourth annual meeting of promotion and information services directors of the five CBS-owned tv stations will be held June 22-23 at the St. Regis Hotel in New York.

General, sales and program managers and other station personnel have been invited to attend regional promotion meetings, to be held in each of the areas of the CBS-TV Affiliates Assn. The schedule of dates, hotels and cities follows: June 12 Sheraton-Plaza, Boston, and Sheraton-Carlton, Washington; June 14 Sheraton-Towers, Chicago, and Peabody Hotel, Memphis; June 16 President Hotel, Kansas City, and Roosevelt Hotel, Jacksonville; June 20 Hotel Cosmopolitan, Denver, and Hotel Manger, San Antonio; June 22 Hotel Olympic, Seattle, and Sheraton-Palace, San Francisco.

CBS-TV executives conducting the clinics are: George Bristol, Alex Kennedy, Gordon Hayes, Bert Lown, Ernie Stern, Ed Scovill, James Kane, Leonard Broom and James Sirmans.

The agenda for the two-day promotion and information directors meetings will cover all phases of advertising, promotion, and publicity, including analyses of new activities in research, sales promotion, on-the-air promotion and sales development.

No Canon 35 study funds

Hope for an early foundation grant for a preliminary study of the American Bar Assn. Canon 35, restricting broadcast and picture coverage of trials, appeared dim last week, according to Howard H. Bell, NAB vice president.

Mr. Bell has been notified by Richmond C. Coburn, chairman of the ABA special Canon 35 committee, that it has been unable to obtain funds needed to determine the feasibility of a scientific study of the effect on participants in a courtroom trial with tv, radio or photography present. The committee is searching for another approach to the problem of determining the effect of media presence on trial participants.

CBS Foundation makes grants to eight schools

CBS Foundation last week awarded grants totaling $27,000 to eight educational institutions. The foundation has awarded $317,000 since 1954 when the plan to honor employes with unrestricted grants to their schools started.

Institutions and CBS representatives for whom the new grants were made are:

Bucknell U. (M. Ross Yeiter, sales manager, semiconductor operations, CBS Electronics); Columbia U. (David M. Blank, director of economic analysis, CBS, and Albert H. Dwyer, assistant general attorney, CBS); Fordham U. (William F. Grady, vice president in charge of manufacturing, Columbia Records); Kenyon College (Ralph Briscoe, director of budgets, CBS Television Stations); Manhattan College (Joseph N. Curl, daytime sales, manager, CBS-TV); Rensseleaer Polytechnic Institute (Robert M. Hammer, assistant director recording and distribution operations, CBS-TV); Trinity College (Drew Brinckerhoff, director of salary administration, CBS), and U. of Chicago (Deborah Ishlon, vice president in charge of creative services, Columbia Records).

Triangle buys site

WFIL-AM-FM-TV Philadelphia last week announced the purchase of a four-acre tract at the southwest corner of City Line Avenue and Monument Road to house its new multi-million dollar headquarters. Also to be located in the new facility will be the Radio & Television Div. of Triangle Publications, parent organization of WFIL-AM-FM-TV. The station's transmitters, located in Roxborough and Whitemarsh Township, will not change.



FILMS...RECORDS...TAPES...SCRIPTS

SHIPMENTS ARRIVE SAME DAY!



Don't miss air-dates! Remember: it's there in hours ...and costs you less...when you ship by Greyhound Package Express! Even packages going hundreds of miles can arrive *the same day they're sent!*

Whatever the destination of your shipment, chances are, a Greyhound is going there anyway... *right to the center of town.* Greyhound travels *over a million miles a day!* No other public transportation goes to so many places—so often.

You can ship anytime. Your packages go on regular Greyhound passenger buses. Greyhound Package Express operates twenty-four hours a day...seven days a week...*including weekends and holidays.* What's more, you can send C.O.D., Collect, Prepaid ...or open a charge account.

CALL YOUR LOCAL GREYHOUND BUS TERMINAL TODAY...OR MAIL THIS CONVENIENT COUPON TO:

GREYHOUND PACKAGE EXPRESS
Dept. F-8, 140 S. Dearborn St., Chicago 3, Illinois

Gentlemen: Please send us complete information on Greyhound Package Express service... including rates and routes. We understand that our company assumes no cost or obligation.

NAME_____ TITLE_____
COMPANY_____
ADDRESS_____ PHONE_____
CITY_____ ZONE_____ STATE_____

IT'S THERE IN HOURS...AND COSTS YOU LESS!

KRLA rebuked for incident at beach

The Los Angeles county board of supervisors last week reprimanded county recreation officials and KRLA Pasadena-Los Angeles for disorders that occurred when some 25,000 persons showed up for a KRLA-sponsored beach party the preceding Saturday night.

The disturbances began around midnight after a show staged by the station's disc jockeys on a public beach near Santa Monica. One girl suffered an eye injury when a firecracker exploded. One youth was arrested when authorities broke up a fist fight.

Early wire service reports, published in newspapers throughout the county, erroneously stated that a girl had been raped and that 14 had been arrested.

Capt. Edward Fitzgerald of the Los Angeles county sheriff's office said the situation reached "near riot" proportions but that it was brought under control by 35 deputy sheriffs, 17 state highway patrolmen and nine lifeguards.

Herb Heiman, KRLA program director, said the station had coordinated with all official agencies in advance of the party and had written permission from the county department of parks and recreation.

"We had expected a crowd of not more than 10,000 people," Mr. Heiman said. "Between 20,000 and 30,000 came. Even despite the high number there was complete order except for a couple of isolated instances until virtually all our guests had left for home at 11:15 p.m.

"Seeing that some of the crowd apparently intended to remain behind, KRLA management called the sheriff's office and advised it of this fact. Whatever disorder occurred, it took place after almost all of the beach was vacated and unquestionably was staged by a handful of toughies who seized the occasion for a display of rowdiness."

At a meeting June 6 of the county board of supervisors Norman S. Johnson, director of the department of parks and recreation, said his department had been "negligent in exercising good judgment" and described the party as a "regrettable incident." The supervisors ordered study of a proposal to stiffen regulations governing the use of beaches for private gatherings.

KRLA was told by the supervisors it would be held responsible for damages that might be awarded in any litigation stemming from the incident. "You were the host. You invited people to come one, come all," Ernest E. Debbs, chairman of the board of supervisors, told Mr. Heiman.

FCC examiners recently recommended a short-term license renewal for KRLA after hearings in Los Angeles (AT DEADLINE, April 24). Examiners James D. Cunningham and Herbert Sharfman criticized "frantic and undignified promotional activities" among other findings. The case is awaiting oral argument before the FCC.

avoid the hazards of selling on your own

Why take the risks involved in negotiating without our knowledge of markets, of actual sales, of responsible contacts? In speaking to any buyer, Blackburn's experience and reputation for reliability naturally lend greater weight to our opinion than any seller can reasonably expect to be given to his own.

BLACKBURN & Company, Inc.

RADIO • TV • NEWSPAPER BROKERS

NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.	CHICAGO	ATLANTA	BEVERLY HILLS
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	Calif. Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Ave.	Robert M. Baird	9441 Wilshire Blvd.
RCA Building	Chicago, Illinois	John G. Williams	Beverly Hills, Calif.
FEderal 3-9270	FInancial 6-6460	JAckson 5-1576	CRestview 4-2770

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ WKNB New Britain, Conn.: Sold by Sheldon Smerling and associates to Louis A. Sodokoff for $270,000. Mr. Sodokoff was executive vice president and director of Howard Stores Corp., men's clothing chain. WKNB operates on 840 kc with 1 kw daytime. Edwin Tornberg & Co. acted as consultant in the purchase.

▪ WJOC Jamestown, N. Y.: 87.5% interest of Harold P. Kane and Frederick E. Davis bought by Taylor Radio Corp. for $215,000. Taylor is headed by Keith W. Horton, manager of WELM Elmira, N. Y. Burton O. Waterman, chief engineer of WJOC, retains his 12.5% ownership. WJOC operates with 250 w on 1340 kc. Broker was Paul Chaman Co.

▪ KJAY Topeka, Kan.: Sold by Dale Helmers and Joseph McCoskie to O. A. Friend Jr. and Hart Cardozo for $150,000. Mr. Friend owns WDBO Dubuque, Iowa, and Mr. Cardozo, KATE Albert Lea, Minn. KJAY is on 1440 kc with 5 kw day, 1 kw night. Broker was Blackburn & Co.

▪ WRMT Rocky Mount, N. C.; Sold by George Valentine and associates to Stanley Fox and group for $125,000. Mr. Fox and his group own WHVH Henderson, N. C. WRMT operates on 1490 kc with 250 w. Broker was Howard S. Frazier Inc.

▪ WMLP Milton, Pa.: Sold by John S. Booth to Victor Michael, Joseph Kesnow and Stanley Kierszrowski for $125,000. Mr. Michael is manager and part owner of WTTC Towanda, Pa. Mr. Kesnow is a Towanda architect and Mr. Kiersznowski, a petroleum engineer. Station operates with 1 kw daytime on 1570 kc. Broker was Blackburn & Co.

▪ KNOG Nogales, Ariz.: Sold by Lloyd Burlingham and Robert F. Baltrano to Madelon Harper Cowling for $60,000. KNOG operates on 1340 kc with 250 w. Broker was Wilt Gunzendorfer & Assoc.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 92).

▪ WONE-AM-TV, WFIE (FM) Day-

ton, Ohio: Sold by Ronald B. Woodyard, Lauren M. Berry and associates to Brush-Moore Newspapers Inc., for $1,650,000 and agreement that Mr. Woodyard and D. Tatum will not compete for 10 years, payment being $165,000 and $55,000 respectively and their employment as consultants for five years at $25,000 and $5,000 respectively. Brush-Moore owns WHBC-AM-FM Canton, Ohio, and WPDQ Jacksonville, Fla., and publishes newspapers in Ohio, Maryland and California. WONE-TV (ch. 22) has been dark since 1954.

▪ KOPY Alice, Tex.: Sold by Leon S. Walton to Norman Building Co. for $200,000. Buying group is headed by Robert N. Aylin.

▪ KCIN Denver, Colo.: Sold by Don W. Burden and Dorothy F. Storz to TV Denver Inc. (KBTV [TV] Denver) for $200,000 and agreement that Mr. Burden not compete for 10 years.

Medical Tv Network formed

The formation of Medical Tv Network Inc. was announced last week by Teleglobe Pay-Tv System Inc., New York. The new company plans to use a tv channel assigned to one of the New York tv stations in the early morning time periods (7:30-8 or 8-8:30), in advance of the station's regular sign on time for a regular series of professional lectures and demonstrations to physicians. A spokesman said that as soon as arrangements are completed with one of the New York stations, the new company will apply to the FCC for authorization. Physicians will be charged a monthly subscription fee to cover the costs of a special portable tv set and its servicing and for the programming.

TPT buys three catv systems

The TelePrompTer Corp., New York, announced last week the purchase of three community antenna tv systems, serving approximately 5,200 homes, for a sum in excess of $1 million. The new acquisitions, bringing TPT's catv subscriber list to more than 20,000, are: Pacific Telescription System, Santa Cruz, Calif. (3,100 customers); Community Cable Tv, Coquille, Ore. (1,300 subscribers); Cableview of Springfield, Ore. (750 customers). TPT owns six other catv systems—in Liberal, Kan.; Eugene, Ore.; Rawlins, Wyo.; Farmington and Silver City, both New Mexico, and Elmira, N.Y. In addition it is participating in a jointly-owned venture with Henry J. Kaiser in an underground cable system at the Kaiser resort development of Hawaii Kai near Honolulu.

Media notes...

New radio affiliates ▪ ABC Radio's newest affiliates announced last week included: WHYS Ocala, Fla.; WLNH Laconia, N. H. and WMRT Lansing, Mich. WHYS, owned and operated by radio station WHYS, operates with 5 kw on 1370 kc, and R. L. Bowles is general manager. WLNH, owned and operated by Northern Broadcasting Corp., with Arthur Rothafel as general manager, operates with 500 w ton 1350 kc. WMRT, owned and managed by Herbert T. Graham, operates with 500 w on 1010 kc.

Honored ▪ The Sinclair Refining Co. was honored by WFAA-AM-FM-TV Dallas, for its outstanding contribution to public service and educational television programming, through the series of intercollegiate debates, *Young America Speaks,* carried on WFAA-TV.

Critic ▪ A total of 36 stations took part in the live program during which Texas Governor Price Daniels commented critically on the work of that state's legislature which recently adjourned. Originating at KTBC-TV Austin, Gov. Daniels presented a 15 minute summary and then subjected himself to questioning from AP, UPI and KTBC-TV newsmen for a similar amount of time.

Single rate card ▪ WHAT Philadelphia, Negro programming station, has announced a single advertising rate card, effective immediately. The station says it will guarantee at least 15 minutes between competitive spots and that no triple spotting would be practiced.

On the air ▪ KOA-FM Denver went on the air June 1, duplicating the programming of its companion station KOA. The new affiliate, at 103.5 mc with 57 kw, is on the air from 7:15 a.m. to midnight every day.

Thanks ▪ The Danny Thomas Award of Merit has ben presented to KIOA Des Moines, Iowa, in recognition for its "outstanding" fund raising job for Alsac's St. Jude Hospital project to aid leukemia stricken American children. The station collected over $8,000 for the fund. Disc jockey Chuck Hamilton broadcast for more than 85 consecutive hours during the marathon appeal.

CBS affiliate ▪ KBLL-TV Helena, Mont., owned and operated by Helena Tv Inc., is a new interconnected affiliate of CBS-TV. The station (formerly KXLJ-TV) previously was a satellite of KXLF-TV Butte, Mont. Bruce Hamilton is general manager of the ch. 12 outlet.

3 Western States VHF TV Stations For Sale!

1. Major network TV affiliate plus fulltime radio station. Combined annual gross $170,000-plus. Absentee-owned. Sale includes two buildings and 50 acres of land. Total price $305,000 with $60,000 down and attractive terms.

2. Total price of $150,000 buys all fixed assets of single station market VHF. Possible financing help available on $100,000 down payment.

3. 60% of VHF station in market of over 100,000 available for $150,000 with $75,000 down and balance over five years.

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NEGOTIATIONS • APPRAISALS • FINANCING

Another raking over the coals for tv

SENATE HEARING SEEKS TO FIND TIE-IN WITH JUVENILE DELINQUENCY

The television industry was pictured last week as programming a constantly-increasing number of crime and violence shows in defiance of its own codes and without regard for the possible harmful effects on youthful viewers. The industry's only concern, according to this view, is ratings.

This unflattering picture was drawn by the Senate Juvenile Delinquency Subcommittee Thursday as it opened its hearing on the possible connection between tv crime and violence programs and the rising incidence of juvenile delinquency.

Subcommittee Chairman Thomas Dodd (D.Conn.) said that the television industry, during a similar hearing six years ago, had told his committee it had — and would use — its own machinery to regulate itself with regard to good taste.

But since then, he charged the number of crime-and-violence shows has "dramatically increased." A staff report indicated that their number had tripled in the last seven years, from 16.6% of the total programming time to 50.6%.

He said the argument that the public wants action-adventure shows does not justify such an increase. "We don't need ratings to prove that millions of people want to gamble, that millions of people keep prostitution, the rackets and other social evils flourishing through their active support of these pursuits," he said. "But we have determined that these desires are inimical to the greater good and have . . . taken steps to regulate, control or eliminate them."

Lions and Ratings ▪ "We must determine," he continued, "if this gigantic new medium is not allowing similar human weaknesses to dictate its policies and drag it into the same category as the violent Roman spectacles of 2,000 years ago, which also had 'high ratings.' "

The chief exhibit at the opening session was a filming of the initial episode in the new NBC western series, *Whispering Smith,* starring Audie Murphy. Though the acoustics in the hearing room weren't ideal, the episode's message came through.

The film featured a whip-wielding widow who had raised her son and daughter with one thought in mind—to kill Deputy Whispering Smith. In it, mother whips son, daughter plays badger game on deputy, deputy shoots son and mother, accidentally, shoots daughter.

The subcommittee felt that the moral expressed at the end—that a mother should rear her children to love, not hate—was small comfort to those who feared that what had gone before was unnecessarily brutal.

Industry representatives, however, disagreed. The executive producer of the series, Richard Lewis, of MCA's Revue Studios, said it was in the same "genre" as other westerns on television.

'Acceptable' Fare ▪ And Carl Watson, director of NBC's broadcast standards division, said he thought the episode was "acceptable" under the network's own code. He said it was "pretty standard" tv fare.

Through one of its witnesses, the subcommittee conceded at the outset that there is no definite proof linking television to the zooming juvenile delinquency rate. But, said Dr. Peter Lejins, the parallel increase in crime shows and delinquency cannot be ignored.

Dr. Lejins, a professor of sociology at the U. of Maryland, said also the U. S. is "pretty much alone" in its hands-off attitude toward mass media. He said other countries believe government should be responsible for banning television shows and movies likely to affect children adversely.

But in answer to a question from Sen. John A. Carroll (D.-Col.), Dr. Lejins said official suppression is not available as a weapon to the U. S. government because of this country's traditions of freedom of speech and press.

The basis for the inquiry, according to Dr. Ralph J. Garry, a consultant to the committee, is "the fact that as many children watch *Cheyenne, Laramie* and *Rifleman* as view *Capt. Kangeroo, Donna Reed* and *Father Knows Best.*

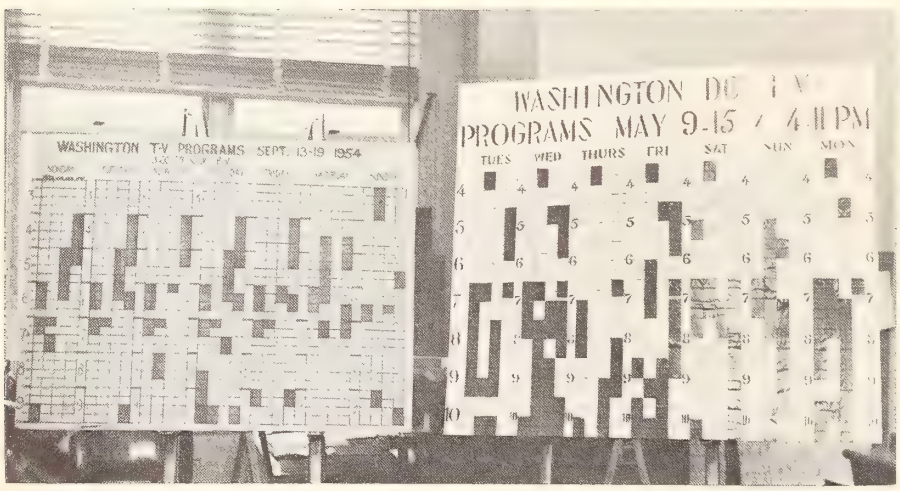
This means, he said, that 1.5 million children under 6 watch *Cheyenne* and 3.5 million to 4 million under 17 watch *Malibu Run, Laramie* and *The Untouchables.* The last-named, he added, is seen by 1.5 million between 6 and 12 and by almost 3 million teenagers.

If only 1% of the children watching are affected adversely, he added, "we are concerned with 30,000 such children watching *The Untouchables.*"

In questioning industry witnesses, the subcommittee sought to determine how, why and by whom television programs are selected and scheduled, and whether any thought is given to the young viewers who will be in the audience for the programs.

Attempting to supply the answers were NBC vice president David Levy, who is in charge of programs and talent, and Peter B. Kenney; and Wes Harris, program director of WRC-TV Washington.

The hearing resumed Friday, with testimony being taken from ABC officials. It is scheduled to continue Tuesday and Thursday.



An array of charts at last week's hearing was used to support the charge that the amount of tv crime and violence has increased in recent years. The dark boxes on these charts represent the action-adventure programs the subcommittee says were shown in Washington, D.C., in 1954 and this year.

ROCHESTER, NEW YORK, Is An Area Of HOMES



PHOTO BY WAHL'S PHOTOGRAPHIC SERVICE

and Evenings, from 6:00 to Midnight,

MOST Rochester TV Homes Tune To **CHANNEL 10***

Also

9 out of 10*
of Rochester's Top Favorite Shows Are Carried Over "10"

* Nielsen Rochester Survey; April, 1961

And

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Give Us TOP Over-All Evening Ratings

** Nielsen, April; ARB, March, 1961

CHANNEL 10

BASIC CBS AFFILIATE ABC

ROCHESTER, N.Y.

WHEC-TV
EVERETT McKINNEY INC.

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NBC-RKO DEAL PARTIES ASK CLARITY

All five question issues, four indicate they'll participate

Respondents to the FCC's hearing order in the multi-faceted NBC-RKO General Inc. transactions and related applications and pleadings (BROADCASTING, May 1) slapped back at the commission last week for allegedly being ambiguous in failing to define hearing issues clearly.

All parties in the five-sided hearing order except Crowell-Collier Broadcasting Co. announced plans to participate. Crowell-Collier maintained that any issues in the forthcoming hearings should not include a determination of that multiple-station owner's character qualifications.

The proceeding originated as a result of a consent decree whereby NBC was required to dispose of WRCV-AM-TV Philadelphia. Subsequently, the network (1) contracted to exchange WRCV-AM-TV for RKO's WNAC-AM-FM-TV Boston; (2) sold WRC-AM-FM-TV Washington to RKO for $11.5 million; 3; NBC affiliate KRON-TV San Francisco-Oakland for $7.5 million.

Crowell-Collier became involved when it purchased RKO's WGMS-AM-FM Washington for $1.5 million. The other parties to the proceeding are Philco, which has applied for WRCV-TV ch. 3; NBC affiliate KRON-TV San Francisco, which has applied for WRC-TV ch. 4 Washington, and Westinghouse Broadcasting Co., whose WBZ-TV Boston also is affiliated with NBC.

Crowell-Collier Answer ▪ In two separate filings, Crowell-Collier answered FCC charges that broadcasts on KEWB San Francisco and KFWB Los Angeles have incited public alarm or that the latter station has been guilty of programming in vulgar language or bad taste.

The first charge concerned a spot campaign on the stations attacking California narcotics laws and was highly commended by the California Assembly, law enforcement officers, municipal governments and civic groups, C-C stated. In answering the bad taste charge, C-C outlined in detail its policies and controls to prevent such occurences and added that it's difficult to reply without specific charges.

C-C surmised that because of a 1959 inquiry, most of the complaints centered principally on one KFWB program. The reply covered extensively the broadcast background, including network service, of the master of ceremonies of the program and his continuous activities in civic and community enterprises. C-C said that more than any other performer for the licensee, the man in question is sought out for personal appearances before church groups, PTA's and other organizations.

"It is inconceivable, we believe, that he would be requested regularly to make personal appearances before, and take a prominent part in, activities conducted by public service and educational institutions, youth organizations and similar groups if any significant number of persons regarded his radio appearances as being vulgar or in bad taste," C-C said.

The licensee pointed out that a potential fine of $10,000 levied against its KDWB by the FCC for technical violations is the subject of an entirely separate proceeding.

KRON-TV, Philco Object ▪ Both KRON-TV and Philco, which are seeking permits for tv stations on facilities NBC proposes to sell to RKO, objected to the taking of testimony on RKO's programming and other plans. Such information would be immaterial and would result in depriving Philco of a fair comparative hearing in the case of ch. 3 Philadelphia and KRON-TV for ch. 4 Washington, both respondents said individually.

Philco also asked the commission to include an issue relating to NBC's parent RCA's recent payola consent decree signed with the Federal Trade Commission. The matters raised by the FTC are important in determining the network's qualifications, Philco said. Philco also noted that it had amended its application for ch. 3 to include additional information on its financing plans, officers, directors and voting stock as requested by the commission.

RKO and NBC asked principally that the hearing issues be enumerated specifically. "If the commission fails to do this and frames broad issues which do not sharply define the scope of the hearing, not only will the parties be put to unnecessary burden and expense, but the hearing will inevitably be turned into one in which public interest considerations will be buried in the background," NBC said.

The network also maintained that there is no justification for inclusion of antitrust issues related to NBC-RKO, as the commission has proposed.

FCC summer hiatus

The New Frontier has accepted the old and established custom of the FCC of conducting as little business as possible under the law during August.

Following a meeting Tuesday, Aug. 1, the commission will adjourn for the remainder of the month. In addition, no oral arguments or hearings will be held during August, the commission announced last week. At least one commissioner will be on duty during the annual hiatus to handle emergency and routine business.

Pastore introduces Sec. 315 legislation

Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, last week widened the attack on the Communications Act's restrictions on political broadcasting.

He introduced a bill Thursday that would exempt candidates for President, Vice President, U.S. senator, U.S. representative and governor from the equal-time requirements of the Act.

His measure goes beyond that offered early in the session by Sen. Warren G. Magnuson (D-Wash.), chairman of the full Commerce Committee. The Magnuson bill (S 204) would only make permanent last year's suspension of Sec. 315 as it applies to presidential and vice presidential candidates.

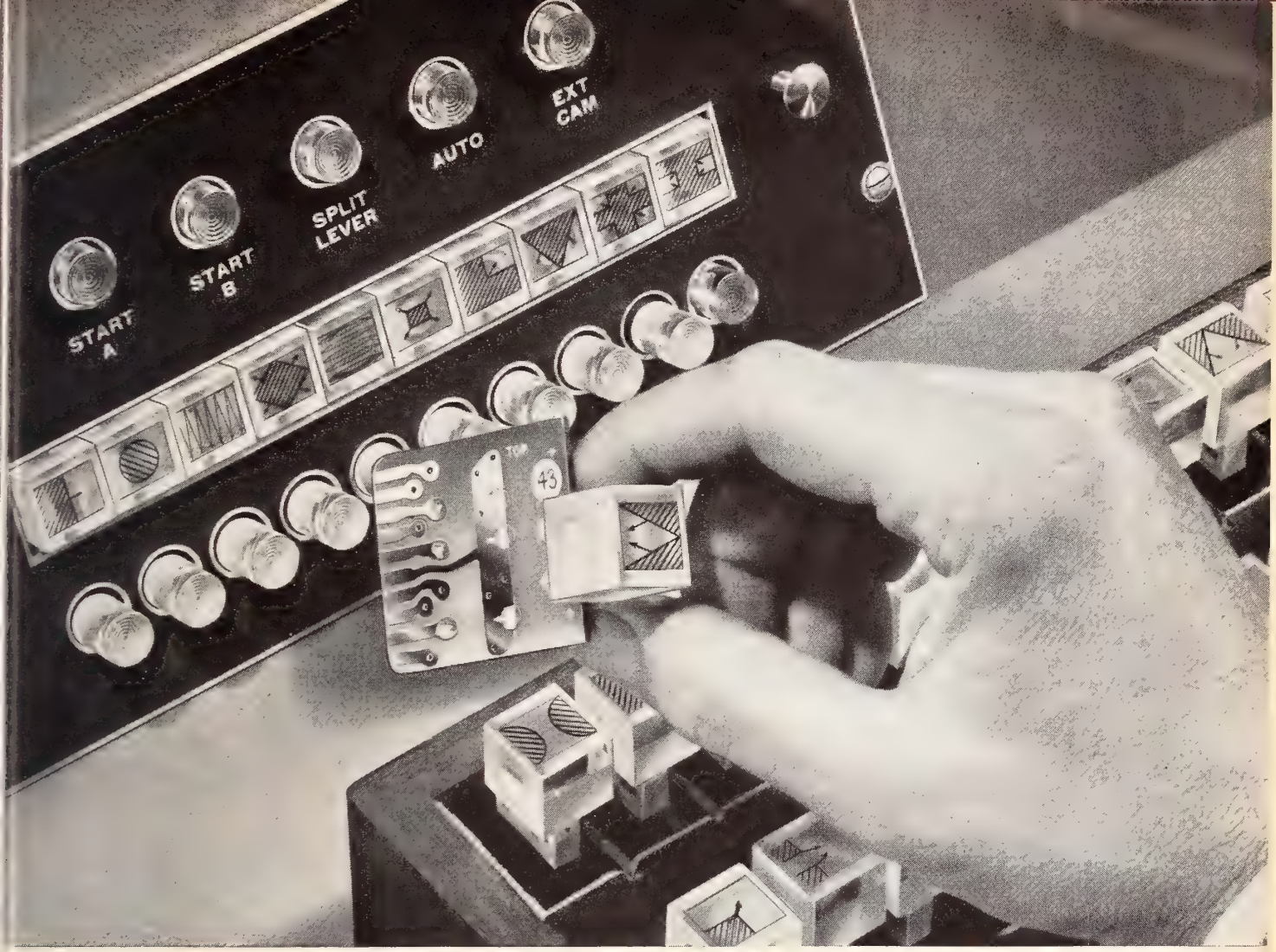
The introduction of the Pastore bill interrupted a Capitol Hill lull in the debate over Sec. 315's future. The Pastore subcommittee held a hearing in February on the Magnuson bill (BROADCASTING, Feb. 6), and in April the subcommittee's three-member Watchdog unit held one on alleged broadcaster bias during the 1960 campaign (BROADCASTING, April 3).

The Pastore subcommittee, which plans to continue its hearing on the Magnuson bill, has been awaiting the final report of the Watchdog unit, which is completing an exhaustive compilation of material bearing on the manner in which broadcasters covered the 1960 election. A spokesman for Sen. Pastore said his bill would be considered along with Sen. Magnuson's when the hearing resumes.

Matter of Timing ▪ Introduction of the Pastore bill follows an offer, by CBS President Dr. Frank Stanton, of free prime-evening time to candidates for key state and local offices across the country (BROADCASTING, May 29).

There is no need for prompt consideration of Sen. Magnuson's bill—its provisions wouldn't be applicable until 1964. But New Jersey will elect a governor in five months, and the candidates for that office were among those mentioned by Dr. Stanton in his conditional offer.

Sen. Pastore has indicated on several occasions he would favor complete repeal of Sec. 315. He has said he believes broadcasters can be trusted to deal fairly with candidates. But he feels that, as a practical matter, the shackles of Sec. 315 can be removed only gradually.



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SRO AS KINGSTREE HEARING ENDS

Former co-owner testifies he sold out because of Walker

FCC Chairman Newton N. Minow's road shows may be in for further bookings judging by the big local box office response to the license renewal hearing of WDKD held in Kingstree, S.C. (BROADCASTING, June 5).

The last day of the hearing was held last Monday in a tiny room in the basement of the post office which can accommodate about 20 people. The adjoining room was crowded and the people there craned their necks to the open door. About 12 people stood in the corridor outside. In the room there was the hum of tv film cameras as WBTW (TV) Florence, S.C., and WCSC-TV Charleston, S.C., filmed portions of the proceeding for local newscasts.

Marion L. Few, half-owner of WDKD until 1956 and now operating a finance and loan company, testified that eight months before he sold his interest in the station he had fired Charlie Walker, the disc jockey whose allegedly off-color remarks precipitated the hearing. He said that Mr. Walker was back at work the next day however.

Mr. Few said his partner, E. G. Robinson Jr., the present licensee, had said many times that Charlie Walker was "an important business asset." Mr. Few claimed he had sold his interest because he was determined Mr. Walker would not be on the station and that Mr. Robinson was equally determined that he would.

Misunderstanding ▪ Mr. Robinson, recalled to the stand later, said he had talked to Mr. Walker at that time and that the announcer said he and Mr. Few had had a misunderstanding. "I said 'Mr. Few owns 50% of this business and you straighten out your differences with him' " Mr. Robinson related.

Carroll Godwin, chief announcer of WCSC-TV Charleston and formerly with WDKD, said he had received mail from listeners complaining of Mr. Walker's off-color remarks. Mr. Walker was returning from Army service and the letters requested he not resume as announcer of the hymn-time program.

"Did they suggest Charlie Walker used language suggestive or susceptible to double meaning?" asked FCC attorney P. W. Valicenti.

"I believe the word they used was 'filthy' " Mr. Godwin replied.

E. A. Kraemer, manager of Sears, Roebuck in Florence, S.C., said he had cancelled his spots on WDKD because of Mr. Walker's remarks and because of ad libs at the end of Sears' announcements.

The Walker show was considered by area broadcasters to be "degrading to the radio industry," according to Edward L. B. Osborne, president and general manager of WBCU Union and WAGS Bishopville and 1960 president of the South Carolina Broadcasters Assn.

"Walkerisms" ▪ Examples of "Walkerisms" (a phrase coined by WDKD's attorney, Mrs. Lenore Ehrig) were introduced into the record as excerpts of the tapes made by WJOT Lake City, S.C.

- "I seen something last night that I wanted. I wasn't too bashful to go get it, I was just too smart. She had her husband with her . . ."
- "I used to go out with a gal cause she had plenty of loving but now I go out with her 'cause she's got plenty of patience."
- "It is you give me barbecued ice water and a green-eyed gal and I can go hard."
- Noise distortion is the "scientific word for happy horse crud."
- "I can remember when I was a single boy. It is that my britches used to be wrinkled all the time too, but the reason my britches was wrinkled when I was single is because gals was always sitting on my lap . . . Man, times do change. Now what I got in 'em's wrinkled."
- "She don't mind marrying a stick of dynamite if he's got a long fuse."

At the conclusion of the hearing on Monday, FCC Examiner Thomas H. Donahue commended the attorneys on both sides for their conduct of the hearing. "It was not an easy case to try," he added.

Harris hears bill on agency ethics

Chairman Oren Harris (D-Ark.) of the House Commerce Committee opened a four-day hearing on his ethics bill (HR 14) for regulatory agencies last week with the observation that it "is one of the most important—if not the most important—pieces of legislation to be considered by this committee."

During the first three days of the hearing, spokesmen for the Civil Aeronautics Board, the Federal Power Commission, the Interstate Commerce Commission, the Securities and Exchange Commission and the Federal Trade Commission indicated they agreed. They endorsed the bills objectives though all had some reservations and suggested changes. The FCC was scheduled Friday (see AT DEADLINE).

The bill, an outgrowth of the old House Oversight Subcommittee's investigation of the FCC and other regulatory agencies, would ban backdoor influences and *ex parte* communications and create a code of ethics for the agencies and those who appear before them.

Inquiries about the status of pending cases would be permitted but the commissions could disqualify parties who try to make off-the-record contacts with members or employes. Certain violations would be punishable by up to one year's imprisonment and a $10,000 fine or both.

Rep. Harris during the hearings last week asked agency chairmen and general counsel to meet with him after the hearings to make the bill palatable to all agencies.

The seriousness with which Rep. Harris views the situation his bill is designed to treat was underlined in his opening remarks. "There's a job to be done here," he said, "but we can't go overboard to the point where orderly administration of agencies is affected."

He said the problem of reconciling the commissions' need for "judicial aloofness" with their need for gathering information is "vexatious." But unless steps are taken to solve it, he added, the agencies are bound—in the future as in the past—to be rocked by periodic scandals.

The bill is identical to one approved by the Commerce Committee in the last Congress. That measure never reached a floor vote.

'Consultative' hearing set by antitrust group

FCC Chairman Newton N. Minow and Lee Loevinger, chief of the Justice Dept.'s antitrust division, will appear before the House Antitrust Subcommittee in a "consultative" hearing on Wednesday and Thursday June 14-15.

The congressional group, headed by Rep. Emanuel Celler (D-N.Y.), wants to learn what the commission and Justice have done to carry out recommendations contained in the subcommittee's 1957 report on the television industry.

The report dealt with the uhf problem and competitive tv, option time, long-term talent contracts, antitrust implications of multiple ownership, affiliate agreements, network must-buy and programming practices, music contracts and BMI, program tie-ins, AT&T line charges, network ownership of programs, the Westinghouse-NBC station swap and commission ethics.

The subcommittee will also discuss another of its reports with Messrs. Minow and Loevinger—one on the Justice Dept.'s consent-decree program. Issued in 1959, it is concerned mainly with the American Telephone & Telegraph Co.



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7-COUNTY PULSE REPORT

KALAMAZOO-BATTLE CREEK AREA — JULY, 1960

SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	29	19	9
12 NOON - 6 P.M.	28	17	8
6 P.M. - 12 MIDNIGHT	32	17	8

**Largest cheese ever made was 13 ft. in circumference, weighing 1,474 lbs., in 1849.*

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For example, Pulse (see left) gives WKZO Radio an average of *73% more listeners* than Station 'B' during 360 quarter hours surveyed, 6 a.m.-Midnight, Monday through Friday.

WKZO Radio gives you effective coverage of one of America's fastest growing markets in the areas of personal income and retail sales. Get all the facts on WKZO Radio — the leadership station in Greater Western Michigan — from Avery-Knodel.

AM - TV - FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

Moulder unit okays $25 million for etv

HARRIS SUPPORT ENHANCES BILL'S CHANCES ON FLOOR

A federal subsidy for educational television was a step closer to reality last week. The House Communications Subcommittee, headed by Rep. Morgan Moulder (D-Mo.), approved a bill to appropriate $25,250,000 in matching funds to the states for preparation of etv plans and acquisition and installation of transmission equipment.

The bill (HR 132), an amended version of one introduced by Rep. Kenneth Roberts (D-Ala.), is expected to get prompt and favorable consideration by the full Commerce Committee. It also stands a good chance of getting through the House. Chairman Oren Harris (D-Ark.) of the Commerce Committee is reported ready to give it full support.

The bill would amend the Communications Act but puts the etv program under the administration of the U.S. Commissioner of Education. He would decide whether to approve applications for funds and how much would be granted to a maximum of $1 million for a state. His decisions would be based on availability of etv channels, the location of existing etv stations and on population density.

Amended by the subcommittee to include the views of the Dept. of Health, Education & Welfare, the Roberts bill differs in important respects from the etv bill (S 205) already passed by the Senate (BROADCASTING, March 27).

The Senate bill, authored by Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee and identical to bills passed by the Senate in the two previous Congresses, would authorize a total appropriation of $51 million, up to $1 million for each state, and requires no state matching funds. It provides no funds for planning.

Bill's Provisions ▪ The Robert's bill would make up to $1 million in construction funds available to a state, but requires the recipient state to match the federal grant dollar for dollar. Secretary Ribicoff has expressed the view that only a minority of the states would require the maximum in federal aid on a matching-funds basis. The bill would also provide each state up to $10,000 for surveys and planning, again on a maching basis.

HEW Secretary Abraham A. Ribicoff strongly endorsed the matching-funds and etv-planning provisions, which were in the original Roberts bill, in his appearance before the Communications Subcommittee last month (BROADCASTING, May 22). Under the Roberts bill, funds would be provided for the acquisition and installation of such equipment, as towers, microwave equipment, boosters, translators, repeaters, mobile equipment, and video recording devices, but not structures to house stations. The deadline for applying for the grants would be July 1, 1965.

Other key provisions, which reflect the thoughts expressed by Secretary Ribicoff in his testimony, would permit states to cooperate in planning interstate or regional etv facilities and allow for grants on a project-by-project basis, rather than state-by-state.

The Commissioner of Education, who would administer the federal aid program under the bill, would be required to base his decision on granting funds and "the amount of such grants" on criterial and priorities designed to achieve:

- Prompt and effective use of all remaining etv channels. (Of the 268 channels set aside for etv, 54 are in use.)
- Equitable geographic distribution of etv facilities.
- Establishing etv facilities "which will serve the greatest number of persons . . . and which are adaptable to the broadest educational uses."

The bill would also permit the federal government to recover a portion of the funds it grants a state if, within 10 years after completion of a federally subsidized project, the agency or institution receiving the funds ceases to function or the facilities no longer are used for educational television.

THE MINOW MIND

He gives views on networks, free time, diversification

Newton N. Minow, the outspoken chairman of the FCC, spoke out again last week. Before a luncheon meeting of the Woman's National Democratic Club in Washington, he said:

- That radio-tv networks and stations should be required to provide free time for political candidates on the national, state and local levels.
- That the FCC should have the authority to regulate certain network practices, such as balanced programming.
- That newspaper ownership of radio-tv stations in certain markets is a "matter of grave concern" and destroys the whole concept of freedom in the dissemination of information.
- That the FCC has never censored programming and never will but licensees will be held strictly accountable for their promises.
- That the most serious long-range problem facing the commission is space communications.
- That children's tv shows are "such a waste."

"I can't see why broadcasters should profit from carrying political discussions," Chairman Minow told the Democratic women during the featured panel discussion. "I personally think there should be mandatory free time. They [stations] should have just compensation for out-of-pocket expense incurred in such programs."

Mr. Minow said that he has no fixed ideas on how much free time should be required and admitted he probably does not have the support of a majority of the commissioners.

FCC, FTC money bill ratified by House

The House passed the independent offices appropriations bill last week which included $12.4 million for fiscal 1962 operations of the FCC and $10 million for the Federal Trade Commission. The FCC appropriation represents an increase of $611,000 over the amount appropriated for the current fiscal year ending June 30, but is $125,000 less than the figure asked by the President.

An accompanying report from the Appropriations Committee noted that the increase will permit the addition of 50 employes with at least 20 for the Broadcast Bureau. The report also urged the FCC to hire three additional hearing examiners.

The Trade Commission received a whopping increase of $1.99 million over its fiscal 1961 appropriation from the House. Of 230 new employes authorized. 10 are to be hearing examiners and over 60 are to be added to the agency's compliance division.

The measure now goes to the Senate for further action. Hearings are scheduled to begin on the House-passed USIA fiscal 1962 appropriation of $134.7 million before a Senate subcommittee June 20 (BROADCASTING, June 5).

Payola deadline extended

At the request of the Motion Picture Assn. of America, the FCC last week granted interested parties an additional 10 days to comment on rulemaking to outlaw payola on radio and tv. Comments originally were due today (Monday); the new deadline is June 22, and for replies, July 3.

The rulemaking would implement Sec. 317 of the Communications Act. as revised by Congress last summer, and a new Sec. 508. The proposed rules (Docket 14094) extend commission authority to cover feature-length motion pictures produced after Sept. 13, 1960. They require announcements in cases where any payment of money or other valuable considerations were made in return for product mentions.

NAB last week asked for an exten-

sion of the present June 19 deadline for comments on a related rulemaking (Docket 14119) which requires that identifying announcements be aired if any broadcaster has an interest in a product which is promoted on his own radio-tv facilities or network. NAB, in asking that comments be accepted until July 10, said some of the plugola exsamples cited by the commission contain inconsistencies and are subject to multiple interpretations.

Sale of WJPB-TV stock may be approved again

The sale of 50% of WJPB-TV Weston, W. Va., by J. B. Beacom to Thomas P. Johnson (47.5%) and George W. Eby (2.5%) looks as if it is going to be approved. The FCC last week issued instructions to its staff to prepare papers affirming the transaction, originally approved in February 1960. This was protested by WBOY-TV Clarksburg, W. Va., and the earlier approval was set aside. In the hearing the commission looked also into allegations of unauthorized transfer of control. This was based on the transfer early in 1960 of 36.74% to Mr. Johnson and 3.01% to Mr. Eby. An initial decision favored re-approval of the 50% transfer (BROADCASTING, March 6). Last week's action is subject to a final FCC vote.

MST OPPOSES DEINTERMIXTURE PLEA

Association's filing reflects alerted policy

The Assn. of Maximum Service Telecasters and several individual tv stations filed comments with the FCC last week opposing a petition by the Committee for Competitive Tv urging that the commission move rapidly on deintermixture.

Specifically, CCT asked that the following nine markets be made all uhf through the deletion of existing vhf allocations (BROADCASTING, May 8): Montgomery, Ala.; Hartford, Conn.; Champaign-Urbana, Ill.; Evansville, Ind.; Binghamton, N. Y.; Erie, Pa.; Lancaster - Harrisburg - York - Lebanon, Pa.; Columbia, S. C., and Madison, Wis.

MST maintained the CCT petition should be dismissed without consideration for "substantial and material failure" to comply with commission rules. If not dismissed, it should be denied because the petition does not contain a single fact to support its contentions.

The MST comment represents a departure from the past policy of the association, which heretofore has limited itself primarily in FCC proceedings to proposals which would result in a breakdown of mileage separations. In replying to CCT, MST came out strongly against deintermixture as "wholly inconsistent with . . . a sound approach to tv allocations in the public interest. . . . MST requests that the commission otherwise not give any further consideration to deintermixture as a policy . . ."

According to MST, deintermixture would deprive the public of existing wide-area service; waste valuable vhf frequencies; weaken vhf; and "would advance private interests at the expense of the public interest."

Also opposing the CCT proposal were ch. 6 WNOK-TV Columbia, S. C.; Ch. 3 WISC-TV Madison, Wis., ch. 8 WGAL-TV Lancaster, Pa., ch. 3 WCIA (TV) Champaign, Ill.; ch. 3 WTIC-TV Hartford, Conn.; ch. 10 WIS-TV Columbia, S. C.; ch. 12 WSFA-TV Montgomery Ala., and the Triangle stations. Ch. 40 WINR-TV Binghamton, which has asked the FCC to assign ch. 4 there, said the commission should act with haste to make Binghamton either all vhf or all uhf.

In a separate rulemaking, MST and ch. 3 WRGP-TV Chattanooga, Tenn., opposed a petition by Voice of Dixie Inc. asking that ch. 3 be allocated to Birmingham. Both pointed out that such an assignment would result in short separations from WRGP-TV and co-channel WRBL-TV Columbus, Ga.



EVERYBODY'S IN FCC ACT

Sen. Pastore introduces bill; Rep. Harris sets hearings; House showdown on Kennedy plan seen

FCC reorganization developments popped all over Capitol Hill last week.

Chairman Oren Harris (D-Ark.) of the House Commerce Committee announced he will hold a subcommittee hearing this week on his bill (HR 7333) to permit the commission to delegate all of its functions and to eliminate the mandatory right of review in FCC cases. On the Senate side, Sen. John O. Pastore (D-R. I.) introduced a similar reorganization measure he said was drafted "with the full cooperation" of the FCC.

And on the House floor Thursday, Rep. H. R. Gross (R-Iowa) created a flurry of excitement when he unexpectedly sought to call up the President's FCC reorganization plan for a vote. Since the matter had not been scheduled, the House shouted his motion down, with even the House Republican leadership voting against him.

The independently-acting Iowan, however, succeeded in eliciting a promise from Rep. Harris and Rep. William L. Dawson (D-Ill.), chairman of the House Government Operations Committee, that they'll seek a House vote on the plan this week. With the House leadership opposed to the plan and Rep. Dawson's committee having recommended its rejection, its defeat is considered almost certain.

The hearing on Rep. Harris' bill will be held Tuesday, Wednesday and Thursday, by his Regulatory Agencies Subcommittee. The FCC and Leonard Marks, former head of the Federal Communications Bar Assn., were the only witnesses listed at week's end.

New One ▪ The latest entry in the FCC-reorganization derby, the Pastore bill (S 2034), has three main sections which resemble key features in both the Harris bill and the President's plan.

- It would permit the commission to delegate all functions, including those involving adjudicatory matters.
- It would eliminate litigants' right to mandatory review by the full commission.
- It would abolish the commission's opinions and review staff.

But in two respects the Pastore bill goes farther than the Harris measure in meeting objections of those who opposed the President's plan.

1. It says nothing about transferring to the chairman the power to assign commission personnel to tasks. The Harris bill would authorize the chairman to assign work to anyone except the commissioners. The President's plan, which has been denounced on the ground that it would grant the chairman unwarranted power, excludes no one from this authority to assign work.

2. Although eliminating the right to mandatory review, the Pastore bill would permit litigants in adjudicatory cases to file exceptions which either the commission or the staff member to whom the matter had been referred would be required to pass on.

Neither the President's plan nor the FCBA, as well as several members of the FCC, opposed the President's plan because it lacked such a feature.

Free Advisors ▪ Both the Harris and and Pastore bills, however, go further than the President's plan in one respect. They would eliminate a section of the Communication Act which prohibits the commission from consulting, in adjudicatory matters, with the offices of the general counsel, chief engineer or chief accountant. Only those staff members who actually engaged in the preparation of a case would still be prevented from discussing such cases with the commission.

Commissioners have complained about the present prohibition ever since it was written into the Communicaions Act in 1952. They feel it denies them the staff assistance they need.

Sen. Pastore said his bill was worked out with "the full cooperation of the commission and has the agreement of all seven commissioners." During a hearing on the President's plan before his Communications Subcommittee last month, Sen. Pastore had requested the commission to present a reorganization measure all its members could support (BROADCASTING, May 29).

Sarnoff urges relief from Sec. 315 'yoke'

NBC Board Chairman Robert Sarnoff appealed to a Senate Subcommittee last Friday (June 9) to remove the "equal time yoke . . . across the political board" and at the same time hit "discriminatory" proposals which would require broadcasters to give political candidates free time.

In a statement prepared for delivery before the Subcommittee on Privileges & Elections of the Senate Rules & Administration Committee, Mr. Sarnoff urged Congress to take immediate action on outright repeal of Sec. 315 of the Communications Act. The subcommittee began a second round of hearings Friday on several bills relating to all phases of politicking.

The NBC chairman said that Sec. 315 represents the barrier which prevents radio and tv from making the most effective contribution possible toward political campaigns. Equal time requirements should be repealed immediately, he said, so that the American people who will be going to the polls several times before the next presidential election can have candidates and issues presented to them as effectively as possible "untrammeled by needless restraints."

Broadcasters demonstrated during the 1960 suspension of Sec. 315 for the presidential campaign that benefits to be derived from outright repeal are not just conjecture, Mr. Sarnoff said. "The equal time restriction should be lifted across the political board so that the debate technique may be applied, along with other expanded broadcast coverage, to any election for public office," he stated. Mr. Sarnoff renewed his pledge, made last fall, that NBC-owned stations will seek out candidates in local and state elections for debates.

Discrimination ▪ The purchase of time is only one of many costly campaign expenses, Mr. Sarnoff said, in attacking proposals to require free time for candidates. To discriminate against broadcasting on the grounds stations use the public airwaves and are licensed by the FCC cannot be justified, he maintained. "What would be expropriated is the use of costly facilities, manpower and other resources representing the investment and expense that have created a service where none existed before."

KTTV comments to FCC on L. A. etv problem

KTTV (TV) Los Angeles last week suggested that the seven commercial vhf stations in that city join forces to raise funds to purchase one of the seven outlets at a fair market price—for conversion into an educational tv station.

Until this could be accomplished, the *Los Angeles Times-Mirror's* KTTV said, the seven area stations should alternate in devoting a day's broadcasting time to etv. KTTV's views were presented to the FCC in the latter's inquiry into methods by which a vhf channel in Los Angeles and New York could be made available to etv. Deadline for commenting on the proposal has been extended to July 6 (BROADCASTING, June 5).

The station urged the commission to take steps to encourage negotiations between one of the Los Angeles stations and an educational group capable and ready to buy at a fair market price. This could be done, KTTV said, through FCC assurances that sale negotiations would not prejudice the existing licensee's right to retain his license and a promise not to delay any proposed transfers by reason of the pendency of the present inquiry.



The Third Degree of a Buyer of Time*

Special Report to Broadcasters: Under questioning, subject admitted holding such varied titles as Time Buyer, Media Director, Account Executive or Space Buyer in advertising agencies, Sales Manager, Sales Promotion Director or Advertising Manager in advertiser companies.

Most Significant: Confesses to handling in 1960 an average of $287,341 in Spot Radio, $922,426 in Spot TV as an agency man. Also has a 1960 record of handling an average of $119,154 in Spot Radio, $348,399 in Spot TV as an advertiser. Says he will probably spend as much or more in '61.

Recommendation: A campaign to tap this Buying Power concentrating on those who buy or influence the purchase of advertising in Media/scope.

*Editor's Note: *"A Buyer of Time" is a collective designation here for Media/scope readers who buy time, regardless of title or position in agency or advertiser company. Among Media/scope agency readers alone, 73% buy Spot Radio Time and 65% buy Spot TV Time.* ***"The Buying Power of the Media/scope Audience,"****—a study conducted by Market Facts, Inc.—clearly delineates these and other facts such as what media Media/scope readers buy; how much, in dollars, they buy; how involved they are in the various phases of the media-buying decision; what is the approximate size of their agency billings and advertiser appropriations; and how much media they will buy in 1961.*

For full information about this important study, write or call your nearest Media/scope office today.

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If it's in works, boss doesn't know it

KENNEDY DISMISSES NEWSPAPER OWNERSHIP QUERY

Attorney General Robert F. Kennedy told a group of newspaper editors and publishers last week he is not aware of any case under study at the Dept. of Justice looking toward the possible divestiture of radio or tv stations by newspaper owners.

The disclaimer came after questions were asked of Mr. Kennedy by delegates attending the second annual UPI Editors and Publishers Conference in Washington last week.

Mr. Kennedy said there is no policy against such joint ownership, but said facetiously that if anyone knows of any case where the antitrust law is being violated he should inform the Dept. of Justice.

The editors and publishers were told about such a "threat" earlier in the conference by Herbert G. Klein, editor of the *San Diego* (Calif.) *Union*. "The Justice Dept. has not started action to break up group ownership of newspapers and television," the news secretary to former Vice President Nixon said, "but it has not denied interest in the subject." This is the second time Mr. Klein has warned of such an impending action.

Censorship Threat ▪ Of major concern to the UPI delegates was the threat of censorship initiated by President Kennedy in his talk to newspaper publishers and editors last April.

This menace was stressed by both Mr. Klein and Sen. Barry Goldwater (R-Ariz.), who also spoke to the conference.

President Kennedy, however, told the conferees last week: "There is no proposal that the federal government or the national government take any action in that area."

Court reverses FCC in cut-off date case

You can't close the barn door if the horse belongs inside. This is what, in substance, the U.S. Court of Appeals in Washington ruled in a radio case last week involving the right of an applicant to be joined in a hearing for a new am station—even though his application was filed months after the cutoff date for new applications or amendments.

A unanimous three-judge court said that Ridge Radio Corp., applicant for 1350 kc at Windber, Pa., could not be denied its right to a hearing even though it filed its application almost three months after a Sept. 4, 1959 cutoff date.

The court emphasized that there was no way for Ridge to know that it had to meet the Sept. 4, 1959 deadline from the FCC notice of July 30, 1959. This listed 50 applications which the commission considered ready for processing by Sept. 5 of the same year. WKRZ Oil City, Pa., was one of these.

Early in January 1960, the FCC notified 39 applicants (of the 50 in the block announced July 30, 1959) that a hearing would have to be held. Among these was WKRZ, seeking an increase of power on its 1340 kc. Included in the hearing order was WCVF Connellsville, Pa., also seeking an increase in power on 1340 kc. WCVF had filed its application on August 25, 1959, well within the Sept. 4, 1959 cutoff date. Because WCVF was named a party in the hearing, the FCC found it necessary to also name as participants in the hearing the pending applications of Gosco Broadcasters and Windber Community Broadcasting System for 1350 kc at Windber. Gosco had been on file since May of 1959; Windber sice Sept. 4 of that year.

Ridge's request also to be included in this hearing was denied by the FCC on the ground it had filed its application after the deadline.

Ridge had no conflict with WKRZ, the court said, and therefore had no reason to meet the cutoff date. The notices of the cutoff procedure, the court said, must be clear enough to warn prospective applicants, or those already filed but who are contemplating amendments, that they must check not only the listed applications but also those pending with which they might be in conflict—unto the third, fourth and even fifth degree.

The FCC, spokesmen said, already has taken action to tighten up this oversight. All applicants and prospective applicants have been warned for the past nine months that they must check not only those applications in the cutoff list, but all pending applications which might be in conflict with a particular application on the list.

EQUIPMENT & ENGINEERING

PARAMOUNT UNVEILS COLOR TV SET

New unit boasts price 25% lower than present models

Add Paramount Pictures Corp. to a growing list of companies soon to bring out new color tv receivers on a mass distribution basis. Paramount, at its annual meeting June 6 in New York, demonstrated two prototypes of its own color sets, and announced that negotiations are underway to license one of three unidentified major tv set makers for commercial production, to start within a year.

Among the competitive advantages Paramount attributes to its single-gun tube color receiver: a price 25% below present starting prices (RCA's $495 set); a smaller size, and improved brightness for both color and black-and-white pictures.

The color tv development, Paramount's pay tv activities and its recent acquisition of 50% ownership in Talent Assoc. overshadowed the company's report on motion picture business, which Barney Balaban, president, was quick to say is "still basically the business" of Paramount.

Mr. Balaban told the large shareholder assemblage that dissatisfaction with results of Paramount's 1960 entry into production for television led to the association with the "truly professional and experienced" Talent Assoc. organization, which is headed by Alfred Levy and David Susskind. Mr. Susskind, in a brief talk to stockholders, said CBS-TV has accepted three new programs for the 1962-63 season. He said scripts and pilots for two one-hour shows and one half-hour show were authorized. Talent Assoc. last week completed the taping of *"The Power and The Glory,* a two-hour special scheduled for showing next season on CBS-TV.

In his report on Paramount's "pioneering" of pay tv, Mr. Balaban said that its wholly-owned subsidiary, International Telemeter Co., in September 1960 achieved the "phase 1" objective of about 6,000 subscribers at its large-scale experiment in Etobicoke, near Toronto, Canada. "Since then," he said, Telemeter has been developing a "good deal of basic information about various aspects of this new medium." He said the Etobicoke operation "does not offer a valid base for profit and loss determination.

Mr. Balaban said that even in Telemeter's early stage and with limited programming some trends are discernible. For example, the creation of a new audience of movie viewing via the home box office of pay tv. He remarked that the movie "Psycho" played on Telemeter fully two weeks after it had completed runs at both local theatres and yet was purchased by about 47% of the subscribers.

Paul Raibourn, Paramount vice

president, who unveiled the new color tv set, said the basic difference between Paramount's set and those now on the market is that the chromatic color selection in the Paramount set is "almost entirely made by electromagnetic voltages inside the tube and a single cathode ray gun is used." Sets presently on the market use three guns so related in space that the selection paths in the tubes, when adjusted by external components, reach the proper color, and, "sets so far offered for sale lack brightness."

For purposes of comparison, the Paramount sets were demonstrated on either side of a $309 Zenith black and white tv receiver. Mr. Raibourn said that the cost of the Paramount set would be between 1.7 to 1.9 times that of the Zenith set under production of 50,000 to 100,000 sets per year and under experienced mass production of 500,000 sets per year, costs could get down to 1.3 to 1.4 times the Zenith set. Autometric Corp., a Paramount subsidiary, produced the color units, using the Chromatic tube proposed some years ago by Dr. Ernest Lawrence.

General Electric and Zenith are other major companies to announce entry into color tv manufacture, with market distribution to start this fall.

Jerrold '60-'61 revenue totals $11.9 million

Operating revenues for the Jerrold Electronics Corp., Philadelphia, manufacturer of community tv system and other equipment, totaled $11,935,899 for the fiscal year ending Feb. 28, the firm reported last week. This is a 42% increase over the 1959-60 fiscal year revenues of $8,416,750.

Net income after taxes, including a special credit, amounted to $3,086,085 ($1.64 per share) on an average of 1,884,569 outstanding shares during the 1960-61 year. Of this, $2,837,212 ($1.51) represented net gain from the sale of Jerrold's nine catv systems last year (to H&B American Corp. for $5 million). Net income and a special credit after taxes in the 1959-60 fiscal year totaled $810,251 (67 cents per share); of which $283,656 (23 cents) represented non-recurring income.

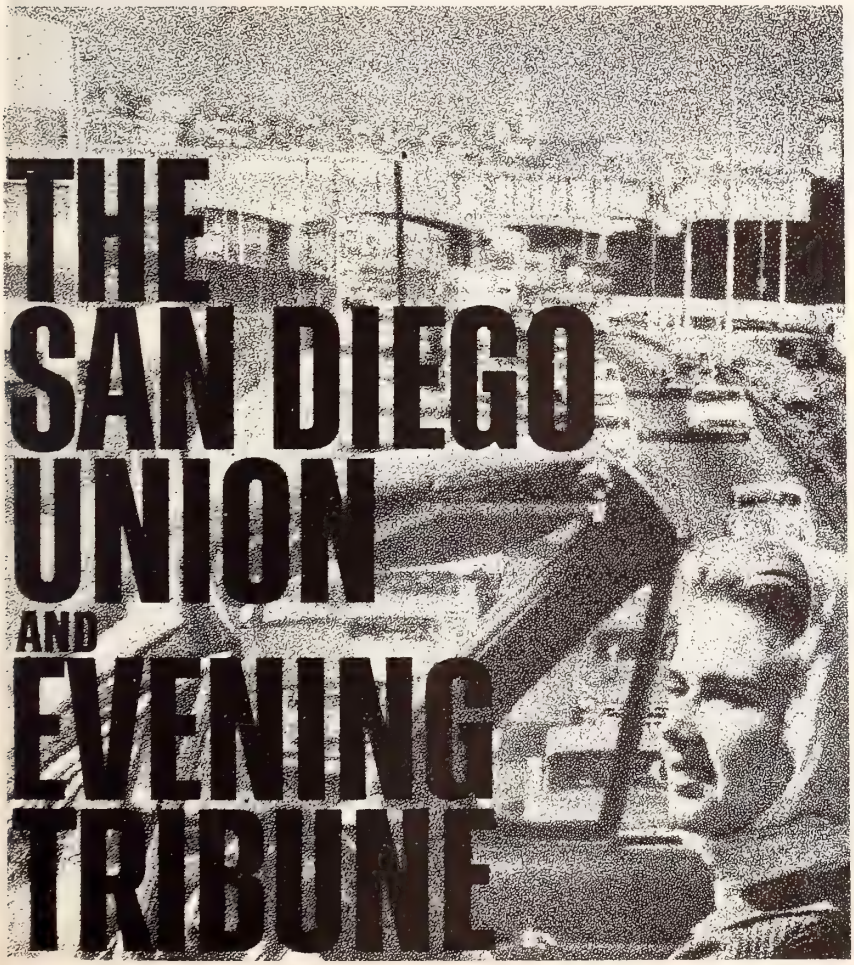
Technical topics...

Thin Man mike ▪ Electro-Voice Inc., Buchanan, Mich., has introduced its "Thin Man" mike, Model E-V652, a non-directional, voice-range microphone with a 24-inch semi-rigid neck. A one-eighth inch tubing allows freedom of movement for the microphone in all directions. It also is available with a 15-inch neck (Model 652A). Both models come complete with Model 300 stand adapter and 20-foot, three-conductor, rubber-jacketed broadcast cable.

Explosion ▪ The microwave terminal of the Kimball (Neb.) community tv system at Dallas was destroyed by the explosion of propane gas tanks May 19, but now is operating again, Collins Radio Co. reported last week. Collins' Texas division promptly shipped new three-channel terminal facility that was installed and operating May 30.

New dimmer ▪ Kliegl Bros. Co., 321 W. 50 St. New York, has announced UL approval and availability of SCR dimmers in 4, 5 and 6-kw capacities, and 3, 10 and 12-kw models will be available in the near future. The dimmers, suitable for use in theaters, auditoriums and studios, feature self-contained cooling fans.

New distributor ▪ Livingston Audio Products Corp., Caldwell, N. J., has become the sole distributor of the Livingeston tape line. A new catalog emphasizing its 4-track "100 Minute Series" is available. For information write: Livingston Audio Products Corp., 147 Roseland Ave., Caldwell, N. J.



NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

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The San Diego Union
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Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

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New competition for late movies and 'Paar'

WESTINGHOUSE'S 'PM EAST' & 'PM WEST' BEGIN

Westinghouse Broadcasting Co.'s two-in-one answer to late-night movies, the *Jack Paar Show* and the constant call for imaginative programming will be launched tonight (June 12). It's tape syndication's biggest venture to date, a pair of companion programs totaling 90 minutes a night, five nights a week, and they're starting on the five Westinghouse tv stations and four others thus far committed on a syndication basis.

Donald H. McGannon, WBC president, expects that the total lineup for the programs may not exceed 10 or 15 top-market stations outside the WBC group—not because the programming lacks appeal but because tape, as yet, lacks the flexibility to make wholesale syndication practical. He estimates that the cost of tapes for 15 stations, including WBC's five, will come to about $125,000 a year when the expenses of duplication, packaging, transportation, return transportation and inspection are all added up.

The programs, to be presented back-to-back in late evening time Monday through Friday, are *PM East* and *PM West*. Mike Wallace is host of *PM East* and Joyce Davidson is feature editor. The program originates in New York, is 60 minutes long and runs to interviews with both name and little-known personalities, panel discussions, on-location features and similar treatments of so-called "idea subjects." Terrence O'Flaherty, syndicated tv columnist of the *San Francisco Chronicle*, is host on the 30-minute *PM West*, which originates in San Francisco and will deal chiefly with places, personalities and performances by entertainers.

Dick Pack, WBC programming vice president, describes the shows this way: *PM East* explores a single theme each night via performing talent, roundtable discussion, interview, remote segments on location and prepared narrative. *PM West* investigates the sight and sound of San Francisco, its folkways, its color, its pioneer spirit, its emergence as America's most exciting city.

Thoroughly Planned ▪ "Both programs are about people, famous and obscure but all interesting to the viewer. Except for the actual texts of the interview and discussion segments, the twin shows are thoroughly planned, designed for intimacy between studio and home. There are no orchestral cues and fanfares, no studio audience, no stage setting to raise a barrier between the one or two faces on the tv screen and the other half of the conversation, the home viewer."

Messrs. McGannon, Pack and associates do not regard the two *PMs* as signifying either dissatisfaction with feature films (which they replace on the WBC stations) or desire to compete with NBC-TV's *Jack Paar*.

Mr. McGannon estimates that through existing libraries and new purchases the WBC stations could have continued with feature films in these late-night periods for a "reasonable" distance into the future—probably 18 to 24 months. But he says WBC also realized that "sooner or later" it would have to face the problem of finding new programming—"and we'd rather do it sooner, when we have the luxury of time in which to work on it, than later when we wouldn't."

In addition, he said, WBC felt that

COLORCASTING

Here are the next 10 days of network color shows (al ltimes are EDT).

NBC-TV

June 12-16, 19-21 (10:30 a.m.) **Play Your Hunch,** part.

June 12-16, 19-21 (11-11:30 a.m. **The Price is Right,** part.

June 12-16, 19-21 (12:30-12:55 p.m.) **It Could Be You,** part.

June 12-16, 19-21 (2-2:30 p.m.) **The Jan Murray Show,** part.

June 12-16, 19-21 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

June 12, 19 (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newell.

June 13 (10-11 p.m.) **Tv Guide Award Show,** Lever Bros. Lipton Div. through BBDO.

June 14, 21 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather, Speidel through Norman, Craig & Kummel.

June 14, 21 (10-1030 p.m.) **It Could Be You,** Procter & Gamble through Benton & Bowles.

June 15 (930-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

June 16 (8:30-9 p.m.) **Five Star Jubilee,** Massey-Ferguson through Needham, Louis & Brorby.

June 17 (9:30-10 a.m.) **Pip the Piper,** General Mills through Dancer-Fitzgerald-Sample.

June 17 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

June 17 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

June 17 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

June 18 (6-6:30 p.m.) **Meet the Press,** co-op.

June 18 (7-8 p.m.) **The Shirley Temple Show,** Nabisco through Kenyon & Eckhardt.

June 18 (9-10 p.m.) **The Chevy Show** Chevrolet through Campbell-Ewald.

June 19 (10-11 p.m.) **The Accomplice,** Purex through Edward Weiss.





Appearing in the first week of WBC's new late-night shows will be sculptor Beniamino Bufano (l. picture) on the Wed., June 14 installment of 'PM West,' shown talking with host Terrence O'-Flaherty. On 'PM East' will be Pulitzer Prize winner Fred Cook (r. picture) who will be interviewed by Mike Wallace and feature editor Joyce Davidson.

this late-evening period offers both an opportunity and a challenge for the "innovation and creativity" essential to successful television programming today.

Refining and Building ▪ Thus WBC started work on finding and developing the format some 18 months ago and has been refining and building it since then. The programs are produced through a new subsidiary, WBC Productions Inc., under the overall supervision of Ben Park as executive producer. They are taped several weeks in advance (subject matter is "topical but not perishable"), for presentation on all stations at approximately the same time (11:15 p.m. on WBC stations).

In addition to the WBC stations—WBZ-TV Boston, KDKA-TV Pittsburgh, KYW-TV Cleveland, KPIX (TV) San Francisco and WJZ-TV Baltimore—there are, at the start Metropolitan Broadcasting Co.'s WNEW-TV New York at whose studios *PM East* is taped, and WTTG (TV) Washington, plus WGN-TV Chicago and KTTV (TV) Los Angeles. Officials said negotiations were in progress with close to 20 other major market stations and indicated some of these were nearing the point where they could be announced.

The programs represent an investment of more than $1 million a year but financial success is not dependent on syndication. Officials said they can be and if necessary will be continued on the five WBC stations alone at no more expense than is involved in programming the stations with feature films at the going rates for films.

The sales format calls for two 60-10-60 commercial insertions per half-hour —another factor which admittedly, along with the problems of duplicating and distributing tape, may tend to limit the extent of syndication. The commercial insertions provided in the tapes are fewer than the NAB Television Code permits, but WBC officials feel they permit a better "program flow" and yet enable the company to amortize its investment in the programs. It is the same sales format used by the WBC stations in programming feature films in this period.

Sales in *PM East* and *PM West* on the WBC stations are handled by TvAR, WBC-owned station representation firm. Sales in the programs on non-WBC stations are handled by those stations or their reps.

Show Participants ▪ Indicating the tone of the new series, the first week's program's include appearances by Admiral Chester Nimitz, author William L. Shirer, producer Otto Preminger, historian Lucius Beebe, singer Sam Cook, comedian Jonathan Winters, and actor Sterling Hayden.

Each *PM East* will be devoted to a different theme around which all of the evening's features will be built. The opening night's program has an "anthology" theme and will include a visit by Joyce Davidson first to a race track and then to the operator of a school who teaches how to bet on horse races; an interview with Sam Cook, who also performs on the program; a talk with the inventor of the round hot dog at Coney Island; an appearance and performance by the writers of "Bye Bye Birdie"; an interview with a wartime comrade of the man for whom the controversial John Birch Society was named (who says Birch would never have joined the society); interviews with and performances by a nght club act and a singer, and an interview with Mr. Shirer, author of *Rise and Fall of the Third Reich.*

The opening *PM West* tours San Francisco's Golden Gate Bridge, Fisherman's Wharf, Chinatown, Coit Tower and the famed cable cars, and visits author Barnaby Conrad, jockey Billy Pearson and his new art gallery, Adm. Nimitz, sculptor Beniamino Bufano, cartoonist George Lichty, philanthropist-historian Beebe, and other West Coast personalities.

CBS Films production shuts down in Hollywood

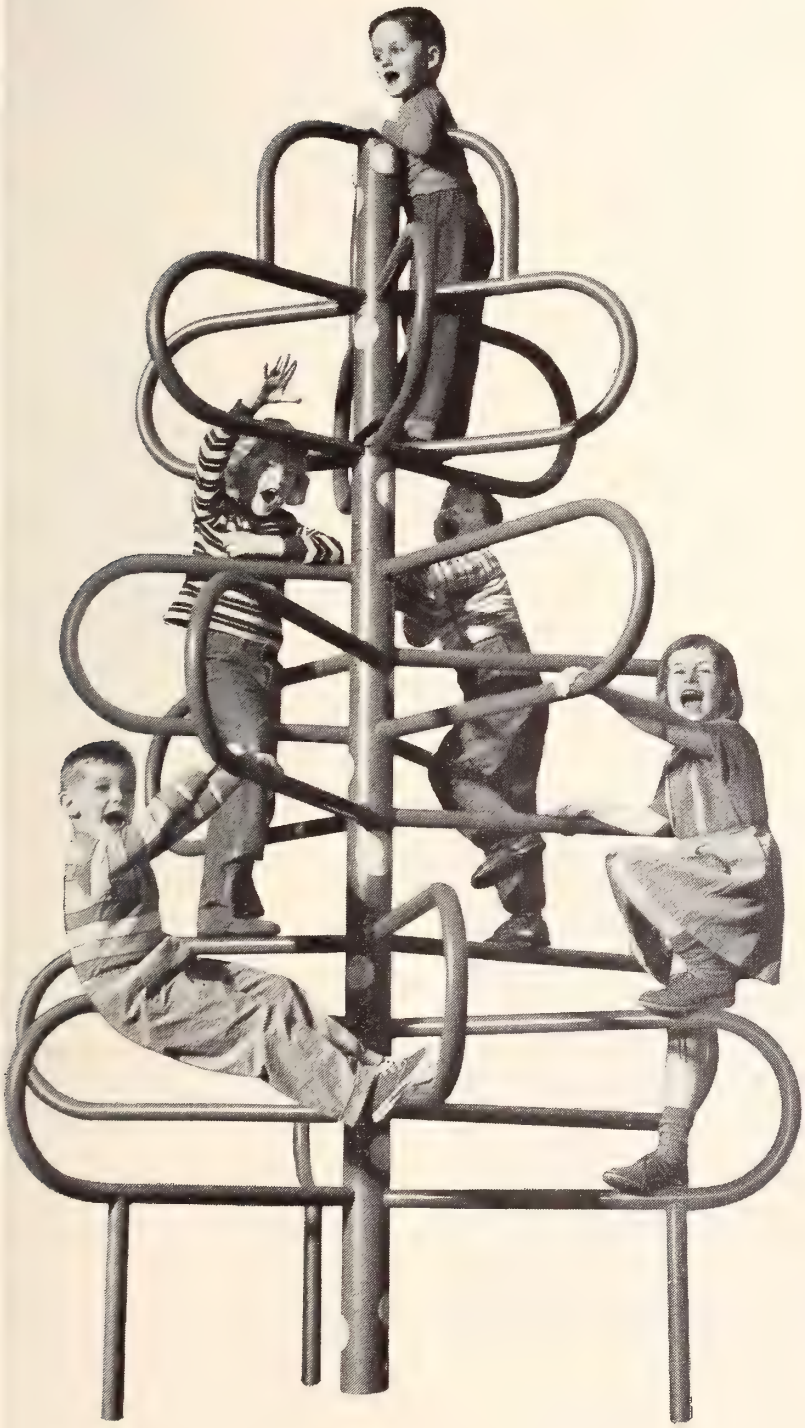
CBS Films has closed its Hollywood production offices and will now operate only as a representative and distributor of outside-produced pilots and series.

Merle S. Jones, president of CBS-TV Stations Division and CBS Films, said last week the shift in emphasis was made because of a change in the buying pattern of programs for network series. The market potential is not worth the capital risk in pilots, he said.

CBS Films had increasing difficulties this year in offering its pilots for sale to networks. It produced four pilots, and though they reportedly stimulated advertiser interest, none won network acceptance. The shows included Max Shulman's comedy *Daddy-O; Mister Doc,* starring Dean Jagger; *Russell,* a half-hour western; and *Baron Gus,* starring Ricardo Montalban. Each cost an estimated $70,000. An additional pilot, the *Bonnie Prudden Show,* is still being shown to agencies and advertisers.

In the new alignment, Robert F. Lewine, vice president in charge of CBS Films production, will continue to supervise programs. There reportedly will be personnel cutbacks in both New York and Hollywood offices, however.

The fifty billion dollar generation!



They're part of the "population explosion" you've read about.

In just 10 years, there will be some 30 million more Americans like them!

That's a big reason why you see huge new electric power plants going up all over the country. Giant power lines marching to the horizons.

And you'll be seeing more. An additional 50 billion dollars' worth in the next 10 years—built by the investor-owned electric light and power companies.

This is the way they meet their responsibility for power on a nation-wide scale. *Plenty* of power—for the increasing population—for the zooming needs of industry, farms, homes and defense.

A Preview of a More Powerful America

Studies of the nation's future power needs have been published in a new booklet, which outlines the building program that will provide more power to meet them. The coupon below will bring you a copy, without charge.



POWER COMPANIES
Room 1139-D
1271 Ave. of the Americas
New York 20, N. Y.

Please send me, without charge, the material checked below:

☐ "Power for Your Future"

☐ Names of companies that sponsor this message

Name_____
(Please print)

Address_____

City_____ Zone ___ State_____

Investor-Owned Electric Light and Power Companies | *Keep America Powerful*

New tv markets for good local programs

TRANS-LUX'S TAC TO OFFER MEMBERS BEST FROM OTHER STATIONS

Locally-produced television programs in cultural, informational and educational areas will be available to stations which join the newly-formed Television Affiliates Corp., New York, a tv subsidiary of the Trans-Lux Corp., New York [CLOSED CIRCUIT, June 5]. TAC hopes to deliver initial programs to stations by December 1961.

TAC's establishment was announced at a news conference last week by Richard Brandt and Richard Carlton, president and vice president, respectively, of Trans-Lux. Robert Weisberg, vice president of TAC, will head this operation.

The Criteria ▪ The programs to be offered to member stations, Mr. Brandt said, must meet these established criteria: (1) they must be cultural, informational and educational; (2) they must be of high quality; (3) they must be regional or national in scope of interest, and (4) they must conform to NAB code standards.

A broadcast advisory committee, which attended the news conference, has worked with TAC officials in setting up program standards and in establishing pricing policies. The committee consists of Richard Borel, director of tv at WBNS-TV Columbus, Ohio, and chairman of the CBS-TV Network Affiliates Assn.; Eldon Campbell, vice president and general manager, WFBM-TV Indianapolis; Roger Clipp, vice president and general manager, radio-tv division of Triangle Publications, Philadelphia; Jack Harris, vice president and general manager, KPRC-TV Houston; David Moore, president, Transcontinent Television Corp., A Louis Read, executive vice president and general manager, WDSU-TV New Orleans; Norman Louvau, president and general manager, KCPX-TV Salt Lake City.

TAC's objectives are to make "the best" locally-produced programs of a cultural, informational and educational nature available to stations throughout the country; help develop and encourage local production and writing talent, and help provide a balance in local programming.

TAC in the next three months, will screen local programs. It aims to collect a library of approximately 100 shows. From Sept. 1 to Dec. 1, TAC will conduct its membership drive and hopes to enroll approximately 100 stations.

'Keep Fees Low' ▪ Mr. Harris spoke briefly on behalf of the Broadcast Advisory Committee. He stressed that the committee has urged TAC to set membership fees as low as possible so a larger number of stations can afford the service. He said he feels there is a strong need for the type of programming TAC wants to make available and said members of the advisory committee are confident the project will be successful.



Present last week for the announcement of the establishment of Television Affiliates Corp. were (l to r) standing—Richard Carlton, vice president, Trans-Lux; Richard Brandt, president, Trans-Lux, and Robert Weisberg, vice president of TAC. Sitting are five members of TAC's seven-man broadcaster advisory committee: Richard Borel, WBNS-TV Columbus, Ohio; A. Louis Read, WDSU-TV New Orleans; Jack Harris, KPRC-TV Houston; Eldon Campbell, WFBM-TV Indianapolis, and Norman Louvau, KCPX-TV Salt Lake City. Committee members not shown are David Moore, Transcontinent Television Corp and Roger Clipp, radio and tv division, Triangle Publications.

Mr. Weisberg made it clear that TAC is owned by Trans-Lux—that no financial interest in the organization is held by member stations, though the cooperative effort will enable TAC members to obtain "quality" programs at "fair and equitable prices."

Mr. Weisberg explained that one station in each market will have exclusive rights to programs obtained through TAC, but a producing station need not be a member. A published price list will be distributed in about a month. but it was learned the annual membership fee will range from approximately $1,500 for smaller markets up to $18,000-$19,000 for the top markets. Member stations may use the programs at their discretion.

The outlets which provide programs to the TAC library will be designated "producing stations." They will receive payment from TAC, the amount depending on the length of the program, the number of performances it receives and the size of the markets in which it is carried.

TAC will receive a management service fee of about one-half of the 35% that most distributors charge for handling a program. For example, if TAC's revenues for a year are $200,000, TAC will be entitled to about $38,000, plus expenses for overhead, which officials say, will be "modest" at the outset. The remainder of the funds will be distributed to producing stations, based on the amount of revenue they have earned under the performance formula.

Headquarters for TAC will be at the home office of Trans-Lux at 625 Madison Ave., New York, N. Y. Trans-Lux, through various subsidiaries, distributes programs to tv stations and motion pictures to theatres. The company also owns and operates 10 motion picture theatres in New York, Boston, Philadelphia, Washington and Detroit.

UAA offers 32 post-'50 films

A new package of 32 motion picture features released in the late 1950s is being offered to stations and advertisers by United Artists Assoc. beginning today (June 12). The group—including seven in color—is made up of United Artists releases.

Titles include "Legend of the Lost," "Paris Holiday," "Paths of Glory," "Alexander the Great," and "Twelve Angry Men" with such stars as John Wayne, Sophia Loren, Bob Hope, Anita Ekberg, Claire Bloom, Frederic March, Kirk Douglas and Henry Fonda.



FOR THAT "LIVE" LOOK, TAPE IT...

on SCOTCH® BRAND Live-Action Video Tape!

"Real-life" *presence* is the new TV look achieved by today's commercials using "SCOTCH" BRAND Video Tape. Until now, the home-viewer's picture has been an ingenious compromise—an optical medium shown on an electronic screen.

Not so with tape! "SCOTCH" BRAND Video Tape offers complete compatibility of picture source and picture—both electronic—with a greatly expanded gray scale for gradual transitions from absolute black to absolute white. In addition, tape eliminates jitter, provides excellent sound quality and an "unlimited" number of special effects. It all adds up to cleaner, crisper originals of unsurpassed quality . . . with exceptional Video Tape duplicates and kines from master tapes.

Tape has many advantages—for advertiser, agency, producer. Playback is immediate, serious goofs can be remedied at once by retakes. Special effects are made instantaneously . . . no lab work and waiting. Costs are competitive, savings gratifying.

Tape is easy to work with, no mystery . . . talented specialists are available to help you. *Prove it to yourself!* Send your next TV storyboard to your local tape producer for an estimate that will surprise you —at no cost or obligation.



Write for the new brochure, "The Show is on Video Tape"—a case history of six commercial tapings. Enclose 25¢ to: 3M Co., Box 3500, St Paul 6, Minn.

"SCOTCH" is a registered trademark of 3M Company. © 1961, 3M Co.

MINNESOTA MINING AND MANUFACTURING COMPANY
. . . WHERE RESEARCH IS THE KEY TO TOMORROW
3M COMPANY

Temple movies in 21 markets

Eight Shirley Temple movies never shown on tv, being distributed by National Telefilm Assoc. as a "Shirley Temple Festival" package, have been sold in 21 markets since their announcement at the NAB convention, Berne Tabakin, NTA vice president, said last week. The stations include WABC-TV New York, WTAE (TV) Pittsburgh, WISH-TV Indianapolis, WTIC-TV Hartford, WTVJ (TV) Miami, Fla., WHEN-TV Syracuse, WGAN-TV Portland, Me., KLRJ-TV Las Vegas, WSM-TV Nashville, WBNS-TV Columbus, Ohio, WSB-TV Atlanta and WTMJ-TV Milwaukee.

NBC Radio sets specials

NBC Radio will supplement its regular news schedule with a series of quickly-produced, in-depth specials covering major world events. The "Instant News" programs, tailored specifically for radio and to be offered for sponsorship, will be introduced at the time of the next big news break.

The number and length of programs in the series will be determined by the nature and amount of news breaks during the year. It's expected at least 20 of the specials will be presented annually, with each one running 25 to 55 minutes.

The programs will be produced by NBC News and put on the air within hours after the event. No specific time periods will be set aside for the shows, although it's probable that most will be aired in nighttime hours. Indications are that if the news event warrants prolonged coverage, an open-end policy will prevail, with repeats broadcast at various times during the day.

The programs will employ NBC's worldwide news staff which will present on-the-scene reports and news analyses.

The overall responsibility for the project will vary, different producers and directors handling each special.

RPI signs 21 Canada outlets

Radio Press International, a voiced radio news service, has signed 21 independent Canadian stations as clients, Michael J. Minahan, RPI general manager, announced last week. RPI now serves 83 stations on the North American continent.

Mr. Minahan said the addition was made possible by the allegiance of RPI and Broadcast News Ltd., a Canadian radio-tv news wire service, which provides Radio Press International with its service. RPI's client list in Canada now stretches from St. Johns, Newfoundland, to Victoria, B. C.



Talent Assoc.-Paramount sets Truman series

Former President Harry S. Truman, flanked by Barney Balaban (l), president of Paramount Pictures, and David Susskind (r), vice president of Talent Assoc.-Paramount Ltd., announced at a news conference in New York last week that he will appear in a series of 26 one-hour, weekly tv programs dealing with major historic events of the time and of the years when he was President (CLOSED CIRCUIT, May 29, 1961).

The series, which is expected to cost more than $2.5 million, will be produced by Talent Assoc.-Paramount and Mr. Susskind. They hope to have them ready for televising by February, 1962. NBC-TV reportedly is interested in the series for a prime-time spot. Most of the profits will go to the Truman Library in Independence, Mo. (also see page 70).

Film sales...

Post '48 films (Screen Gems, N. Y.) sold to WBTV (TV) Charlotte, N. C.

Columbia Post '48 Feature Films (Screen Gems, N. Y.) now on 30 stations: Sold to WKRG-TV Mobile, Ala.

King of Diamonds (Ziv-UA): Sold to Rague Packing Co. along with Langie Fuel Service for WHEC-TV Rochester, N. Y.; Shell City Supermarket for WTVJ (TV) Miami; Galbreath Bakery Co. for WCYB-TV Bristol, Va., and to the following stations: WOI-TV Des Moines, Iowa; WCSC-TV Charleston, S. C.; WTIC-TV Hartford; KNTV (TV) San Jose, Calif. KFDX-TV Wichita Falls, Tex.; KOTA-TV Rapid City, S. D.; WDSU-TV New Orleans; KNOE-TV Monroe, La.; WOAI-TV San Antonio, Tex.; WBAP-TV Dallas and WKRG-TV Mobile, Ala. Now in 155 markets.

Ripcord (Ziv-UA): Sold to WAFB-TV Baton Rouge, La.; KSL-TV Salt Lake City; KXLY-TV Spokane; WGAN-TV Portland, Me.; WCTV (TV) Thomasville, Ga.-Tallahassee; KGHL-TV Billings, Mont.; KLFY-TV Lafayette, La.; KJEO (TV) Fresno, Calif. and KCSJ-TV Pueblo-Colorado Springs, Colo. Now in 61 markets.

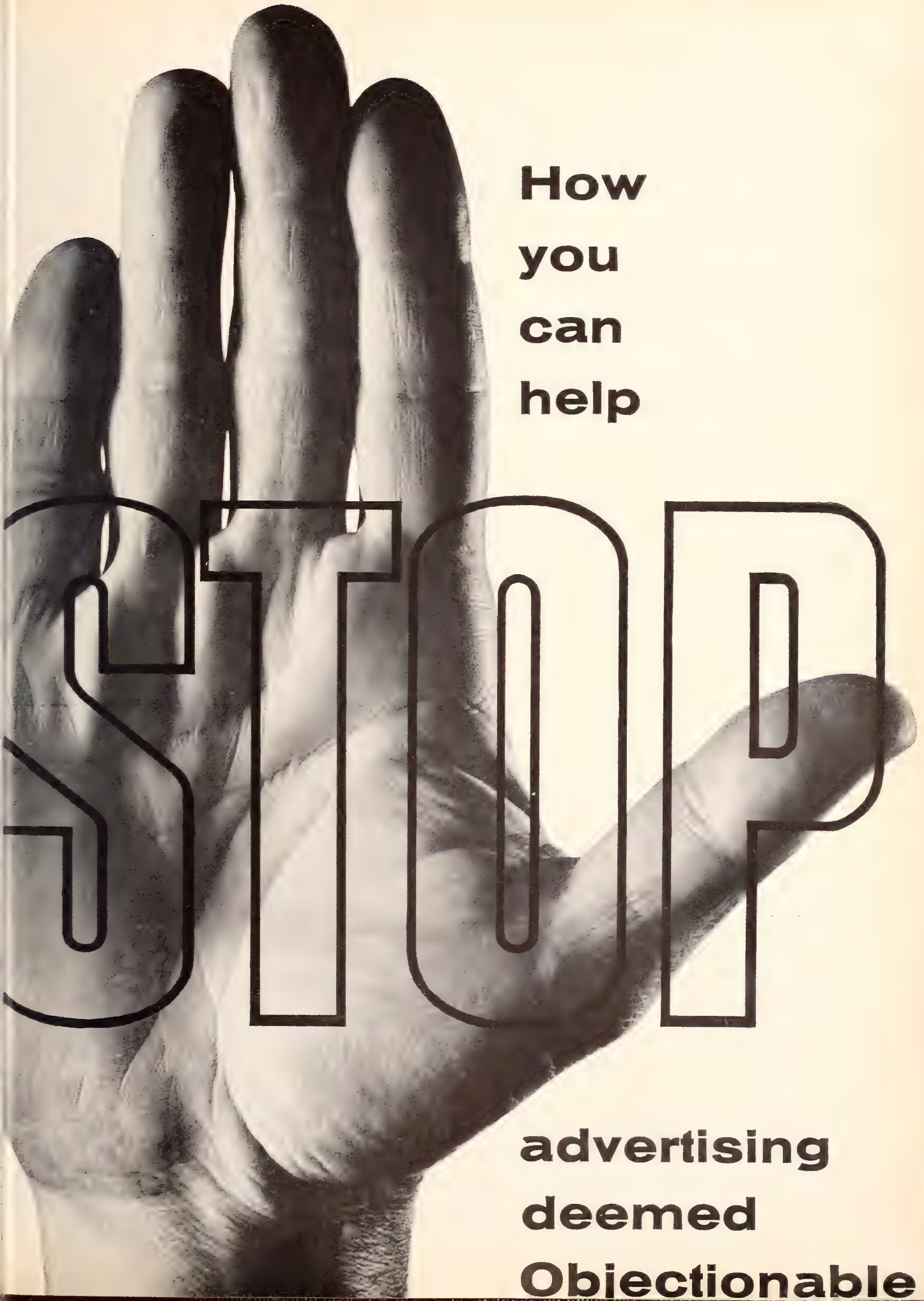
Program notes...

No future plans ▪ National Telefilm Assoc. reported last week there are no immediate plans for further production on *The Play of the Week* series, which won critical acclaim for many of its presentations during the past two years. Charles Glett, NTA president, said that prospects for new productions were "very remote." Re-runs of the taped series will continue to be distributed by NTA.

Seven Arts finances ▪ Seven Arts Productions Ltd., Toronto, reports a $1,090,212 loss in the fiscal year ended last Jan. 31. The loss was attributed mainly to the low earnings of Seven Arts' record company. Stockholders were advised that estimated profits (before taxes) for the first fiscal quarter of 1961 will be about $1.5 million, derived primarily from distribution of feature films to tv. Seven Arts distributes the Warner's *Post-50 Features*, with sales in the past year amounting to about $6 million.

New company ▪ Actress Carolyn Jones and her husband, Aaron Spelling, producer at Four Star Television, have formed Caron Productions as their own independent production company.

Convention coverage ▪ Resort Radio Productions, Atlantic City, N. J., is offering its services to radio stations seeking personalized coverage of the numerous conventions and activities to



How you can help STOP advertising deemed Objectionable

. . . In TV, radio and print

Through the Interchange of Opinion on Objectionable Advertising, every advertising man and woman can help reduce still further the small percentage of advertising which is harmful to advertising as a whole.

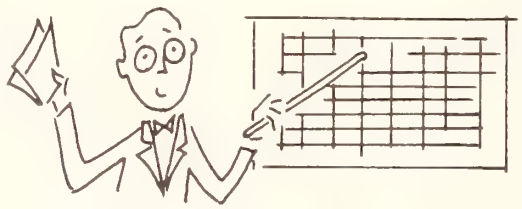
What Is The Problem?

From time to time, elements which are considered offensive and objectionable tend to creep into advertisements or commercials.

Cumulatively, these elements irritate people against advertising, impair their confidence in advertising as a whole and weaken the effectiveness of all advertising.

When advertising is "false" or "misleading," it is contrary to *law*. Such advertising is dealt with by government regulatory bodies and by the Better Business Bureaus.

But some advertising which is not *illegal* may be considered objectionable on the grounds of *taste and opinion*.



What Can Be Done About It?

One of the important industry efforts to discourage all objectionable aspects of advertising is the Copy Code shown in this folder.

The Copy Code is jointly sponsored by the American Association of Advertising Agencies (A.A.A.A.) and the Association of National Advertisers (A.N.A.), endorsed also by the Advertising Federation of America and by some of the media associations.

There is also a *continuing program* to deal with *specific criticisms* of advertising deemed to be in bad taste or otherwise harmful to advertising as a whole.

This is the INTERCHANGE OF OPINION ON OBJECTIONABLE ADVERTISING, operated by the A.N.A. - A.A.A.A. Committee for Improvement of Advertising Content.

The plan is described in this folder. You are invited to participate.

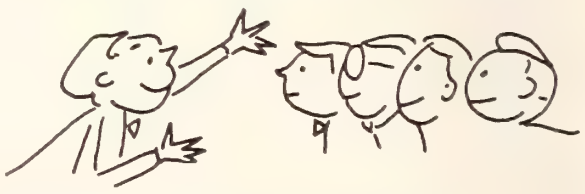


What Does The Interchange Cover?

The Interchange of Opinion is set up to deal with any national or regional agency-placed advertising considered harmful or potentially harmful to all advertising. For example:

Bad taste,
Suggestiveness,
Statements offensive to public decency,
Visual trickery,
Weasel wording,
Improper disparagement of other products or industries,
Derogation of advertising.

The Interchange deals essentially with questions of taste and opinion. It does not deal with the factual validity of claims as such, since the Committee does not have access to the facts. Hence, it does not attempt to duplicate the work of government regulatory bodies or the Better Business Bureaus in this area.



How Does The Interchange Work?

Through the Interchange, advertisers and agencies may make criticisms at any time, have the criticisms evaluated by a panel of advertiser and agency leaders and, if the panel considers the advertising objectionable, have their opinions registered with the *advertiser and the placing agency*.

Here Is How It Works:

1. Report your criticism of any objectionable advertising to the designated person in your organization – the official A.N.A. Member Representative, in the case of advertiser companies; the appointed "coordinator" or A.A.A.A. Official Contact, in the case of agencies.
2. Criticisms by advertisers or agencies are sent to the Secretary of the A.N.A.–A.A.A.A. Committee, c/o 420 Lexington Avenue, New York 17.
3. Those in the scope of the Interchange are sent without identification to the ten advertiser people and ten agency people who make up the A.N.A.–A.A.A.A. Committee.
4. Each member of the Committee is asked whether he considers any element in the advertisement to be objectionable; if so, what and why, and whether it is regarded as "serious."
5. If a majority of the Committee considers the advertising objectionable, the criticism and the Committee's votes and comments are sent concurrently to the advertiser and to the placing agency of record.
6. If a majority of the Committee regards the advertising as "seriously" objectionable, the advertiser and placing agency are *asked to take corrective action.* If within thirty days the advertiser and agency do not answer, or answer unsatisfactorily, the Committee will so notify the Boards of Directors of the A.N.A. and A.A.A.A.

The Committee vote is not reported to the complainant, since the Committee works in confidence with the advertiser and placing agency.

The Interchange is not censorship. It is helpful criticism and must rely on voluntary self-regulation. But it has helped to bring about a considerable number of improvements in advertising, many in campaigns having wide exposure.



What Can You Do?

Looking out for objectionable features in advertising is a job for each of us in advertising.

Through the Interchange of Opinion, *you* as an individual can help.

If you see or hear what you consider an objectionable commercial on television or radio, note the advertiser, the network or station, the date and time – enough to describe them accurately.

If you see an objectionable ad in print, tear it out or make a note of it.

Watch for objectionable advertisements on outdoor posters, carcards, and in other forms of advertising too, and make enough notes to describe them accurately.

Give your criticism to the person in your organization who has been appointed to forward complaints to the A.N.A.–A.A.A.A. Committee.

If you – an advertiser or a placing agency – receive a communication from the Committee, please consider it carefully. It may express a valuable point of view.

Your cooperation will help raise confidence in and acceptability of advertising still further in the minds of the public.

You strengthen your *own* advertising when you help to reduce objectionable advertising which is harmful to advertising as a whole.

COPY CODE

The following copy practices are disapproved in a code jointly adopted by the American Association of Advertising Agencies and the Association of National Advertisers, and also by the Advertising Federation of America:

a. False statements or misleading exaggerations.

b. Indirect misrepresentation of a product, or service, through distortion of details, or of their true perspective, either editorially or pictorially.

c. Statements or suggestions offensive to public decency.

d. Statements which tend to undermine an industry by attributing to its products, generally, faults and weaknesses true only of a few.

e. Price claims that are misleading.

f. Pseudoscientific advertising, including claims insufficiently supported by accepted authority, or that distort the true meaning or practicable application of a statement made by professional or scientific authority.

g. Testimonials which do not reflect the real choice of a competent witness.

The A.N.A.–A.A.A.A. Committee for Improvement of Advertising Content

Association of National Advertisers, Inc.

American Association of Advertising Agencies, Inc.

Address:
420 Lexington Avenue,
New York 17, N. Y.



be held in that city this summer. RRP features special beeper interviews, spot news coverage features and other services. More information is available from the company, 7 S. Cambridge Ave., Atlantic City, N. J.

New production company ▪ Skitch Henderson, tv, radio and concert personality; and Jack Grogan, president of Brass Dolphin Inc. (tv packager of *Golf Tip of the Day* and other shows) have formed Skitch Henderson Assoc., 146 E. 57 St., New York, a production company. The new firm will specialize in creating, writing, scoring and producing commercials, station ID's and sound tracks for tv, radio and films. Mr. Grogan will manage the company and at the same time continue to serve as chief officer of Brass Dolphin. Sales representative for Skitch Henderson Assoc. is Tv Marketeers Inc.

Official-Wolper project ▪ Official Films Inc., N. Y., has entered into a co-production agreement with producer David L. Wolper for a series of 39 half-hour films titled *Biography*, covering the life and times of noted figures in a wide range of activities. Mr. Wolper already has begun production in Hollywood on the first episode, which will relate the story of the late Fiorello H. La Guardia, mayor of New York City. Other subjects will be Franklin D. Roosevelt, Adolph Hitler, Benito Mussolini, Clark Gable, Gen. John J. Pershing, Woodrow Wilson and Gary Cooper. Mike Wallace has been signed to narrate the series.

Incompatibility splits HEC, NTA, says Leeds

Martin N. Leeds, president of Home Entertainment Co., has resigned as a board member of National Telefilm Assoc., at the same time terminating the affiliation of HEC with NTA, which had held distribution rights to the HEC pay tv equipment.

Mr. Leeds, who will continue as a special consultant to NTA, has set up new HEC offices at 9025 Wilshire Blvd., Beverly Hills, Calif. H. W. Sargent Jr., inventor of the HEC system of pay tv, continues as vice president. Rudy Petersdorf, formerly associated with Mr. Leeds at Desilu Productions where he was a member of the legal staff and where Mr. Leeds was executive vice president, is HEC's vice president in charge of business administration.

The break between HEC and NTA came because the association of a company producing and distributing programs for free television with one attempting to establish a new system of pay tv seems incompatible, Mr. Leeds said. He reported that negotiations are in progress for HEC franchises in a number of markets and that "when millions of dollars are involved these things take time and there's lots of paper work to be done before a contract is signed."

All telephone companies have expressed a willingness to provide facilities for transmitting HEC programs from central sources to the homes of subscribers, Mr. Leeds said, so that is no problem. He added that he is not sure his company will make use of the telephone company services, since HEC's own system of distribution might be more economical. At a demonstration of the HEC pay tv system in Hollywood (BROADCASTING, April 10), the company described it as 50% less expensive to manufacture and 70% less expensive to install than competitive pay tv systems.

Baltimore prize program on air over 20 years

In Baltimore there is a 20-minute period each weekday morning when telephone traffic slows considerably. It's between 9:40 and 10 a.m. when the Newhoff-Blumberg money giveaway, *Dialing for Dollars*, is simulcast on WMAR-TV and WCBM.

It is not surprising that Baltimoreans have made it something of a habit to keep their phone lines open during *Dialing for Dollars*, for the show is one of the oldest of its type now on the air. It started in October 1940 on WCBM and has remained popular. On September 10, 1956, it became a simulcast with WMAR-TV carrying the television portion. The television version became a quick success, surveys showing that an average of 75% of the sets in use in the city were tuned to WMAR-TV.


Mr. Rogers

The format of *Dialing for Dollars* is relatively simple. The telephone directories of Baltimore and its suburbs are cut into strips and placed in the Golden Cash Box, from which three winning names-and-numbers are picked each day. Winners are called and those who were listening or viewing receive $50 plus another $50 for any unanswered or nonlistener calls in the sequence immediately preceding. Although the percentage of winners is amazingly good—in 1960 the average was nearly 20%—the prize package sometimes soars to several hundred dollars. In August 1958 a 79-year-old retired nurse won $1,100 and winners of $500 or more are not uncommon. A consolation prize goes to those called who fail to qualify for the main award.

Inflation ▪ The cash prizes were not always as big as they are today. In 1940 there was a $5 prize riding on each call with $1 in merchandise as a consolation. The program in those days was sponsored entirely by Food Fair Stores and Homer Todd was the m.c. "Mr. Fortune" he is called on *Dialing for Dollars*. Jack Wells was the second Mr. Fortune and he stayed with the program until 1958 when the present m.c., George Rogers, took over the post.

The program has its own public service aspect, since the winning slips each day are drawn by a representative of some local or national public service or charitable organization who is given a chance to simulcast a message on behalf of his group. Sponsors of this grandfather among telephone programs have been many through its long period on the air, including such well-known names as Quaker Oats, Betty Crocker, Gold Seal Linoleum, Carnation Milk, Mr. Clean, Nabisco and Lipton. As a test one coffee firm made a one-time offer through its one-minute commercial and received over 4,000 letters in the next day's mail.

Through the years *Dialing for Dollars* has had dozens of imitators —some on the networks. While most of these have disappeared, the Baltimore program keeps rolling along. Since the program has been on WMAR-TV its ratings "have reached new highs," according to Theodore A. Newhoff, of Newhoff-Blumberg, copyright owners. The show is syndicated in a number of other cities.

VHF Inc. to produce programs, commercials

The formation of VHF Inc., New York, as a production company for programs, tv commercials, closed-circuit programs and industrial films has been announced. The principals are former executives of CBS Television Production Sales, which ceased operation last winter (CLOSED CIRCUIT, May 29).

Officers are Ira G. DeLumen, president; Richard R. Rector, vice president, production; Robert C. Troup, vice president, sales; Peter J. Smith, vice president, special projects. The company, located at 300 E. 42d St., New York, will operate in the areas of video-tape, film and live tv productions.

News program to feature U. S. weekly editors

Temple/Morgan Enterprises, a Hollywood program production firm best known as the producer of the long-lived *Queen for a Day*, has developed a new kind of news program, *Editors Conference Call*, being offered for network broadcast, either radio or tv.

The program would be a roundtable of editors discussing important news developments and controversial issues, but instead of national commentators or byline writers the participants would be the editors of the nation's hometown weekly newspapers, who, the company feels, reflect and frequently help to form the opinions of reader residents in the suburbs and small towns and rural areas of the land.

Four editors would participate in the half-hour program each week. They would be selected from the staffs of the 8,100 weekly newspapers by John Henry, editorial coordinator of *Editors Conference Call* and former head of the Publishers' Auxiliary, a national association of editors and publishers of the weekly press. They will be chosen from widely separated parts of the country and will represent differing interests and viewpoints.

The format of the program is "very simple, practical and workable," according to a Temple Morgan brochure. Frank Hemingway, veteran west coast newscaster, will preside over the panel, working from the network newsroom in Los Angeles. The panel members will be connected with him by a five-way conference call telephone hookup for radio or a telco round-robin loop if the show is on tv. Each editor will speak from the network affiliate studio nearest to his hometown.

Four MGM-TV series starting this month

Four tv series are scheduled to be in production at MGM-TV by mid-June and a record number of 37 directors and writers are already at work at the studio. The total is expected to reach 50 with the conclusion of additional deals now being negotiated, Robert Weitman, vice president in charge of tv production, said last week.

The first series, which got under way June 5, was *Cain's Hundred*, for which Paul Monash, creator of the series and executive producer, will write several future episodes in addition to the already completed pilot. E. Jack Neuman, Mel Goldberg and Eliot Asinof have been signed to write other *Cain's Hundred* episodes. Boris Segal, John Peyser and Lamont Johnson will direct various segments of the hour-long series.

Today (June 12), *Dr. Kildare* goes before the cameras with Norman Felton as executive producer, Herbert Hirschman as producer and Elliot Silverstein, Lamont Johnson, Buzz Kulich and John Brahams set to direct. A dozen writers have been signed so far for this 60-minute series: E. Jack Neuman, who also wrote the pilot, Adrian Spies, Ernest Kinoy, Norman Katkov, John Kneubuhl, John Furia Jr., John Vlahos, Andy Lewis, John T. Kelley, Jean Holloway, James Henerson and Archie Tegland.

Also starting today is *Father of the Bride*, which Fletcher Markle will direct. Katherine and Dale Eunson and Ted and Mathilda Ferro, both pairs operating as teams, and Ted Cooper, will write the series. The fourth MGM-TV series to start production this month is *National Velvet*, renewed for a second year on NBC-TV. Frank McDonald will direct this series. Robert Maxwell is executive producer of both of these half-hour series, with Rudy E. Abel producing.

Customized newsfilm service

Newsfilm Inc., New York, is offering stations international custom coverage, according to Kenneth Baldwin, president. Clients can order a complete package for any story or arrange to send their own correspondents, with Newsfilm providing overseas cameramen, shipping, customs clearance and processing. The service is on an exclusive basis.

Newsfilm is a subsidiary of Marathon International Productions Inc. Newsfilm is at 10 E. 49th St., New York 17.

INTERNATIONAL

Stanton urges educational 'Marshall Plan'

PUT INTERNATIONAL EGGS IN MANY BASKETS, HE SAYS

A massive educational "Marshall Plan" aid program using up to a fifth of the current U. S. foreign aid commitment over 10 years is urged by Dr. Frank Stanton, president of CBS Inc., a speaker June 9 at commencement exercises of The Massachusetts Institute of Technology.

Dr. Stanton further suggested that other democracies assist in the program.

Dr. Stanton's proposal calls for an extended program in helping educate underdeveloped nations of the world. Education, he said, is "the neglected world frontier, the neglected world opportunity."

In taking note of the new nations emerging in Africa and Asia, Dr. Stanton asserted that education is their first concern—"would it be going too far to suggest that it borders on criminal negligence that we here in this crucible of democracy have not given top priority to helping these new nations educate their people?"

He cautioned against the U. S. placing all of its international eggs in a basket of economic and military aid. "Only an incidental trickle split among a score of projects (in foreign aid in the past decade or more) has borne directly on education," Dr. Stanton declared.

Determinism ▪ In another point in his talk, he stated, "we are practicing economic determinism, when we know from every evidence of our own experience that the only road to democratic fulfillment is educational determinism."

Dr. Stanton pointed to the U. S. heritage of mass education, asking that with this background, "how can we assume that if we give emerging nations guns and monkey wrenches, tanks and cement mixers, economic aid and technical assistance, they will become self-governing peoples and stay free?"

He suggested the secretary of state be urged to add educational development to other foreign policy implements which Dr. Stanton described as diplomacy, military aid and economic assistance.

He recommended also that other democratic countries join in the mass educational program through United Nations avenues. The objective: help the world's free peoples "become capable of the self-government for which they so nobly and hopefully yearn."

BBC, Italians, Czechs win Montreux tv honors

National tv networks representing England, Italy and Czechoslovakia won top honors at the Montreux (Switzerland) tv festival contest, May 22-26. NBC-TV received special mention from the seven-man international jury which judged the contest, limited to musical and variety shows.

The Gold Rose award for first place,

went to BBC's *Black and White Minstrel Show*. Radio Audizione Italiano's *Giardino d' Inverno* (Italy) was the second place winner, and the third prize went to Czechoslovakian tv's *Mille Vues Derriere Les Coulisses*. *Perry Como's Kraft Music Hall* (NBC-TV) earned a special mention for telegenic effects, along with Soviet tv's *Miniature Dances* and Japan's *Afternoon Variety*.

The winners were picked from 36 entries, offered by 25 national networks representing 18 countries.

Discussions of worldwide tv and the space age dominated the symposium and scientific sessions held earlier in the 12-day festival. Brig. Gen. David Sarnoff, RCA board chairman and one of six recipients of the festival's special citation for "outstanding contributions to the advance of tv," predicted that 10 years from now a billion people over the world may watch a color tv program at the same time. He suggested that the heads of state consider the use of satellite tv for "face to face" meetings, and proposed that every tv have a special channel reserved for UN broadcasts. Gen. Sarnoff's observations were contained in a letter acknowledging the acceptance of the citation.

Another citation winner, Prof. Pavel V. Shmakov, president of the Leningrad Tv Institute, predicted that "in the near future" it will be possible to see Venus and Mars on color tv. He did not elaborate but indicated that Russia is capable of achieving the feat.

Other citation winners were Sir Noel Ashbridge of England, Prof. G. A. Bourty of France, Dr. Denjiro Takayanagi of Japan, and Erik Esping of Sweden.

Scottish outlet refuses TAM tv ratings service

TAM, the television audience measurement meter-service company, has met opposition to its system, in which it holds a virtual monopoly. TAM supplies weekly "top ten" ratings for homes-tuned-in to British commercial tv, with a network and regional lists for stations outside London.

Scottish Border Tv—newest and smallest of commercial tv stations—has announced it won't use the TAM system in a letter to advertisers and agencies.

Border said TAM's service is expensive for its basically small area coverage, and more important, that TAM doesn't give the kind of viewer breakdown the station needs.

Border Managing Director Robin Gill said TAM figures don't give sex or age details. He said his company will use a system of aided recall.

Border TV's announcement has caused a minor furor in British tv. Though TAM has been criticized, no company has refused the service.

TAM Director G. B. Audley said Border was informed some time ago that a service would be expensive, and suggested a special system based on diaries and recordimeters. TAM announced it will probably operate a service in the Border area anyway, if it succeeds in negotiations with advertisers and the Institute of Practioners in Advertising.

ATAS assembly plans global spectacular

What's being planned as the biggest "international" tv show ever produced is gaining in advertiser interest, though the cast has not been assembled and a network is still undesignated.

The show is slated Nov. 10 as the climax to the Academy of Tv Arts & Sciences' First International Assembly in New York Nov. 4-11.

Robert Saudek of Saudek Assoc. will produce the 90-minute show and network rights will be decided by bid, with bidding to start at $400,000. Performers sought for the show include such stars as comics Cantinflas (Mexico) and Popov (Russia), pianists Von Cliburn (U.S.) and Richter (Russia), ballerina Ulanova (Russia), Maurice Chevalier France), Alec Guinness (Britain).

Danny Kaye is among those sought for the m.c. Advertisers who have indicated an interest in sponsorship: Procter & Gamble, Revlon, AT&T.

International alliance planned by unions

Union officials from 17 Western hemisphere nations have effected the preliminary organization of an Intra-American Confederation of Free Trade Unions in the entertainment field, according to Herman F. Kenin, president of the American Federation of Musicians and chairman of the organizing conference.

The conference, which was held in San Jose, Costa Rica, ended May 25. The objective of the conference, Mr. Kenin said, is to facilitate an international exchange of ideas and understandings and working relationships among all free trade unions in the entertainment field. Formal organization, is expected to be achieved at another meeting in the Caribbean area within the next few months.

Delegates to the conference from the U. S. included officials of the American Federation of Television & Radio Artists, the International Alliance of Theatrical & Stage Employes, the American Guild of Variety Artists and the Assn. of Theatrical Press Agents & Managers.

CBC finance-merger plan opposed by Henderson

The continuance of annual grants by Canada's Parliament to the government-owned Canadian Broadcasting Corp. and deferment of CBC's plan to spend $70 million on consolidation of its facilities in Toronto and Montreal were urged to the House of Commons Broadcasting Committee by Maxwell Henderson, Canadian auditor-general. He spoke from experience, for before his present post he was comptroller of the CBC.

Mr. Henderson thinks CBC's financial operations should be studied by an independent firm of management consultants, and suggested this last year shortly after his appointment as Canada's treasury watchdog. He opposes granting CBC annual money from the public treasury on a five-year basis as requested by CBC at earlier sessions. CBC has requested $70,418,000 for operating expenses and $9,640,000 for capital costs this year.

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KLIF's 'lazy girl' has a long day

To herald the change in its programming concept this month, KLIF Dallas resorted to a variety of promotions—none, however, as alluring, as ostentatious or as downright pleasing to the eye (if you happen to go for pretty, blue-eyed blondes) as "the living billboard" pictured above. The occupant, Joyce Williams, a curvacious lass, selected after a long and interesting search merely waves at passing traffic and listens to KLIF while spending 18 hours a day being "The Laziest Girl in Town."

Birmingham's Rebel award becomes an annual affair

It was bound to happen sooner or later so it is not astonishing to learn that Birmingham, Ala., has come up with its own answer to the Oscar, the Emmy and the Tony—the Rebel (of course). The brainchild of Robert E. Lee (his real name) of the *Birmingham News,* the Rebel is the award given to outstanding performers in radio and television in Birmingham.

Mr. Lee concocted the idea, his readers caught on with 6,000 replies in two weeks and WYDE, that city, broadcast the entire proceeding from the gala banquet. The whole idea was so successful, WYDE reports, that the event will become an annual affair.

The winners: Best radio personalities —(male) Bob Powers, WYDE; Duke Rumore, WSGN; (female) Miss Midnight, WSGN. Best tv personalities—(male) Tom York, WBRC-TV; (female) Pat Gray, WBRC-TV. Best newscaster radio—Herb Steadman, WSGN; best newscaster tv—Harry Maybry, WBRC-TV. Best tv sportscaster—Buddy Rutledge, WAPI-TV. Best radio sportscaster—Lynn Faris, Wyde. Best youngsters' show—Cousin Cliff Holman, WAPI-TV.

CBS Radio's summer campaign

CBS Radio is beginning an on-the-air promotion campaign this week to attract more summertime listening to the network. It has distributed various jingles, recorded on a two-sided 33⅓ RPM disc, to affiliates for use this summer. The jingles were composed and arranged by Norman Paris. The vocal portion is by a popular quintet, The Honeydreamers, and lead-in to the jingles are provided by such CBS Radio performers as Arthur Godfrey, Bing Crosby, Rosemary Clooney, Garry Moore and Art Linkletter.

TvAR meets the Jacksonville market

An airplane, a bus, a boat and 4,800 feet of video tape was the sucessful recipe used by WJXT (TV) Jacksonville, Fla., to acquaint TvAR, the station's new rep firm, with its service area.

A two-day junket of Jacksonville and the North Florida market was hosted by WJXT for 23 members of TvAR's management and research staff. Glenn Marshall Jr., president of WJXT, and Dave Booher, general sales manager, acted as tour guides with many leading businessmen.

Climaxing the trip was an hour long closed-circuit show produced by WJXT dealing with the station and its programming concepts.

WSB-TV puts the shoe on the other foot

WSB-TV Atlanta's *Challenge,* a summer series designed to offer new, experimental and creative ideas in local programming, has extended an invitation to two leading television critics to show the public what they (the critics) feel is the ideal program.

Invited were Alan Patureau, *Atlanta Journal,* and Paul Jones, *Atlanta Constitution,* neither of whom has accepted as yet. The station will provide the facilities, a production crew and a director to help the critics with their ideas. The audience will then have an opportunity to criticize the critics.

Drumbeats...

Tourist kits ▪ To help boost interest in the vacation facilities of its market KDAL-AM-TV Duluth, Minn., has assembled a vacationland kit available to listeners who write in. Last year the station sent out more than 3,000 kits.

Cancer crusader ▪ WGLI Babylon, N. Y., netted $125,000 for the American Cancer society in the annual spring Cancer Crusade. Instead of concentrating on direct appeals for donations, as in past years, WGLI found greater success in the fund-raising drive by stressing the need for volunteer collectors. Some 100 volunteers each visited at least 15 homes in their respective neighborhoods to distribute information about cancer and to ask for donations. An added inducement for volunteers, WGLI announced a drawing for a new boat, which was donated by a local dealer.

Meet Boyd ▪ WBT Charlotte, N. C., introduced New York's Madison Ave. early this month to Ty Boyd, morning personality (Mon.-Sat., 6:30-9 a. m.) who has taken over from Grady Cole who had been in that spot for 31 years (now special assistant to the general manager, Jefferson Standard Broadcasting Co., and who will act as roving goodwill ambassador for WBT and WBTV [TV] Charlotte and WBTW [TV] Florence, S. C.). Mr Boyd has been on radio for various stations in both Carolinas. New York newsmen met him at a June 2 luncheon sponsored by CBS Radio Spot Sales.

BROADCAST ADVERTISING

Edward F. Cauley, formerly account head at BBDO, N.Y., joins Lambert & Feasley, that city, as marketing executive in Listerine Products group. **Elias B. Baker,** formerly vp and management account supervisor, Lennen & Newell, N.Y., appointed account supervisor on DuBarry, Ciro and Sportsman accounts.

Mary Wells, copy supervisor, and **John Gronfein,** account supervisor, both of Doyle Dane Bernbach, N.Y., elected vps, that agency.

Robert H. Bowers, formerly owner and operator of art studio in N. Y., where he created layouts and finished art for advertising agencies and industries, named executive vp of Hall and Co., advertising agency, Richmond, Va. **Ralph W. Smith** and **Otis S. White** elected vps, that agency. Mr. Smith formerly was co-owner of Richmond agency where he was in charge of advertising in print and broadcast media. Mr. White was territory sales manager in Virginia for General Foods.

B. B. Randolph and **Blair R. Gettig,** named manager of radio-tv section of advertising department and manager of radio-tv commercial production, respectively, of Aluminum Co. of America, Pittsburgh. Mr. Randolph had been in charge of radio-tv programming while Mr. Gettig headed transportation section of advertising department.

Hal Persons, director of sales, Van Praag Productions, N.Y., named national director of advertising and sales promotion.

Barbara Blumenthal, formerly promotion manager of *Cosmopolitan* magazine and fashion promotion manager of *Good Housekeeping,* joins Lambert & Feasley, N. Y., as fashion and creative coordinator.

Robert E. Hughes, formerly national sales manager, Silk Skin Division, Exquisite Form Industries, N. Y., appointed national sales manager of Exquisite Form division.

Oscar Lubow, recently resigned vp and account supervisor, Young & Rubicam, N.Y., appointed to newly created position, director of promotion services, Lever Bros., N.Y. Mr. Lubow will direct corporate staff work in promotion planning, preparation and analysis.

Walter E. Wilson, former ad agency executive, joins Boland Assoc., advertising and sales promotion firm in San Francisco, as industrial and technical account manager.

John Kamna, formerly account executive, Adams & Keyes, N.Y., appointed advertising manager, Volvo Import Inc., Englewood, N.J. Volvo is Swedish-made automobile imported by U.S.

Reginald H. Mason, co-managing director of Butler & Gardner Ltd., London, England, elected to board of directors, Gardner Adv., St. Louis.

George Rosenthal and **Allen Iftiger** appointed copy writer and media buyer, respectively, in Los Angeles office of Fuller & Smith & Ross. Mr. Rosenthal has for past several years been specializing in magazine writing while Mr. Iftiger comes from Los Angeles office of Lennen & Newell.

William H. Parshall appointed to newly created position of manager, marketing services, H. J. Heinz Co., Pittsburgh. He is succeeded as manager of advertising by **James A. Gordon,** who has been Mr. Parshall's assistant.

John S. Nussbaum, formerly managing director, Young & Rubicam, Frankfurt *am* Main, Germany, joins N. W. Ayer & Son, N.Y., as representative. **Florenz J. Fenton, James B. Winpenny III, Warren D. Lunstead** and **Allen A. Jetter** join copy department in N. W. Ayer & Son's Philadelphia office. Mr. Fenton was copywriter, Arndt, Preston, Chapin, Lamb & Keen, Philadelphia. Mr. Winpenny formerly worked in promotion department, GE missile and space vehicle department, Philadelphia, and advertising and sales promotion deportment, GE, Schenectady, N.Y. Mr. Lunstead was copywriter, systems division, and account manager, Univac division of Remington Rand, while Mr. Jetter was advertising and publicity assistant, Jersey Central Power & Light Co. and New Jersey Power & Light Co. **Robert G. Chambers,** formerly copywriter, Foote, Cone & Belding, Chicago, joins N. W. Ayer & Son as copywriter in same city.

AAAA appoints new committee heads

American Assn. of Advertising Agencies has appointed chairmen and vice chairmen of national committees for 1961-62. Chairmen of six committees of board of directors are appointed from among AAAA directors-at-large. They are, with their vice chairmen as follows: Advertising relations: **Norman H. Strouse,** J. Walter Thompson, New York, and **Phillip H. Schaffer,** Leo Burnett, Chicago. Agency administration: **Charles H. Brower,** BBDO, New York, and **David C. Stewart,** Kenyon & Eckhardt, New York. Agency personnel: **Ray O. Mithun,** Campbell-Mithun, Minneapolis, and **Arthur M. Sackler,** William Douglas McAdams, New York. Government, public and educator relations: **Clinton E. Frank,** Clinton E. Frank, Chicago, (vice chairman to be appointed). Improving advertising: **David B. Williams,** Erwin Wasey, Ruthrauff & Ryan, New York, (vice chairman to be appointed). Media relations: **William E. Steers,** Doherty, Clifford, Steers & Shenfield, New York, and **Thomas B. Adams,** Campbell-Ewald, Detroit. Chairmen and vice chairmen of standing committees as follows: Broadcast media: **William S. Mathews,** Young & Rubicam, New York, and **Ruth Jones,** J. Walter Thompson, New York. International advertising: **Irwin A. Vladimir,** Gotham-Vladimir Adv., New York, and **William A. Weaver,** Griswold-Eshleman Co., Cleveland. Research: **Paul E. J. Gerhold,** Foote, Cone & Belding, New York, and **Donald L. Kanter,** Tatham-Laird, Chicago. Radio and tv administration: **David Miller,** Young & Rubicam, New York, and **Mildred Sanders,** Honig-Cooper & Harrington, Los Angeles.

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings

Havis Medwick, New York business manager of radio-tv, Erwin Wasey, Ruthrauff & Ryan, appointed assistant director of that department.

Robert B. Conroy, formerly national field director, N. W. Ayer & Son, Detroit, joins Geyer, Morey, Madden & Ballard, as marketing specialist, western division, Racine, Wis.

Michael Davidson, Schwerin Corp., New York, to manager of Schwerin Systems Ltd., Toronto.

Robert P. Vivian, assistant to advertising and promotion manager of Organic Chemicals Div. of American Cyanamid Co., Bound Brook, N.J., succeeds **Gerard B. Meynell** as manager of advertising and promotion for Dyes Dept., that company, in N.Y. office.

John Dunford, formerly with Lambert & Feasley, joins Wesley Associates, N.Y., as media director.

THE MEDIA

C. O. Jeffress elected president of Greensboro (N.C.) News Co., operating WFMY-TV, following death of his father, E. B. Jeffress, May 23. **Mrs. Mary Louise McLean,** his sister, elected secretary. Mr. Jeffress will continue to serve as general manager of newspaper-tv property, post he has held for number of years.

Alan S. Englander, assistant treasurer of Whitney Communications Corp., N.Y., appointed treasurer of Corinthian Broadcasting Corp., that city, in addition to current responsibilities.

Dick Doty, executive vp and general manager of Florida Air-Power (WWIL-AM-FM Ft. Lauderdale), appointed effective June 19th vp of programming, news and pr, newly created post of Rand Broadcasting Co., owners of WINZ Miami, WINQ Tampa, and WEAT-AM-TV West Palm Beach, all Florida.


Mr. Starr

Ray Starr, radio-tv director of Florida State Theatres Inc., and long time radio and tv executive, promoted to position of executive assistant to president. Mr. Starr will be based in company's office in Panama City, Fla. Dixie Radio Stations are WDLP-AM-FM Panama City and WCOA Pensacola, both Florida, and KCIL Houma, La.

Dr. Frank Stanton, CBS Inc. president, on June 4 received Hamilton College's honorary doctor of laws degree for making "possible the historic debates between the presidential candidates of 1960."

Don French, producer of special program features for Crowell-Collier Broadcasting Corp. at its headquarters at KFWB Los Angeles for several months and previously program director of CCB's KDWB Minneapolis-St. Paul, has been appointed program director of KEWB, CCB station in Oakland-San Francisco.



Honorary admiral

Earle J. Gluck, pr director of WSOC-TV Charlotte, N. C., named admiral in North Carolina Navy in appreciation of his help in organizing statewide campaign to save battleship named after that state. Plans are being made to use battlewagon as museum and World War II memorial. WSOC-TV and other stations throughout the state telecast specially-produced show to kick off campaign for public subscriptions.

F. Keith Trantow resigns as manager, plans development for NBC's corporate planning staff, to become president of Coconino Telecasters, permittee of KYMA (TV) Flagstaff, Ariz., and vp of Durasell Corp., N. Y., maker of DS-128, automatic motion picture, sound-on-film projector which is used as sales tool by agencies to test commercials.

George Arnold, formerly manager of client relations, CBS Radio Spot Sales, promoted to director of marketing and client relations. **Allan Hughes,** client relations representative in N.Y., takes over as manager of client relations for CBS Radio Spot Sales.

David Savage, vp in charge of tv and radio for Lynn Baker Advertising Agency, N. Y., resigns, effective June 1.

John T. King, formerly New England manager for Peters, Griffin, Woodward, appointed manager of Boston office of The Katz Agency.

Hugh Pieron, commercial manager of WJOB Hammond, Ind., resigns.

Charles E. Wilson, in sales and promotion for WCFL Chicago, appointed director of research, merchandising and promotion.

Lloyd Loers, sales manager for KGLO-AM-FM-TV Mason City, Iowa, named national sales representative for Forward Group stations (WTAD and KHQA-TV Quincy, Ill.; WMTV [TV] Madison, Wis.; KEYC-TV Mankato, Minn.), subsidiary of KGLO. **Doug Sherwin** will become radio-tv program director for KGLO stations with additional duties of film buyer for tv operations of Forward Group. **Ken Kew** named director of public services, duties encompassing administration of news, sports, farm, weather and pr. **Bob Clausen** named assistant program director and chief weatherman for KGLO-AM-FM-TV. **Al Heinz,** farm director, takes on additional duties of news editor for KGLO-AM-FM-TV. **Paul Millen,** assistant national sales manager for Forward Group, will return to Quincy, Ill., to work with national sales manager **Walter Rothschild,** who is also general manager of KHQA-TV Quincy. Moves were designed to consolidate operation of KGLO and Forward Group stations.

Howard M. Girouard, account executive for NBC-TV's film division, named national sales manager of Ivy Broadcasting Co., Ithaca, N.Y.

Paul H. Martin, national sales manager for KHJ, KFRC and WHBQ in Los Angeles, San Francisco and Memphis, respectively, appointed general sales manager of KGB San Diego.

Jack H. White, eastern sales manager of H-R Television, N.Y., promoted to newly created post of national tv sales manager. **John T. Bradley,** Chicago tv sales manager, promoted to newly created post of midwestern sales manager. Other changes, all in New York, are: **Art Berla, Cal Cass, Al Ritter** and **Robert Mandeville,** all account executives, named assistant sales manager in charge of special projects, assistant sales manager of systems and procedures, assistant N.Y. sales manager for eastern tv stations, assistant sales manager for western tv stations. **Mary Ann Sanchirico,** member of research department specializing in radio, named to newly created position of radio research manager.

Raymond J. Cheney, co-owner, vp and general manager of KRES St. Joseph, Mo., appointed sales manager of WNBF Binghamton, N. Y. **Elio Betty Jr.** named sales representative for WNBF-TV.

Roger L. Micheln, regional sales manager of WFRV (TV) Green Bay, Wis., promoted to position of acting general sales manager.

Tim Moore, account executive for

KOIL Omaha, Neb., promoted to assistant local sales manager.

Uie Altman appointed local sales manager of KOGO San Diego.

Bob Swanson, formerly account executive with WBBM Chicago, to Chicago Radio Sales Office of WLW Cincinnati.

William G. Rhodes, district manager of National Telefilm Assoc., Pittsburgh, joins sales staff of WIIC (TV), that city.

W. F. Lake appointed account executive for WGRD Grand Rapids, Mich.

Bob Hance, assistant promotion manager for WBAL-TV Baltimore, appointed account executive.

Allen R. Shaw, account executive for Warren Adler Ltd., Washington advertising agency, joins WRC, that city, in similar capacity.

Earl G. Thomas, formerly account executive for McCann-Erickson, Hicks & Greist, Grey Adv. and more recently in group plan sales for radio, Blair, N.Y., appointed to Blair-Tv Sales special projects division staff specializing in sale of "Factuals."

Bob Stephens, formerly with Headley-Reed, appointed to radio sales staff of The Katz Agency, San Francisco.

Charles T. Dempsey, former account executive for former Headley-Reed-TV, N.Y., joins sales staff of Petry Television, that city.

Ervin T. Melton, WBTV (TV) Charlotte, N. C., elected president of Radio-TV News Directors Assn., succeeding Buddy Womick of WESC Greenville.

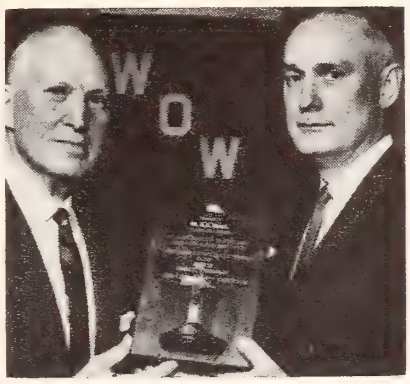
Amory Houghton, chairman of executive committee of Corning Glass Works and U.S. Ambassador to France from 1957-1961, named member of board of directors of National Education & Radio Center, N. Y.

Harry Dowd, office manager for WPOR Portland, Maine, appointed acting station manager. Mr. Dowd replaces **Raymond Mercier,** resigned.

George H. Allen, assistant to president of Meredith Publishing Co., Des Moines, elected vp. In his last position he worked with company's broadcasting division in New York. Prior to joining Meredith, he served as general manager and assistant publisher of McCall Corp., New York.

Ray Garland promoted to administrative assistant, studio operations department, CBS-TV Hollywood.

Jack Meyer, vp and director of sales for Mobile Video Tape, named director of video tape sales of KCOP (TV) Los Angeles.



Since April 8, 1923

Reverend Dr. R. R. Brown (l) accepts commemorative plaque from Frank P. Fogarty, executive vp of Meredith Broadcasting Co. on occasion of Rev. Brown's 2,000th consecutive broadcast of *Chapel Service* over WOW Omaha, Neb. Rev. Brown has not missed either appearing on or directing one of the broadcasts since beginning program on April 8, 1923.

Henry R. Flynn, formerly vp and general manager of Crosby/Brown Productions, named west coast sales manager, Storer Television, Los Angeles and San Francisco.

Alec Gifford, managing editor of WDSU-TV New Orleans news department, elected president of Associated Press Broadcasters Assn. of Louisiana and Mississippi.

Warren Hull joins WTAR-TV Norfolk, Va., as producer and master of ceremonies of weekly tv program beginning June 20.

Raymond J. Smith, assistant manager of engineering for WGR-AM-FM-TV Buffalo, promoted to manager of engineering.

Leland C. Bickford, news director for WNAC-AM-TV Boston and Yankee Network, retires. Mr. Bickford is being promoted to newly created position of consultant to Yankee Network news service and news departments of WNAC-AM-TV. **Bill Whalen,** assistant news director since April 1961, named to replace Mr. Bickford.

Charles Cox, newsman for WSFA-TV Montgomery, Ala., appointed news director.

Tom Sherlock member of KPHO Phoenix, Ariz., news staff, appointed director of news for KPHO-AM-TV.

Irwin S. Brown, acting news director of WSUN-AM-TV St. Petersburg, Fla., appointed news director.

Don Weston of KGVO Missoula, Mont., appointed news and public affairs director of recently formed Western Broadcasting Co. of Montana. Mr. Weston will supervise news reporting and public affairs programming for WBC's four Montana radio outlets; KGVO Missoula; KCAP Helena; KBMN Bozeman; and KURL Billings.

Paul J. Dugas, news and sports director of WBBX Portsmouth, N.H., appointed assistant news and sports director for WORL Boston.

Charles G. Cromwell appointed news editor of KERG Eugene, Ore. Mr. Cromwell has been with station since Oct. 1959.

Tom O'Brien, formerly director of news, WINS New York, and director of radio and tv production in 1956 presidential race, joins WABC, that city, as director of news and public affairs, effective June 12.

Jack Vail, newsman with WGBS Miami, joins WWIL-AM-FM Ft. Lauderdale, as director of news and special events.

Larry Schields, night supervisor for KTLA (TV) Los Angeles, appointed news director for KCBQ San Diego.



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Jules RACINE *& Company, Inc.*
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Headquarters for the finest timers and chronographs since 1890. Featuring Gallet, Galco, Security, Guinand.

Douglas E. Woodward, newsman for UPI Bureau in Concord, N.H., appointed news director of WHEB Portsmouth, N.H.

Roger Mudd, member of news and public affairs staff of WTOP-TV Washington, joins CBS News staff, that city, effective July 1.

Jim Gordon, formerly news announcer, WNEW New York, appointed news and special events announcer, WINS, that city.

Al Helfer, formerly sports, news and special events reporter, WLW Cincinnati, joins Mutual as a newscaster in N.Y.

Joyce Carr, Washington singer, named weather girl for WTTG (TV), that city.

Bill Dane joins KOKE Austin, Tex., as air personality.

Randi Rambo, all night girl d.j. from WSGN Birmingham, Ala., to KILT Houston, in similar capacity.

PROGRAMMING

Frank O'Driscoll appointed central division manager of Filmaster, producers of filmed tv commercials and programs. Mr. O'Driscoll, who will headquarter in Chicago, was with Official Films and Louis G. Cowan as head of eastern sales. **Robert F. Mahoney,** account executive for BBDO, joins company's New York sales staff.

Burt Nodella, formerly production executive, Roncom Productions, Studio City, Calif., named director of program development, western division, ABC-TV.

William Clark, production manager of Barnes Chase Co., San Diego advertising agency, joins Image Art Studio, newly created division of Frye & Smith Ltd., that city, in similar capacity.

Don Boutyette, independent publicist, elected president of Screen Publicists Guild, IATSE Local 818, Hollywood, for two-year term. He had been SPG president twice previously, in 1956-57 and 1957-58, when officers were elected for one year only. Other officers, also to serve for two years, are: first vp, **Don McDonald,** Universal International; second vp, **Bob King,** Disney; treasurer, **Jack Garber,** UI; secretary, **Ann del Valle,** independent.

Milton Orman, field attorney for National Labor Relations Board for past eight years, appointed radio-tv contract administrator for Writers Guild of America, West, replacing **John Schallert** who will assume position with MCA Artists Ltd.

Mel Ferber, producer-director for CBS-TV for ten years, resigns to accept freelance directorial assignments. He is presently engaged in directing program in series produced by Talent Assoc.

Walter M. Mirisch, head of Mirisch Productions, elected president of Screen Producers Guild for third term. Also elected at SPG annual meeting June 5 were **Julian Blaustein,** MGM, first vp; **Fred Kohlmar,** Columbia Pictures, second vp; **Frank P. Rosenberg,** Warner Bros., third vp; **Robert Cohn,** Columbia, secretary; **Jerry Bresler,** Columbia, treasurer; **Louis F. Edelman,** independent tv packager, second assistant treasurer.

Harold Mucke, field representative for ASCAP in San Francisco, succeeds **William S. Hoffman** as district manager of Portland, Ore., office. Mr. Hoffman has been appointed district manager of ASCAP's Los Angeles office. **Ronald M. Underwood,** division representative in St. Louis office, named manager in New Orleans.

Frederick W. Yardley, formerly associated with Motion Pictures For Television and C&C Films, appointed regional account executive, midwest territory, Jayark Films Corp., N. Y. **Alex A. Nolfi,** formerly associated with Ziv-UA and Romper Room, Baltimore, Md., named to account executive staff, midwestern territory.

Charles R. Fagan, Robert Foster and **Jeff Maguire** named account executives, CBS Animations, new department of CBS Films, N.Y. Mr. Fagan formerly served as program developer, Video Tape Productions. Mr. Foster was eastern sales manager, video tape department, CBS Television Productions while Mr. Maguire was sales manager, MVT-TV, N. Y.

Arthur Coford joins sales staff of Bonded TV Film Service, division of Novo Industrial Corp., which provides tv film service to advertising agencies and film distributors. Mr. Coford was associated with Kenco Films and Trim TV Service Corp.

EQUIPMENT & ENGINEERING

Esterly C. Page, founder of Page Communications Engineers, international communications subsidiary of Northrop Corp., elected chairman of Page board, succeeding **Thomas V. Jones,** president of Northrop. **Joseph A. Waldschmitt,** executive vp, elected president and chief executive officer, succeeding Mr. Page. **Richard E. Horner,** Northrop senior vp, elected to Page board, succeeding Mr. Jones. **Glenn G. Peebles,** director of construction and installation and **Charles L. III,** director of administration, elected vp's.

W. F. Wells, manager of manufacturing-engineering in computer department for General Electric in Phoenix, Ariz., appointed senior vp and general manager of Midwestern Instruments, Tulsa, Okla., electronic instruments manufacturer.

Dean C. Smith, president of Smith-Palmer Machine Corp., Chicago, elected vp manufacturing of Oak Manufacturing Co., Crystal Lake, Ill., component manufacturers for electrical and electronics industries.

A. N. Curtiss, formerly general manager of west coast missile and surface radar division, RCA Defense Electronic Products, appointed to newly created position of manager, administration, RCA Laboratories, Princeton, N.J.

Raleigh E. Utterback, proposition engineer in closed circuit tv, technical products operation for General Electric, Syracuse, N. Y., named west coast district manager for closed circuit tv equipment sales in Redwood City, Calif. **Herman F. Zaiss Jr.** named manager-engineering for traveling wave tube product section of power tube department. Mr. Zaiss, formerly manager of klystron manufacturing unit at GE's power tube department in Schenectady, will headquarter in Palo Alto, Calif.

John M. Haerle, formerly director of product lines at Collins Radio Co., Cedar Rapids, Iowa, promoted to director of advertising and pr. He succeeds **R. S. Gates,** executive vp who has been serving as acting director of advertising and pr. In his new post, Mr. Haerle will be responsible for all advertising and public relations activities of Collins' various divisions and subsidiaries. He joined Collins five years ago as manager of broadcast product line and since then has served as southern region sales manager and later as assistant general sales manager.

James J. McLaughlin, formerly director of advertising for Sunbeam Corp., to Webcor Inc., Chicago, in newly created position of director of marketing. His responsibilities will include sales and advertising for both Webcor and Dormeyer divisions.

Frank A. Comerci, formerly senior electronics engineer, Audio Services Inc., joins staff of CBS Labs as manager of magnetics research department, Stamford, Conn.

INTERNATIONAL

John Cuff, formerly managing director, Benton & Bowles Ltd., London, England, elected chairman of board. **Douglas Lowndes** and **Townsend Griffin** appointed joint managing directors. Mr. Lowndes was director, Lamb &

Robinson (now Benton & Bowles Ltd.) in London. Mr. Griffin was vp, Benton & Bowles, N. Y. **Arthur Tyler,** currently director of media and research unit, B&B, London, named vice chairman, finance and office administration. **David Kingsley** and **Bruce Rhodes,** formerly associate directors, B&B, London, named to board of directors.

Eugene S. Hallman, vp for programming of Canadian Broadcasting Corp., elected member of board of trustees, Broadcasting Foundation of America. Mr. Hallman formerly served as director of radio networks and director of radio network programming of CBC.

Jerry Gomez named to head Magnum Television International's sales office in Buenos Aires. Mr. Gomez, whose Argentine company, TV Films Distribution, will now exclusively represent Magnum, was formerly handling tv series from ABC Films, 20th Century Fox, and TV Interamericana.

Ian Grant, formerly of CHCT-TV Calgary, Alta., and Radio Representatives Ltd., Toronto, Ont., to client service representative of McDonald Research Ltd., Toronto.

Michael Hind-Smith, manager of CBLT (TV) Toronto, Ont., to national program director of Canadian Television Network Ltd., that city.

DEATHS

George S. Fowler, 76, senior vp of Cunningham & Walsh, New York, died June 5 at his home. Mr. Fowler joined Newell-Emmett Co. in 1932, becoming partner in agency which later became Cunningham & Walsh.

Kenneth E. Chernin, 41, promotion director for radio-tv division of Triangle Publications Inc., died June 7 in Philadelphia. He has been with Triangle since 1956, serving as radio-tv promotion director since 1957.

Herbert C. Lund, 56, vp of Erwin Wasey, Ruthrauff & Ryan, Chicago, died May 27 at Geneva Hospital after sudden heart attack. He had been with agency 17 years, served on such accounts as General Mills, Carey Salt, Quaker Oats, Empress Coffee and Frito. Before that he had been with Knox Reeves Adv.

Harold Mitchell, 67, founder of Mitchell Advertising Agency, N. Y., died May 31 in Winston-Salem, N.C.

Fred C. Beckwith, 37, national sales manager of KCRA Sacramento, died June 3 following an automobile accident.

Jess Kimmel, 46, production manager and director in theatre and tv, Studio City, Calif., died May 31 in his N.Y. apartment.

Emile N. Hill, 55, chief engineer for WADO New York, died May 5 of heart attack at his home.

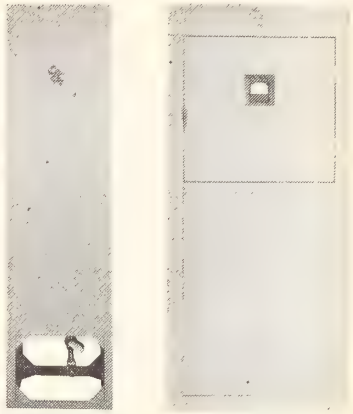
Al Pearce, 62, former radio and tv comedian, died June 2 in Newport Beach, Calif. During 1930's, his Elmer Blurt, low-pressure salesman who approached each door with mumbled "Nobody home, I hope, I hope," was among radio's best known characters.

J. Harold Ryan, Storer executive, dead at 75

J. Harold Ryan, 75, co-founder, director and senior vp of Storer Broadcasting Co., died June 6 at Miami (Fla.) Heart Institute after brief illness. He had been in semi-retirement for several years. Mr. Ryan started business career with Arbuckle-Ryan Co., Toledo, and served as president of firm from 1918 to 1928, when he started long association with George B. Storer. They founded Fort Industry Oil Co., which was re-named Storer Broadcasting in 1952. Mr. Ryan helped build company from single, 50 w station to today's 12 maximum power stations in nine cities. Listed in *Who's Who,* Mr. Ryan was president of National Assn. of Broadcasters in 1944-45. He was past president of Broadcast Music Inc., and was chairman of Broadcast Measurement Bureau which was formed while he was NAB president. During World War II, Mr. Ryan was assistant director of censorship, in charge of censorship proceedings for all national and international radio broadcasts.



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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING June 1 through June 7. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

ACTION BY FCC

Columbia, S. C.—First Carolina Corp. Granted uhf ch. 25 (536-542 mc); ERP 15.28 kw vis., 7.64 kw aur.; ant. height above average terrain 649 ft., above ground 554 ft. Estimated construction cost $181,257, first year operating cost $377,000, revenue $440,000. P.O. address 1007 Barringer Bldg., Columbia, S. C. Studio and trans. location Shakespeare Rd. & Wisteria St., Columbia, S. C. Geographic coordinates 34° 03′ 22″ N. Lat., 80° 58′ 52″ W. Long. Trans. RCA TTUIB, ant. TFU21BL. Legal counsel James E. Greeley, Washington, D. C. Consulting engineer Silliman, Moffett & Rohrer, Washington, D. C. Principals include **Phil E. Pearce, Geddings H. Crawford Jr., John W. Huggins,** 16⅔% each, **Henry F. Sherrill,** 11⅔%, and others. Mr. Sherrill is attorney. Mr. Pearce is with investment firm. Mr. Crawford is part owner of investment firm. Mr. Higgins is banker. Action June 1.

APPLICATION

***Hampton-Norfolk, Va.—Hampton Roads Educational Tv Association** uhf ch. 15 (476-482 mc); ERP 214 kw vis., 107 kw aur.; ant. height above average terrain 480 ft., above ground 503 ft. Estimated construction cost $177,997.33, first year operating cost $80,000. P.O. address 402 E. Charlotte St., Norfolk 10. Studio location yet to be determined; temporarily sharing facilities of Norfolk commercial stations. Trans. location Hampton; geographic coordinates 37° 02′ 20″ N. Lat., 76° 18′ 30″ W. Long. Trans. G.E. TT-25-A, ant. G.E. TY-25-A. Legal counsel Cohn & Marks, Washington, D. C.; Consulting engineer Jules Cohen, Washington. Principals are boards of education of cities of Hampton and Norfolk. Ann. June 1.

Existing tv stations

ACTION BY FCC

WNOK-TV Columbia, S. C.—Granted mod. of license to specify operation on ch. 19 instead of ch. 67 pursuant to report and order adopted Feb. 8, effective March 17: ERP vis. 214 kw; aur. 107 kw; ant. height 640 ft. Action June 2.

New am stations

Action by FCC

Aitkin, Minn.—Lake Region Broadcast Service. Granted 930 kc; 1 kw. D. P.O. address Aitkin. Estimated construction cost $18,528, first year operating cost $28,040, revenue $39,500. Principals: **Fred H. Moegle** and **Albert H. Wiese** (each 50%) are employes of KWK St. Louis, Mo.; Mr. Moegle as announcer and Mr. Wiese as engineer. Action June 1.

APPLICATIONS

Grand Haven, Mich.—Quality Bcstg. Co. 1500 kc, 250 w D. P.O. address Grand Haven. Estimated construction cost $10,570, first year operating cost $32,730, revenue $50,000. Principals: **Jack W. Huizenga, Douglas J. Tjapkes, Forrest Salisbury** (each one-third). Mr. Huizenga is student through June 1961; Mr. Tjapkes is news director of WJBL Holland; Mr. Salisbury is undersheriff of Ottawa County, Mich. and has owned poultry business. Ann. June 1.

McSherrystown, Pa.—Pennland Bcstg. Inc. 1250 kc; 250 w D. P.O. address Rd. #5 Gettysburg. Estimated construction cost $13,895, first year operating cost $50,000, revenue $70,000. Principals: **James L. O'Conner Jr., David W. Beck** (each one-third), **Vincent A. Pepper** and **E. Stratford Smith** (each 16⅔%). Mr. O'Conner owns 23.6% of WETT Ocean City, Md., is employe of Bendix Aviation Corp. and owns farm in Gettysburg; Mr. Beck owns 20% of WETT and is superintendent of water & sanitary installations for diesel engine & pump firm; Messrs. Pepper and Smith are equal partners in Washington, D. C. law firm; Mr. Pepper is secretary-treasurer and director of KBUZ-AM-FM Mesa, Ariz.; Mr. Smith is vice president of microwave common carrier firm. Ann. June 1.

Existing am stations

ACTIONS BY FCC

KTOB Petaluma, Calif.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Chmn. Minow not participating. Action June 7.

KBLF Red Bluff, Calif.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Chmn. Minow not participating. Action June 7.

KSYC Yreka, Calif.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Chmn. Minow not participating. Action June 7.

WMMB Melbourne, Fla.—Granted mod. of cp to change type trans. Action June 2.

WPLK Rockmart, Ga.—Granted increased power on 1220 kc, D, from 250 w to 500 w; engineering condition. Comr. Craven absent. Action June 1.

KAOK Lake Charles, La.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, with DA-D, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Action June 1.

WPPA Pottsville, Pa.—Granted increased daytime power on 1360 kc from 1 kw to 5 kw, DA-2, continued 500 w operation at night; engineering conditions. Action June 7.

WOKE Charleston, S. C.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Action June 7.

WOPI Bristol, Tenn.—Granted mod. of cp to change type trans. Action June 2.

KRIC Beaumont, Tex.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action June 1.

KAPY Port Angeles, Wash.—Granted mod. of cp to change type trans. and make changes in ground system. Action June 2.

WNAM Neenah, Wis.—Granted mod. of license to change designation of station location to Neenah-Menasha. Action June 1.

APPLICATIONS

KBEA Mission, Kans.—Cp to change hours of operation from D to unl., using power of 500 w, 1 kw LS, make change in DA system (add three towers) and change from DA-D to DA-2. Ann. June 1.

KYSM Mankato, Minn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (requests waiver of Sec. 1.308 and/or Sec. 1.310 of rules.) Ann. June 5.

New fm stations

ACTIONS BY FCC

Phoenix, Ariz. Ward James Atkinson—Granted 96.9 mc; 4.8 kw. Ant. height above average terrain 1537 ft. P.O. address 37541 Carson Rd., Farmington, Mich. Estimated construction cost $19,113, first year operating cost $24,974, revenue $23,725. Principal is **Mr. Atkinson.** He has no other business interests. Action June 7.

***Point Lookout, Mo.—School of the Ozarks.** Granted 88.1 mc; 8.71 w.; ant. height above average terrain 162 ft. P.O. address Point Lookout. Estimated construction cost $7,480, first year operating cost $3,500. **School of the Ozarks** is high school and junior college in Point Lookout. Action May 1.

Clovis, N. M. Norman E. Petty—Granted 99.9 mc; 3.14 kw. Ant. height above average terrain 68 ft. P.O. address 1321 West Seventh St., Clovis. Estimated construction cost $20,088, first year operating cost $25,000, revenue $27,000. Principal is **Mr. Petty.** He has trio, and music publishing and electronics equipment sales businesses. Action June 1.

Babylon, N. Y. WGLI Inc.—Granted 94.3 mc; 1 kw. Ant. height above average terrain 120 ft. P.O. address Falmouth Rd. & Madison Ave., Babylon. Estimated construction cost $6,000, first year operating cost and revenue no increase over am operation. Principal is **Friendly Frost Inc.** Its owners include **Gerald O. Kaye** (20.08%), **Frank Perloff** (22.69%), and **Vincent Giordano** (22.69%). WGLI Inc. is licensee of WGLI and WTFM (FM). Action June 7.

APPLICATIONS

Charlotte, N. C.—WIST Inc. 95.1 mc; 25.48 kw unl. Ant. height above average terrain 264 ft. P.O. address 112 S. Tryon St. Estimated construction cost $22,415; first year operating cost $5,000; revenue $3,000. **Henderson Belk,** sole owner of WIST Inc., is licensee of WORD Spartanburg and has owned WGUS North Augusta, both South Carolina. Ann. June 2.

Whiteville, N. C. Whiteville Bcstg. Inc.—99.1 mc; 7.5 kw unl. Ant. height above average terrain 158 ft. P.O. address box 700. Estimated construction cost $16,800; first year operating cost $5,475; revenue $10,950. Principals are **James C. High** (40%), **Lee Braxton, W. Crowell Black** and **J. Herman Leder** (each 20%), who own similar interests in WENC (AM) Whiteville. Ann. June 1.

Galax, Va.—Carroll-Grayson Bcstg. Corp. 95.1 mc; 5.7 kw unl. Ant. height above average terrain 182 ft. P.O. address box 270. Estimated construction cost $15,764; first year operating cost $10,750; revenue $12,500. Principals are **Robert V. Morris** (60%); **B. C. Vaughan** (25%); **Joseph P. Crockett, W. Edward Boyer, J. Brice Parks** (each 5%), who own similar interests in WBOB (AM) Galax. Ann. May 31.

Existing fm stations

ACTION BY FCC

WAZZ (FM) Pittsburgh, Pa.—Granted cp

EDWIN TORNBERG
& COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

to install new trans.; increase ERP to 79 kw; remote control permitted; waived Sec. 3.205 of rules to permit studio to be located at site outside city limits of Pittsburgh and not at trans. site. Action June 2.

APPLICATION

WPBC-FM Minneapolis, Minn.—Cp to change station location from Minneapolis to Richfield, Minn.; change ant.-trans. and studio locations, change ant. and trans., increase ERP and ant. height above average terrain and delete remote control operation. Ann. June 7.

Ownership changes

ACTIONS BY FCC

WAUD Auburn, Ala.—Granted acquisition of positive control by Elizabeth J. and Elmer G. Salter (as family group) through purchase of stock by Elizabeth J. Salter from C. I. Shelkofsky Jr. Action June 2.

KBCO-FM San Francisco, Calif.—Granted transfer of control from Saul R. Levine to F. E. Wilson; latter to buy remaining 80% interest for $15,000. Action June 7.

KBRB Arvada, Colo.—Granted assignment of cp from John L. Buchanan to Frances C. Gaguine and Bernice Schwartz, d/b as Denver Area Bcstrs. (Bernice Schwartz has interest in station WINQ Tampa, Fla.); consideration $20,486 for expenses. Chmn. Minow and Comrs. Bartley and Ford dissented. Action June 1.

KICN Denver, Colo.—Granted transfer of control from Don W. Burden and Dorothy F. Storz to TV Denver, Inc. (KBTV ch. 9 Denver); consideration $200,000 and agreement that Mr. Burden not compete within 50 miles of Denver for 10 years. Action June 7.

WVST (FM) St. Petersburg, Fla.—Granted assignment of cp to WVST Inc. (Wm. J. Erdman II, Robert C. Grasberger and Geo. A. Koehler); consideration $3,105 for expenses. Action June 1.

WAUC Wauchula, Fla.—Granted acquisition of positive control by Robert S. Taylor through purchase of stock from Edmund D. and Laura F. Covington. Action June 2.

WDJK (FM) Atlanta, Ga.—Granted assignment of cp to Mitchell Melof (owns WLAQ Rome, Ga.); consideration $1,250 for expenses. Action June 1.

WAMV-AM-FM East St. Louis, Ill.—Granted assignment of licenses for stations WAMV-AM-FM and cp for auxiliary trans. for WAMV to Stanlin, Inc. (L. R. Picus president, and two others have interest in station WOBS Jacksonville, Fla.); consideration $350,000 and stockholders have agreed not to compete for five years within 100 miles of St. Louis, Mo. Action June 1.

WMIK Middlesboro, Ky.—Granted transfer of control to Beulah C. Kincaid, Maurice Henry and Helen K. Henry who will pay $77,549 for 63.36% interest. Action June 7.

WKOP-AM-FM Binghamton, N. Y.—Granted (1) transfer of control from Frank H. Altdoerffer to himself and family group and (2) transfer to Andrew Jarema, present president and 44.67% stockholder; stock transaction. Action June 7.

WRVM-AM-FM Rochester, N. Y.—Granted assignment of am license and fm cp to Johnston-Taylor Bcstrs. Inc.; consideration $178,000. Assignee operates WOTT Watertown, N. Y. Action June 7.

WSYD Mount Airy, N. C.—Granted acquisition of positive control by Erastus F. Poore (now 26.4% owner) through purchase of additional 26.4% interest from Robert Hennis Epperson for $36,446. Action June 1.

WEEW Washington, N. C.—Granted assignment of cp to WEEW Inc. (James B. Newman, vice president, has minor interest in WRXO AM-FM Roxboro, and WOOW Greenville, N. C.); consideration includes assumption of obligations, stock transaction and tower leasing. Action June 7.

WONE, WIFE (FM) WONE-TV (ch. 22) Dayton, Ohio—Granted assignment of radio licenses and tv cp to WONE Inc. (Brush-Moore Newspapers Inc.); consideration $1,650,000 and agreement that Ronald B. Woodyard and D. Tatum will not compete within 100 miles for 10 years, for which they will be paid $165,000 and $55,000 respectively, and their employment as consultants for 5 years at $25,000 and $5,000 respectively. Brush-Moore Newspapers operate WHBC AM-FM Canton, Ohio, and WPDQ Jacksonville, Fla. Comr. Bartley abstained from voting. Action June 7.

KGRL Bend, Ore.—Granted assignment of license to John H. McAlpine, tr/as McAlpine Bcstg. Co.; latter to buy remaining 65% interest from C. E. Wilson for $55,250. Chmn. Minow and Comr. Lee dissented. Action June 7.

KOPY Alice, Tex.—Granted assignment of licenses to Norman Building Corp. (Robert N. Aylin, president); consideration $200,000. Action June 7.

KXYZ-AM-FM Houston, Tex.—Granted assignment of license of station KXYZ and cp for station KXYZ-FM to Radio Station KXYZ Inc. (Lester, Max and Morris Kamin own Public Radio Corp., stockholder of assignee, which owns station KAKC Tulsa, Okla., and 92% owner of station KBKC Mission, Kans.); consideration $1,000,000. Chmn. Minow and Comr. Lee dissented. Action June 1.

WJMA Orange, Va.—Granted assignment of license and cp to WJMA Inc. (Archibald C. Harrison Jr., president); consideration $60,000. Assignor and its stockholders have agreed not to compete in Orange, Culpeper or Louisa Counties for 5 years except for operation of stations WINA-AM and FM, Charlottesville. Action June 1.

KFHA Lakewood, Wash.—Granted (1) renewal of license and (2) assignment of license to Radio Sales Corp. (Ralph W. Burden Jr., president, and wife own 50% of KEEP Twin Falls, Idaho) consideration $60,000. Action June 7.

APPLICATIONS

WSAF Sarasota, Fla.—Seeks assignment of license from Radio Sarasota Co. to Radio Sarasota Inc.; no financial consideration involved. Ann. May 24.

KDLK Del Rio, Tex.—Seeks assignment of license from **Don R. Howard**, sole owner of Del Rio Bcstg. Co., to **James D. Patterson** (39%), **Jack R. Crosby** (51%) and **Julius Sadowsky Jr.** (10%), d/b as Queen City Bcstg. Co., for $112,500. Mr. Patterson is mathematical data specialist; Mr. Crosby is 28.57% stockholder in Del Rio Tv Cable Corp. (catv firm), 28.57% stockholder in microwave communications common carrier firm and owns 25% of property ownership firm; Mr. Sadowsky is teacher and owns record shop and advertising firm; has been program manager of KDLK. Ann. June 1.

KNFM (FM) Midland, Tex.—Seeks transfer of all shares of stock owned by Wallace R. Jackson in FM Associates (25% of total) to Rudolph M. Rubin Jr., William R. Metler and James R. Favors (presently owning 25% each; 8.33% to each, so that remaining partners will each have one-third interest), consideration $5,682. Ann. June 1.

WDYL Ashland, Va.—Seeks assignment of cp from **John Laurino**, sole owner, to WDYL Radio Inc., new corporation of which Mr. Laurino is president and 50% stockholder; consideration $100. Other principals are **Robert E. Cobbins** and **James T. Reeder** (each 25%). Mr. Laurino owns 51% of WYAL Scotland Neck, N. C.; 92% of Virginia Regional Bcstrs. Chester; Mr. Cobbins is vice president and general manager of WKCW Warrenton; owns 24½% of WYAL, 100% of advertising sales business, one-third of talent management firm, and has been manager of WARL Arlington. Mr. Reeder owns 24½% of WYAL. Ann. June 2.

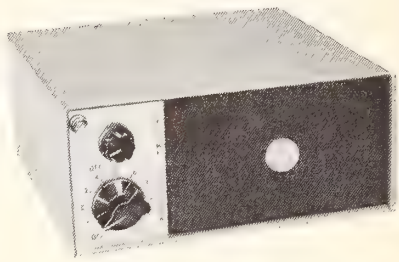
WKOY Bluefield, W. Va.—Seeks transfer of all outstanding shares of stock in WKOY Inc. from **J. Lindsey Alley** (80%), **Odes E. Robinson** (20%), to **W. C. Nininger** (33⅓%), **H. I. Goode, C. Edward Wright, W. K. Vance Jr., W. L. Nininger** (each 16⅔%), d/b as Bristol Bcstg. Inc., for total of $77,600 including option fees and agreement by Mr. Alley not to compete. Mr. W. C. Nininger is sole owner of retail coal business, farm in Virginia and half owner of cemetery; Mr. W. L. Nininger is general manager of WFHG Bristol, Va.; Mr. Goode owns automobile business; Dr. Vance is physician and stockholder in savings & loan firm; Mr. Wright owns 30% of casket firm. 100% of two and 50% of two other lumber businesses. Transferee corporation is licensee of WFHG. Ann. June 2.

Hearing cases

FINAL DECISIONS

■ Commission gives notice that April 14 initial decision which looked toward granting application of Hirsch Bcstg. Co. to increase daytime power of station KFVS Cape Girardeau, Mo., from 1 kw to 5 kw, continued operation on 960 kc, 500 w-N, DA-N, conditioned that Oscar C. Hirsch shall divest himself of all ownership in Sikeston Community Bcstg. Co. (KSIM) Sikeston, Mo., resign as director thereof, and hold no ownership or official relationship with that company, and that within 30 days from effective date of grant grantee shall notify commission of such divestiture and related acts, and denying for default in prosecution application of Firmin Co. for new station to operate on 960 kc, 500 w, DA, D, in Vincennes, Ind., became effective

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June 5 pursuant to Sec. 1.153 of rules. Action June 5.

■ By decision commission granted application of American Bcstg.-Paramount Theatres Inc., to increase ERP of station KABC-FM Los Angeles, Calif., from 4.3 kw to 74.7 kw and increase ant. height above average terrain from 2,800 ft. to 2,915 ft., continuing operation on 95.5 mc; condition. Sept. 19, 1960 initial decision looked toward this action. Action June 1.

■ Commission gives notice that April 12 supplemental initial decision which looked toward granting application of Brennan Bcstg. Co. to operate WAPE Jacksonville, Fla., nighttime hours with 10 kw, DA, continued operation on 690 kc, 25 kw-LS became effective June 1 pursuant to Sec. 1.153 of rules. Action June 1.

■ Commission gives notice that April 12 initial decision which looked toward granting application of First Carolina Corp. for new tv station to operate on ch. 25 in Columbia, S. C., became effective June 1 pursuant to Sec. 1.153 rules. Action June 1.

■ Commission gives notice that April 11 initial decision which looked toward granting application of KRNO Inc. to increase daytime power of KRNO San Bernardino, Calif., from 250 w to 1 kw, during periods when KPPC Pasadena is not operating, continued operation on 1240 kc, 250 w-N; conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw became effective May 31 pursuant to Sec. 1.153 of rules. Action May 31.

■ Commission gives notice that April 11 initial decision which looked toward granting application of Central Bcstg. Corp. to increase daytime power of WKBV Richmond, Ind., from 250 w to 1 kw, continued operation on 1490 kc, 250 w-N; conditioned to accepting interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw became effective May 31 pursuant to Sec. 1.153 of rules. Action May 31.

■ Commission gives notice that April 7 initial decision which looked toward granting applications of Midland Bcstg. Co. (WMDN) Midland, Mich., and Shawnee Bcstg. Co. (WBEX) Chillicothe, Ohio, to increase daytime power from 250 w to 1 kw, continued operation on 1490 kc, 250 w-N, each conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw became effective May 29 pursuant to Sec. 1.153 of rules. Action May 29.

STAFF INSTRUCTIONS

■ Commission on June 7 directed preparation of document looking toward (1) denying protest by WSTV Inc. (WBOY-TV ch. 12) Clarksburg, W. Va., (2) affirming Feb. 17, 1960 grant of application for relinquishment of positive control of WJPB-TV Inc., permittee of WJPB-TV (ch. 5) Weston, W. Va., by J. P. Beacom through sale of stock to Thomas P. Johnson and George W. Eby, and (3) setting aside April 18, 1960 order which postponed effective date of grant pending hearing. Dec. 16, 1960 initial decision looked toward this action. Announcement of this preliminary step does not constitute commission action in such case, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decision. Action June 7.

■ Commission directed preparation of document looking toward granting applications of Western Minnesota Bcstg. Co. to change facilities of station KMRS Morris, Minn., from 1570 kc, 1 kw, D, to 1230 kc, 250 w, unl. and KISD Inc., to increase daytime power of station KISD Sioux Falls, S. D., on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and denying application of Alexandria Bcstg. Corp. to change facilities of station KXRA Alexandria, Minn., from 1490 kc, 250 w, unl. to 1230 kc, 1 kw-LS, 250 w-N. Feb. 7 initial decision looked toward granting applications of KXRA and KISD and denying KMRS. Announcement of this preliminary step does not constitute commission action in such case, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decision. Action June 2.

INITIAL DECISIONS

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward granting applications of G. Stuart Nixon for new class B fm station in San Jose, Calif., to operate on 106.5 mc with ERP 18 kw and ant. height 272 ft., and Franklin Mieuli to increase power of KHIP San Francisco, Calif., from 40 kw to 80 kw, continued operation on 106.9 mc with ant. height 1,140 ft. Action June 7.

■ Hearing examiner Elizabeth C. Smith issued initial decision looking toward granting applications of Radio 940 for new am station to operate on 940 kc, 1 kw, DA-D in South Haven, Mich., Michigan Bcstg. Co. to increase daytime power of station WBCK Battle Creek, Mich., from 1 kw to 5 kw, continued operation on 930 kc, 1 kw-N, DA-2, and Mt. Vernon Radio & Tv Co. to increase power of daytime station WMIX, Mt. Vernon, Ill., and from 1 kw to 5 kw, with DA, continued operation on 940 kc, conditioned that Mt. Vernon accept such interference as may be imposed by grant of application of Hirsch Bcstg. Co. to increase power of station KFVS Cape Girardeau, Mo., and any one of three mutually exclusive applications for new am stations to operate on 920 kc in Granite City, Ill. Action June 7.

■ Hearing examiner Millard F. French issued initial decision looking toward granting application of Acadian Tv Corp. for new tv station to operate on ch. 3 in Lafayette, La., and denying applications of Evangeline Bcstg. Inc., seeking same facility and KTAG Associates for modification of cp to specify operation of station KTAG-TV on ch. 3 instead of ch. 25 in Lake Charles, La. Action June 6.

■ Hearing examiner Walther W. Guenther issued initial decision looking toward (1) denying May 12 petition for severance by WMFJ Inc., and (2) granting applications of Hartsville Bcstg. Co. (WHSC) Hartsville, S. C., WMFJ Inc. (WMFJ) Daytona Beach, Fla., Space Bcstg. Inc. (WBYG) Savannah, Ga., and Low Country Bcstg. Co. (WQSN) Charleston, S. C., to increase daytime power from 250 w to 1 kw, continued operation on 1450 kc with 250 w-N, each conditioned to accepting such interference as may be imposed by other existing class IV stations in event these stations are subsequently authorized to increase power to 1 kw. Action June 2.

OTHER ACTIONS

Ybor City Bcstg. Co., Ybor City, Fla.; Johnson Bcstg. Corp., Indian Rocks Beach, Fla.—Designated for consolidated hearing applications for new daytime am stations —Ybor on 1510 kc, 250 w, and Johnson on 1520 kc, 1 kw, DA. Action June 7.

■ By separate orders, commission modified cps issued Monocacy Bcstg. Co., on Sept. 7, 1960, for WFMD Frederick, Md., to increase daytime power on 930 kc from 1 kw to 5 kw and Martin Karig, on April 14, 1961, for new station to operate on 930 kc at Johnstown, N. Y. to include following condition: "To the extent that it permits operation with daytime facilities prior to local sunrise, Sec. 3.87 of the commission's rules is not applicable to this authorization, and such operation is prohibited." This action was taken on consideration of May 4, 1961 order of Court of Appeals in WBEN, Inc. v. Federal Communications Commission and Monocacy Bcstg. Co. (WBEN, Buffalo, N. Y., had contended that either operation prior to local sunrise would have caused objectionable interference to Buffalo station). Action June 7.

■ By memorandum opinion and order commission denied petition by Tedesco Inc., for reconsideration of March 24 grant to Albert S. and Patricia W. Tedesco, d/b as Hennepin Bcstg. Associates for new daytime am station (KTCR) in Minneapolis, Minn., to operate on 690 kc with 500 w in connection with Tedescos' application to acquire WMIN, St. Paul. Action June 7.

■ By memorandum opinion and order commission granted petition by Lake Zurich Bcstg. Co. to extent of waiving Sec. 1.362 (b) of rules to permit publication for three weeks in weekly newspaper required public notice of its application for new daytime am station to operate on 1520 kc at Lake Zurich, Ill. Applicant contended that local weekly has bigger circulation in that community than any outside daily and that advertising cost would be less. Action June 7.

■ By memorandum opinion and order commission dismissed as moot petition by Gerity Bcstg. Co. (WABJ) Adrian, Mich., for reconsideration of March 8 grant to Marion Bcstg. Co. to increase daytime power of WMRN Marion, Ohio, to 1 kw on 1490 kc. Since petition was filed, initial decision looks to grant of WABJ's like application. Action June 7.

■ By memorandum opinion and order commission, on its own motion, (1) set aside its March 15 action granting application of Andrew B. Letson for increase in power of station WZRO on 1010 kc, D, from 1 kw to 25 kw, DA, and change studio location from Jacksonville Beach to Jacksonville, Fla., and (2) designated application for hearing; made city of Jacksonville Beach, which petitioned for reconsideration of March 15 grant, and Jacksonville Beach Chamber of Commerce parties to proceeding. Action June 7.

KTKR Taft, Calif.—Designated for hearing application to increase power on 1310 kc, D, from 500 w to 1 kw; made KLAN Lemoore, Calif., party to proceeding. Comr. Ford dissented and issued statement, in which Comrs. Bartley and Craven join. Action June 7.

■ By order commission denied petition by Crosley Bcstg. Corp. for further hearing and postponement of June 8 oral argument in Indianapolis, Ind., Tv ch. 13 proceeding. Action June 5.

■ Following stations were granted extensions of completion dates as shown: KBYR-TV Anchorage, Alaska, to 12-5, and WFMD Frederick, Md., to 10-7, without prejudice to such further action as commission may deem warranted in light of decision of U. S. Court of Appeals, D. C., Circuit, May 4, 1961, in re WBEN Inc., Case No. 16017. Action June 2.

■ By order commission extended from June 12 to July 6 time for filing comments in proceeding to make vhf tv channels available for noncommercial educational use in New York City and Los Angeles. More time was requested by Governor Robert B. Meyner of New Jersey and sta-

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tions WNEW-TV and WOR-TV New York City. Action June 1.

■ By memorandum opinion and order commission granted petition by its Broadcast Bureau and amended memorandum opinion and order of Feb. 28 which granted, without hearing, certain applications by am stations to increase daytime power on 1340 kc from 250 w to 1 kw, to add condition that grants to two of those stations "is without prejudice to whatever action commission may deem appropriate in light of any facts developed in pending inquiry concerning qualifications of Independence Bcstg. Inc. (WHAT) and Mid-Atlantic Bcstg. Co. (WMID) to be licensees of commission." WHAT operates at Philadelphia and WMID at Atlantic City, N. J. Action June 1.

■ By memorandum opinion and order commission denied petition by Windber Community Bcstg. System for severance from consolidated am proceeding of its application for new am station to operate on 1350 kc, 1 kw, D, in Windber, Pa., and for finalization of Feb. 20 initial decision which looked toward grant, or for alternative relief. Comr. Cross dissented. Action June 1.

■ By memorandum opinion and order, commission denied March 29 petition by KWK Radio Inc., licensee of broadcast station KWK St. Louis, Mo., for reconsideration of commission's order of Nov. 3, 1960, which ordered KWK to show cause why its license should not be revoked due to conduct involving treasure hunts and bonus club contests. Action June 1.

■ By order commission granted petition by Broadcast Bureau to accept its late filing of exceptions and supporting brief in proceeding on applications for new am stations of Pier San Inc., and Francis C. Morgan Jr., to operate on 1290 kc, 500 w, D, in Larned, and Wilmer E. Huffman to operate on 1290 kc, 5 kw-D, 500 w-N, DA-2, in Pratt, Kan. Action June 1.

■ By memorandum opinion and order, commission denied petition by Marshall Electric Co. (KFJB) Marshalltown, Iowa, to make effective immediately March 7 initial decision which looked toward granting its application, among others, to increase daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w. Action June 1.

■ By order commission stayed effective date of April 21 initial decision in New Bedford, Mass., tv ch. 6 proceeding, pending further review by commission. Initial decision proposed to dismiss, without prejudice and at their request, competing applications of Eastern States Bcstg. Corp., and New England Tv Inc., and grant application of E. Anthony & Sons Inc., for new Tv station subject to stated condition. Action June 1.

Time Bcstrs. Inc., Springfield, Mo.; Galen O. Gilbert, Aurora, Mo.—Designated for consolidated hearing applications for new daytime am stations to operate on 940 kc, 500 w, D. Action June 1.

■ By memorandum opinion and order commission (1) dismissed application of J. B. Hart for new am station to operate on 940 kc, 500 w, D, in Aurora, Mo., and (2) granted joint request by Galen O. Gilbert (applicant for new am station to operate on 940 kc, 500 w, D, in Aurora, Mr. Hart, for approval of an agreement whereby Mr. Gilbert will reimburse Mr. Hart for expenses incurred in connection with his withdrawn application. Action June 1.

WHNB-TV ch. 30 New Britain, Conn.; WWLP (TV) ch. 22 Springfield, Mass.—Designated for hearing applications (1) for voluntary transfer of one-third interest in WHNB-TV from Plains Tv Corp. to Springfield Tv Bcstg. Corp.; (2) to tilt mechanically ant. of WHNB-TV and (3) to directionalize ant. of station WWLP-TV; made WHYN-TV Springfield, and WNHC-TV New Haven, parties to proceeding. Comrs. Hyde and Lee dissented. In addition to operating WWLP-TV Springfield Tv Bcstg. Corp. is also licensee of WRLP (TV) Greenfield and WWOR-TV Worcester, and four translator stations. Action June 1.

■ Commission subjected its May 29 grant of new uhf tv translator station to Triangle Publications Inc., to serve Woodlake and Lemoncove, Calif., to further condition that it is without prejudice to whatever measures commission may find it appropriate to take, if any, in connection with its pending inquiry into compliance by Triangle Publications Inc. (Radio and Tv Division) with Sec. 317 of Communications Act of 1934 and commission's rules. Action June 1.

ORAL ARGUMENTS SCHEDULED

■ Commission scheduled following proceedings for oral arguments as indicated: Clarke Bcstg. Corp. (WGAU) Athens, Ga.; Wake Inc. (WAKE) Atlanta, Ga., and Savannah Valley Bcstg. Co. (WBBQ) Augusta, Ga., to increase daytime power on 1340 kc to 1 kw, for afternoon of July 6.

WBUD Inc., and Concert Network Inc., for new class B fm station in Trenton, N. J., for afternoon of July 6.

Iowa Great Lakes Bcstg. Co. (KICD) Spencer, Iowa, and 11 other applicants in Illinois, Iowa, Minnesota, Nebraska, and Wisconsin to increase daytime power on 1230 or 1240 kc to 1 kw, for 10:00 a.m., July

Routine roundup

■ Following its annual practice, commission will schedule no hearings or oral arguments during August, in which month it will hold but one meeting (Tuesday, August 1). This summer recess is convenience to vacationing and other planning by those who do business with commission. Different commissioners will be present in August to act as motions commissioners, handle emergency matters, and expedite commission's routine business. Ann. June 7.

■ By letter commission waived Sec. 3.682 of its rules to permit Community Tv Inc., to scramble certain programs of medical nature over its noncommercial educational tv station WJCT (ch. *7) Jacksonville, Fla., for period of year, subject to specified conditions.

Programs, which will not exceed two hours a day, will be produced in cooperation with Jacksonville hospitals educational program. Being geared to educational needs of medical profession, they will not be suitable for public viewing. They will be received on sets converted for purpose and installed in hospitals and doctors' homes. Comrs. Bartley and Craven dissented. Action June 1.

■ By letter commission granted request by Metropolitan Bcstg. Corp. (now Metro-Media Inc.) licensee of international broadcast station WRUL Scituate, Mass., for reconsideration of May 11 action which denied or dismissed as moot request for waiver of certain sections of international broadcast rules and granted extension of operating hours and waiver of Sec. 3.702 (d) and (1), commencing June 5 for the remainder of summer season, in accordance with revised frequency authorization. Action June 1.

■ Commission, for second time, returned as unacceptable for filing application by Bankers Life and Casualty Co. for license for station KGA Spokane, Wash. (previously returned on April 26). There is pending application for renewal of that station license by Gran Bcstg. Co. (to which it was transferred from Bankers Life in 1957). Since Bankers Life claims to have purchased Gran in 1960, commission again advised that proper procedure is to file FCC Form 315 for consent to transfer. Chrm. Minow and Comr. Bartley voted for hearing on Gran's financial qualifications. Action June 1.

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

■ Granted petition by Rollins Bcstg. Inc., and extended to May 29 time to file an appeal from ruling of hearing examiner in Wilmington, Del. tv ch. 12 proceeding. Action June 2.

■ Granted petition by Transcript Press Inc., and extended to June 22 time to file exceptions to initial decision in proceeding on its application and that of Newton Bcstg. Co. for am facilities in Newton and Dedham, Mass. Action June 2.

■ Granted petition by Broadcast Bureau and extended to June 2 time to respond to petition by Melody Music Inc., for reconsideration in proceeding on its application for renewal of license of WGMA Hollywood, Fla. Action June 1.

■ Granted petition by Broadcast Bureau and extended to June 13 time to respond to petition by Gordon A. Rogers, Vancouver, Wash., to enlarge issues in proceeding on his am application and that of Triple G Co. (KWAY) Vancouver. Action June 1.

■ Granted petition by Broadcast Bureau and extended to June 15 time to respond to petition by Lindsay Bcstg. Co. to enlarge issues in proceeding on its application for a new am station in Punta Gorda, Fla. Action June 1.

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by James C. Gleason to extent that it seeks dismissal of his application for am facilities in East Aurora, N. Y., which is in consolidated am proceeding, but dismissed application with prejudice; retained in hearing status remaining applications involved in consolidated proceeding. Action June 2.

■ Scheduled prehearing conferences and hearings in following am proceedings: June 23 and July 27: Torrington Bcstg. Inc. (WTOR) Torrington, Conn.; June 26 and July 25: Marshall C. and Sarah C. Parker, Tupelo, Miss. Action May 31.

■ Granted petition by North Penn Bcstg. Co. to extent that it seeks dismissal of its application for am facilities in Quakertown, Pa., but dismissed application with prejudice. Application was consolidated for hearing. Action May 31.

■ Dismissed with prejudice for failure to prosecute application of Charles B. Axton, KTOP (AM) Topeka, Kans., which was consolidated for hearing; dismissed petition by Radio Active Inc. (KLEO) Wichita, Kans., to dismiss Axton application. Action May 31.

By Hearing Examiner Thomas H. Donahue

■ On own motion, continued June 6 prehearing conference to June 15 in proceeding on am applications of Value Radio Corp. (WOSH) Oshkosh, Wis., and Howard Miller Enterprises and Consultants Inc. (WGEZ) Beloit, Wis. Action May 29.

By Hearing Examiner Asher H. Ende

■ Issued order following prehearing conference held June 2 in proceeding on application of Y T Corp., for fm facilities in Palo Alto, Calif., scheduled certain procedural dates and continued July 20 hearing to July 27. Action June. 2.

■ Granted petition by Independent Indianapolis Bcstg. Corp. and extended to June 5 time for all parties to respond to petition for leave to amend by WIFE Corp. in proceeding on their applications for am facilities in Indianapolis, Ind. Action May 31.

■ Granted petition by Broadcast Bureau and extended to June 6 time to respond to three separate petitions to enlarge issues in consolidated am proceeding on applications of Sands Bcstg. Corp., Indianapolis, Ind. Action May 31.

By Hearing Examiner Charles J. Frederick

■ Upon request by Broadcast Bureau and with consent of all other parties in Salem, Ore., tv ch. 3 proceeding, continued June 5 hearing to June 19. Action June 2.

■ Upon request of Suburban Bcstg. Inc., and with consent of all parties in proceeding on its application and that of Camden Bcstg. Co. for fm facilities in Mount Kisco, N. Y., and Newark, N. J., continued further prehearing conference from June 1 to June 12. Action May 31.

By Hearing Examiner Millard F. French

■ Granted interim motion by Acadian Tv Corp., and motion by Evangeline Bcstg. Inc., and corrected transcript to reflect changes set forth in such motions in Lake Charles-Lafayette, La., tv ch. 3 proceeding. Action June 2.

By Hearing Examiner Isadore A. Honig

■ Granted request by George Shane and continued June 8 hearing to July 31 in proceeding on his application for am facilities in Victorville, Calif., and on own motion, nunc pro tunc: (1) extended from May 11 to July 11 date by which applicant shall supply to other parties (and examiner) copies of all written exhibits proposed to be introduced in evidence at hearing; and (2) from May 23 to July 21 date by which applicant shall be notified as to those witnesses for applicant who are to be present for cross-examination at hearing. Action June 2.

■ Issued order following prehearing conference held May 23 in proceeding on am applications of WEXC Inc. Depew, N. Y., scheduled certain procedural dates, prehearing conference for June 14, continued June 14 hearing to July 6 and on own motion relieved active applicants from any requirement to exchange their proposed exhibits with applicant James C. Gleason in view of indication that he will not prosecute his application. Action June 1.

By Hearing Examiner Annie Neal Huntting

■ Upon agreement of parties participating at June 1 prehearing conference, continued July 20 hearing to July 27 in proceeding on application of Robert E. Podesta and Marcella Podesta, joint tenants, for new fm station in Santa Clara, Calif. Action June 1.

By Hearing Examiner David I. Kraushaar

■ Granted petition by Sun State Bcstg. System Inc., for leave to amend its application for new daytime am station to operate on 1210 kc, DA, in San Fernando, Calif., to specify 5 kw instead of 10 kw, re-

moved amended application from hearing and returned to processing line; retained in hearing application of Ben S. McGlashan (KGFJ) Los Angeles. Action June 5.

■ Granted joint petition by Telegraph Herald (KDTH) Dubuque, Iowa, and Central Wisconsin Bcstg., Inc. (WCCN) Neillsville, Wis., and severed their applications for decisional purposes from further consideration with applications in dockets 14044 and 14047, with hearing to commence as scheduled on July 6, but hearing on the applications will take place before hearing on applications in dockets 14044, 14047; all undertakings, agreements and directions set forth with respect to severed applicants in transcript of May 12 prehearing conference remain in effect. Action May 31.

■ Issued order after prehearing conference held May 31 in proceeding on application of Holly Springs Bcstg. Co. for new am station in Holly Springs, Miss.; continued July 19 hearing to Sept. 13, at request of applicant and ordered applicant to provide bureau and examiner one copy of each exhibit it proposes to offer in evidence not later than 5 p.m., Aug. 11; Broadcast Bureau to advise applicant informally as to witnesses it desires produced for cross-examination by Aug. 22; Granted petition by Holly Springs for leave to amend its application to provide new programming percentage analyses and new proposed program schedule. Actions May 31, June 1.

By Hearing Examiner Jay A. Kyle

■ Upon request of Quests Inc., continued June 5 prehearing conference to June 9 in proceeding on its application and that of James V. Perry for am facilities in Grove City, Pa., and Ashtabula, Ohio. Action June 2.

■ On informal advice from Broadcast Bureau that Federal Aviation Agency is having informal air space meeting relative to tower proposals in proceeding on applications of Chronicle Publishing Co. and American Bcstg.-Paramount Theatres Inc., to increase ant. heights of stations KRON-TV and KGO-TV San Francisco, Calif., rescheduled June 9 prehearing conference for July 21. Action June 2.

By Hearing Examiner Forest L. McClenning

■ Granted petition by KWK Radio Inc. and continued without date June 7 hearing in matter of revocation of license for am station KWK St. Louis, Mo. Action May 29.

By Hearing Examiner Herbert Sharfman

■ On oral request of College Radio, Amherst, Mass., because of further necessity to resolve certain evidentiary problems, and without objection by Broadcast Bureau, rescinded previous schedule in proceeding on its am application and scheduled June 28 for submission of affirmative written case of applicant, July 3 for receipt of notification of witneses desired for cross-examination and rescheduled June 6 hearing for July 11. Action June 2.

■ Scheduled further prehearing conference for group IV of consolidated am proceeding for June 9 (Ivy Bcstg. Inc., WOLF Syracuse, N. Y.). Action May 31.

By Hearing Examiner Elizabeth C. Smith

■ Granted motion by Tenth District Bcstg. Co. for leave to amend its application for am facilities in McLean, Va., to show change in specification of latitude of its ant. system; application is consolidated for hearing with application of Seven Locks Bcstg. Co. for am facilities in Potomac-Cabin John, Md. Action June 2.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of June 6

■ Granted licenses for following uhf tv translator stations: K78AQ Seaside, Ore.; W73AD, W71AC, W76AB, W80AC Rhinelander, Wis.; K80AX Big Fork, Mont.; K76BE Truth or Consequences, N. M.; K78AV Gallup, N. M.; K77AW Wallowa Valley, Ore.; K80AV Pagosa Springs, Colo.; K77AU Likely, Calif.; K77AV Palm Springs, Calif.

WAIL Baton Rouge, La.—Granted cp to install old main trans. (present site of main trans.) as auxiliary trans. with DA-N.

WAEL Mayaguez, P. R.—Granted cps to replace expired permit to change ant.-trans. location; and to install old main trans. as auxiliary trans. (main trans. location) and operate by remote control.

Three Rivers Chamber of Commerce, Three Rivers, Calif.—Granted cp for new uhf tv translator station on ch. 74 to translate programs of KFRE-TV (ch. 30) Fresno, Calif.; condition.

KGUL Port Lavaca, Tex.—Granted mod. of cp to change studio location and operate trans. by remote control from studio location.

WJLD Homewood, Ala.—Granted mod. of cp to change trans.

KROW Dallas, Tex.—Remote control permitted.

WPBS (FM) Philadelphia, Pa.—Granted extension of completion date to Sept. 30.

Actions of June 5

KHMO Hannibal, Mo.—Granted mod. of license to operate transmitter by remote control, using DA, day and night (DA-2); conditions.

KMUZ (FM) Santa Barbara, Calif.—Granted cp to replace expired permit for fm station.

WMNA-FM Gretna, Va.—Granted cp to install new trans.

■ Following stations were granted mod. of cp to change type trans.: KAHR Redding, Calif.; WHAL Shelbyville, Tenn.; KPRL Paso Robles, Calif.; WLOG Logan, W. Va.; WARK Hagerstown, Md.; WSGC Elberton, Ga.

KTON Belton, Tex.—Granted mod. of cp to change ant.-trans. and studio location.

■ Following stations were granted extensions of completion dates as shown: WDIA-FM Memphis, Tenn., to Nov. 5; WCME-FM Brunswick, Me., to Oct. 20; KTCI Terrytown, Neb., to Sept. 10; KDEF-FM Albuquerque, N. M., to Sept. 10; KDLS Perry, Iowa, to Sept. 10.

Actions of June 1

■ Granted cps for following new vhf tv translator stations: Tv Committee, Wray, Colo., on ch. 12 to translate programs of KOMC-TV (ch. 8) McCook, Neb.; Gunnison County Chamber of Commerce Tv Division, Jack's Cabin, Doyleville, Sapinero, Gunnison, Crested Butte, Pitkin, Ohio City, Sargents, all Colo., on chs. 3, 4, 6, 7, 10, 11, 12, and 13 to translate programs of KCSJ-TV (ch. 5) Pueblo, Colo., via ch. 7 translator station, Gunnison, Colo.; KCSJ-TV (ch. 5), Pueblo, Colo.; KREY-TV (ch. 10) Montrose, Colo.; KREY-TV (ch. 10) Montrose, via ch. 6 and ch. 11 translator stations, Sapinero and Gunnison, Colo.; KCSJ-TV (ch. 5) Pueblo, Colo.; KREY-TV (ch. 10) Montrose, Colo., via ch. 6 translator station, Sapinero, Colo.; KREY-TV (ch. 10) Montrose, Colo.; via ch. 6 translator station, Sapinero, Colo.; KCSJ-TV (ch. 5) Pueblo, Colo., via ch. 3 translator station, Jack's Cabin, Colo.; KCSJ-TV (ch. 5) Pueblo, Colo., via ch. 7 translator station, Gunnison, Colo.; KOA-TV (ch. 4) Denver, Colo.; New England Lions Club, New England, N. D., on ch. 7 to translate programs of KFYR-TV (ch. 5) Bismarck, N. D., condition; Citizens Group, Wood Lake, Neb., on ch. 13 to translate programs of KPLO-TV (ch. 6) Reliance, S. D., condition; Venango Lions Club, Venango, Neb. on ch. 12 to translate programs of KNOP-TV (ch. 2) North Platte, Neb.; Mineral Tv District No. 1, Mina and Luning, Nev., on ch. 5 to translate programs of KOLO-TV (ch. 8) Reno, Nev.; Lander Valley Tv Assn., Lander Valley, Wyo., on ch. 12 to translate programs of KTWO-TV (ch. 2), Casper, Wyo.; New Castle Booster Club, New Castle, Colo., on ch. 8 to translate programs of KREX-TV (ch. 5) Grand Junction, Colo., via ch. 4 translator station, Rifle, Colo.; Star Valley Tv System Inc., Thayne, Wyo., on ch. 5 to translate programs of KIFI-TV (ch. 8), Idaho Falls, Idaho; Upper Piedra Tv Assn., Piedra Park (Rural), Colo., on ch. 9 to translate programs of KOB-TV (ch. 4) Albuquerque, N. M.; condition.

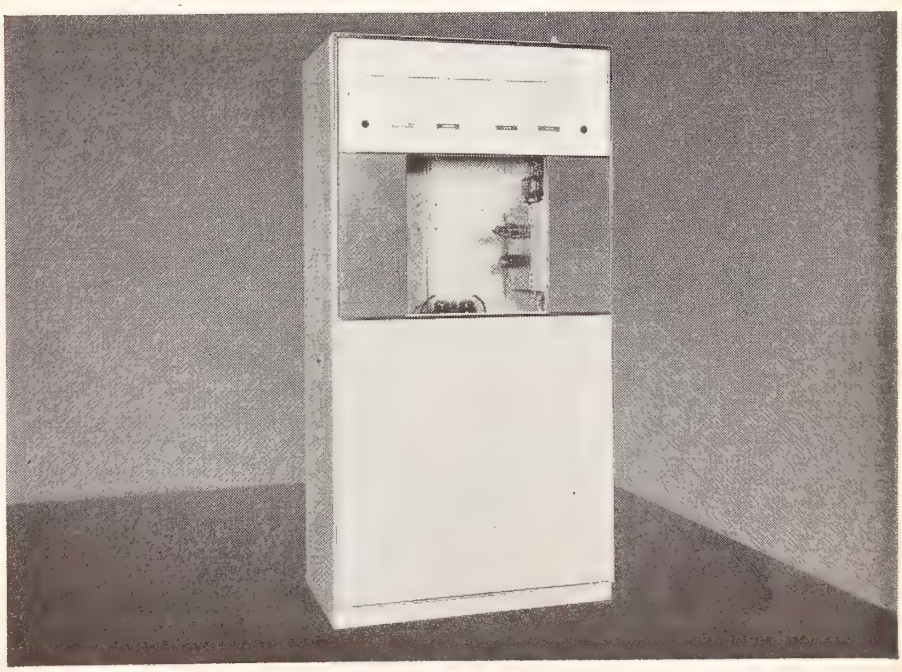
■ Granted cps for following new vhf tv translator stations: Philip Tv Assn., Philip, S. D., on ch. 13 to translate programs of KOTA-TV (ch. 3) Rapid City, S. D.; West Daniels Tv, Peerless, Mont., on ch. 6 to translate programs of KUMV-TV (ch. 8) Williston, N. D.; Mt. Pisgah Tv Assn., Osage, Wyo., on ch. 11 to translate programs of KOTA-TV (ch. 3), Rapid City, S. D.; Cimarron Tv Club, Cimarron and Dawson, N. M., on ch. 11 to translate programs of KOB-TV (ch. 4) Albuquerque, N. M., condition; City of Valentine, Valentine, Neb., on chs. 12 and 7 to translate programs of KPLO-TV (ch. 6) Reliance, S. D., and of KDUH-TV, (ch. 4) Hay Springs, Neb.; Sula Tv Booster Club, Sula, Mont., on ch. 9 to translate programs of KMSO-TV (ch. 13) Missoula, Mont., condition; Swan Hill Tv Club, Inc., rural area of Swan River and Swan Lake, Mont., on ch. 9 to translate programs of KMSO-TV (ch.

(*Continued on page* 103)

This new Collins designed and manufactured AM transmitter features unparalleled accessibility: the RF and audio chassis swing out and the power supply tilts up to expose all components. Its bold, clean-cut appearance is in keeping with its advanced interior. It's the new Collins 1,000/500/250 watt 20V-3 AM Transmitter.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • NEWPORT BEACH, CALIF.



features: stable crystals to eliminate crystal ovens • conservatively-rated components • thermal time-delay circuitry • automatic voltage sequencing • air forced directly on tubes • For information, contact your Collins sales engineer, or write direct.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Wanted: Manager with small to medium market experience for Indiana independent daytime station. Prefer past managerial experience but will consider anyone with high sales experience and ability to get along with people. Send all replies to Box 104F, BROADCASTING.

Truly outstanding management opportunity with a major market top rated eastern regional station. Sales background, including managing a creative sales department and/or handling national sales absolutely necessary. This is a top position with a leading group operation. Salary open. Box 560F, BROADCASTING.

Operations manager with good programming background needed for eastern major market independent. Send full details to Box 591F, BROADCASTING.

Manager for new full time 250 watt am in central North Dakota. Need not have previous managerial experience, but must have good sales record. Box 605F, BROADCASTING.

Manager, strong on sales, five thousand watt 970 kc, opportunity for excellent earnings. Send full details to Lester Gould, KQAQ, Box 481, Austin, Minnesota.

Sales

Fm salesman position available immediately. Station located in multi-million eastern market. Excellent opportunity for advancement as owner has other broadcast properties. Box 592F, BROADCASTING.

Sales manager . . . Strong on sales. Maryland independent, multiple chain. Excellent opportunity for a solid producer. Box 494F, BROADCASTING.

New Jersey—excellent opportunity for good producer. Multiple chain, top New Jersey indie. Box 265F, BROADCASTING.

One of the nation's top-rated independents has opening for experienced salesman. Eastern major market. Send comprehensive letter on your background to Box 593F, BROADCASTING.

Experienced salesman for metropolitan market in the southwest. Box 703F, BROADCASTING.

KTRI, Sioux City, Iowa wants experienced salesman. Please send references. Good pay.

Experienced salesman wanted for expanding organization. Future management possibilities. Settle down with KWRT, Boonville, Missouri, Contact Bill Tedrick, owner!

Salesmen! Experience necessary. Fast growing Cape Canaveral market. Send picture and resume to WRKT, Cocoa Beach, Florida.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Announcers

Announcer with first class ticket, maintenance is secondary. Box 928D, BROADCASTING.

Immediate opening for dj in 75,000 central New York market. Prefer man who can fit into tight production format. Send resume, tape, requirements to Box 296F, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Eastern Pennsylvania 250 watt fulltimer needs an announcer with at least two years experience. Must be good board man. Start $85 a week with regular raises. Interview necessary. All tapes will be returned. Send tape and resume to Box 404F, BROADCASTING.

Announcer wanted for large eastern metropolitan full-time station. We desire big sounding, alert voice with personality. Starting salary exceeds $8,000.00 plus talent fees. A copy writer also desired. Apply Box 536F, BROADCASTING.

Announcer, first class ticket in medium mid-Atlantic market. Maintenance secondary. Box 584F, BROADCASTING.

Experienced announcer for central Pennsylvania radio station. Pleasing personality. Good radio voice. Must have supervisory ability. Send full background and tape. Box 589F, BROADCASTING.

Announcer with first class license. Emphasis on announcing, engineering secondary. Light maintenance, Virginia daytimer. Tape and resume. Box 603F, BROADCASTING.

Need two staff men who can handle board and do some play-by-play. With midwest independent. Send tape, resume, recent photo. Personal interview required. Box 698F. BROADCASTING.

First class ticket announcer-personality, modern and country music. All tapes will be returned. Box 702F. BROADCASTING.

Quality adult operation now auditioning for high calibre radio announcer. Emphasis on announcing production commercials in mature style. Excellent opportunity, many fringe benefits, midwest location. Box 708F, BROADCASTING.

Leading music and news station in one of the country's major markets has opening for experienced disc jockey of top flight caliber; must have stable record; Great Lakes area; tape and full details first letter. Box 719F, BROADCASTING.

Announcer-engineer: Must have 1st ticket. No maintenance. Medium size Michigan market; salary open. Rush picture, tape, application to Box 730F, BROADCASTING.

Wanted—Three best announcers in modern radio! One with 1st class ticket. KHAK, the "Bright New Sound"—not top 40—will soon go on the air in Cedar Rapids, Iowa. Only the experienced need apply. Send tape, complete resume, salary requirements, snapshot to W. E. McClenahan, c/o KHAK Radio, S.G.A. Building, Cedar Rapids, Iowa.

Week-end announcer . . . First ticket required . . . No maintenance. Could become fulltime position. KLGA, Algona, Iowa.

Announcer needed with enthusiasm for night time top forty shop. $420 per month plus fringe benefits. Minimum two years experience and stand rigid background investigation. Contact J. A. Shepherd, KNCM, Moberly, Missouri.

Announcer with first ticket. $425.00 monthly. Send qualifications. KSEN, Shelby, Montana.

Announcer needed for progressive organization! Bill Tedrick, owner, KWRT, Boonville, Missouri.

Two announcers—one first ticket, no maintenance; other some sales. C&W-pop. Preferably extroverts. WKIK, Leonardtown, Maryland.

Help Wanted—(Cont'd)

Announcers

5,000 watt station desires settled announcer with first phone for night shift. Good music station—Right proposition for right man—Paid hospitalization—Paid life insurance—Paid vacation—40 hour week, no maintenance, emphasis on announcing. Send tape and resume to WEED, Rocky Mount, North Carolina.

Announcer with first phone for fulltime southern regional. Must have tight production, good news delivery, knowledge of good music for adult programming. Limited engineering. Send photo, resume, tape and references. Salary open. Ernest Bowen, WELO, Tupelo, Miss.

Play-by-play sportscaster-dj—immediate opening. Must have at least a year's experience and ability to do baseball, football and basketball and good afternoon record show. Not a top 40 format. Salary open. Give full details in first letter including salary requirements and send tape with play-by-play and record show. All tapes will be returned. William M. Winn, P.D. Radio Station WESB, Bradford, Penna.

Announcer-1st phone wanted at No. 1 rated station with tight-as-a-drum swing format. No r&r. Limited maintenance, emphasis on air work and production ability. Salary open. Send tape, resume, photo to WHYE, Box 1187, Roanoke, Va.

Announcer—with first ticket. Want good tight production—news and copy experience. Immediate opening. Salary dependent on experience, etc. WJUD, St. Johns, Michigan.

Now auditioning for mature announcer experienced in adult programming. Must run tight board. New Equipment—wonderful city. Tape, resume, photo and salary to Program Director, WKLZ, Kalamazoo, Mich.

New regime in Chattanooga, Tennessee, seeks deejays with a knowledge of country music. Rush tape and resume to Don Wick, WQOK, Greenville, S. C.

McAlister Broadcasting, leading west Texas chain needs experienced news man and announcers with first phones. Write, wire or call 3416 42nd St., Swift 9-3590, Lubbock, Texas.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Technical

Chief engineer with or without announcing. 250 watter southeast New York. Box 457F, BROADCASTING.

Chief-maintenance and announcer experience. Must have good work references. Man we want may be nearing middle age, wanting job security away from pressure in ideal western community. Good daytime hours and better than $100.00 to start with raises in line with ability. Considered choice opening in Colorado, about August first. Box 596F, BROADCASTING.

Upstate New York metropolitan market station needs experienced technician for operation and maintenance of transmitter studio and directional array. First class license and car required. This is a responsible job with responsible station. Submit complete experience and employment record first letter. Personal interview will be required. Box 713F. BROADCASTING.

California station needs chief engineer-announcer. Fulltime metropolitan outlet. Excellent physical plant. KGNS, Hanford, California.

Help Wanted—(Cont'd)

Technical

Engineer — first class ticket — for country music station serving metropolitan Columbia, South Carolina. Announcing preferred, but not necessary. Call or write Jay Elson—WCAY—Alpine 6-2000—or mail resume, picture, tape to Box 335, Cayce, So. Car.

First class technician and combination announcer-engineer. WKIN, Kingsport, Tennessee.

Technical director. Lutheran technical missionary, Tanganyika, East Africa. Duties: planning installation, maintenance, production, recording, training. Religious, educational, cultural tape program production studios. National Lutheran Council, 50 Madison Ave., N. Y. 10, N. Y.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Production—Programming, Others

News writer with production know-how and strong editorial background for major midwest station. Please send script examples. Box 604F, BROADCASTING.

Bob Laurence, music librarian, last heard from in San Francisco market. Please contact Johnny Wilcox, CHIQ, 206 King Street West, Hamilton, Ontario. Phone: Jackson 8-0181.

Wanted: Program director for KHAK, the "Bright New Sound"—not top 40—soon to go on the air in Cedar Rapids, Iowa. Must have a mature concept of modern radio and be experienced in all phases, including production. Send tape consisting of news, commercials, etc., along with complete resume, salary requirements and snapshot to W. E. McClenahan, c/o KHAK Radio, S.G.A. Building, Cedar Rapids, Iowa.

Local news and sports. Opportunity. Send resume, tape. R. B. Cupp, KOFO, Ottawa, Kansas.

Newsman. Reporter and airman. Run department. Brand new daytimer in Hammonton, N. J. Challenging area. News-minded-management. Contact WNJH, Hammonton, N. J. or WCOJ, Coatesville, Pa. Personal interview preferred.

Continuity director who likes to work. Regular and much production spot work. Many benefits for writer who wants to grow with us. Write Gerry Grainger, WWCA, Gary, Indiana, with resume and sample copy.

Experienced newsman wanted as part-time assistant in radio news, beginning September. Can take graduate work. School of Journalism, University of Iowa, Iowa City.

RADIO

Situations Wanted—Management

Experienced manager desires small/medium market station to lease or manage. Replies confidential. Box 542F, BROADCASTING.

Manager, 20 years experience. Top man sales, programming, promotion, automation. Box 554F, BROADCASTING.

Caught between fast competition and new "get-tough" FCC? Let my twelve years proven experience make money for both of us. I'll train announcers to be "talk of the town" and hire and organize sales force into an aggressive get-results unit. Will work on strict percentage and will accept stock as part payment. First phone. California only. Box 585F, BROADCASTING.

Station manager with ten years experience. Good record. Consider commercial manager. Box 587F, BROADCASTING.

Selling general manager. 37 and thoroughly experienced—16 years. BA degree. Preference—adult appeal. Can triple ratings, sales and profits; enhance image. Have done it; am doing it. Box 608F, BROADCASTING.

Manager: Young, aggressive man, with college degrees plus sales ability and programming experience, wishes to step up to management. Best references. Box 691F, BROADCASTING.

Situations Wanted—(Cont'd)

Management

New or problem stations efficiency consultant. Expert on problem or new stations. Will organize every phase of your station and set it as an efficient, profitable operation. 12 years experience in radio programming, sales, effective administration. Period of consulting will be mutually decided upon evaluation. Write Box 695F, BROADCASTING.

Energetic young radio man seeks working partnership with established station. Chief engineer-announcer offers diversified engineering experience and six figure financial capabilities in return for opportunity to learn sales. Ultimate goal—investment in organization with which I am associated. Box 700F, BROADCASTING.

Best, young sales manager in radio desires management position with aggressive multiple operator. This is your opportunity to get real executive material. Presently in major Rocky Mountain market. Box 707F, BROADCASTING.

Ambitious sales manager presently employed desires larger station. Southwest preferred, but will consider any locale. Desires average travel handling regional and national accounts and supervising local sales. Experienced and successful in all phases of radio selling. Complete resume upon request. Box 711F, BROADCASTING.

Community family man. 36 years old, college grad. Radio 10 years experience, all phases. Advertising background. Honest, sincere, hard worker, willing to roll up sleeves and dig in, willing to invest. Best of references. Box 715F, BROADCASTING.

Ratings down? Billings unsatisfactory? Call Vester Radio Consulting, WKIX, Raleigh, N.C.

You don't need a high priced program director for number one ratings—contact the nation's leading consultant, T. R. Productions. Our stations are number one. Service includes all records, format, contests, d.j. material, production tapes, personal program consulting, tailored program sales presentation. Be first with records. Tops in sound. Popular and good music programming. Call or write: Ralph Petti, v.p., T. R. Productions, 830 Market, San Francisco, California.

Sales

Salesman-announcer-engineer. Proven record. Can help you get profits. Box 586F, BROADCASTING.

Temporarily come sell religious time only on commission payable after you collect. Considering only station selling fifteen minutes at $5. Gross. Gospel Broadcasters, Schell City, Missouri.

Announcers

Soft-sell personality with thorough musical knowledge, including classical desires afternoon or all-night spot. B.S. degree, excellent references. Experience as pd. Box 451F, BROADCASTING.

Versatile announcer looking for employment. Will travel. Box 522F, BROADCASTING.

Experienced announcer-copywriter-newsman. College, vet, top references. Gulf coast, but consider all. Box 533F, BROADCASTING.

Staff announcer, negro, good appearance. Strong news, commercials and dj. College and travel. Board operator, good voice. Box 583F, BROADCASTING.

Pleasant, relaxed style, knowledge tasteful music. News, 4 years experience, medium market. Box 590F, BROADCASTING.

Top morning man—Available soon. Mature, friendly, clever. Tight production. Personal appearances, hops. Married, 28, finest professional-personal references. Mass., Conn., or metropolitan major market. Box 595F, BROADCASTING.

Out of service. Experience with network, two indies, educational station. Box 597F, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer/sales . . . Adult programming wanted. Accent on sales. Oklahoma, New Mexico, Arizona, Colorado, Texas, welcome. 10 years experience. Brochure, interview available immediately. Family man. Box 599F, BROADCASTING.

Tired of paying a man's wages to screaming young hotshots and top forty auctioneers? Here's a seasoned old pro with a smooth professional delivery. I prefer a position as newscaster-news writer but will consider all offers. I have seven mouths to feed and need $200 per week. No more, no less. Box 689F, BROADCASTING.

3 years with same employer. 1st FCC license. Now combo. Married. Two children. Age 25. Have been temporary at Crowell-Collier station. Will consider all replies. Best references from present employer. Box 693F, BROADCASTING.

Sports director looking for sports minded station. Finest of references. Box 696F, BROADCASTING.

Announcing school graduate. Family man. Will move. Available immediately. Reasonable salary. Box 699F, BROADCASTING.

Announcer-pd. 11 years experience in all phases of announcing. Specialty: Personality-dj. Salary $150. Box 716F, BROADCASTING.

Square . . . Dig classical, good adult music and programming. Square salesman, square writer, square announcer. Contact "Cube." Box 717F, BROADCASTING.

Announcer, experienced with phone. No maintenance. Looking for permanent position. Box 718F, BROADCASTING.

Radio announcer with a very good background wants permanent job in television as an announcer. Will go in person for auditions. Box 720F, BROADCASTING.

Dependable, ambitious vet, good board, bright sound, third phone, broadcasting school, some experience and college. Seeking position as announcer. Tape available. Box 723F, BROADCASTING.

Promising young announcer. Strong in all phases seeks opportunity anywhere. Box 724F. BROADCASTING.

Experienced negro dj-announcer. Good newscaster, know all phases of air work and station operation procedure. Free to travel. Tape on request. Box 725F, BROADCASTING.

Announcer, dj, 29, family, 3 years experience, relocate northeast. Box 726F, BROADCASTING.

Experienced announcer-technician with first phone. Family man seeking steady employment. Box 727F, BROADCASTING.

Announcer, personality jock, experienced, tight board, bright ad lib, rock, pop or down the middle, a floater-no, a future-yes. Box 728F, BROADCASTING.

Announcer: Classical and/or fine arts station only! Creative, responsible position sought in well defined operation. West coast preferred. Box 731F, BROADCASTING.

Hey look me over!! My feet are wet. 1st phone. 21, college. Continuity, tight board. Your musical format. Strong on news. Prefer west, please. Available August 3rd. Box 732F, BROADCASTING.

Announcer, 22, single, 3 years experience good tight production, willing to travel. Presently employed, but would like to move. Box 733F, BROADCASTING.

College graduate, announcing school, seeking first radio/television job. Very strong sports and news. Good music okay. Serious, sincere, responsible, intelligent. Excellent references, resume, photo, tape available. Prefer west, California. Box 735F, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Experienced announcer, first phone, seeking summer replacement position, anywhere. Phone-4-7454, Ottumwa, Iowa.

Available immediately. Ability far beyond experience. Tape and resume upon request. Experience more important than money. Richard Barrette, 555 Coggeshall St., New Bedford, Mass.

Combo man. First phone, Grantham graduate, year of control board and announcing experience. Washington area only. Barton Bruins, 730 19th St., N.W., Washington 6, D. C. 347-6882.

1st phone desires summer combo employment. 2 years engineering experience. Ken Daniel, 5219 Parkland Ave., Dallas 35, Texas.

Second class license—two years technical training. Three years announcing experience. Position must be permanent. Can get first phone later. Prefer country music—family. References. H. Hilmus, 664 E. McLemore, Memphis, Tenn.

Blast off with the best sound around. Bill Huntington, 9952 Schiller Blvd., Franklin Pk., Ill. GLadstone 5-7990.

Florida stations. Staff announcer, am and fm, current experience, sincere-sell commercials, network news sound. Write Charles Russell, 150 Ocean Drive, Miami Beach, or phone JE 1-9400.

Technical

First phone engineer, presently employed, wants position in northeast. 15 months experience 5 kw directional. Box 580F, BROADCASTING.

First phone. 1 year experience radio, tv studio. Available Miami, south Florida. No maintenance. Willing to announce. Box 582F, BROADCASTING.

Chief engineer-announcer. Much experience with both. Also copy. Make offer. Box 588F, BROADCASTING.

Technical school graduate first phone, married, desires permanent position with future. Anywhere between Maine and Florida. Box 594F, BROADCASTING.

Three years in radio. Same station. Now doing combo. 1st FCC. Married, two children. Age 25. Will gladly consider offer from any locale. Have worked temporary-part time at Crowell-Collier Station as combo. Best references from present employer. Box 692F, BROADCASTING.

Former Marine operator desires start in broadcasting. First phone, second telegraph license, transmitter watch, or will learn equipment maintenance. Box 697F, BROADCASTING.

Chief engineer, 25 years all phases. Excellent maintenance and administration. Prefer west or southwest. Box 552, Paducah, Kentucky.

Former consulting engineer desires return broadcasting. Executive practical. Plan new station, increase power, etc. 25 years experience, references. Require stable and substantial salary. Engineer, 3785 El Centro, Palo Alto, California.

Young family man with first phone desires opportunity to use same. Willing and able to learn. Joe Lundy, Tonasket, Washington.

1st phone CIE student desires postion in midwest. Good musical background. Some board and announcing experience. John Oelke, 4529 Flad Ave., St. Louis 10, Missouri. MO 4-7090.

Production—Programming, Others

News director, 32, ten years experience. Good solid conservative news, all phases. College, married, two children. Northeast-northwest. $150 minimum. Tape-pic-resume. Details from Box 400F, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Newsman, 25, married, college graduate, degree in radio and television, currently news director in one station market. Desire move to larger market as news reporter or news director. Box 529F, BROADCASTING.

If you believe the public deserves competent and courageous coverage of significant current affairs, and you want an experienced, employed 50 kw newsman with broad background to provide it, we ought to investigate one another. Box 564F, BROADCASTING.

Young newsman on way up. Encouraged by present employer to take giant step from one man news operation to first rate news department. 30, married, 2 children, sports editor Harvard Crimson, play-by-play a specialty, magazine and newspaper background, prefer within 250 miles NYC. Will come for interview. Box 598F, BROADCASTING.

Newsman. 2 years experience. Good writer, average voice. 25, vet, single, college grad, excellent references. Can also write good tv copy. Box 602F, BROADCASTING.

Sports director. 8 years play-by-play experience, basketball, football, baseball. Can combine with sales. Progressive stations planning ahead contact 607F, BROADCASTING.

Newsman—If you're satisfied with news highlights, shallow reporting, just enough to get you by, then i'm not your man. If you want thorough complete reporting, the ability to dig out a story plus dramatic writing and authoritative delivery—then write Box 690F, BROADCASTING.

Program-production manager, 35, returning after year's special work in Europe. Ten years experience in all phases of US radio, from smallest to largest stations. College degree. Especially adept in music programming, spot production, new ideas. Salary important, but not as important as happy, permanent position. Available July 15th. Write Box 704F, BROADCASTING.

Announcer-pd. 11 years experience in all phases of announcing. Specialty: Personality-dj. Salary $150. Box 716F, BROADCASTING.

PD-combo-1st phone-sales. California only. 3349 Alma Avenue, Lynwood, California.

TELEVISION

Help Wanted—Sales

California vhf network station with 50% share of audience needs professionally experienced tv salesman with proven record. Generous guarantee plus commission. Ideal situation plus perfect area to live with room for advancement with multiple owner. Send all facts to Department C, KSBW-TV, Salinas, California.

Energetic tv salesman with ability to build sales. Wealthy market in Kansas. Full power. CBS affiliate. Some active accounts turned over to you. References required. Contact Jack Walkmeyer, General Manager, KWHT-TV, Goodland, Kansas.

Technical

Electronic technician for North Carolina educational television. Must have FCC license. Box 515F, BROADCASTING.

Chief engineer for tv-am network station in the Rocky Mountains. Position open June 15, 1961. Salary open. L. Berger, KTWO AM-TV, 3900 East 2nd, Casper, Wyoming.

TV summer studio relief 2nd class license minimum. Contact: Mr. Merritt, C. E., WICS-TV, Springfield, Ill.

Production—Programming, Others

Immediate opening for tv newsman. Two tv newscasts per day. Mature, hard-selling man will fill the position in this midwest market. Send pic, tape and resume. Box 709F, BROADCASTING.

TELEVISION

Situations Wanted—Management

TV program manager available. Thirteen years programming, film buying, sales and live-film-video tape production. Married, degrees, top references. Box 524F, BROADCASTING.

Station sold pending FCC approval. Manager's contract concluded. Require challenging position in programming, promotion, operations or management. Eight years radio and television with excellent references. Contact Herb Buck, 1008 Chipola Road, Fort Pierce, Florida.

Sales

Sales manager—Successful seller of tv, experienced in programming, sales and sales management. Impressive references. Available in 45 days. Write Box 551F, BROADCASTING.

Experienced tv salesman available with top references, mature, reliable, experienced in all phases television. Prefer southwest. Box 721F, BROADCASTING.

Announcers

Capable, mature announcer. Over fifteen years broadcast experience. Quality news, persuasive commercials, pleasant dj. Seeks announcing and production at major market station, responsibly and creatively operated. Box 545F, BROADCASTING.

Technical

First phone. Married, wants permanent Minnesota or North Dakota location, prefer tv, employed. Box 600F, BROADCASTING.

6 years experience tv broadcasting-supervisory maintenance. 2 years field engineer leading CCTV manufacturer. Desire supervisory position. Box 606F, BROADCASTING.

Chief engineer—experienced administrative, construction, measurements, proofs. 9 years uhf-TV. Box 701F, BROADCASTING.

First phone, Columbia College graduate seeks tv studio technician position in far west. Available immediately. Box 736F, BROADCASTING.

1st phone CIE student desires position in midwest. Good musical background. Some board and announcing experience. John Oelke, 4529 Flad Ave., St. Louis 10, Missouri. MO 4-7090.

Production—Programming, Others

Television program director and film buyer available soon. 14 years experience, married, prefer west or southwest. Box 525F, BROADCASTING.

Program director and/or production manager—small to medium market. Strong organization. Prefer new station or one that needs revamping. Thoroughly experienced in studio, film, production and programming. I've done it before, I can do it for you. Box 694F, BROADCASTING.

TV typing service. Production sets. Contracts invited. Nadine Higgs, 153 E. 29 St., New York City.

Program director; 10 years network director, 2 years local director, 3 years local sales. Excellent reputation. Will invest. Must have solid situation. Box 601F, BROADCASTING.

FOR SALE

Equipment

General Electric 250 watt fm transmitter, BT-1-A. Clean, good appearance, reliable. Overhauled recently, and in excellent condition. $1200.00. Box 416F, BROADCASTING.

RCA 73 B disc recorder—base cabinet—chip and suction equipment—automatic equalizer and Gothem PFB 150 WA recording amplifier—excellent condition. Contact: R. J. Bitner, Chief Engineer, KRVN, Lexington, Nebraska.

FOR SALE

Equipment—(Cont'd)

For sale: 200 foot Stainless tower complete with guys, base insulator, flasher, lights and lighting choke. No photocell, needs paint at pads. Ready to load on truck. $600.00. Call or write WARN, Fort Pierce, Fla. HO 4-1330.

For sale complete operating 1000-watt fm station as package or separate, including GE transmitter type 4BT-1A, GE modulation monitor type BM 1-A, 340 feet 7/8" coax, and Collins 3-bay fm antenna. See it until June 20 in operation. WFAH, Alliance, Ohio. $2800 FOB Alliance.

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers. RCA 580-D and WP-33 power supplies all at half price. WSM-TV, Nashville, Tennessee.

Gates M5144A RF amplifier for remote reading of frequency and modulation monitors. Like new. Also 150-foot Stainless guyed tower. WSTU, Stuart, Florida.

Presto 6N disc recorder, turntable and cutting mechanism, 87B amplifier. WTND, Orangeburg, South Carolina.

Attention: Brand new, uncrated fm equipment priced 25% off for immediate sale. All or any part of the following items: One Jampro 2 bay antenna. One relay rack Bud RR 1248. One Conelrad receiver. One 1⅝" Spiroline #611625. One #85-1625 (transition from Spiroline to antenna). One #124-1625 fitting at transmitter end of transmission line. One #811-825 (transition to EIA flange). One #500-825. 1⅝" Gas Barrier. One RC-1A remote control equipment. One RCFM-1A amplifier. One Elbow #494-815. One Reel. Call or write Walter D. Caldwell, 408 Amarillo Bldg., Amarillo, Texas. Telephone: DRake 4-0107.

Am, fm, tv equipment including monitors, 5820, 1850A p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

George Kim & Son. Tower-painting, repairing, erection and demolishing. Ebensburg, RD#2, Pennsylvania.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

Two Robert Dollar certified 250 watt 35.58 mc. Transmitters in excellent condition; 2 remote control units (2 recording devices per unit); 25 Richard Florac transistor pocket units. Purchase price new was $5,293.50. Cash sale price $2,375.00. For this excellent package offer please contact: Radio-Call Service, Inc., 14 Andrews Street, Massena, New York.

WANTED TO BUY

Stations

Financially responsible party interested in purchase of southern radio stations (prefer Texas). All responses positively confidential (no brokers). Box 472F, BROADCASTING.

A mature experienced progressive broadcaster desires to purchase with cash up to 51% of class B fine arts fm station in metropolitan area. Station must be in black or on the way. Will participate in management. Also will consider new fm operation. All replies answered and confidential. Box 706F, BROADCASTING.

Radio station, small to medium market. Prefer Florida, other locations considered. 10 years experience, presently in management. Community family man, record sales. Will consider management, lease or purchase. Available immediately. Box 714F, BROADCASTING.

Experienced group of broadcasters want small or medium Florida station or construction permit. All replies confidential. No brokers please. Radio Associates, Inc., Box 81, Brandon, Fla.

WANTED TO BUY

Stations—(Cont'd)

Young experienced financially responsible broadcaster desires partner(s) for high power, tall tower, fine arts fm station in southwest metropolitan area of 400,000. Area has excellent potential. First of seven fm station chain. Have in cash 50% of estimated $80,000 investment. Prefer experienced fm broadcaster. Must be financially responsible. All replies answered. Confidential. Send full resume to George R. Kravis, Kravis Radio Enterprises, 2109 East 30th Place, Tulsa 14, Oklahoma.

Equipment

Used tv studio equipment including synchronizers, studio cameras, film cameras, video tape machines, mobile/portable video switches, audio and test equipment, must be A-1 condition. Frequency and modulation monitors. Box 569F, BROADCASTING.

Used Ampex high speed tape duplicator system. Series 3200 or 3300. Especially interested in a master. Box 737F, BROADCASTING.

800 to 1000 ft. heavy duty used tower capable of supporting Channel 3 six-bay tv antenna. Box 722F, BROADCASTING.

A 250 ft. guyed steel tower. Box 493, Summerville, S.C.

Abandoned transmitter sites am, fm or tv stations with or without tower. Send details to P.O. Box 600, Washington 4, D.C.

Will buy GPL used projector or parts you have. Particularly interested in intermittent movement. Write or call WSIL-TV, Harrisburg, Illinois. Ph: CL 3-7837.

50 kw transmitter perfect condition. Write or wire Radio Programs de Mexico. Mr. Homero Rios D. 109 Bucareli St., Mexico 6, D. F.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

FCC first class license twelve weeks. PCIT, Woodburn, Oregon, YUkon 1-1066.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC first class license in 5 or 6 weeks. Instruction eight hours a day, five days a week. No added charge if additional time or instruction needed, as license is guaranteed for tuition of $300.00. Professional announcing training also available at low cost. Pathfinder Method, 5504 Hollywood Blvd., Hollywood, California. Next classes July 31 and September 8.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 21, (August 30-Closed) October 11, January 3, 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course.

INSTRUCTIONS

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

MISCELLANEOUS

Paying $1,000.00 yearly for 30 minutes daily! ($500.00 for 15 minutes) Gospel Radio Broadcasters, Schell City, Missouri.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N Y.

Comedy for radio performers! Not just lines but material tailored for deejays. "Deejay Manual," a complete gagfile sampler of "radio" comedy. $5.00—Show-Biz Comedy Service (Dept. DJ), 65 Parkway Court, Brooklyn 35, N. Y.

Bingo cards for radio and television programs personalized with your advertisement (you furnish art work) seven days delivery. $1.50 per 1000 F.O.B. Sweetheart Mountain Productions, 1245 South Inca St., Denver 23, Colorado, RAce 2-1940.

BUSINESS OPPORTUNITY

General Steel and Concrete Construction Co. Station builders, all outside plant work from tower to ground system, to transmitter building. New equipment, or good high quality used equipment. Some financing available. Insured, quality work. Tower maintenance, painting, guy-tension, bulb changing, etc. 2, 4, 6, year contracts available. Low rates, call/write TU 6-4429, P.O. Box 802, Watertown, So. Dak.

RADIO

Help Wanted—Sales

REAL OPPORTUNITY

For well-qualified general manager strong in national and local sales. One of top 50 markets, mid-western major metropolitan. Good music programmed independent. Right man can make $20-25,000 first year. Send resume, references and photo to Box 558F, BROADCASTING. All replies confidential.

TV FILM COMPANY

Wants negotiator to deal with networks, ad & talent agencies.

Write:

Box 734F, BROADCASTING

Help Wanted—(Cont'd)

Announcers

ANNOUNCERS (5)

NEWSMEN (2)

East Coast Metropolitan FM Station auditioning experienced, literate, creative announcers, and features oriented newsmen who believe glamour, excitement, and originality can pay off in FM.

P.S. for announcers, we will pay particular attention to English spoken with European or other foreign accent.

Box 526F, BROADCASTING

TOP RATED

Top 20 eastern format station seeking outstanding morning man. Mature, warm personality. Air mail tape, photo and resume.

Box 712F, BROADCASTING

Production—Programming, Others

PRODUCTION-ENGINEER WANTED

For popular music station in top 10 market. Must have ability to work with air personnel in producing commercial and promotion announcements. Must be top board and tape operator. Top dollar ($9,600 to start).

For a top man with production sense to work with the finest equipped station in the country. Send resume and examples of production on tape, air special to:

Box 581F, BROADCASTING

MISCELLANEOUS

Colorful
RADIO MARKET SHEETS *and* **COVERAGE MAPS**

Address Radio Dept. for FREE information and samples.

EVEREADY ADVERTISING
1817 Broadway • Nashville 4, Tenn.

TELEVISION

Help Wanted—Announcers

TV STAFF ANNOUNCER

Qualifications:

Minimum 5 years experience
Commercially versatile
Warm, friendly personality

Send:

Still photo
VTR or film (will be returned)
Resume
References (4)

Program Manager
WJBK-TV
7441 Second Boulevard
Detroit 2, Michigan

WANTED TO BUY

Stations

$100,000
CASH AVAILABLE

To use as down payment for all or 50% of fulltime radio station. Prefer middle to large market within 90 minutes flying time from New York City. Will assume active management, principals only. All replies confidential.

Box 868E, BROADCASTING

FOR SALE

Stations

MIDWEST STATION

Single-market daytime station in small midwest city serving stable trade area. Profitable operation, ideal for owner-operator. Virtually new equipment in first-class condition. Priced to sell. Reason, other interests. Full details furnished in person only. Inquiries in strict confidence.

Box 491F, BROADCASTING

Ohio	single	daytimer	$120M	terms
Ky.	single	daytimer	75M	20dn
N.Y.	single	local	54M	20dn
La.	small	daytimer	27M	6dn
Ala.	small	daytimer	60M	20dn
Ind.	small	regional	125M	cash
Idaho	medium	daytimer	75M	29%
Fla.	medium	regional	90M	30dn
Calif.	sub-metro	regional	100M	29%
Ariz.	metro	fulltime	300M	29%

And others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

FOR SALE

Stations

GUNZENDORFER

CALIFORNIA. North growing market fulltimer *$175,000*. 29% down. *"A GUNZENDORFER exclusive"*

ARIZONA. 1000 watt daytimer. Asking *$145,000* with $42,000 down.

LAS VEGAS, NEVADA. Daytimer asking *$100,000* with $29,000 down. *"A GUNZENDORFER exclusive"*

CALIFORNIA FM. *$55,000*. Low down.

WILT GUNZENDORFER AND ASSOCIATES
8630 W. Olmypic, Los Angeles 35, Calif.
Licensed Brokers *Financial Consultants*

To Buy or Sell Radio-TV properties, it's

PATT McDONALD CO.

Box 9266—GL 3-8080

AUSTIN 17, TEXAS

Bill Trotter	Paul Yates, Jr.
Box 5411	Box 1396
EX 7-3219	FA 2-5488
Memphis, Tenn.	Sanford, Fla.
Mrs. Gerry Switzer	Jack Koste
1620 W. 3rd	40 E. 42nd
EL 2-2163	MU 2-4813
Taylor, Tex.	New York 17, N. Y.

STATIONS FOR SALE

MIDWEST. Profitable suburban FM. $75,000. Terms.

ROCKY MOUNTAIN. Top market. Full time. $150,000. Terms.

NORTHWEST. Daytimer. $50,000 cash. Financing possible to qualified buyer.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

NEED HELP?

LOOKING FOR A JOB?

SOMETHING TO BUY

OR SELL?

For Best Results

You Can't Top A

Classified Ad

in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 97

13) Missoula, Mont., condition; Milford Area Tv Assn., Milford, Utah, on chs. 8, 10, and 12, to translate programs of KUTV-TV (ch. 2), KCPX-TV (ch. 4), KSL-TV (ch 5) all Salt Lake City, Utah; Roy Tv Club, Roy, N. M., on chs. 9, 11 and 2, to translate programs of KOAT-TV (ch. 7) KGGM-TV (ch. 13) and KOB-TV (ch. 4) all Albuquerque, N. M.; Scobey Tv Corp., Scobey, Mont., on ch. 12 to translate programs of KUMV-TV (ch. 8) Williston, N. D., condition; The Aspen Tv Committee, Aspen rural area, Colo., on ch. 11 to translate programs of KOA-TV (ch. 4) Denver, Colo., condition.

KVOO Tulsa, Okla.—Granted licenses covering installation of new trans.; and installation of new trans. to be used for auxiliary purposes only with remote control.

WDAK Columbus, Ga.—Granted mod. of license to operate main trans. by remote control while using DA; conditions.

KVOO Tulsa, Okla.—Granted mod. of license to operate main trans. by remote control; conditions.

WLW Cincinnati, Ohio—Granted cp to make changes in transmitting equipment; condition.

WJAX Jacksonville, Fla.—Granted cp to install new trans. as auxiliary trans. (main trans. location, non-DA).

KIRO Seattle, Wash.—Granted cp to install new trans. as auxiliary trans. (main trans. location); remote control permitted.

WILI Willimantic, Conn.—Granted cp to install old main trans. at present main trans. location as auxiliary trans. (daytime) and alternate main trans. (nighttime); remote control permitted.

KLMS Lincoln, Neb.—Granted cp to make changes in DA pattern (daytime operation).

WRVA-FM Richmond, Va.—Granted cp to move ant. trans. location; change trans.; ant.; ant. system (side-mount fm ant. at top of existing guyed steel tower); decrease ant. height to 355 ft.; increase ERP to 200 kw; conditions.

WWWB Jasper, Ala.—Granted cp to make changes in ant. system (increase height); change ant.-trans. location; install new ant. and ground system.

WMUU Greenville, S. C.—Granted mod. of cp to change type trans.; conditions.

WTRN Tyrone, Pa.—Granted mod. of cp to change type of daytime trans.

WBHF Cartersville, Ga.—Granted mod. of cp to change type trans.

Actions of May 31

Golden Empire Bcstg. Co., Chester, Westwood and Greenville, Calif.—Granted cp for new uhf tv translator station on ch. 76 to translate programs of KHSL-TV (ch. 12) Chico, Calif.

■ Granted licenses for following fm stations: WBBF-FM Rochester, N. Y.; WDHA-FM Dover, N. J., remote control deleted; WAUX-FM Waukesha, Wis.; WLBG-FM Laurens-Clinton, S. C., ant. height 206 ft.; KMAX Sierra Madre, Calif.; KTAR-FM Phoeniz, Ariz.; KLUB-FM Salt Lake City, Utah; WJZZ (FM) Bridgeport, Conn.

WSNJ-FM Bridgeton, N. J.—Granted license covering change in frequency, increase in ERP and installation of new trans.

WFNC-FM Fayetteville, N. C.—Granted license covering change in ERP, ant. height, installation of new ant. and changes in transmitting equipment.

WFLN-FM Philadelphia, Pa.—Granted license covering installation of new trans. and ant.

WOMC (FM) Detroit, Mich.—Granted license covering installation of new trans.

KMCS (FM) Seattle, Wash.—Granted license covering increase in ERP.

WCBL Benton, Ky.—Granted license covering increase in power, changes in ground system and installation of new trans.

WWST-FM Wooster, Ohio—Granted license covering increase in ERP and change type trans.; ERP 51.8 kw.

■ Following stations were granted extensions of completion dates as shown: KAIT-TV Jonesboro, Ark., to Nov. 8; WVST (FM) St. Petersburg, Fla., to Oct. 2; WDJK (FM) Atlanta, Ga., to Oct. 10.

Action of May 29

WISP Kinston, N. C.—Granted change of remote control authority.

Action of May 26

Gunnison County Chamber of Commerce Tv Division, Gunnison, Colo.—Granted cp for new vhf tv translator station on ch. 2 to translate programs of KOA-TV (ch. 4) Denver, Colo., via Monarch Pass, Colo. ch. 13 translator station; condition.

Action of May 25

Four Corners Tv Club, Dolores, Colo.—Granted cps for two new vhf tv translator stations—one on ch. 13 to translate programs of KGGM-TV (ch. 13) Albuquerque, N. M., via Madden Peak, Colo. ch. 6 translator station; condition; and other on ch. 4 to translate programs of KOB-TV (ch. 4) Albuquerque, N. M., via Madden Peak, Colo., ch. 9 translator station; condition.

License renewals

■ Following stations were granted renewal of license, Chmn. Minow not participating: WCAW Charleston, W. Va.; WKIX, WKIX-FM Raleigh, N. C.; WFUN South Miami, Fla.; WMET, WMET-FM Miami Beach, Fla. Action June 7.

■ Following stations were granted renewal of license, Chmn. Minow not participating: KBTM, KBTM-FM Jonesboro, Ark.; KDXE North Little Rock, Ark.; KJEF Jennings, La.; KLCN, KLCN-FM Blytheville, Ark.; KOTN, KOTN-FM Pine Bluff, Ark.; KPEL Lafayette, La.; KVOL Lafayette, La.; KVSA McGehee, Ark.; KWKH, KWKH-FM Shreveport, La.; WCJU Columbia, Miss.; WCPC Houston, Miss.; WGRM Greenwood, Miss.; WONA Winona, Miss.; WRJW & aux. Picayune, Miss.; WVMI Biloxi, Miss.; KALB-TV, KKT-77, KLJ-65 Alexandria, La.; *KLSE (TV) Monroe, La.; WABG-TV Greenwood, Miss.; WBRZ (TV) Baton Rouge, La.; WDAM-TV Laurel, Miss.; WJTV (TV) Jackson, Miss.; KAAB & aux. Hot Spring, Ark.; KAOK Lake Charles, La.; KBCL Shreveport, La.; KHOZ Harrison, Ark.; KTIB Thibodaux, La.; WBOK New Orleans, La.; WXOK Baton Rouge, La.; WJBW New Orleans, La.; WLOX Biloxi, Miss.; KSLA-TV Shreveport, La.; WCBI-TV Columbus, Miss.; WSJC Magee, Miss.; WWL New Orleans, La.; WDSU & aux., WDSU-FM, WDSU-TV New Orleans, La.; WAGF Dothan, Ala.; WFIS Fountain Inn, S. C.; WVOP Vidalia, Ga.; WAAY Huntsville, Ala.; WDWD Dawson, Ga.; WHRT Hartselle, Ala.; WGOK Mobile, Ala.; WAUC Wauchula, Fla.; WINT Winter Haven, Fla.; WCMA Corinth, Miss.

■ Following tv translator stations were granted renewal of license: K72AD Alturas, Calif.; K70BI, K76AP Big Lake, Tex.; K76AL Canby, Calif.; K71AQ Milton-Freewater, Ore.; K74AL Gold Beach, Ore.; K70BR Durango, Colo.; K70BJ, K74AV Navajo Compressor Station, Ariz.; K71AI, K75AG, K79AC Evanston, Wyo.; K74AZ Gallup, N. M.; K76AE, K80AK La Grande, Ore.; K70AP Greenville, Calif.; K74BC Lihue, Kauai, Hawaii; K76BB Honohina, Hawaii; K74AC Bayfield & Ignacio, Colo.; K74AD Pagosa Springs, Colo.; K77AA Bayfield and Ignacio, Colo.; W79AA Claremont, N. H.; K76AK, K80AM Window Rock, Ariz.; K71AJ, K75AK, K81AD Wasco, Ore.; K80AJ San Sara, Tex.; K76AI Powers, Ore.; K72AZ, K74AK, K78AD Ukiah, Calif.; K72BA, K75AP, K78AM, K81AE St. James, Minn.; W79AC Clarks Summit, Dalton & Waverly, Pa.; K70BX Windom, Minn.; K79AK Milton-Freewater, Ore.; K70AW La Grande, Ore.; K77AB, K81AI Alpine and Marfa, Tex.; K72AP Window Rock, Ariz.; K77AF San Saba, Tex.; K70AU Cave Junction and Selma, Ore.; K71AO Wallowa Valley, Ore.

■ Commission granted renewal of licenses of translator stations W70AD Zanesville Publishing Co., Marietta, Ohio, and W71AB, and W80AA Southeastern Ohio Tv System, at Coshocton and Cambridge, Ohio, respectively; without prejudice to whatever action commission may deem appropriate in light of any information developed in its pending inquiry concerning compliance with Sec. 317. Action June 1.

Petitions for rule makings

Petitions for Rule Making Filed

WEPA-TV Erie, Pa.—(5-31-61) Requests amendment of rules so as to allocate ch. 24+ to Erie, Pa. by making the following proposed changes:

	Present	*Proposed*
Erie, Pa.	12,35+,*41,66+	12,24+,35+,*41
Sharon, Pa.	39+	83
St. Thomas, Ont., Canada	24+	69—

Further requests that WEPA-TV be ordered to show cause why its authorization should not be modified to specify operation on Channel 24+. Ann. June 2.

WINA & WINA-FM Charlottesville, Va.—(5-31-61) Requests amendment of rules so as to allocate ch. 11 to Staunton-Waynesboro, Va. Ann. June 2.

Petition for Rule Making Denied

Lynchburg, Va.—(11-13-59) *Requests adoption of procedures whereby public may obtain duplicate copies of commission's frequency data cards.
*Denied by letter adopted and released May 3, 1961 Ann. June 2.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING June 8

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,537	57	115	820
FM	810	63	202	127
TV	486[1]	55	88	98

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING June 8

	VHF	UHF	TV
Commercial	464	77	541
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by the FCC (April 30, 1961)

	AM	FM	TV
Licensed (all on air)	3,531	795	486[1]
Cps on air (new stations)	41	71	55
Cps not on air (new stations)	153	210	92
Total authorized stations	3,725	1,076	644
Applications for new stations (not in hearing)	541	73	26
Applications for new stations (in hearing)	198	22	54
Total applications for new stations	739	95	80
Applications for major changes (not in hearing)	513	53	39
Applications for major changes (in hearing)	205	5	16
Total applications for major changes	718	58	55
Licenses deleted	0	0	0
Cps deleted	0	4	0

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.



Have a good time this summer . . .
We hope every trip you make on the
highways is a picnic all the way.
But if trouble *should* strike, the
chances are—and we *are* proud of this—
that a professional truck driver
will be first to offer help.

AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.

THE WHEELS THAT GO EVERYWHERE

ATA

OUR RESPECTS to John Francis White, president, NETRC

The entire country is his campus

John F. White's early ambition was to become a college president. He didn't attain this goal. But as president of the National Educational Television & Radio Center, which has 51 etv station affiliates stretching from coast to coast, he can call virtually the entire country his "campus."

In recent weeks the magic number around NETRC's headquarter office in New York has been "52." To Jack White and his associates, this signifies that after more than a year of tireless effort, much of it behind-the-scenes, the New York market appears headed for the etv fold. A New York civic group, operating through NETRC, has offered a bid of $5,750,000 to purchase WNTA-TV New York and use it for an educational tv channel. The bid was accepted in principle by WNTA-TV about two months ago, but the contract signing was held up largely because of internal changes within National Telefilm Assoc., which owns the station.

Catalyst ▪ Colleagues insist that Mr. White is the catalyst who will bring an educational channel to the competitive New York market. For more than a year, he has been wangling invitations to meet educators, businessmen, civic leaders, government officials, foundation executives and other opinion-makers and, in essence, to communicate this plea: "New York must have an educational television station."

The odds against an educational outlet in New York were formidable a year ago. But Jack White continued his crusade, lining up supporters and spreading the word that "New York, the center of the communications industry, has to have an educational channel." He was prepared to move in with strength, therefore, when National Telefilm Assoc., in financial straits, decided to dispose of WNTA-TV. Even Mr. White is willing to concede that a climate of opinion in favor of an educational station in New York, which he helped to create, was a crucial consideration in NTA's decision to sell WNTA-TV to a New York civic group.

No Stops ▪ Mr. White's relentless campaign to acquire WNTA-TV for educational tv, his associates say, brought into focus his boundless energy, his prowess as an able persuader and his strong dedication to enlightenment through television. "Once Jack decides that a certain course of action is right," one colleague said, "he never stops until he is proved wrong. He's aggressive all right, but not in a distasteful sort of way."

Mr. White is a trim, medium-sized man who seems to do everything in a hurry. He moves quickly and easily and talks rapidly but cogently. He is a ruggedly-handsome man of 43, whose appearance and manner suggest solidity and authoritativeness ("But don't say he's stuffy." a co-worker says. "He's anything but that.")

John Francis White was born in Waukegan, Ill., on Oct. 17, 1917, but spent his childhood in Chicago where his father, the Rev. E. S. White, was an Episcopalian minister. He was an active youngster in high school and at Lawrence College, Appleton, Wis.

Mr. White received his B.A. degree in political science from Lawrence in 1941, and began his career there that year as an admissions counsellor. In 1944, after earning a Master's degree in political science from the U. of Chicago, he joined the staff of the Illinois Institute of Technology. He served there successively as director of admissions, assistant dean of students, dean of students, and dean and director of the development program.

In 1950 he left Illinois Tech in Chicago to become vice president of Western Reserve U. in Cleveland. The following year he played a prominent part in putting the first accredited college course on commercial television and during the next four years at Western Reserve, he continued to work on the development of etv.

By-passed Presidency ▪ By 1955 his accomplishments in educational tv had come to the attention of the board of directors of WQED (TV) Pittsburgh, an educational station, which offered him the post of general manager. He recalls he paused about accepting the position. He realized that his next opportunity in education was as president of a college and he credits an old friend, Dr. Charles Heald, now president of the Ford Foundation and then president of New York U., with helping him to make up his mind. Dr. Heald urged him to accept the WQED offer, pointing out: "Jack, you're still young enough to take the chance. And television has great potential."



NETRC's White
Better than being college president

Today Jack White has "no regrets" about his choice. During his three years at WQED, he says, he began to learn of "the tremendous opportunities of educational television" and "the surface has not been touched." At WQED he was instrumental in raising the annual budget from $250,000 and expanding the programming hours from 30 to 90 a week.

The reputation he fashioned at WQED as a resourceful leader and capable administrator won for him in 1958 the position of president of the National Educational Television & Radio Center in New York. In less than three years at the center Mr. White is credited with having raised the number of affiliated non-commercial stations from 30 to 51; boosted the hours of programming emanating from the Center to 10 hours weekly and equipped all NET stations with video tape recorders.

Help Those Who . . . ▪ Mr. White regards the role of the center in this way: it should provide programming to station affiliates; it should provide counsel and financial assistance to etv stations and it should help communities that "want etv to help themselves." He noted that if the group buying WNTA-TV does not come up with funds to buy the station, NETRC will lend the money.

Mr. White married the former Joan Glasow of Fond du Lac, Wis., in 1943. They have three children—Susan, 16; Michael, 11 and Christopher, 9. The family home is in Tuxedo Park, N. Y.

He belongs to numerous educational groups, fraternities and societies. His broadcast-oriented affiliations include the Joint Council on Educational Broadcasting, the Television Committee of the American Council on Education, and the Broadcasting Advisory Committee of the United States Information Agency. He says he "plays at" golf at the Tuxedo Club.

Mr. White is "too busy" for any hobbies, and adds: "I enjoy my work. This is much better than any college president job."

The critical week

BROADCASTING is in more trouble today than it was during the bleak winter of 1959-60 when television quiz shows and radio payola were under congressional investigation. Today the sources of the trouble are more diffuse and the cures of it more difficult to prescribe. It is understandable that the commonest reaction among broadcasters is that of a man who has been hit over the head repeatedly while walking down an alley in the dark.

The immediate cause of the present reaction was the speech delivered by FCC Chairman Newton Minow at the NAB convention last month. But Mr. Minow's speech was in truth no more than an official endorsement of a critical attitude that has become increasingly fashionable among intellectuals over the past year or longer. In the extreme tensions of the moment it is easy to forget the sequence of events that led up to and perhaps shaped the present circumstances.

The television quiz investigation exploded into national prominence when Charles Van Doren confessed in early November 1959. The networks that had been involved tidied up their housekeeping, and the incident might have had no further effect if it had not been followed by an investigation of payola, primarily in radio.

Payola never received the intense publicity that was precipitated by the quiz investigation, but over many months the subject was kept alive by prosecutions of record companies by the Federal Trade Commission, the adoption of an anti-payola law by the Congress, and continuing investigations by the FCC. There are still some radio station license renewals that are being held up pending disposition of payola charges.

MEANWHILE, in December 1959 and January 1960 the FCC held a full-dress hearing on program policies. During it, a number of articulate critics of broadcasting—whose principal target was television—appeared to argue for increased government control over programming. Their testimony received wide publicity.

At the same hearing broadcasters themselves invited endless trouble when the NAB and network witnesses agreed that the FCC had the right to review programming as a means of judging the character of a license applicant. From those hearings came an FCC statement last July in which the commission announced a toughened policy. The principle of measuring performance vs. promise as a condition of license renewal began to take shape. It was that principle that Mr. Minow emphasized repeatedly in his NAB speech as the means of forcing program improvement.

While these official actions were taking place, the balance of competition within television was radically changing. ABC-TV became a strong third force, attracting larger audiences, more advertising, more station clearances than it had formerly enjoyed. Its strength came largely from action-adventure shows, and the inevitable consequence was that the other networks to some degree reoriented their programming to suit the new conditions.

The change in emphasis of network programming began to be noticed by professional viewers. In the past year the television critics who write for newspapers and magazines have adopted an attitude of disenchantment. Coincidentally, general columnists and commentators have devoted more attention to television than ever before, and the attention has been largely unfavorable.

It may be true, as ABC-TV has recently been saying in another context, that there is nothing harder to stop than a trend. Certainly the trend of adverse criticism of television has not been stopped, not even by the explosion of great television journalism that was set off by the political campaigns of last year and is still bursting out on all channels.

More and more, in the past year or so, have outside pressures threatened to assume command over broadcasting and less and less have broadcasters seemed to be in control of their own destiny. This condition cannot be allowed to continue if broadcasters wish to stay in business on anything like the basis they have become accustomed to.

TO a large extent, the reaction of broadcasters to the problems of the past year and a half has been defensive. They have waited to be hit before taking action, and when hit they have conducted their defenses unilaterally. It has been rare that one network has gone to the assistance of another, even when joint defense would have benefited both. Stations have found it difficult to act in concert for lack of an effective trade association. The NAB operated most of last year without a president. Its new president, LeRoy Collins, chose to spend his first few months planning a structural reorganization as a preliminary to his taking over administrative command. For more than a yaer the NAB has been held together by a secretariat and the parttime efforts of an advisory board whose members could not entirely disengage themselves from the hard job of running their own properties.

At this point of broadcast history, radio and television are in real danger of being nibbled to death piece by piece. That is the condition that confronts the joint board of the NAB as it meets this week in Washington. It will be largely up to the board to decide whether the condition continues.

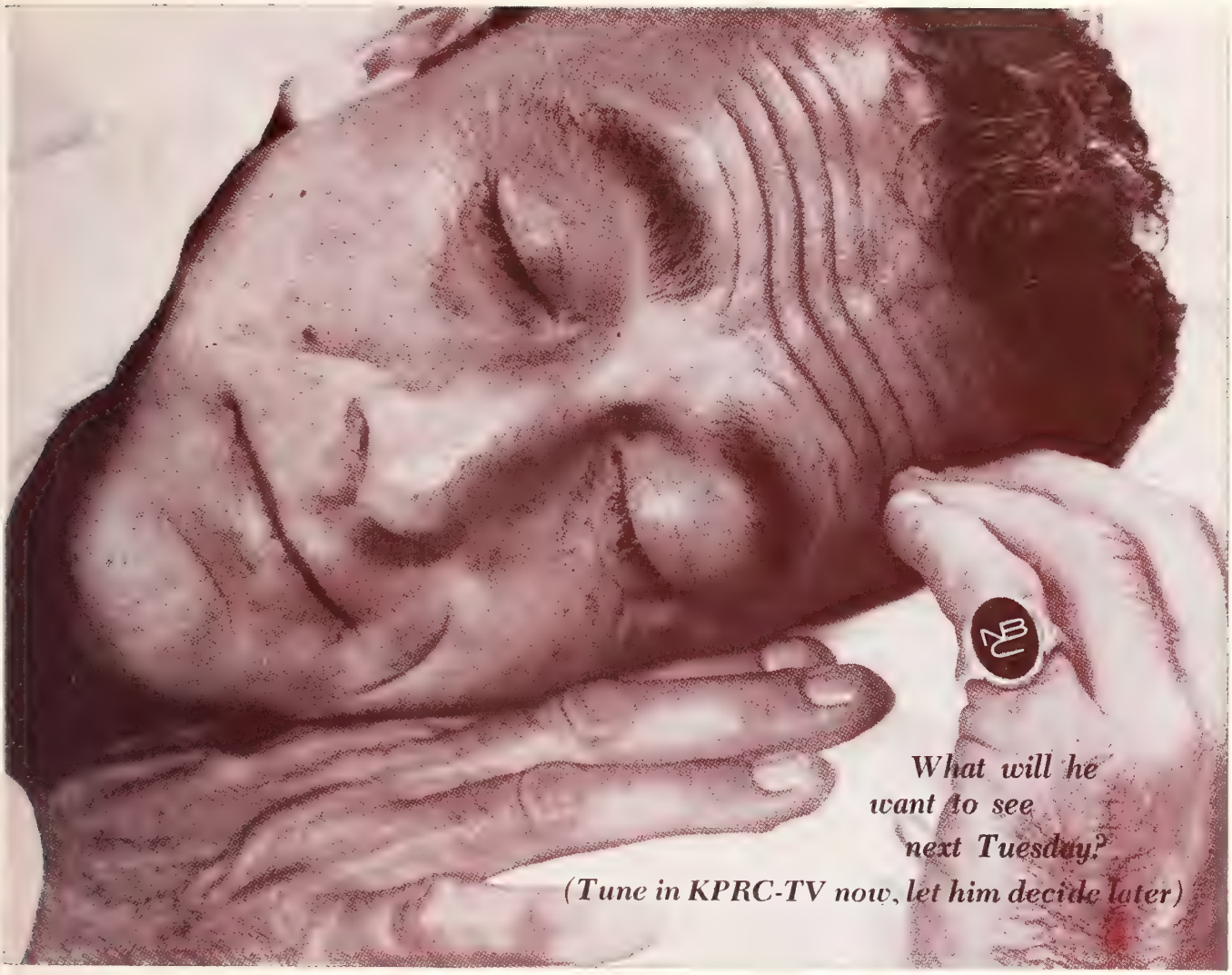
The board will have weighty matters to consider, including Mr. Collins' reorganization plan and proposals to strengthen the radio and television codes. But the weightiest matter is not listed on the agenda. It is the determination whether NAB will continue in its present state of relative immobility or be shaped into an instrument that can command the respect of members and the general public.

It is the board, no one else, that has the obligation to set the policy that governs the NAB during the next critical months. A weak policy will only extend and amplify the troubles of broadcasting. A strong one could mark the beginning of the reversal of the trend that has been running against the best interests of broadcasting.



Drawn for BROADCASTING by Sid Hix

"Why doesn't Minow do something about the quality of tv dinners?"



The best to you each morning --noon and night



Courtesy of Kellogg's

Individual servings of nationwide favorites, in one station package. ID's Participations, Chainbreaks, Frosted Spots, and New Special "K" . . . All O.K.!

Kprc-TV HOUSTON

Represented Nationally by Edward Petry & Co.


ZOOMING OUT OF THE SKIES...
A NEW BREED OF HEROES IN
ZIV-UA's
SENSATIONAL
NEW SERIES...
RIPCORD
Dramatic stories of
MEN WHO PLUNGE
THOUSANDS OF FEET
IN FREE FALL...
TO LAND "ON TARGET"
ANYWHERE...
READY FOR ACTION!
FOR US, THE SKY ISN'T THE LIMIT IT'S ONLY THE BEGINNING!
United Artists
ZIV
UA
starring
LARRY
PENNELL
with
KEN CURTIS
Together, they go where no one else dares go . . . help when no one else can help!

35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JUNE 19, 1961

NAB lays down the law as it bans triple spots and cuts participation commercial time . . 27

Instant Maxwell House yanks spot tv billing as result of 40-second station breaks . . . 30

Chicago, with its 'balanced economy,' fights to hold spot as No. 2 market 67

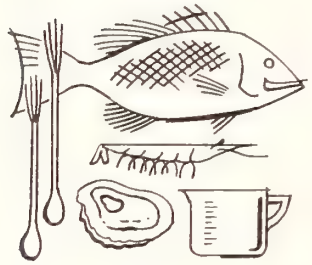
Small foreign market for 'quality' U.S. tv shows because of high costs, audience tastes . . 111

COMPLETE INDEX PAGE 7



Stuffed Red Snapper OLD NEW ORLEANS FAVORITE...

Here's how to make it:



Season 6 fillets of red snapper (each 6- or 7-oz.) with salt and pepper, rub with butter, broil until done.

Prepare dressing: Combine 1 cup dry, fine bread crumbs with 1 cup raw shrimp (peeled, deveined and chopped), 1 cup chopped raw oysters, 1 cup chopped scallions (green and white). Saute these ingredients in 2 tbsp. melted butter and add 2 tbsp. fish stock. Yields 6 portions.

Heap dressing on brown side of broiled fillets. Serve piping hot, with garnish of your choice.



Dinner by candlelight at The Old Absinthe House

WWL-TV... new New Orleans Favorite

Few programs in New Orleans television history have received the praise and applause—both on a local and on a national scale—as that received by "Channel 4 Reports," a news-public service feature produced by WWL-TV News Director Bill Reed.

One "Report" show, entitled "Crisis In Our Time" and dealing with the explosive integration disturbances which rocked New Orleans last fall, drew praise on a national scale from *Sponsor* magazine columnist Joe Csida:

"This certainly is a prime example of the increasingly brave, socially aware attitude of our broadcasters . . ."

And, locally, the editor of the *New Orleans Times-Picayune* not only made a personal request that the show be repeated but also published a message to the general public promoting the repeat showing. This shows the respect and esteem in which WWL-TV's public affairs programming is held even by its competition.

CBS **WWL-TV**

NEW ORLEANS

Represented Nationally by Katz


BUILDING WITH HOUSTON
KTRK-TV/ VITAL



Modern machines make farming methods efficient, effective, economical. A century ago, baling hay was a strenuous, multi-operation facet of farming. Today, hay is gathered and baled in one quick operation.

NEW HOLLAND MACHINE CO., DIV. OF SPERRY RAND CORP.

Public service

in step with the times

WGAL-TV

Through the years, machines have been redesigned and improved to render more efficient service to users. Similarly, WGAL-TV, alert to its responsibilities, has kept pace with the times in order to fulfill the *current* needs of the many communities it serves.

NATIONAL ASSOCIATION OF BROADCASTERS
SEAL OF GOOD PRACTICE
TELEVISION CODE

Television is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

WGAL·TV
Channel 8
Lancaster, Pa. · NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER COMPANY, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

NAB's new evp?

Who will be NAB's new executive vice president and chief operating officer under NAB President LeRoy Collins? Because President Collins isn't practical broadcaster, man selected will be one. Speculation centered around selection of Tom C. Bostic, KIMA-AM-TV Yakima, who retired last month as NAB's Radio Board chairman. Also supported by some fellow board members is Dwight W. Martin, vice president and treasurer, WDSU Broadcasting Corp., operating WAFB-TV Baton Rouge, and new chairman of Television Board.

NAB rules specify that no employe may hold ownership interest in licensed broadcasting properties. Since Messrs. Bostic and Martin are identified in ownership, neither would be eligible unless he divested himself of such interest.

Triangle trek to CBS-TV

Basic affiliations of Triangle stations WFBG-TV Altoona, Pa. (ch. 10), and WNBF-TV Binghamton, N. Y. (ch. 12), shift from ABC to CBS, with transition to be fully implemented by about Sept. 1. While stations have been affiliated with both networks, clearances have been preponderantly for ABC. WNBF-TV is only vhf in Binghamton, while Altoona market also is covered by ch. 6 WJAC-TV Johnstown, NBC primary affiliate, which already has been contacted by ABC-TV.

ABC-TV this spring affiliated with Taft Broadcasting Co. stations WKRC-TV Cincinnati; WBRC-TV Birmingham and WKYT (TV) Lexington which previously had basic affiliations of CBS. Shift of Triangle stations were not formally announced by either network or licensees.

Booz, Allen FCC survey

In final stages of negotiation is contract with Booz, Allen & Hamilton for stem-to-stern survey of FCC. Budget Bureau is handling negotiations and will underwrite cost. It will be first management survey of FCC to have been made in decade. Last one, by McKinsey & Co., gave FCC relatively clean bill and concluded it was understaffed.

Getting the breaks

Station representatives in New York are studying thorny questions rising from tv networks' decisions to go ahead this fall with 40-second station breaks. Some major reps currently are discussing mechanics in changeover from 30 to 40 seconds and as result they may advise stations to give first option to 10-second spot franchise holders when two 20's are used in place of 20 and 10. Option holder would get first crack at 20 and thus permit advertiser to improve his position on schedule. These reps think also that option plan would alleviate at least in part such situations as that created by Maxwell House Instant Coffee wherein advertiser dropped all of its IDs and 20s. Many reps also studying pricing for new 40-second and 30-second spots.

FCC stalks affiliates

Extent to which FCC is insinuating itself in affiliate clearances for public affairs programs is indicated in correspondence with public. In one recent instance, viewer wrote FCC Chairman Minow commending CBS for its documentary, "Who Speaks for Birmingham." Ted Meyers, administrative assistant to chairman, advised writer that program was type of "television journalism" that deserves encouragement. Then this kicker: "You may be interested to know that we have received numerous complaints regarding stations which failed to carry the program and our staff is taking an interest in this."

And that isn't all. Current draft of FCC's proposed license renewal form (303) carries specific question on affiliate station clearances for network programs and reasons for rejections. FCC, incidentally, wrestled with program form again last Monday and set another special meeting for June 26. With August recess just six weeks off, this means finalized changes will not be forthcoming until fall at earliest.

Networks report

Chairman Minow's threat to keep tabs on tv stations' clearance of network "public service" programs (BROADCASTING, May 15) has had no measurable effect on clearances yet. That's word out of all three tv networks, but majority view, unofficially, is that clearances may improve considerably (though probably not spectacularly) this fall when new program season starts. Realistically, they're not much surprised that no change has occurred to date, pointing out that in some cases stations may be blocked by local commitments at present and that, anyway, broadcasters historically think of fall as season when important programming changes are made.

Minow's pr man

FCC Chairman Newton Minow, with agreement of other commissioners, has brought in former newsman on special consultancy to recommend ways to beef up commission's public information operations. Mr Minow thinks agency's work is misunderstood by general press and wants to improve flow and quality of news originating at FCC. Consultant is Michael J. Connelly, graduate of U. of Illinois, former United Press staffer in Los Angeles, later (1957-58) reporter on *San Francisco Chronicle* and for the past two years in real estate business in Fort Worth.

Ford custom job

Pastore bill (S 2034) to reorganize FCC operations as substitute for administration's defeated Reorganization Plan No. 2 (story page 64) was largely handiwork of FCC Commissioner Frederick W. Ford. At hearing fortnight ago, Mr. Pastore suggested that FCC submit its version of ideal measure and Ford draft, with slight modifications, was accepted.

Although Rep. Oren Harris (D-Ark.) strongly prefers his own reorganization plan for FCC (HR 7333), facts of political life are such that he will accept commission's proposal introduced in Senate. Harris plan faces strong opposition in his own Commerce Committee because it retains many of broad power grants to FCC chairman contained in Reorganization Plan No. 2. Senate bill, on other hand, is more palatable to five of seven commissioners and communications lawyers.

Catv public interest

Community antenna operators, pretty sharp at picking up hint, will receive serious briefing on educational tv at NCTA convention this week in San Francisco (see page 104). Thrust of special panel presentation is that catv must begin to show public interest base to answer critics' claims that service is only money-making proposition, devoid of public service concept—and that etv is best and easiest method of accomplishing this objective. Proposal is one of several directions new NCTA President William Dalton hopes to persuade cable industry to take.

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EFFECTIVE JUNE 25, 1961 **WTOP-TV, WBTV, WJXT**
WASHINGTON CHARLOTTE JACKSONVILLE
FORMERLY REPRESENTED BY CBS-TV
SPOT SALES **WILL BE REPRESENTED**
NATIONALLY BY TvAR

TvAR
TELEVISION ADVERTISING REPRESENTATIVES, INC.
NEW YORK • CHICAGO • LOS ANGELES
SAN FRANCISCO • DETROIT • ATLANTA

WEEK IN BRIEF

NAB has made its first reply to broadcasting critics—tougher tv and radio codes. Ban on triple-spotting and cut in participation commercial time among steps taken in drastic action by tv directors. See . . .

TOUGHER TV-RADIO CODES . . . 27

And NAB's triple-spotting ban must be equated against the recent network expansion of station-break time into the 40-second area—especially since Maxwell House yanked $5 million in spots out of the medium. See . . .

MAXWELL HOUSE EXITS SPOT . . . 30

Don't go around telling Chicagoans their city still isn't the No. 2 U. S. market, a rank now claimed by Los Angeles. Chicago (consolidated area) has 6.8 million people. A depth study of this great market. See . . .

CHICAGO'S BALANCED ECONOMY . . . 67

All this talk about exporting blue-ribbon tv programs to improve America's image has one weakness—it ignores high talent costs and foreign viewing tastes. A thorough study of a difficult tv problem. See . . .

CULTURAL EXPORTS COSTLY . . . 111

President LeRoy Collins has the authority he needs to revamp the NAB headquarters structure. Last week he submitted a reorganizational plan to the board, which gave its approval to basic elements. See . . .

NAB REORGANIZATION PLAN . . . 9, 100

Up comes a perennial radio issue that has been hanging around the FCC 16 years—what to do about the clear channel stations that serve fast areas. A plan to break down 13 channels is now in the works. See . . .

FCC CHOPS AT CLEARS . . . 48

Community antenna systems, wiring tv into areas far from tv stations, face important decisions as little local firms develop into big combinations. They face a key problem —what to do about pay tv. See . . .

CATV'S PAY TV PROBLEM . . . 104

First, as usual. Procter & Gamble's expenditure of $101.5 million in tv is more than double that of another soap sponsor, Lever Bros., which ranks second in recap of 1960 network and spot tv advertising. See . . .

P&G AHEAD IN TV DERBY . . . 40

One thing about the Senate juvenile delinquency hearings—tv is showing it can take violence as well as dish it out. Medium is attacked again but network witnesses challenge testimony and offer ideas. See . . .

ACTION SHOWS MAY DECLINE . . . 52

The Kennedy-Minow plan to give the FCC chairman more power fell before an overwhelming House vote, 327-77, last week. Judging by the debate, Congress may develop its own plan to overhaul the commission. See . . .

HOUSE KILLS FCC PLAN . . . 64

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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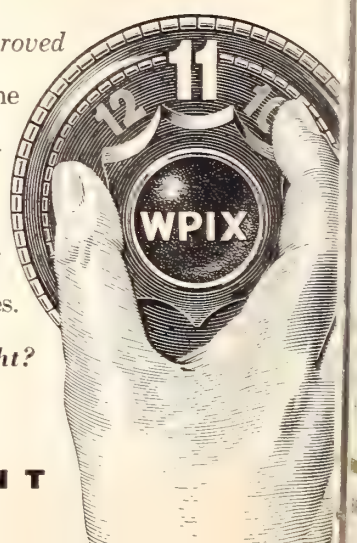
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The Audiences of WPIX-11 and the top Network station are the same: A. C. Nielsen has *proved* that a rating point on WPIX-11 and on New York's leading Network station delivers the same number of families with the same income levels, home and automobile ownership characteristics, job occupations, etc. On WPIX-11 national advertisers are reaching the right people at the right time with the right kind of impressions . . . *minute* commercials in *prime evening* time in a "network atmosphere" of fine programming, advertisers and audiences.

Where are your 60-second commercials tonight?



NEW YORK'S PRESTIGE INDEPENDENT

BOARD BEGINS MOVING ON NAB REVAMP

Unified code, executive vp, research center authorized

First major steps in long-range reorganization of NAB were taken Friday by combined board of directors, winding up three-day meeting in Washington (early stories pages 27, 100).

Board voted measures after reviewing basic plan submitted Wednesday at opening of summer session by President LeRoy Collins. Main actions:

- Creation of single overall code authority to administer both radio and tv codes. Sum of perhaps $100,000 to be added to present radio-tv code funds, as needed. Director will have vice presidential status.
- New office of executive vice president set up, with Gov. Collins to name occupant, subject to board approval. Salary not specified.
- Gov. Collins authorized to take first steps toward creation of major research center in cooperation with university to conduct depth studies and provide training in broadcast functions

NAB actions create two new openings in upper echelon.

Board created department of administration to include duties of secretary-treasurer, bookkeeping, meetings, etc. Gov. Collins' appointment of Everett Revercomb, present secretary-treasurer, as head of new department, was confirmed. He will report to executive vice president.

Gov. Collins was authorized to name additional personnel and make administrative revisions for efficient conduct of association affairs.

New NAB board structure committee was voted. Membership consists of Clair R. McCollough, Steinman Stations, chairman of combined board; George Hatch, KALL Salt Lake City, radio board chairman; Dwight W. Martin, WDSU-TV New Orleans, tv board chairman. Mr. Hatch named Joseph M. Higgins, WTHI Terre Haute, Ind., radio board vice chairman, and Richard W. Chapin, KFOR Lincoln, Neb., to serve on commitee. Mr. Martin named William B. Quarton, WMT-TV Cedar Rapids, Iowa, tv board vice chairman, and W. D. Rogers, KDUB-TV Lubbock, Tex. Committee will hold first meeting later in summer to consider other association changes.

Proposed revamping of NAB board on unified rather than separate radio-tv basis was sidetracked. Radio members of board obtained continuance of office of NAB vice president, held by John F. Meagher, but no action was taken.

Board discussion centered around long-range functional chart submitted by Gov. Collins after several revisions.

Presidential advisory committee continues. It includes Mr. Martin, Mr. McCollough and Mr. Hatch.

New code authority will have broad powers, such as lifting of station's code seal. Appeals can be taken to radio or tv code boards, which in turn operate under radio and tv boards of directors.

Gov. Collins said research center will be housed on campus, utilizing graduate students, among others, and researching in programming and advertising, for example.

Head of research center should be outstanding person, Gov. Collins said, with pure broadcast research experience and familiarity with current broadcast research. Director of center would be NAB vice president. He suggested new executive vice president might well come from industry.

Board will invite non-NAB members to attend eight fall conferences. Gov. Collins will make circuit.

Resolution voiced appreciation of Gov. Collins' leadership and his efforts "to preserve broadcasting under American system of free enterprise and develop maximum potential of these media of communications, information and entertainment."

Winter board meeting will be held Jan. 29-Feb. 3 at Far Horizons Hotel, Long Boat Key, Sarasota, Fla.

Bartley urges stations to reclaim programming

Broadcast licensees must recapture control over programming from networks and advertisers, Commissioner Robert T. Bartley told Florida Assn. of Broadcasters Friday (June 16).

"I just can't believe that it is an economic necessity that you have to capitulate," he stated. If individual stations are too weak to exercise their responsibilities over programming, they should do it together, he said, suggesting affiliates explore relief from antitrust restrictions for such joint effort. "I am going to continue to refuse, at least for awhile, to believe that the local licensees and program directors are helpless and can't do anything about this, FCC member said, adding he thinks licensees must have firm voice in determining programming fare.

Commissioner Bartley also urged affiliates to carry public affairs shows offered by networks. He said there are millions of homes deprived of top-notch network offerings because they are not cleared by local affiliates.

Blair-Tv on breaks

Blair-Tv executives will explain how expanded station breaks will affect prime time advertisers at news conference tomorrow (June 20) at rep's New York headquarters. Blair-Tv research staff has compiled analysis of subject and results will be disclosed at conference.

Writer spokesman fingers tv sponsors

Executive director of Writers Guild of America—East on Friday charged "man who pays the bills—the sponsor and the advertising agency" with ultimate responsibility for tv crime and violence shows.

Guild's Evelyn Burkey also said networks must share "blame" for not taking firm stand against such programs.

In testimony before Senate Juvenile Delinquency Subcommittee, she said writers are not responsible for shows, must write to formula and have virtually no control over scripts.

She branded as "unfair" statement by Walter D. Scott, NBC-TV executive vice president, that writers use violence as "crutch." More often that not writers are told by producers to add it to scripts, she said, (see story page 52).

Sylvester (Pat) Weaver, former NBC board chairman, said tv's impact on children "is highly unique matter, child by child . . . not easily disposed of with generalities." He ignored several opportunities to criticize 1961 programming. He would only say, "That seems somewhat high," when told subcommittee figures indicated 50% of network programming is devoted to action-adventure.

James Robertson, National Educational Television & Radio Center vice president, said his organization is seeking to fill "what appears" to be "vacuum" in children's television experience. But he praised efforts of those in commercial television and advertising agencies who spend funds available to them to "produce some of the finest educational and cultural television ever seen."

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Lewis

William B. Lewis, board chairman of Kenyon & Eckhardt, assumes full-time direction of all creative services of agency, and will carry additional title of director of creative services. **W. Stephens Dietz** elected senior vp and named director of marketing services. Changes follow resignations of **G. Maxwell Ule,** who had been senior vp, marketing, and **Barrett Brady,** senior vp in charge of creative services. **Howard M. Wilson** named senior vp in charge of creative services.


Mr. Steele

Ted Steele, vp, NTA owned radio stations, joins WINS New York as general manager. He succeeds Harold (Hap) Anderson (WEEKS HEADLINERS, June 12). Mr. Steele assumed duties as general manager of WNTA Newark in 1959. Earlier he had been host of WNTA-TV's *Ted Steele Show*. He had been an on-air performer for five years with WOR-AM-TV New York and also had served these stations as executive producer. He previously was with WPIX (TV) New York, DuMont Network and NBC, both as production executive and as personality. From 1946-48 Mr. Steele was director of radio-tv with John C. Dowd Adv., Boston.


Mr. Anderson

Edward P. Anderson, executive vp, Richardson-Merrell, N. Y. (Vick Chemical Co.), appointed senior vp for advertising. Mr. Anderson, who started with company in 1930 as copywriter, assumes his new post July 1, with responsibility for advising management on advertising and in developing advertising people within company. He also will supervise Morse International, R-M's advertising agency subsidiary. **Richard D. Waters,** president of Vick Chemical Co., proprietary drug division, becomes executive vp of Richardson-Merrell, supervising Vick Chemical, Vick International and Vick Manufacturing divisions.


Mr. McAllister

Kenneth McAllister, senior vp of Benton & Bowles, named vp in charge of advertising for Thomas J. Lipton, tea and other foods concern. He will be responsible for all advertising, sales promotion, and brand management. Prior to joining Benton & Bowles in 1955, he was vp and secretary of plans board at Sullivan, Stauffer, Colwell & Bayles. He has also been advertising, promotion, merchandising and publicity executive for Columbia Records and prior to that was sales promotion manager for WGY Schenectady.

Frank Reel, vp in charge of legal affairs, Ziv-United Artists, N. Y., named vp in charge of business affairs. New office incorporates all of tv production firm's general business and legal functions under single department head. Mr. Reel was executive secretary of AFTRA before he joined Ziv in February 1954 as operations manager.

William E. Roberts, executive vp of Bell & Howell, appointed president of Ampex Corp., succeeding **George I. Long,** resigned. See story page 110.

For other personnel changes of the week see FATES & FORTUNES

JFK names Reinsch, Daniels

J. Leonard Reinsch, broadcast director of Cox stations, and Jonathan W. Daniels, editor, *Raleigh* (N.C.) *News & Observer,* were nominated by President Kennedy Friday to be members of U.S. Advisory Council on Information. Mr. Reinsch, President's radio-tv advisor during campaign, will succeed Philip D. Reed, General Electric; Mr. Daniels succeeds Edwin D Canham, *Christian Science Monitor.* Both nominations must be approved by Senate.

Circle L gets Reno ch. 4

FCC announced Friday (June 16) it has made final April 26 initial decision granting new tv station on ch. 4 in Reno, Nev., to Circle L Inc. Permittee for ch. 4 is principally owned by E. L. Cord, who owns KFAC Los Angeles, and his son, Charles E. Cord.

Levathes adds new duties

Peter G. Levathes, president of 20th Century-Fox-Tv, has been named temporary head of production for parent 20th Century-Fox Corp. Since May 3 he has supervised both tv and film studio operations. His appointment follows release of studio's 1960 fiscal report which shows film productions operating at loss. He replaces Robert Goldstein. Mr. Levathes at one time was Young & Rubicam's media programming head.

Catv jurisdiction question

Pay tv opponents (theatre owners) will file brief contending Arkansas Public Service Commission has no jurisdiction to order Southwestern Bell Telephone Co. to establish rates and facilities for wired pay tv system in Little Rock.

Hearings resume today (June 19) on petition filed by Midwest Video Corp., which holds International Telephone Corp franchise.

Basis for brief: proposed system should be under FCC, because programs will be produced outside Arkansas, and therefore it's interstate.

Business briefly...

Texaco Inc., New York, will launch a 10-week radio spot campaign for its petroleum products in 75-100 major markets beginning June 30. Campaign is to complement firm's other media advertising and will consist of all one-minute spots. Agency: Cunningham & Walsh Inc.. New York.

General Mills Inc., Minneapolis, reportedly is about ready to break with new radio spot campaign. As many as 50-60 markets will be involved, it's believed. Agency: Dancer-Fitzgerald-Sample Inc., New York.

Kemper Insurance Co., Chicago, through Clinton Frank Inc. there, signed Friday for quarter sponsorship of *All Star Golf,* weekly hour program which switches this fall from ABC-TV to NBC-TV and starts Oct. 14 in Saturday 5-6 p.m. period in full color for first time. Reynolds Metals earlier renewed half-sponsorship through Lennen & Newell, New York.

Kansas is far more than a producer of wheat for a hungry America's bread! It's a thriving industrial and mining state as well... with rich reserves of oil and gas, and booming aircraft and meat-packing plants. The result is *big buying power* in the hands of more than 1,400,000 prosperous people—buying power you reach best on WIBW-Radio, Topeka, saturating and delivering a 94-county coverage area!

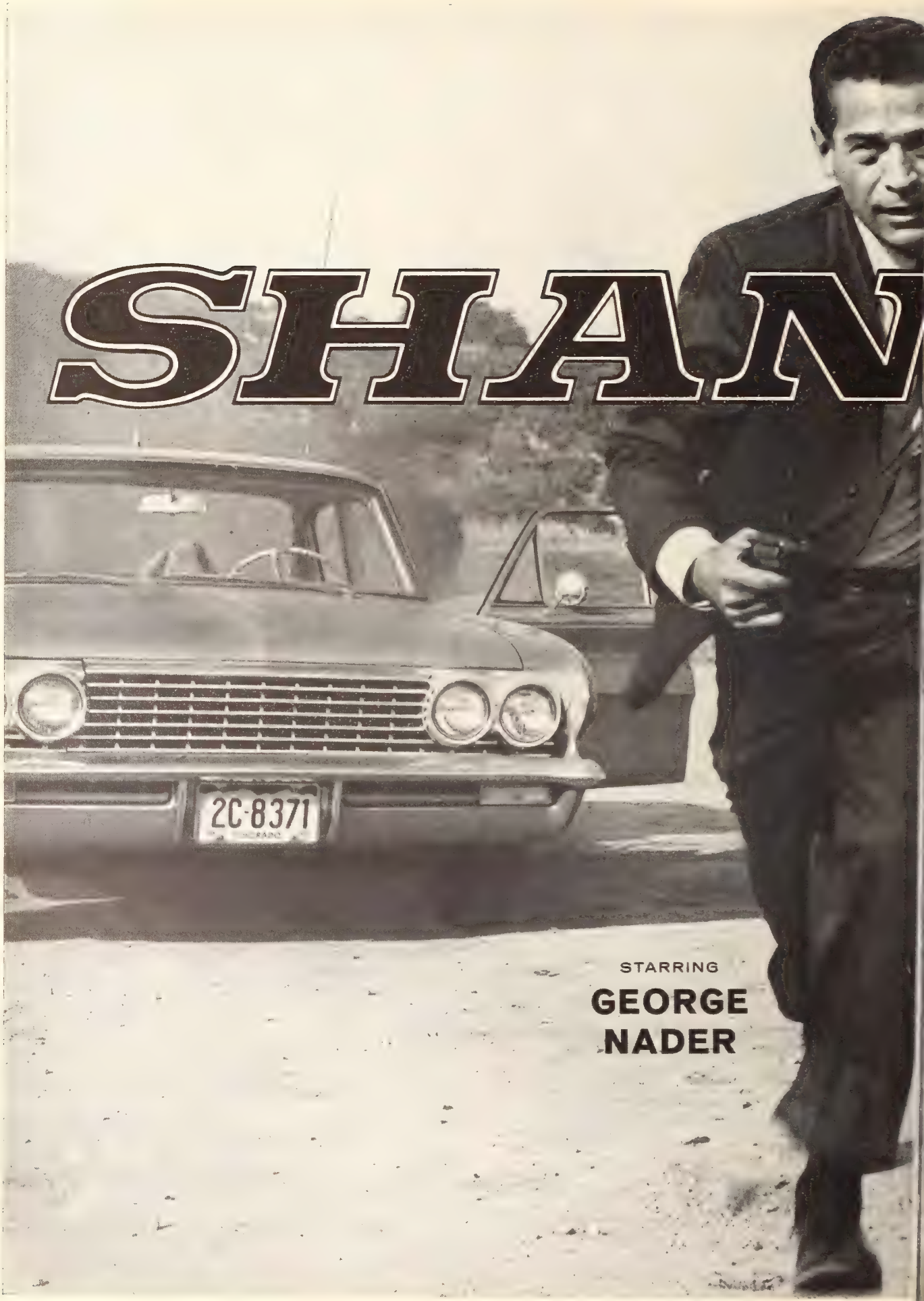
Knowledgeable, cosmopolitan Kansans—well-to-do farmers and urban dwellers alike—are prime prospects for all kinds of consumer products... from cars to cosmetics, power mowers to packaged soups. So start now to sell Kansas "inside out" on WIBW, the No. 1 listened-to Kansas station.



WIBW

580 KC. 5,000 W.
CBS RADIO NETWORK

TOPEKA, KANSAS
Saturating And Delivering America's 46th Radio Market
Division of Stauffer-Capper Publications
Represented Nationally by
AVERY-KNODEL


SHAN
2C-8371
STARRING
GEORGE
NADER



A fresh, swift-paced action series that adds a new and exciting dimension to syndicated television's most popular programming category.

Taut, realistically-told stories of a man with a dangerous mission ...to protect the roads, rivers and skies of the 50 states. His weapons are his fists, his gun and an electronically-equipped car...a modern crime lab on wheels!

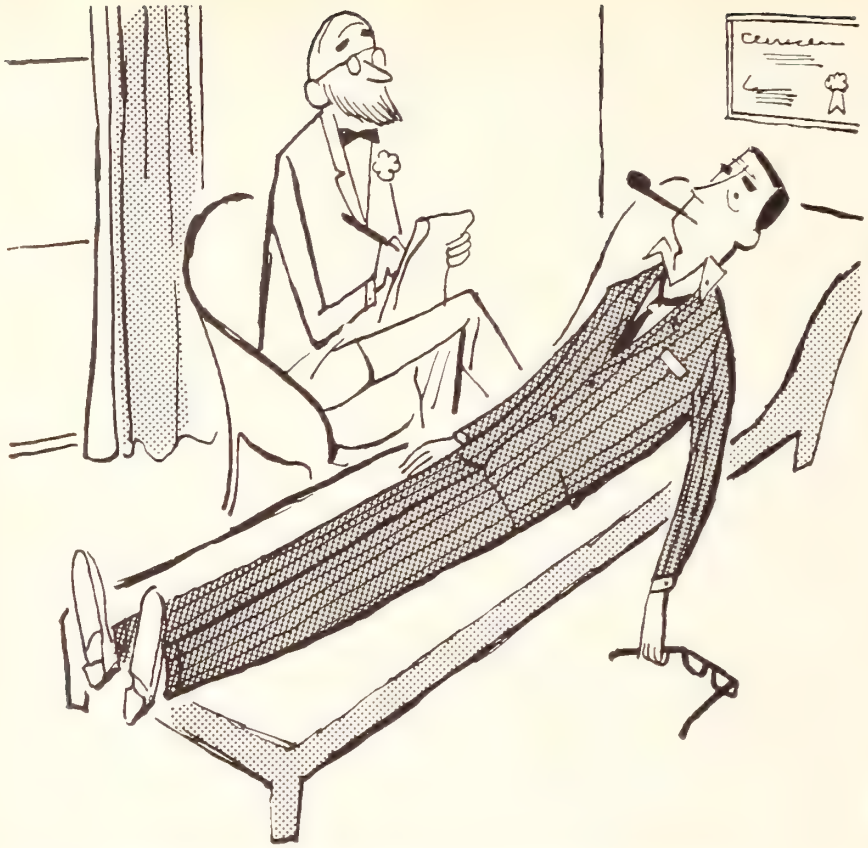
ALREADY SOLD TO

BUNKER HILL FOOD PRODUCTS in 12 Southern markets, including:
ATLANTA • CHARLOTTE • RALEIGH • CHARLESTON • COLUMBIA • NORFOLK • ROANOKE

MILES OF CALIFORNIA in 6 Far Western markets:
LOS ANGELES • SAN FRANCISCO • SACRAMENTO • SEATTLE • SPOKANE • PORTLAND

NOW IN PRODUCTION...
For further details, contact

SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.



"For weeks the same nightmare...

no time available on WSBT-TV!"

Unharness those nightmares, Mr. Admen, WSBT-TV has some availabilities. So, you can still reach the South Bend market effectively and economically. And what a dream of a market it is . . . 15 counties in Northern Indiana and Southern Michiganwith a population of 915,000 and a buying income of $1.7 billion. South Bend, the trading center of this market, has a per household income of $7870 . . . highest in Indiana*.

The latest Nielsen Survey** shows WSBT-TV's dominance of this 3-station market . . . captures 41% shares of sets in use, sign-on to sign-off . . . carries 36 of the area's 50 most popular shows! It's accomplished with a full CBS schedule and with popular local shows. For complete details on the market and on availabilities, call your Raymer man.

*Copr. 1961 Sales Management Survey of Buying Power; further reproduction forbidden.

**Feb. 20-Mar. 19, 1961

WSBT-TV

SOUTH BEND, INDIANA

Channel 22

CBS TELEVISION NETWORK

ONE OF CBS' HIGHEST-RATED STATIONS

Ask Paul H. Raymer, National Representative

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

JUNE

June 19-20 — **Institute of Radio Engineers,** conference on broadcast and television receivers. O'Hare Inn, Chicago.

June 19-21 — **American Marketing Assn.,** national conference. Ambassador Hotel, Los Angeles.

June 19-22—**Wayne State U./Radio Corp. of America,** invitational television conference. University City, Detroit.

June 19-23—**National Community Television Assn.,** convention. Jack Tar Hotel, San Francisco.

June 20-22 — **Catholic Broadcasters Assn.** annual meeting. Calhoun Beach Hotel, Minneapolis-St. Paul, Minn.

June 22-23—**Wisconsin Broadcasters Assn.,** Dell View Hotel, Wisconsin Dells. Speakers include FCC Commissioner Rosel H. Hyde and Washington attorney, James McKenna.

June 22-24 — **Mutual Advertising Agency Network,** creative seminar. Palmer House, Chicago.

June 23-24—**Colorado Broadcasters Assn.,** annual convention. La Court Hotel, Grand Junction.

June 23-24—**Maryland-D. C. Broadcasters' Assn.,** summer meeting. Ocean City, Md.

*June 24—**West Virginia AP Radio-Tv News Directors' Assn.,** meeting. Charleston Press Club, Charleston.

June 25-29 — **National Advertising Agency Network,** annual management conference. Broadmoor Hotel, Colorado Springs, Colo.

June 25-29—**American Academy of Advertising,** annual convention. U. of Washington, Seattle.

June 25-29—**Advertising Assn. of the West,** annual convention. Olympic Hotel, Seattle.

June 25-30 — **First Advertising Agency Group,** annual conference. Theme: "The Agency of Tomorrow." King's Inn, San Diego, Calif.

*June 25-30—**Telecourse Training Institute,** American U., Washington. Guidance in Bible telecourses in six cities, with Ella Harllee as director.

June 26-27 — **Washington State Assn. of Broadcasters,** spring conference. Olympia Hotel, Seattle.

June 26-28—**National Convention on Military Electronics.** Sponsored by Professional Group on Military Electronics, IRE. Shoreham Hotel. Washington, D. C.

JULY

July 1—**Chicago Publicity Club,** 20th anniversary celebration. J. Leonard Reinsch, Cox Stations and radio-tv advisor to President Kennedy will be principal speaker. Mayfair Room, Sheraton-Blackstone Hotel, Chicago.

July 1—**UPI Broadcasters of Pennsylvania,** annual meeting. Penn-Harris Hotel, Harrisburg.

July 6—Deadline for comments on **FCC** proposal to reserve a vhf channel in New York and Los Angeles for educational use.

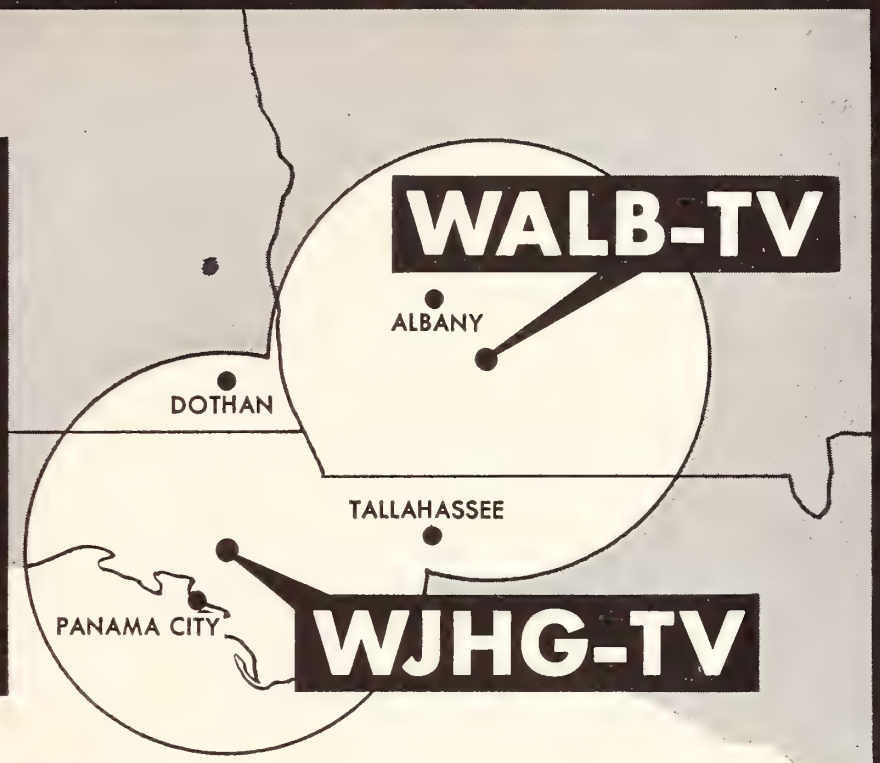
July 9-21—**NAB Seminar,** Harvard Graduate School of Business Administration, Harvard campus, Boston.

July 10-12—**National Assn. of Television & Radio Farm Directors convention,** Shoreham Hotel. Washington, D. C.

July 10-28—**Three week summer workshop on Television in Education, U. of California at Los Angeles.**

*July 16-18—**South Carolina Assn. of Broadcasters,** summer convention. Ocean Forest Hotel, Myrtle Beach. Speakers include FCC Commissioner Robert T. Bartley and Howard G. Cowgill, former chief of the FCC

ONE BUY! FOUR MARKETS!



Albany - Tallahassee - Dothan - Panama City

WITH EXCLUSIVE NBC PROGRAMMING

One buy, one bill, one clearance delivers *four* market areas with a combined population of 1,230,700 and 211,290 TV Homes! WALB-TV and WJHG-TV *dominate* this area!

GRAY TELEVISION NETWORK
Delivers 82,990 More TV Homes
Than The Nearest Competitor!
Raymond E. Carow, General Manager

WALB-TV
Ch. 10
Albany,
Ga.

NBC

WJHG-TV
Ch. 7
Panama City,
Fla.

Represented nationally by Venard, Rintoul, McConnell, Inc.
In the South by James S. Ayers Company

THE SOUND OF GOOD MUSIC

MUSIC

all day long to suit every mood of the day. Freedom from weird sounds . . . freedom from gimmicks . . . just wonderful entertainment.

NEWS

More newscasts per day than any other local station. *Local news gathering* as well as reporting. National and international coverage all through the day from NBC's excellent staff.

PERSONALITIES

that are well-known and welcome in every home . . . selected to suit the program . . . and backed by vigorous promotion.

NETWORK

Monitor for the week-end, plus NBC's on the spot coverage of events when they happen—where they happen.

Facts, figures, data, statistics and other pertinent information are at the fingertips of your PGW Colonel. See him today.

WOC

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ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

RADIO AM FM

PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

TvB Sales Clinics

June 20—San Antonio.
June 22—New Orleans.

Broadcast Bureau.

July 24—Deadline for submission on briefs to the **FCC** in Boston ch. 5 re-evaluation. This is the proceeding to reconsider the 1957 grant to WHDH Inc., due to *ex parte* contacts made by principals of WHDH Inc. and Massachusetts Bay Telecasters Inc. The third applicant is Greater Boston Television Corp. Reply comments are due 10 days after July 24. Oral argument before the FCC *en banc* is scheduled, but no date has been set.

July 30-Aug. 5—**American Women in Radio & Television,** first mid-career seminar. Syracuse U., Syracuse, N. Y.

AUGUST

Aug. 1-4—**Advertising Age Summer Workshop on Creativity in Advertising.** Palmer House, Chicago. Participants include Norman (Pete) Cash, TvB; Marion Harper Jr., Interpublic Inc.; Leo Burnett, Leo Burnett Inc.; Fairfax M. Cone, Foote, Cone & Belding; Edgar Kobak, management consultant.

Aug. 6-8—**Georgia Assn. of Broadcasters,** annual summer convention. King & Prince Hotel, St. Simon's Island, Ga.

*Aug. 7-11—**American Bar Assn.,** 84th annual meeting, 15 principal hotels and Kiel Auditorium, St. Louis. To be addressed by President Kennedy and numerous other top government officials, including special presidential assistant James M. Landis and chairmen of "big six" regulatory agencies, including FCC and FTC.

Aug. 11-12—**Texas Associated Press Broadcasters Assn.,** fourteenth annual meeting. Hotel Lincoln, Odessa, Tex.

Aug. 22-25—**1961 Western Electric Show & Convention.** Cow Palace, San Francisco.

*Aug. 25-26—**Arkansas Broadcasters Assn.,** fall meeting. Sam Peck Hotel, Little Rock.

SEPTEMBER

Sept. 10-13—**Assn. Canadienne de la Radio et de la Television de Langue Francaise,** annual convention. Seaway Hotel, Toronto, Ont.

Sept. 15-17—**Michigan Assn. of Broadcasters** fall convention and business meeting. Hidden Valley, Gaylord, Mich.

Sept. 24-26—**Louisiana Assn. of Broadcasters,** annual convention. Buena Vista Beach Hotel & Motel, Biloxi, Miss.

Sept. 27-30—**Radio Television News Directors Assn.,** annual convention. Statler Hilton Hotel, Washington, D. C.

OCTOBER

Oct. 3-4—**Advertising Research Foundation** conference, Hotel Commodore, New York City.

Oct. 8-18—International seminar on instructional television, sponsored by **Purdue U.** in cooperation with UNESCO and the U.S. National Commission for UNESCO. Dr. Warren F. Seibert, Purdue professor, is seminar director; James S. Miles, Purdue Television Unit, is associate director. Purdue U., Lafayette, Ind.

Oct. 9-11—**National Electronics Conference,** International Amphitheatre, Chicago.

Oct. 10-13—**Audio Engineering Society,** annual fall conference and technical exhibit. Hotel New Yorker, New York.

*Oct. 12—**Seventh Wisconsin Fm Station Clinic.** Center Building, U. of Wisconsin, Madison.

Oct. 23-26—**National Assn. of Educational Broadcasters** convention. Willard Hotel. Washington, D. C.

Oct. 25-28—**Sigma Delta Chi,** 52nd national convention. Hotel Fontainebleau, Miami Beach, Fla.

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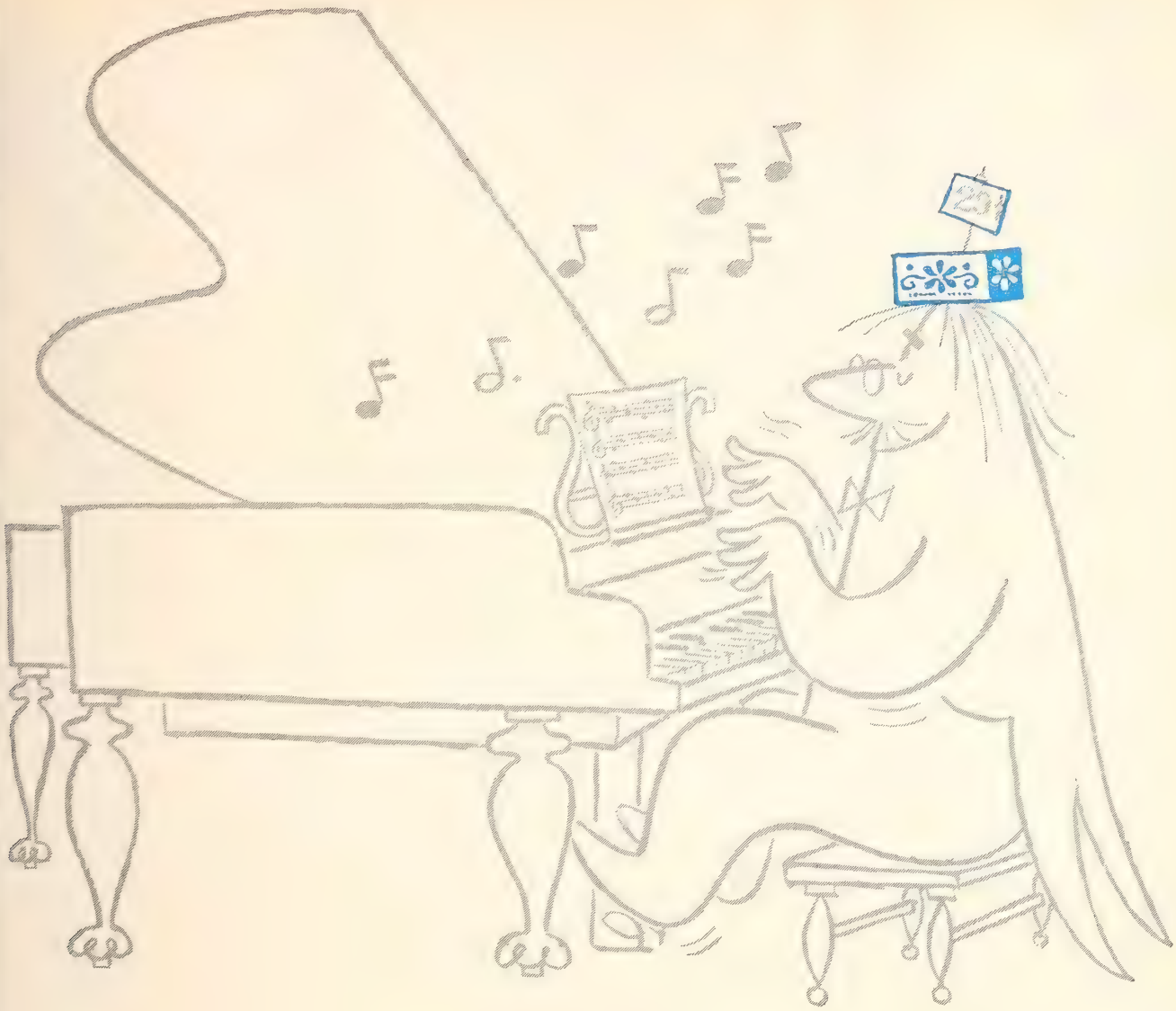
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CAN MOZART SELL MARGARINE?

Or soap? Or toothpaste? Is concert music and commentary a tasty dish that will influence people to try your brand, visit your place of business, call your salesman? Just consider the response to WJR's fine arts programming.

Listeners write in by the hundreds—many say they've never written a fan letter before. Critics in magazines and newspapers applaud. Housewives have formed a "Don't Call Between 10 and 11 a.m. Club," a glowing tribute to WJR's morning concert program.

Prime cause of this happy furor is Karl Haas, distinguished concert pianist, WJR's host, commentator and director of fine arts programming—20 hours, live and recorded, every week.

With concert and popular music, news, humor, variety, sports, farm and education programs and many others, WJR serves its audience with mature, intelligent programming—not tiresome trivia.

If your business is butter or beans, ice cream or insurance, no matter what, you'll find that WJR talks to the people you want to reach in a way they like. Sound interesting? Call your Henry I. Christal representative right now and get the facts on WJR, the wide-awake station in the money belt of the Great Lakes.

WJR DETROIT
760 KC 50,000 WATTS

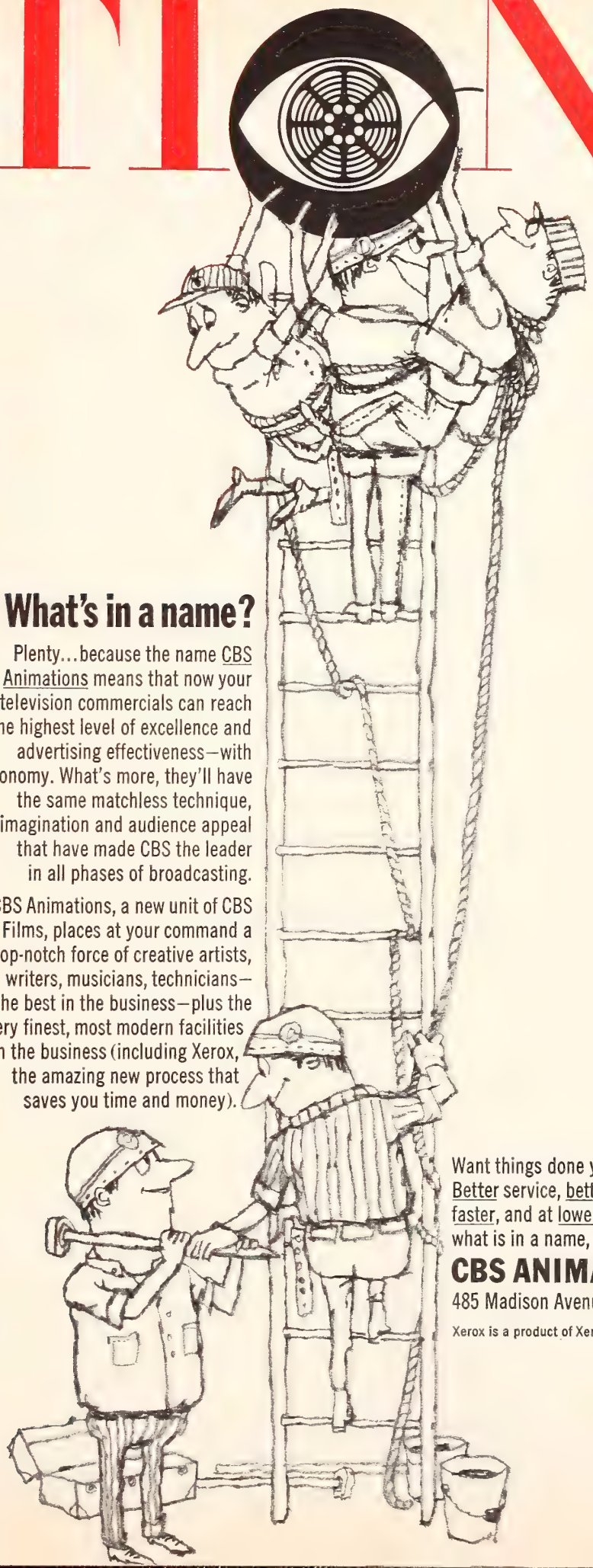
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Atlanta · Boston · Chicago · Detroit · San Francisco



Fine arts programming is a part of our complete range programming—something for everyone, every day.

CBS ANI

MATIONS



What's in a name?

Plenty...because the name CBS Animations means that now your television commercials can reach the highest level of excellence and advertising effectiveness—with economy. What's more, they'll have the same matchless technique, imagination and audience appeal that have made CBS the leader in all phases of broadcasting.

CBS Animations, a new unit of CBS Films, places at your command a top-notch force of creative artists, writers, musicians, technicians—the best in the business—plus the very finest, most modern facilities in the business (including Xerox, the amazing new process that saves you time and money).

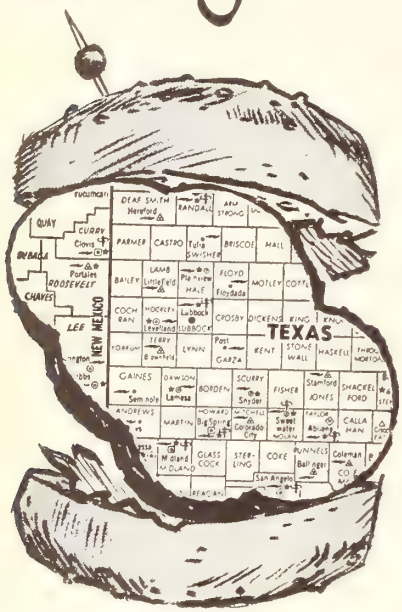
Want things done your way? Better service, better commercials, faster, and at lower cost? That's what is in a name, when it's...

CBS ANIMATIONS

485 Madison Avenue, New York 22

Xerox is a product of Xerox, Inc.

a la Dagwood...



RECIPE: Take 4 top stations, sandwich into one BIG market, serve with extra helping of simultaneous merchandising and promotion effort. It's economical as a one purchase, one film, one billing dish . . . served in any combination to fit any appetite.



west texas
television
network

KDUB-TV LUBBOCK, TEXAS
KEDY-TV BIG SPRING, TEXAS
KPAR-TV ABILENE - SWEETWATER
KVER-TV CLOVIS, NEW MEXICO

NATIONAL REPRESENTATIVE
THE BRANHAM COMPANY

W. D. "Dub" Rogers, President and Gen. Mgr

OPEN MIKE

ARF media comparisons

EDITOR: I have read with considerable interest your review of our report, "Toward Better Media Comparisons" (BROADCAST ADVERTISING, May 29), and I am writing to tell you that I regard it as outstanding both for its brevity and clarity. . . .—*A. W. Lehman, President, Advertising Research Foundation, New York.*

Fine condensation

EDITOR: Would you pass along to the person who wrote the story, "Electronic super-spy system proposed" (ENGINEERING & EQUIPMENT, May 29), my commendation on his ability to grasp a highly complex subject and condense it into two columns.

I am aware of the complexity and difficulty, because it has taken 14 years of rather intensive effort to capture the concept in the report. . . . Your reporter has made the finest condensation of the concept that I have ever seen.—*Howard G. Kurtz, Senior Associate, Handy Assoc. Inc., Management Consultants, New York.*

Los Angeles story

EDITOR: [The] special story on the Los Angeles market was an exceptionally able accomplishment. . . . We have given every member of the Weed Radio Corp. sales staff throughout the nation a copy. . . —*Robert J. McAndrews, Station Manager, KBIG Avalon, Calif.*

EDITOR: BROADCASTING's special report on Los Angeles was a most expert job . . . comprehensive, accurate, and successfully reflected the mood of the whole growing metropolis. . .—*Robert F. Blake Co., Public Relations, Beverly Hills, Calif.*

EDITOR: The Los Angeles story is a superb job of fact-gathering, organization and beautiful writing. I'd like to order 500 reprints.—*Jack O'Mara, Vice president for Merchandising and Promotion, KTTV (TV) Los Angeles.*

[Reprints of BROADCASTING's special report on Los Angeles are available at 25 cents each in quantities up to 100, 15 cents each in quantities more than 100.]

The WPAT story

EDITOR: We were all extremely pleased with the excellent story on WPAT (THE MEDIA, June 5) . . . a fine writing job. . . .—*Dickens J. Wright, President, WPAT-AM-FM Paterson, N. J.*

Minow pros and cons

EDITOR: I've read every word of your editorials regarding Mr. Minow's NAB speech. You as publisher along with your editors . . . enjoy the unique research background of the broadcasting industry, which in my opinion is a prerequisite when commenting on a regulatory body at work. Congratulations on your excellent editorials.—*Wilt Gunzendorfer, Wilt Gunzendorfer & Assoc., Radio & Tv Management Consultants, Los Angeles.*

EDITOR: Although I, too, am connected with tv production . . . I am getting pretty fed up with your "tv can do no harm" attitude; for example, coverage of Minow talk and editorial, "The violent ones" (EDITORIALS, June 5).

Frankly, you would be helping the industry much more by casting your damn halo aside and encouraging some long overdue changes in program content instead of condemning those who are trying to save the industry. . . . —*Halas L. Jackim, Painted Post, N. Y.*

EDITOR: It was to be expected that certain segments of the press would seize upon the Minow speech to heighten their own "hate tv" campaigns; hence, the lineage devoted to the matter has long since become boresome.

Now some of the program syndicators seem to think the way to sell their new product is to continually drum away on the theme that theirs is the quality to solve the "vast wasteland dilemma."

Maybe I'm overly sensitive but I hate to think my evaluation of public service program types must also be under threat of a bludgeoning. — *Rex G. Howell, President, KREX-AM-FM-TV Grand Junction, Colo.*

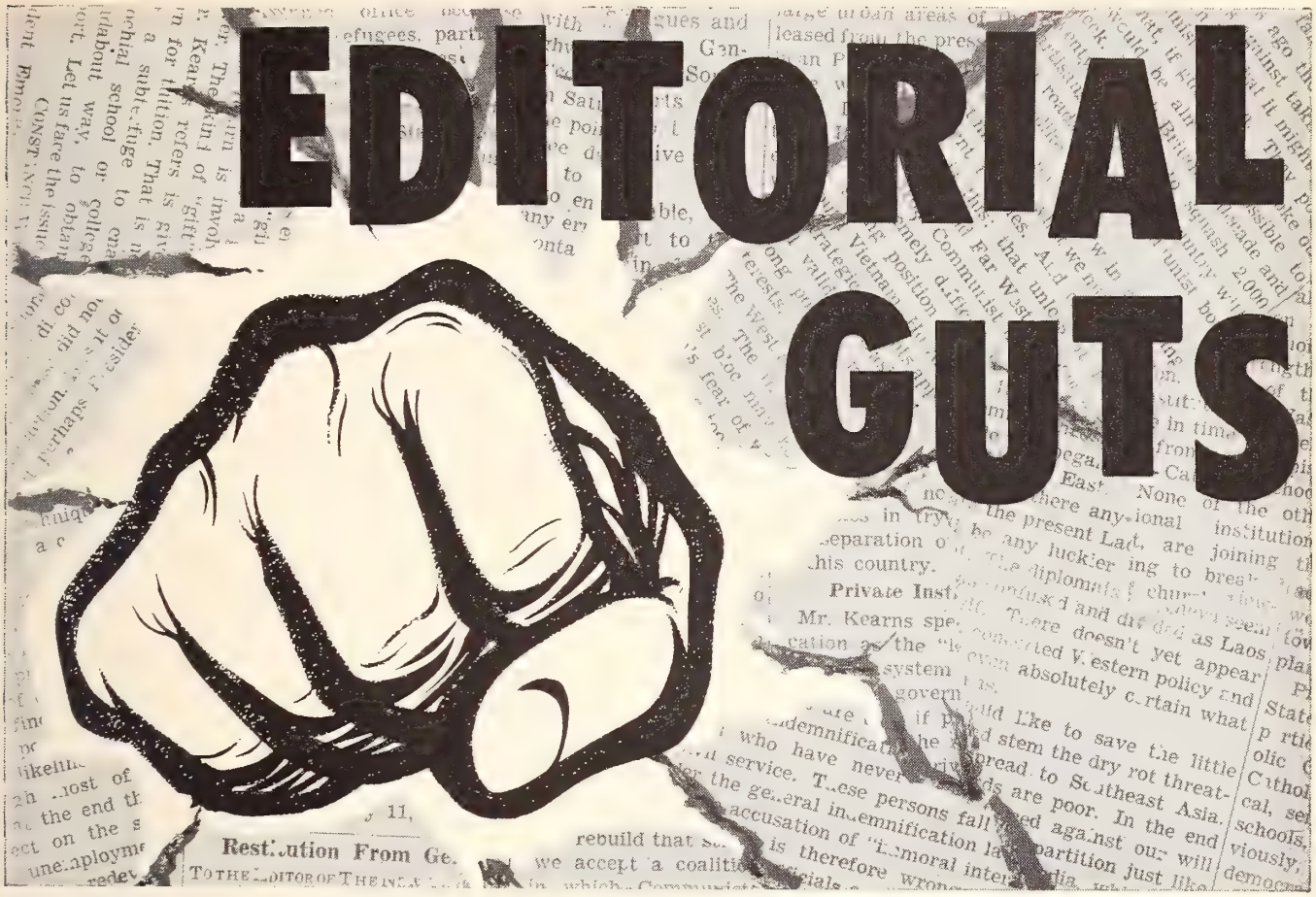
Nothing to excess

EDITOR: . . . Your writers are so preoccupied with the idea of getting free access to courtrooms as a basic right of broadcasters that they ignore other factors involved.

. . . Both my worthy competitors were mentioned in your story (THE MEDIA, June 5) and it would appear that our station was absent through apathy or inability to match their coverage manpower. . . .

Frankly . . . we decided early in the game that the case was too lurid for detailed reporting or important coverage. . . . I think we did right. . . . Freedom to the courtroom carries with it a basic right. Freedom to the living room carries with it a basic responsibility. We were sure of the first. We exercised the second.

And so, my word of caution: Do not urge our industry on to militancy in the freedom of the courts fight without cautioning it also to avoid the excesses that this freedom might develop. . . . —*Willard E. Walbridge, General Manager, KTRK-TV Houston.*



One more reason why the IMPORTANT sound on

WPEN PHILADELPHIA

IS YOUR COMMERCIAL

People like a voice — whether it agrees with them or not. They admire the courage that goes with freedom of speech. They like a "stand" that says this is what we are for — this is what we are against. (If there is any doubt in your mind, you're invited to read the thousands of letters on file at the station.)

WPEN was the first radio station in Philadelphia to editorialize on the air. We started over a year ago — and today, our editorials, labeled as such, are daily program features. No vacuity. No meaningless mumbo-jumbo. But substantial words on vital subjects of the day.

The WPEN Editorial is just one more example of programming that has helped to build an image of confidence, and responsibility–and why the most important sound on WPEN is your commercial.

SOME OF THE SUBJECTS DISCUSSED EDITORIALLY BY WPEN

STATE INCOME TAX:
"Ill-Timed"

JUVENILE CRIME:
"Jail The Liquor Law Violators"

TRANSIT STRIKE:
"Both Sides Are Wrong"

UTILITY STRIKES:
"They Should Be Banned"

POLITICAL FAVOR:
"Why Are State Troopers Being Used As Chauffeurs"

WPEN
PHILADELPHIA

REPRESENTED NATIONALLY BY **GILL-PERNA**

MONDAY MEMO

from SAM NOVENSTERN, media director, North Adv., N. Y.

To guess at frequency is to guess with the client's money

The proverbial black sheep of the family has nothing on frequency. Its existence is admitted but, thereafter, nothing is said about it. The reason is obvious: very little is known of it other than that it exists.

It's generally at the tail end of a media presentation, following certain factors which are conceded to be of much greater importance such as c-p-m, gross homes reached and unduplicated homes reached. Frequency is simply shown as a factor. Although it might contain information which could make it one of the more important factors in an analysis, it is currently relegated to a second fiddle position.

Certain drug items, cigarettes and the like naturally call for high frequency of the commercial as do most foods and beverages. In fact, what agency wouldn't like to see a high commercial frequency for any consumer product it represents? So long as there is a product to be sold and once a media man gets the story to be told, he sees to it that the story, or ad, will be seen by as many potential consumers as possible—or does he?

More or Less? ▪ With a limited budget available for the placement of ads, should a responsible media buyer recommend a campaign to reach as many consumers as possible once or twice, or a more selective group of potential customers four or five times? The question remains: when can we assume with some assuredness we have saturated a given market to a point where the consumer is willing to buy?

Soon after the birth of television, the slide rules and calculators in research offices were attempting to answer a basic question, "How many homes am I reaching with my message?" The industry approved certain methods of ascertaining this number and the researchers were overjoyed, so elated that they started to tell us many more things about this audience. We now have available such information as total homes reached, average homes reached, total viewers reached, age of viewers reached, income, territory and area size breakdowns.

Our knowledge of audience characteristics allows us to make immediate assumptions as, for example, the type of person we will reach, simply by knowing the type of program which will carry the message.

Our presentations are filled with material from reputable research firms and we're off to make a recommendation to a client. Our client is pleased to see all the intricate work, gathered and weighed to help him pick the proper vehicle for his messages.

Network Tv ▪ Let's assume weve recommended a nighttime half-hour network program on an alternate weekly basis. The rating is quite good as are the homes reached and cost per thousand. He's familiar with these terms since many past decisions were based on them. Then he sees the frequency, 1.8 times over a four-week period, and says he needs a greater frequency than that. If he says so, he does.

While working over a similar problem recently for a single market, I called friends in the industry. They were media people I respect and with whom I have dealt for many years.

My question to each was, "Assuming you're using a one-minute commercial, what frequency over four weeks would you consider a saturation campaign?" The answers ranged from a commercial frequency of 4 to 20.

I wondered why the range was so great. After a while the answer was obvious. We in the media field are lacking an important tool, one which holds us back from doing as thorough a job as we'd like to. No one backed away from the question. We all had our opinions. But just as we would not present an audience estimate based on opinion only, we should not be expected to guess with our client's money as to the frequency of exposure of a given commercial. Our stock in trade is to see that our clients get the most for their advertising dollars. We can not hope to reach this point until we can answer the question of frequency.

To my knowledge, the only serious attempt to shed some light on frequency was made by the Gallup-Robinson Organization. Some of the details appeared in an article in the December 1959 issue of *Television* magazine.

Based on its newly developed Television Sales Index, Gallup-Robinson made such statements as, "On the average, the most efficient number of commercial minutes for one product on a given prime time network program over a 9-week period is 6 minutes." Obviously, an increase of frequency beyond the optimum point in Class A time will yield increased sales. Yet the cost per sale rises as the optimum point is exceeded.

On daytime, "the optimum sales efficiency is at least two minutes per week per program for a single product. Less frequency results in a markedly less efficient rate of return on the investment."

On spot, "The most efficient spot campaigns tend to have a greater number of participations and announcements and few ID's."

Many More Needed ▪ But we must first see the conclusions reached by many studies of this type before we can evaluate the worth of any of them.

Once we in the media field are satisfied to sit back and admire the work we've done in the past it is a sure sign that we are doing nothing new. The factors we employed to evaluate the acceptability of television programs in the past have certainly been improved to date just as today's standards will be refined and adjusted to better implement program studies in the future. We must continually strive to refine the use of the tools of our trade, and find new tools to make any study more meaningful to the advertiser.

It is up to the television industry to give recognition to studies of this type, and thereby encourage continual output. Media and research groups must evaluate and re-evaluate the credibility of this data with an eye toward its final application, the more efficient expenditure of every advertising dollar.



Sam Novenstern has been media director of North Advertising in New York for over a year (he joined the agency in April 1960). After his graduation from Syracuse University in 1950, Mr. Novenstern joined NBC, serving the network in the capacities of both station relations and network sales. He served in the Army Air Force from 1944-45.

DRAG YOUR DRACHMS/ In ancient Greece a drachm delivered many things... a seat at a Sophocles play, a ride in a two horse chariot, a ticket to the Olympic games! Drachms, of course, aren't what they used to be... even the name has changed! But drachms, drachmas or dollars, they still go a long way in Baltimore at WBAL-Radio. WBAL-Radio takes the Greek out of station buying by translating these facts into sales: WBAL-Radio is powerful – dominating the entire metropolitan area plus 37 surrounding counties in Maryland and four adjacent states. WBAL-Radio is progressive – providing its listeners with a distinctive format of full range programming and music for mature minds. WBAL-Radio is productive – reaching more homes in a given week than any other Baltimore radio station, providing more unduplicated coverage in this market than any other station. If you want your advertising to deliver sales in Baltimore and Beyond, drag your drachmas to WBAL-Radio today... or call our reps and let them do your heavy work!



WBAL-RADIO BALTIMORE NBC Maryland's only 50,000 watt station

Associated with WBAL FM & TV / Nationally represented by Daren F. McGavren Co., Inc.



"ECHO," the satellite balloon that will someday make a global television communication system a reality, is a product of the Northwest, an area of ideas. The rocket that placed ECHO in its orbit among the stars was guided to its destination by an electronic system designed by still another firm in the Northwest area of ideas.

This area has now, and is constantly attracting, a wide variety of industry that has placed its future in space. These industries are continually creating new jobs for more and more people. It is these new industries, plus the conventional earth-bound firms, that make this area one of the richest in the nation. Here the average family income is $6328, with a total effective buying income of $5,358,994,000.

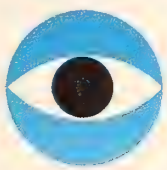
This is the rich area of ideas that is served by WCCO Television.

ECHO "SATELLOON" PROTOTYPE
Manufactured by G. T. Schjeldahl Company
Northfield, Minnesota

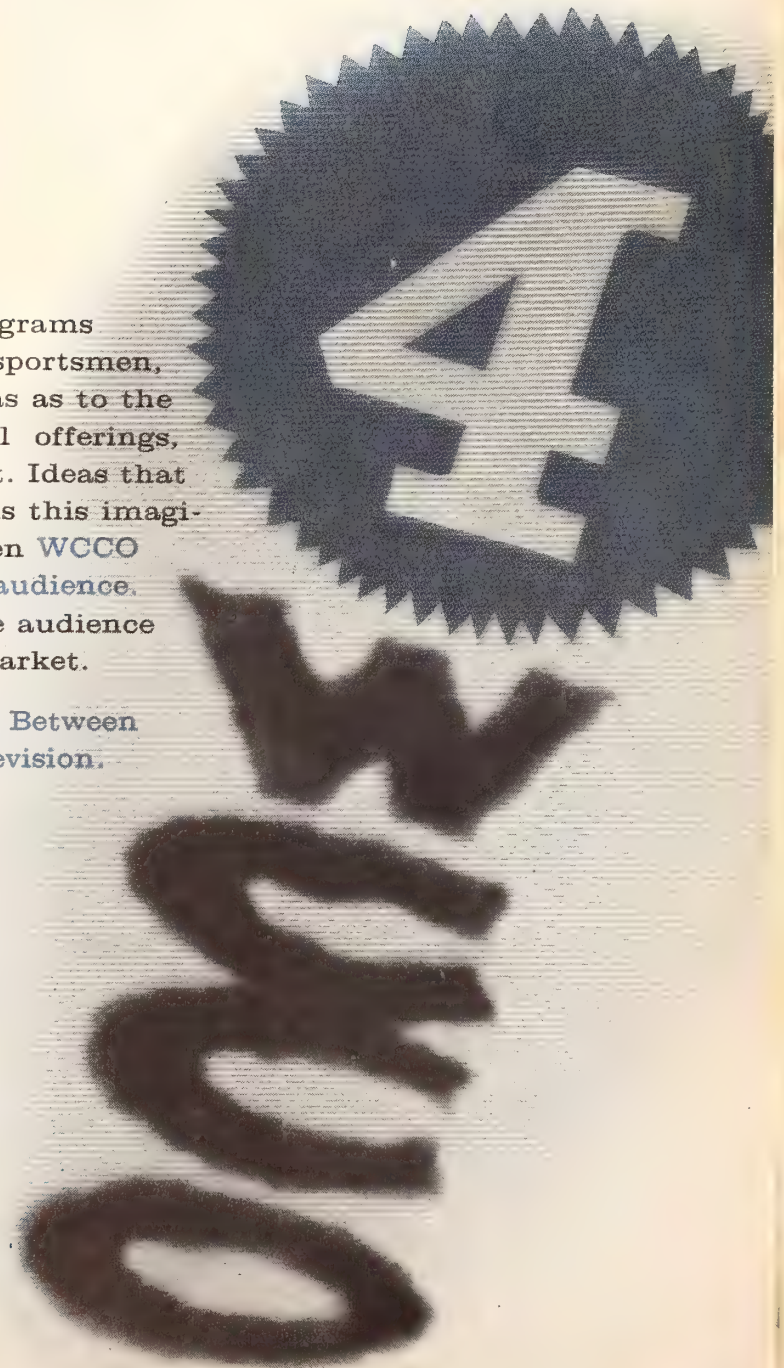
SOURCE: SALES MANAGEMENT SURVEY OF BUYING POWER—1961

WCCO, too, deals in ideas. Ideas in programs for all age groups, for women, for men, sportsmen, kids and, of course, the well informed. Ideas as to the right balance between network and local offerings, to program taste, to the selling of a product. Ideas that capture the imagination of the viewers. It is this imagination and idea programming that has given WCCO Television a 43% yearly average share of the audience. And, WCCO has dominated the share of the audience ever since Nielsen has been surveying the market.

It is ideas that make WCCO the Difference Between Good and Great in Minneapolis, St. Paul Television.



Represented by
Peters, Griffin, Woodward, Inc.





The only giveaway show that gets more mail than "Seven Keys."

(We've had over 1,000,000 pieces of mail in a week!)

Mail participation on *Seven Keys* started off the first week with a healthy 176,685 postcards. Jumped the fourth week to 401,787. And by the eighth week (May 29) went over the million mark with 1,103,055 entries.

Indicating, of course, that the viewers came to sample this lively new participation show, liked what they sampled, and are staying around for more.

In similar fashion, they are also liking *Camouflage* and *Number, Please.* And the impact, audience-wise, is being felt all along the full ABC-TV Daytime lineup. Indeed, all along the *3-network* daytime lineup.

To wit: currently, ABC-TV is showing a 14% increase in share of audience, while Net Y and Net Z are both down.*

Another trend?

ABC-TV Daytime

*SOURCE: NIELSEN TV INDEX FIRST MAY REPORT TWO WEEKS ENDING MAY 7, 1961, AVERAGE SHARE OF AUDIENCE, MONDAY THRU FRIDAY, NOON TO 4 PM, 1961 VS. SIMILAR PERIOD 1960.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
June 19, 1961 Vol. 60, No. 25

TOUGHER CODES IN TROUBLED TIMES

NAB outlaws tv triple-spotting, trims participation loads

Radio code invokes ban on intimate personal product ads

Tv action follows network plan to expand station breaks

The NAB replied to broadcasting's critics last week by tightening the advertising restrictions in its television and radio codes.

The television code was amended to prohibit triple-spotting in prime time station breaks and to reduce commercial content in prime time participation programs, effective Oct. 29 when networks return to standard time.

To the radio code was added a prohibition against the advertising of intimate personal products.

The new restrictions limiting television commercials in station breaks to two were adopted only a week after all television networks decided to expand the time of station breaks. Temporary confusion among advertisers and agencies was bound to ensue.

More Times, Fewer Spots ▪ The expansion of station break time had already created bewilderment among television customers before the adoption of the new television code provision reducing the number of commercials to be shown in the longer breaks. Young & Rubicam last Wednesday called a meeting of station representatives to urgently plead for quick information on what stations would do with the longer breaks (story page 28). And one of spot television's biggest users, Maxwell House Instant Coffee, pulled a $5 million budget out of spot tv at least partly because of fears of how the expansion of station-break time would affect the 20-second commercials and 10-second IDs that constituted the Maxwell House schedule (story on page 30).

ABC-TV several months ago announced its intention of expanding station-break time from the traditional 30 seconds to 40 seconds. A fortnight ago CBS-TV and NBC-TV announced they would expand their breaks to 42 seconds.

Although none said so, all three networks took the action at the request of affiliates which wanted more time to sell between network shows. In all cases networks and affiliates said they had no intention of encouraging triple-spotting, but it has never been made clear just how the stations intended to use the additional time they would gain. In the traditional 30-second break a 20-second commercial and a 10-second ID have been the standard components. Stations that fudged in a

Next step: a harder-hitting NAB organization



In addition to toughening the television and radio codes (see story this page), the NAB board of directors also struggled last week with a sweeping plan to reorganize the association. The plan was submitted by President LeRoy Collins (for details see THE MEDIA, page 100) and was scheduled to be voted on Friday, June 15 (see AT DEADLINE, page 9).

The radio board also elected a new chairman, George C. Hatch, KALL Salt Lake City, and new vice chairman, Joseph M. Higgins, WTHI Terre Haute, Ind. The association's top brass is shown in the picture above in its first informal get-together after the radio board elections. L to r: Mr. Higgins; Mr. Hatch; President Collins; Clair R. McCollough, Steinman Stations, chairman of the NAB joint boards; Dwight W. Martin, WDSU-TV New Orleans, tv board chairman; William B. Quarton, WMT-TV Cedar Rapids, Iowa, tv board vice chairman.

third spot did so by clipping off fragments of network offerings.

Until last week's revision, the television code permitted the broadcast of "two spot announcements plus the conventional sponsored 10-second ID" in station breaks. That phraseology was chosen to avoid the suggestion that the code permitted triple-spotting.

Board Actions ▪ Last week's changes in the television and radio codes were two of several actions taken by the NAB board of directors during a Wednesday-Friday meeting in Washington. (For reports of other actions see THE MEDIA, page 100).

The tv board approved a set of code recommendations adopted by the NAB Tv Code Review Board at a June 1 meeting (BROADCASTING, June 5, 12).

In adopting the ban on triple-spotting in prime time, the tv board was aiming directly at the oft-heard criticism that station breaks are cluttered with assorted commercial and credit announcements.

Then the tv board took another important action to meet criticism directed at peak viewing hours. It put a four-minute maximum limit on the amount of commercial time allowed in all prime-time, half-hour programs. This includes both single-sponsor and participating programs.

Program Time ▪ The uniform four-minute time limit in peak hours cuts two minutes off the six-minute commercial allowance for participating half-hours in the present code.

The tv code's allowable station-break limit of 70 seconds was not changed. Two spots and a commercial ID are still allowed in non-prime time.

At the same time the tv board increased the time allowed for commercials in single-sponsor half-hours from three to four minutes. It was emphasized at the NAB tv code office that the increase in this case really isn't an increase. The reason: opening and closing billboards, promos for other programs and public service announcements will be included in the four-minute allowance. The effect of the added minute, it was explained, will be negligible from a practical standpoint.

These billboards and other announcements are now classified in two ways by the tv code. In the case of peak-hour single-sponsor programs, they are defined as commercial content; in all other hours they are not counted against the commercial time allowance.

Prime Time Definition ▪ A longtime area of confusion in the tv code was cleared up when the tv directors adopted a definition of prime or peak viewing time. This specifies as prime time a continuous period of not less than three hours of each broadcast day in the highest rate bracket.

Originally the tv code board's recommendation provided a 3½-hour prime time segment, but this was cut to three hours by the tv board.

The new tv time standards for single-sponsor programs in prime time are boiled down to a short table. In the present code the time brackets are divided into (1) AA and A (prime) time and (2) all other time. The new language sets the four-minute limit on prime-time half-hour programs, for example, whether single-sponsor or participating. Similar limits are provided for other time segments, ranging from 1:15 minutes of advertising in a five-minute program to seven in an hour.

E. K. Hartenbower, KCMO-TV Kansas City, chairman of the tv code board, described the revision as "a significant step toward a new concept in which the code board directs its attention to obtaining maximum program time. In addition, the amendments correct certain inequities in the commercial time limitations set for programs with single sponsors and those under multiple sponsorship. We believe that both the viewer and the advertiser will gain."

Radio Changes ▪ The radio board's principal change in the code, which went into effect on a paid subscription basis last July 1, was to add language banning intimate personal product advertising. This was taken from the tv code. Existing langauge of a more general nature was retained. It provides that personal products advertising shall be treated "with special concern for the sensitivities of listeners."

A sentence in the radio code covering contests was amended to specify that all contests shall be conducted fairly and be within the law.

Cliff Gill, KEZY Anaheim, Calif., radio code chairman, reported the number of code subscribers had increased to 1,272 stations since it went into operation last July 1. He reported Standard Rate & Data Service will identify code subscribers.

What will new station breaks mean?

Y&R ASKS REPS FOR FAST WORD ON PRICES AND PRACTICES

Young & Rubicam, New York, last week outlined some of the problems that can emerge from the adopted practice of expanding prime-time station breaks next fall and urged tv station representatives to supply the agency with information on new price structures and on the methods of scheduling the prime-time periods.

William E. Matthews, vice president and director of media relations and planning for Y&R, told his invited audience of 65 officials of representative firms that time is pressing, and said the agency was seeking "speedy cooperation" so that its creative and media plans could be arranged for the fall. Mr. Matthews stressed that Young & Rubicam, which has opposed the expansion of station break time, has no intention of "setting a trap" for stations but is interested in learning how the agency could proceed to operate "in an efficient and orderly manner" under the new station break practices.

The Y&R meeting was held the same day, June 14, that the NAB board adopted a tv code revision outlawing triple-spotting.

The Y&R meeting followed decisions made in past weeks by all networks to permit stations to expand local breaks from the current 30 seconds to 40 seconds within prime time next fall. The move has been criticized by the Assn. of National Advertisers and many leading advertising agencies. Y&R was especially outspoken in its opposition.

Wants Prices ▪ Mr. Matthews said that Y&R was particularly interested in receiving, as soon as possible, information from stations on (a) how they plan to schedule the expanded time periods in terms of the varying lengths of spots that might be employed and (b) how these periods would be priced and earn frequency discounts.

Mr. Matthews said: "We don't think stations will triple-spot." But he said the longer break "means the 40 seconds can be filled with two 20s or a 40, or a 30 and a 10. Many advertisers have learned to use the 10-second ID, and have little experience with 30 seconds. Supposing a station carries a 10 and a 20, how do you fill the remaining 10 seconds? With a public service spot or a weather report, as some stations have intimated? I hope it won't be used as a promotion spot."

Buying Season ▪ He also asked for data on prices. He said he "assumed" that prices for 10-seconds and 20-sec-

How tv and radio codes were changed

The following changes were made June 15 by the NAB tv board in the television code, effective Oct. 29:

Under "Time Standards for Advertising Copy," change paragraph (1) to read:

1. In accordance with good telecast advertising practice, the time standards for advertising are as follows:

Prime Time (Definition: A continuous period of not less than three hours of each broadcast day, within the station's highest rate time period.) Commercial content of any 30-minute program in prime time may not exceed four minutes. This restriction includes "billboards," public service announcements and promotional announcements for other programs.

Non-Prime Time—Individual sponsorship—The time standards for advertising for individual sponsors in non-prime time are as follows:

Length of Pgm. (in minutes)	5:00	10:00	45:00	15:00	30:00	60:00
Length of Advertising	1:15	2:10	3:00	4:15	5:45	7:00

(See Paragraph 4 for "participation" program time allowances in other than prime time.)

Change paragraph (3) to read:

3. Station breaks are spot announcements scheduled between programs.

In prime time they shall consist of not more than two announcements plus non-commercial copy (station identification and/or public service announcements, etc.). The aggregate total of all announcements including non-commercial copy shall not exceed 70 seconds.

In non-prime time, station breaks shall consist of not more than two announcements plus the conventional sponsored 10 second station ID.

Station break announcements shall not adversely affect a preceding or following program.

Change paragraph (4) to read:

4. "Participation" programs (those designed to accommodate a number of announcements within the body of the program and available for sale to individual advertisers) in non-prime time may not contain more than six minutes of commercial for any 30-minute program. No program shall have commercial content in excess of this ratio. Not more than three announcements shall be scheduled consecutively. Where the program exceeds 30 minutes in length, the customary ID, not exceeding 10 seconds, may be in addition to these commercial time allowances.

Change paragraph (8) to read:

8. In non-prime time the above commercial time standards do not include opening and closing "billboard" announcements which give program or announcement sponsor identification. Each opening and closing "billboard" regardless of the number of sponsors shall not exceed 20 seconds in programs longer than one half-hour or 10 seconds in programs of one half-hour or less.

Two changes in the text of the radio code were made by the NAB radio board:

This new language was added as paragraph (d) under Acceptability of Advertisers and Products: Advertising of certain intimate personal products which might offend or embarrass the listening audience is unacceptable. Among these are products for the treatment of hemorrhoids and for use in feminine hygiene. [The present (d) becomes (e) and (e) becomes (f).] The word "spiritualism" was deleted from (c) which classifies occultism, astrology, palm-reading and similar services as unacceptable.

Under Contest (D) change first paragraph to read: Contests shall be conducted with fairness to all entrants, and shall comply with all pertinent federal, state and local laws and regulations.

onds would not change or at least would be consistent with audience coverage and other values. Mr. Matthews mentioned that price information was needed as soon as possible because the buying season is near.

He reminded his audience that Y&R is a subscriber to Broadcast Advertisers Reports' new Television Performance Audits Service, and, starting this fall, will check the agency's commercials for possible triple-spotting and also will examine station programming. Mr. Matthews explained that programming will be checked because affiliates have gone on record as saying that they intend to use the extra revenue accruing from lengthened station breaks to improve local public service programs. He added that Y&R was obtaining this data for its own records, but in response to a question from the audience said: "I think that if a pattern emerges showing a station is doing more public service than in previous years, we will write to them and praise them for it. And if they don't we may call that to the attention of the station."

Mr. Matthews said that the increased station breaks raise questions as to the efficiency of the various lengths of announcements. He noted that there has not been much testing on the capabilities of the 30-second spot. The custom of recent years has made the 20 and the 10-second ID pretty much the standards. If 30s are to become popular, advertisers will be on new ground.



William H. Matthews, vice president and director of media relations and planning for Young & Rubicam (second from right), greets three of the 65 reps and station men who attended his question session on the 40-second station break. L to r: Adam Young, president of Young Television; Joseph Stamler, vice president and general manager of WABC-TV New York, and Stuart Kelly, vice president of Paul H. Raymer Co.

Maxwell House Instant exits spot tv

ACTION MAY BE RESULT OF EXPANDED STATION BREAKS

One of the best-known brand names in spot tv—Maxwell House Instant Coffee—has pulled its entire national spot budget out of the medium. It represents an estimated $5 million in annual billing, half of it in 20-second commercials and the other half in 10-second IDs.

Cancellations came in two waves: The first in April affected 20s, the second earlier this month involved all the IDs. General Foods Corp. markets the brand, for which Benton & Bowles, New York, is the agency. B&B's action on behalf of its client was in the form of the advertiser exercising the two-week cancellation clause that is standard in spot contracts.

There is another Maxwell House coffee product — the vacuum-packed coffee—handled by Ogilvy, Benson & Mather, New York, which ordinarily buys minutes instead of IDs or 20s, and has not followed Benton & Bowles' pull-out.

The 40-second Break ▪ The Maxwell House action by Benton & Bowles—the agency considered generally in the tv advertising business as an exponent and skilled user of the ID in television—took stations and their representatives by surprise. Most tie the action to network plans next season to expand the station break in prime time from 30 to 40 or 42 seconds (Also see Young & Rubicam's meeting with representatives, page 28).

Some agencies—particularly Benton & Bowles—believe the ID in effect will lose in value and importance for the large-volume advertiser once the station break expands to 40 seconds. Lee Rich, B&B vice president in charge of media and programming, has said the 40-second commercial will serve to curb an advertiser's maneuverability—there will be fewer break periods available to the advertiser who seeks more favorable placement for his 10-second commercial.

Instant Maxwell House and its sister spot tv coffee are regarded together as the No. 2 brand advertiser over the past five years. The brand compiled more than $28 million in gross time billings in spot during those years, and was second only to Lestoil (BROADCASTING, April 3). The current instant coffee lineup includes some 100 stations with frequency varying in each market, though all in prime time.

Some station representative actions coming in the wake of the coffee cancellations would appear to be directed at national spot advertisers, reassuring them of their ID commitments.

Asked To Honor ▪ Where advertisers place IDs with stations on a pre-emptible basis, some reps—The Katz Agency and Blair-Tv among them—are suggesting to stations they honor those spots next fall. Several reps, including Katz, Blair, Paul H. Raymer Co., Edward Petry & Co., are recommending also that stations schedule not more than two paid commercial announcements in the planned 40-second break. It was apparent the recommendations are being made by some of the reps because of deep concern over the Maxwell House cancellation.

Representatives, however, note they are not suggesting how the new station break period be divided. It's obvious, however, as Mr. Rich had explained in much detail in a May 9 memorandum to management and account supervisors at the agency (AT DEADLINE, June 12), there are but few alternatives for a station to follow in filling the 40 seconds if it is to honor IDs but not triple spot: a 30-second spot and an ID, a 20-second spot and an ID and another 10 seconds for public service (weather or news), or a 20-second spot, an ID and another 10 seconds for station promotion.

Direction ▪ Stations most likely will place two 20-second announcements within the break time. Reason: a station wouldn't be expected to use IDs very much because they either will triple spot (20-10-10 formula) or use public service (20-10 and 10-second public service) and that is not a revenue gain. The use of a 30-second announcement and an ID was not given much hope by Mr. Rich.

The Benton & Bowles top tv executive continued, "While most station managers that we have talked to have promised to protect ID users from preemption from their current positions, there is no question that the ID advertiser will lose a great deal of the maneuverability . . ." This, he said, would become apparent in the new season once schedules "begin to shake down in terms of strong and weak programs" and the ID advertiser finds himself unable to shift a spot from a weak to a strong position because of 20s occupying these slots.

Some reps also thought Maxwell House was simply putting through a summer cutback, and would return next fall.

But others close to the Maxwell House action—including B&B executives—were unable to speculate on where the advertiser might go next in television. There were indications, both in Mr. Rich's memorandum and in agency-rep discussions, that some, and perhaps all, of the business would find its way back into tv, though much of it might be reallocated to network tv. (Among the current network sponsorships: participation in *Danny Thomas* and *Rawhide* on CBS-TV, for which in the first quarter some half-million dollars were allocated for gross time charges).

ARBITRON'S DAILY CHOICES

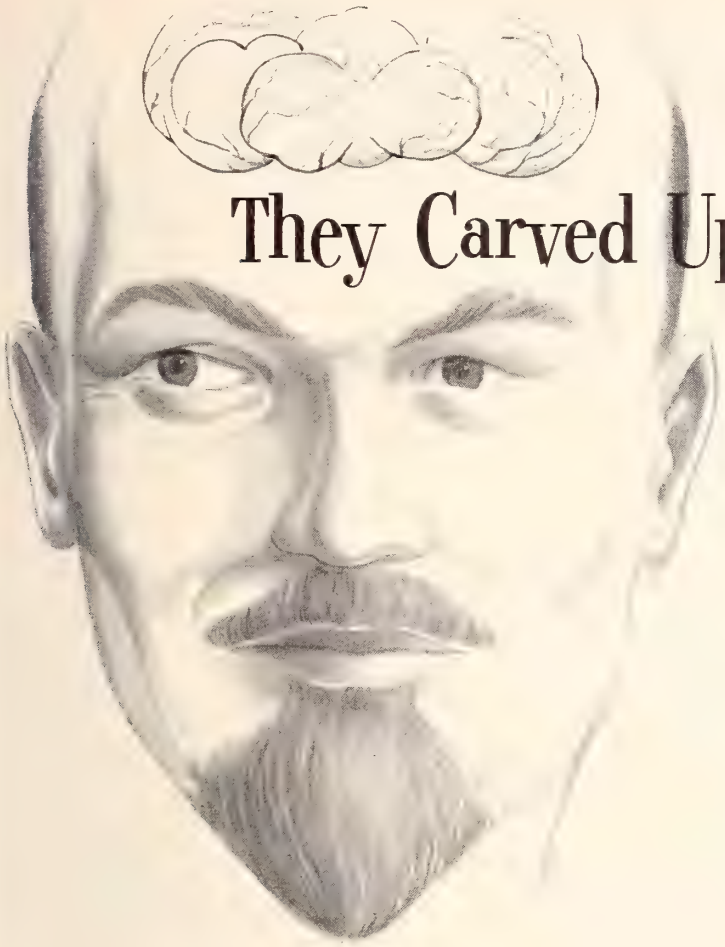
Listed below are the highest-ranking television shows for each day of the week June 8-14 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., June 8	**The Untouchables** (9:30 p.m.)	ABC-TV	28.9
Fri., June 9	**Twilight Zone** (10 p.m.)	CBS-TV	23.2
Sat., June 10	**Have Gun, Will Travel** (9:30 p.m.)	CBS-TV	25.5
Sun., June 11	**Candid Camera** (10 p.m.)	CBS-TV	23.8
Mon., June 12	**Hennesey** (10 p.m.)	CBS-TV	17.2
Tue., June 13	**Thriller** (9 p.m.)	NBC-TV	24.3
Wed., June 14	**Naked City** (10 p.m.)	ABC-TV	25.9

Copyright 1961 American Research Bureau

Bohack buys radio-tv

Bohack Co., which claims to be the largest supermarket chain in the New York area, is embarking on a long-range saturation radio-tv campaign in that market to promote the introduction of the King Korn trading stamp plan to its 196 markets in Brooklyn, Queens, Bronx, Nassau, Suffolk and Westchester areas. Other media also are being used. The Chicago-based King Korn Stamp Co. is establishing a new eastern division warehouse and a spread of redemption centers.



They Carved Up Lenin's Brain

. . . and scientists examining the size of the brain cells in 1924, declared, "How much larger they are than usual."

More important to us is the size of Lenin's dream . . . much of which has become reality within four decades.

Today that reality faces *us*. The danger is in our applying American meanings to communist words—words like "Freedom."

What does the communist concept of "Freedom" really mean?

FREEDOM OF WORKERS—"The right to work," according to the Institute of Law of the Soviet Academy of Sciences, does not mean "the right to choose the place of employment at one's own discretion . . . nor the right to shift from one enterprise to another." As an example, rural workers may shift to industry only if recruited by state agency or called for vocational training.

What does all this have to do with selling time on a radio and television station? Not a thing. Except that our industry is a function of freedom. And since freedom is never an accomplished fact but is always a process, we are using our precious privilege of communication for self-preservation.

As an extension of this trade ad series, prime time announcements are being aired to tell facts about communism to our 54-county audience.

Perhaps this effort will encourage someone to tell someone else a fact about freedom.

Prime Communicators to 1½ Million Oklahomans

WKY

RADIO AND TELEVISION

OKLAHOMA CITY

The WKY Television System, Inc.
WTVT, Tampa-St. Petersburg, Fla.
Represented by The Katz Agency

WHO'S LOOKING?

ARB to profile tv audience for all Salt Lake programs

The numbers method of buying broadcast time may be supplanted by a new technique — qualitative market rankings.

A jointly-sponsored plan to provide agencies with realistic data has been announced by the three tv stations in Salt Lake City. They will underwrite a qualitative market study described by American Research Bureau as a new concept in local audience analysis.

Titled "Local Market Comprehensive Audience Analysis," the study will be conducted next autumn by ARB for KSL-TV, KUTV (TV) and KCPX-TV. In essence, the report will give an audience profile for every program on the air, with age-sex breakdowns by 14 categories.

"This new approach to local tv market analysis fits in with the tenor of the times," said Roger N. Cooper, ARB manager of local market reports. "Government and private interests are now looking beyond bare ratings in search of more accurate and informative information about markets and audience."

In developing its approach to local market research, ARB proposes a market-ranking formula based on the number of tv homes delivered to the advertiser, Mr. Cooper said. The Salt Lake City data will be based on an autumn diary survey he described as the most extensive ever made in any market.

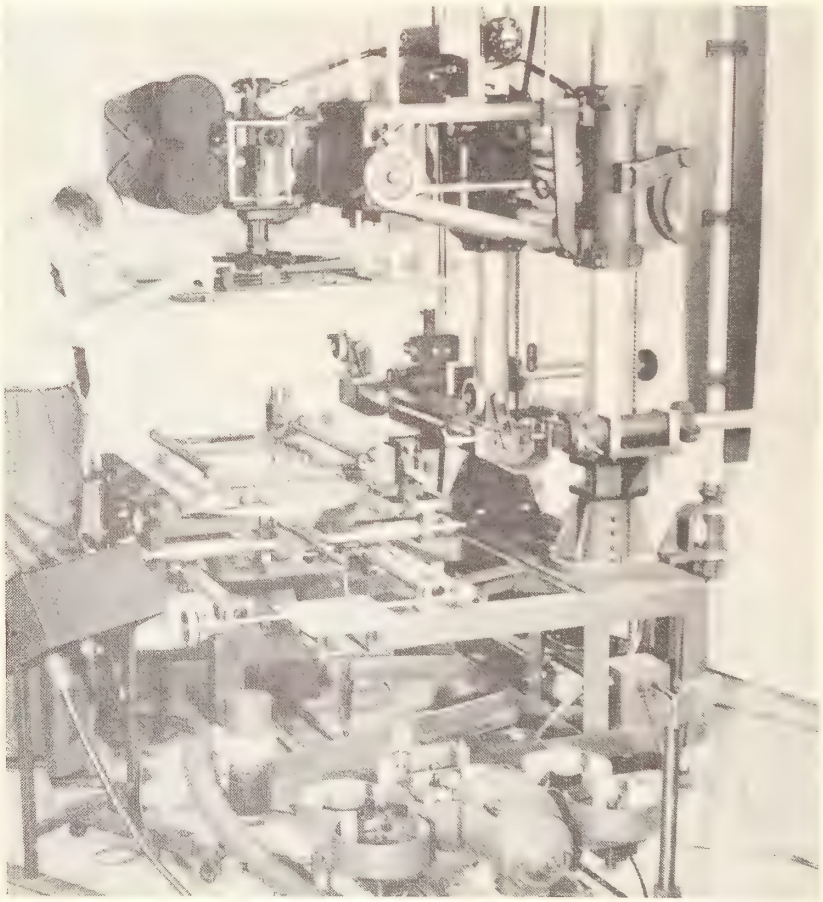
Over 1,000 specially prepared diaries will be placed in the market by ARB. The diaries will provide a record of individual listening, Mr. Cooper explained. He called the sample "the largest ever used by any local market report."

He said the project will "substantially improve research standards and exert a powerful influence in the placement of time." Citing a demand for more statistical reliability in research, he said similar surveys on a nationwide basis have been conducted by ARB for the

Short cut in combining live and animation

Bill Sturm Studios Inc., New York, is utilizing a new production technique in the creation of tv film commercials that are partly live action and partly animation. The advantage claimed by the company is: it simplifies the integration of live action with animation and therefore results in "substantial savings" in production that sometimes can reach 40%.

Harold Hackett, Sturm president, reported that the company plans to produce a presentation film shortly that will explain the process in detail and spell out the advantages to agencies and advertisers. Advertisers who already have ordered commercials using the new technique include Speidel (watch bands), Rexall Drug Stores, Delco Batteries, Blatz Beer and Fels Naptha.



Cameraman at Bill Sturm Studios operates areal image camera, used to combine live action and animation sequences in production of film commercials. Sturm claims this operational technique can result in "substantial savings" to advertisers and agencies on film commercial assignments.

Image Camera ▪ The heart of the technique is the areal image camera developed in 1939 by Paul Terry and Carl Gregory, but not utilized in tv production until the Sturm organization, decided several months ago to use it, with some refinements, to combine live action with animation in producing commercials and industrial films. The areal image camera permits the photographing of a live action and an animation celluloid (a "cel") simultaneously. The advantage of this method over conventional live action-animation production, according to Bill Sturm, vice president and director of operations, is that it reduces shooting time by half and often eliminates the need for insertion of opticals and for matting.

Attachments to the camera include a large lens which enlarges the small-scale size of a motion picture film frame to the standard size of the animation cel, usually eight by ten inches. The enlarged motion picture film frame is called the areal image. The animation cel then is placed on the top plane of the large lens and both the areal image and the cel are photographed in the usual manner, changing the frame in the projector as well as the cel on top.

The camera and animation stand are manufactured by Animation Equipment Co. and cost about $22,000. Mr. Sturm believes there are only five other areal image cameras in use throughout the world and only one is in operation at a New York tv film commercial organization—at Bill Sturm Studios.



wmca 570 kc

The ears have it!
The best in entertainment, news and public affairs reaches 2½ million ears every day on wmca where 86% of the listeners are adults.*

*Pulse Cume March '61 and Aud. Comp. Feb. '61

wmca THE VOICE OF NEW YORK
wbny THE VOICE OF BUFFALO
rpi THE VOICE OF NEWS
the straus broadcasting group

memo to:
Dave Yoder

As any Lansing listener survey for the past four years will tell you, WILS dominates the market.

- Here's one reason why the Lansing market is worth buying:

TOTAL RETAIL SALES
$6,511.00
per city household
$365,965,000.00
total metro area
(source: SRDS Spot Radio, Mar. '61)

- Here's an example of how WILS dominates the Lansing market:

NATIONAL ADVERTISER ACCEPTANCE

35 OUT OF THE TOP 50 National Spot Radio Advertisers* with distribution in the WILS market BUY WILS RADIO including 9 OUT OF THE TOP 10:

- Ford Motor Co.
- R. J. Reynolds Tobacco Co.
- Chrysler Corp.
- Liggett & Meyers Tobacco Co.
- Anheuser Busch, Inc.
- American Tobacco Co.
- Joseph Schlitz Brewing Co.
- Sinclair Refining Co.

*Radio Advertising Bureau-1959

113

RADIO WILS LANSING
1320

24 HRS/DAY
5000 WATTS DAYS
1000 WATTS NIGHTS

represented exclusively by
Venard, Rintoul and McConnell

major networks.

The Salt Lake City report will divide adults into four age categories—18-29, 30-39, 40-49 and over 49, by sex. It will give the age and education of the head of the household and the housewife, along with the income for the viewing homes. The number of sets turned on will be shown.

Mr. Cooper said tv stations thus can do a better job of matching advertisers with programs. "Many advertisers believe they can reach the largest audience of young housewives during the day," he said, "but in many cases the peak might be found in a late movie, for example.

"By providing more qualitative information on specific program audiences, the Salt Lake City stations will provide buyers with several more criteria for use in comparing time purchases.

"We believe this will take some of the emphasis from cost-per-thousand buying or pure numbers criteria."

As to market ranking, Mr. Cooper said the Salt Lake City audience cannot be measured by the usual population criteria. But if the city's tv stations are rated by the number of tv homes reached, he added, the market's rank will rise sharply because of the mountain-top antennas, community antenna systems and microwave relays that take the signals up into Montana and around a vast area. He predicted the data will show Salt Lake City's tv market is larger than its newspaper market.

WSAAA group parries plan for ad taxes

Prompt action by Western States Advertising Agencies Assn. has nullified an attempt by the California State Board of Equalization to extend the state's 4% retail sales tax not only to art work and other "tangible property" purchased or produced by an advertising agency for its clients, but to research, copy and all other agency services rendered in connection with that "tangible property."

Rallied by the WSAAA letter opposing the proposed amendment to the California Administrative Code (BROADCASTING, June 5), a committee of advertising agency executives, headed by James Dean of Boylhart, Lovett & Dean, attended the Board of Equalization hearing in Sacramento June 7. Supplementing the written brief of Harry Lindersmith, WSAAA legal counsel, the group argued that retailers sell things to their clients, but advertising agencies are agents of the clients and their services include buying such things as art work for them.

The upshot was that the whole subject of taxes on advertising was referred to a committee of advertising men who will study the problem and discuss it further with the state officials. The new committee being formed will add agency men from San Francisco and other cities to the original Southern California group and also will include representatives of advertising media.

Quick sell out

The International Harvester Co., through the Art Knorr Agency, Syracuse, N. Y., planned a modest tv campaign to introduce its $650 Cub-Cadet lawn and garden tractor to up-state New York viewers. WKTV (TV) Utica, N. Y., the only medium used for the campaign, did an effective selling job. After three weeks dealers were sold out. The station even had to give up for sale to demanding customers two tractors being used as commercial props.

Former ADA head criticizes Crest ads

Dr. LeRoy M. S. Minter, a former president (1936-1947) of the American Dental Assn., last week sharply criticized the organization, charging that it "has become a party to the commercial sales campaign" on the effectiveness of Crest toothpaste.

In his statement Dr. Minter said there is evidence that "the public has been misled into thinking of the dentrifice as a panacea that makes proper and regular brushing of the teeth and regular visits to the dentist less necessary." He scored ADA for its "testimonial" in behalf of Crest for "'unteaching' good dental habits faster than we can teach them." Also subject to Dr. Minter's attack was Procter & Gamble, maker of Crest.

The toothpaste got a major boost last August when the official ADA journal "recognized" its effectiveness in limiting tooth cavities, based on experiments at the U. of Indiana and in a Minneapolis suburb. Procter & Gamble then launched a major advertising campaign, quoting the ADA report.

Dr. Minter said he believes Crest "as a cleaning agent is just as good as any of the other toothpastes but not any better." The recognition of Crest by ADA has stirred internal debate in the dental profession but Dr. Minter's attack has hit harder than any public criticism thus far.

Chief target of the Minter attack were television commercials, which, he said, implied Crest had been tested "on a cross section of the population" and against other toothpastes. Dr. Minter questioned both implications.

Procter & Gamble countered, allud-



CREATING A NEW IMAGE IN TAPE

The standout image in great picture-making is Metro-Goldwyn-Mayer's Leo the Lion . . . first in motion pictures, television and now *video tape*. All the attractions represented by the vast physical and creative resources of MGM have now been added to the industry's leading video tape organization, Telestudios.

More than ever, you can count on the finest production on tape—with MGM-TELE-STUDIOS. Be sure your next commercial is a roaring success—call George Gould and his staff of tape experts.

MGM TELESTUDIOS INC.
1481 Broadway · New York 36 · LOngacre 3-1122



*BOTH NIELSEN and ARB REPORT WSIX-TV 8 . . . STILL NO. 1 IN PRIME TIME

New Nielsen shows WSIX-TV still No. 1, 6 to midnight average 7 nights per week with 3 of top 5, 6 of top 10, and 10 of top 15 Net Shows * (March Nielsen 1961)

Again No. 1 . . . 6 to 10 Average Monday through Friday * (March ARB 1961)

WSIX TV 8 NASHVILLE

Affiliated with WSIX AM-FM Radio
Represented Nationally by:
PETERS, GRIFFIN, WOODWARD, Inc.

ing that Crest advertising "says very clearly what ADA wants said about Crest. Each ad is reviewed by the dental association and carries the ADA statement: Crest has been shown to be an effective decay preventative that can be of significant value when used in a consistently applied program of oral hygiene and regular professional care."

The P&G spokesman said ADA recognition came after 10 years of clinical studies conducted by the company under dental-association standards.

Dr. Minter said his criticisms were voiced as a private citizen "without any subsidy" or support from any interested group. He plans to try to persuade the ADA's annual October convention to withdraw its recognition of Crest. A similar move last year was rejected, 279 to 94.

Business briefly...

Procter & Gamble and **Quaker Oats Co.** will co-sponsor *Comedy Spotlight*, (Tue., 9-9:30 p.m. EDT), CBS-TV summer series which debuts July 25. Agencies: Leo Burnett, N. Y. for P&G, and J. Walter Thompson, that city, for Quaker Oats.

Quaker Oats Co., through J. Walter Thompson, has bought alternate sponsorship of CBS-TV's new fall entry, *Ichabod and Me* (Tue., 9-9:30 p.m. NYT). The situation comedy, produced by Revue Studios, stars Robert Sterling as a newspaper owner in a small town. Half sponsorship is available.

Apsco Products, Beverly Hills, Calif., has announced a four-week, $50,000 spot television campaign for its new line of Walt Disney character pencil sharpeners. The campaign, to be held in 20 major markets, will begin about two weeks before school starts in the individual areas. Nides & Cini Adv., Los Angeles, which is placing the account, says that an additional 75 television stations will be using the pencil sharpeners as prizes on various childrens' shows.

Lever Brothers Co., New York, has scheduled extensive spot tv campaigns in three test markets for Hum, a new low-sudsing laundry powder detergent. A considerable amount, but undisclosed number, of 10- and 20-second spots will be shown in Jacksonville, Fla., and Harrisburg and Lebanon, Pa. Agency: Ogilvy, Benson and Mather Inc., New York.

Agency appointments...

▪ National Car Rental System Inc., St. Louis, switches national advertising account from Gardner Adv., St. Louis, to J. Walter Thompson Co., Chicago.

▪ Prospect Enterprises Inc., Stamford, N. Y., appoints de Garmo Inc., N. Y., to handle advertising and promotion of its new Instant White Sauce. Introductory campaign includes newspaper, radio and tv in central and eastern New York state.

▪ NSU Cycle Products of U.S.A. (distributor of European-made motorcycles, motorbikes, motorscooters and Printz automobiles), Boston, appoints Allenger Adv., that city, to handle its advertising and public relations.

▪ Nutritional Food Industries, Wallinford, N. J., appoints Kameny Assoc., N. Y., as agency for its Mocha Mix and other products. Radio and tv spots will be used initially on stations in New York, Pennsylvania and New Jersey. Mocha Mix is a low-calorie substitute for milk or cream and is used for coffee, cereals and desserts.

To the point

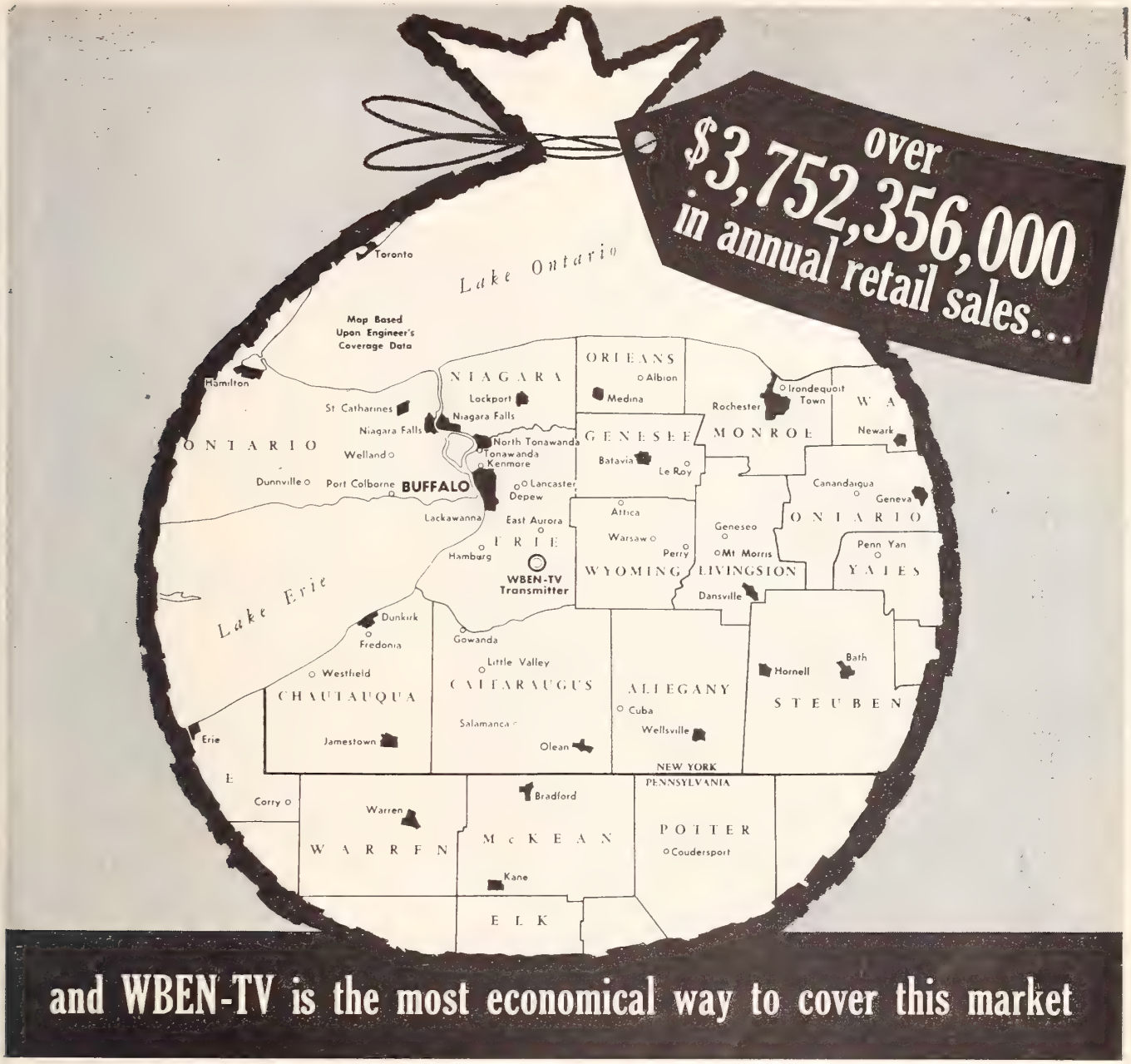
Brevity and repetition keynote the combined new hard sell broadcasting-print campaign for the Nissen Baking Corp., Lynn, Mass. Not only has it proved to be effective thus far, it also has been most economical.

Reason: both tv and print copy reads the same without varying a word and the models (man, woman, boy and girl) speak only two words, "It's nicer!" So close was the coordination between Nissen and its agency, John C. Dowd, Boston, that the entire commercial was filmed and recorded in one day.

The commercial consists of repeated exposures of four 10-second television ID's and four 2-column newspaper ads (reproductions of the tv story boards). The Dowd account group includes Joseph E. Manion Jr., account executive; Joseph L. Tully, radio-tv director; Edward A. Muir, copy chief; Leo Waldmann, art director.

Radio-tv market data

A compilation that will portray radio-tv markets in the U. S. begins in July. S. J. Tesauro & Co., Detroit, is processing raw U. S. Census Bureau data to show living standards, financial status and social traits of the nation's radio and tv homes (BROADCASTING, May 29, Jan. 2). The firm in arrangement with NAB, Television Bureau of Advertising and Radio Advertising Bureau, plans to sell the complete set of 50 state volumes for half the general rate. The base rate is $2 a county for an entire state.



and WBEN-TV is the most economical way to cover this market

The strong, clear and penetrating signal of WBEN-TV reaches the 2½-million people in Western New York with an impact that jars their pocketbooks and rings cash registers.

It's the most powerful selling medium in sight and sound generated by an audience loyalty that has been built through quality programming and dedicated public-service telecasting since 1948.

The 2½-million figure *does not* include the BONUS AUDIENCE in the Canadian Niagara Peninsula where Ch. 4 has better than a one-third share of the 800,000 TV-homes audience.

No other medium can cover as much selling territory for your product as quickly, as completely, and as economically in this rich, vital market — second largest in the nation's richest state.

Keep in mind, too, that your TV dollars count for more on Channel 4 — Buffalo.

Get the facts from Harrington, Righter & Parsons, National Representatives

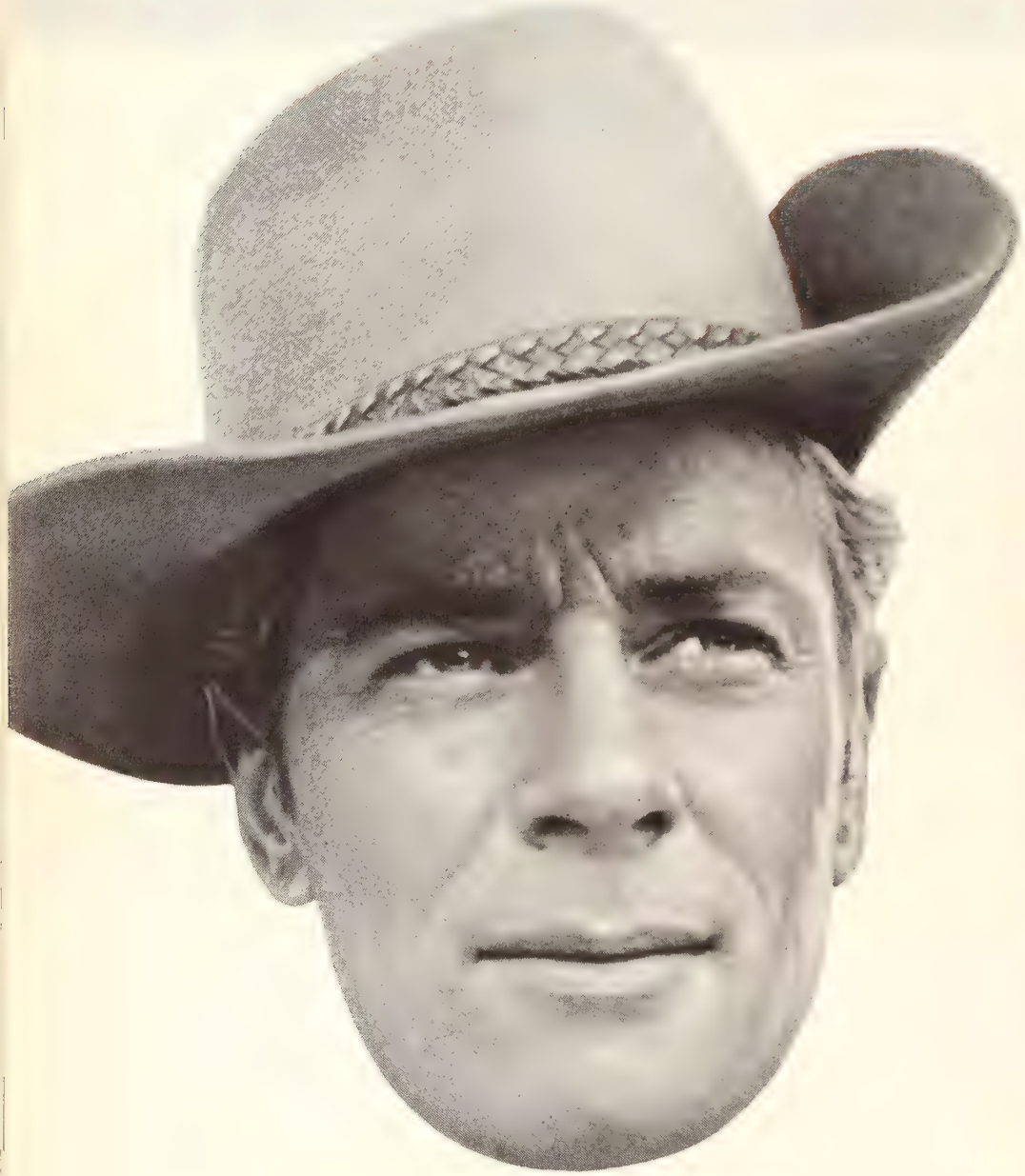
WBEN-TV

The Buffalo Evening News Station

CH. 4

CBS in Buffalo

DELIVERING A 1



ALREADY SOLD!

Markets Like—

Atlanta
Baton Rouge
Birmingham
Boston
Canada (entire network)
Denver
Detroit
Eugene
—and in dozens of other markets throughout the alphabet!

ALREADY SOLD!

Stations Like—

WRC-TV	**WWL-TV**
WKY-TV	**KLZ-TV**
WAGA-TV	**WTVT-TV**
WNEP-TV	**WNAC-TV**
KPHO-TV	**KHVH-TV**
KRCA-TV	***—and other top***

stations across the U.S.A.!

ALREADY SOLD!

Advertisers Like—

Procter & Gamble
Miles Laboratories
Humpty Dumpty Super Markets
—and many others from coast to coast!

PETER GRAVES

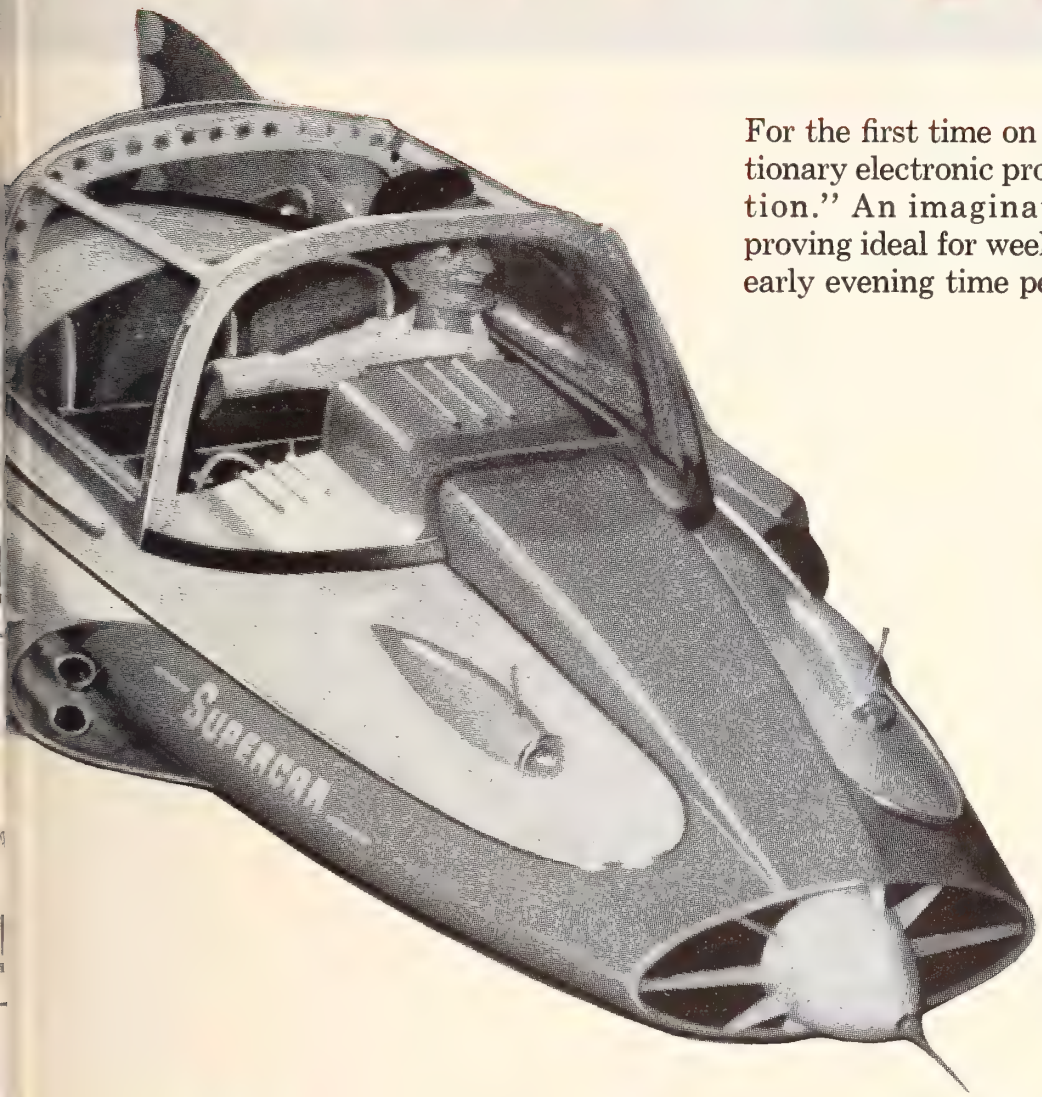
starring in

WHIPLASH



Rugged, 6'3", Midwest-born Peter Graves (star o
FURY, now in its 6th year on NBC), as the Ameri
can who blazed Australia's first stagecoach trails
Filmed on location.

-2 SALES PUNCH



For the first time on television . . . a revolutionary electronic process, "Super Marionation." An imaginative Space Age saga proving ideal for weekend, late afternoon or early evening time periods.

SOLD

in America's biggest —most competitive market

NEW YORK CITY

and in other key markets from coast to coast

MIKE MERCURY *in*

SUPERCAR

Leading the world in television program sales

INDEPENDENT

I T C

TELEVISION CORPORATION

488 Madison Avenue • **New York** 22, N.Y. • PLaza 5-2100
17 Gt. Cumberland Place • **London** W1 • Ambassador 8040
100 University Avenue • **Toronto** I, Ontario • EMpire 2-1166

P&G a whole lap ahead in tv derby

ITS $101 MILLION IS TOPS; TOTAL NETWORK, SPOT: $1.299 BILLION

Network and spot tv advertisers in 1960 compiled gross-time billings of $1,299,072,069. Television Bureau of Advertising, in a new booklet titled "How's Business?" being released today (June 19), reports the estimated tv expenditures by product classification as well as by the billings of the top 100 tv advertisers.

Procter & Gamble outdistanced all other tv advertisers in 1960, spending more than twice as much as the next-highest advertiser. P&G's network billing alone was more than runner-up Lever Bros.'s total tv spending. P&G's total of $101,491,119 in tv marked the first time in history, TvB said, that an advertiser has invested "this much confidence in a single medium in a single year." P&G and Lever were followed in the spending derby by American Home Products, General Foods and Colgate-Palmolive, each with tv totals exceeding $25 million.

The 1960 figures are national spot and network only. Network billings are compiled by Leading National Advertisers-Broadcast Advertisers Reports and spot billings by N. C. Rorabaugh Co.

The combined product category listing of network and spot tv showed five categories increases of more than 35% in 1960 over 1959. They were: amusements and entertainment, up 92.4%; hotels, resorts and restaurants, up 70%; household furnishings, up 35.8%; publications, up 610.3%, and stationery & office equipment, up 38.2%. TvB said 22 categories showed increases in '60.

ESTIMATED EXPENDITURES BY PRODUCT CLASSIFICATIONS

NETWORK & SPOT—JANUARY-DECEMBER 1960

	SPOT TV	NETWORK TV	TOTAL TV	% CHANGE OVER 1959
Agriculture	$1,742,000	$1,707,914	$3,449,914	— 3.5
Feeds, Meals	738,000	—	738,000	
Miscellaneous	1,004,000	1,707,914	2,711,914	
Ale, Beer & Wine	48,778,000	8,147,196	56,925,196	+ 4.3
Beer & Ale	43,807,000	7,208,307	51,015,307	
Wine	4,971,000	938,889	5,909,889	
Amusem'ts, Entertainm't	1,765,000	858,607	2,623,607	+92.4
Automotive	22,276,000	54,707,295	76,983,295	+18.4
Anti-Freeze	123,000	2,669,346	2,792,346	
Batteries	155,000	1,094,877	1,249,877	
Cars	16,812,000	41,282,038	58,094,038	
Tires & Tubes	1,614,000	3,462,202	5,076,202	
Trucks & Trailers	170,000	2,319,254	2,489,254	
Misc. Access. & Supp.	3,402,000	2,884,581	6,286,581	
Automotive Institutional	—	994,997	994,997	
Building Material, Equip., Fixtures, Paints	2,413,000	12,706,757	15,119,757	—20.8
Fixtures, Plumbing, Supp.	539,000	22,634	561,634	
Materials	576,000	7,887,769	8,463,769	
Paints	846,000	445,366	1,291,366	
Power Tools	102,000	—	102,000	
Miscellaneous	350,000	299,764	649,764	
Indust. Materials Inst.	—	4,051,224	4,051,224	
Chemicals Institutional	—	445,592	445,592	—52.0
Clothing, Furnish., Acces.	13,414,000	6,925,646	20,339,646	—11.2
Clothing	8,938,000	3,492,655	12,430,655	
Footwear	3,009,000	438,160	3,447,160	
Hosiery	1,223,000	768,034	1,991,034	
Miscellaneous	244,000	2,226,797	2,470,797	
Confections & Soft Drinks	33,848,000	19,033,971	52,881,971	+16.0
Confections	19,099,000	13,752,190	32,851,190	
Soft Drinks	14,749,000	5,281,781	20,030,781	
Consumer Services	18,579,000	25,574,437	44,153,437	+23.7
Dry Clean'g & Laundries	64,000	—	64,000	
Financial	2,891,000	347,833	3,238,833	
Insurance	3,362,000	12,381,622	15,743,622	
Medical & Dental	277,000	232,236	509,236	
Moving, Hauling, Storage	420,000	403,740	823,740	
Public Utilities	8,952,000	3,382,727	12,334,727	
Relig., Political, Unions	1,873,000	2,892,802	4,765,802	
Schools & Colleges	324,000	—	324,000	
Miscellaneous Services	416,000	5,933,477	6,349,477	

TOP 100 TV ADVERTISERS—1960

	SPOT TV	NETWORK TV	TOTAL TV
1. Procter & Gamble	$55,084,440	$46,406,679	$101,491,119
2. Lever Brothers	16,535,560	28,613,140	45,148,700
3. American Home Prod.	9,412,110	33,376,057	42,788,167
4. General Foods	18,540,740	18,623,648	37,164,388
5. Colgate-Palmolive	11,419,230	22,511,280	33,930,510
6. General Motors	1,646,820	22,985,033	24,631,853
7. Bristol-Myers	10,169,560	10,747,288	20,916,848
8. Brown & Williamson	7,786,200	12,533,149	20,319,349
9. R. J. Reynolds	4,173,570	15,891,416	20,064,986
10. Sterling Drug	2,185,890	15,358,919	17,544,809
11. General Mills	2,569,810	14,651,707	17,221,517
12. Miles Laboratories	8,132,990	8,839,446	16,972,436
13. P. Lorillard & Co.	8,431,630	7,755,281	16,186,911
14. Gillette Co.	4,031,050	12,075,302	16,106,352
15. American Tobacco	6,056,610	9,701,965	15,758,575
16. Kellogg Co.	5,795,390	9,900,196	15,695,586
17. Philip Morris	4,149,560	11,245,448	15,395,008
18. Texaco	514,010	12,161,822	12,675,832
19. Liggett & Myers Tob.	1,542,980	10,991,624	12,534,604
20. Warner-Lambert	6,302,760	5,464,060	11,766,820
21. National Biscuit	1,321,330	10,347,922	11,669,252
22. Ford Motor	28,520	11,159,933	11,188,453
23. S. C. Johnson & Son	2,813,160	8,103,747	10,916,907
24. Standard Brands	7,477,080	2,887,140	10,364,220
25. Alberto-Culver	1,242,160	8,822,038	10,064,198
26. Lestoil Products	9,961,120	—	9,961,120
27. National Dairy Prod.	1,212,650	8,529,811	9,742,461
28. Westinghouse Electric	208,270	8,825,165	9,033,435
29. Chrysler Corp.	318,060	8,638,201	8,956,261
30. Pillsbury Co.	3,847,110	4,927,310	8,774,420
31. William Wrigley Jr. Co.	7,810,220	616,248	8,426,468
32. Carter Products	1,938,580	6,174,175	8,112,755
33. E. I. Du pont De Nemours	399,730	7,558,622	7,958,352
34. J. B. Williams Co.	173,840	7,629,626	7,803,466
35. General Electric	1,966,070	5,745,718	7,711,788
36. Nestle Co.	5,679,460	1,611,156	7,290,616
37. Corn Products	3,737,550	3,342,356	7,079,906
38. American Chicle	2,448,910	4,612,913	7,061,823
39. Ralston-Purina	675,540	6,067,040	6,742,580
40. Revlon	2,359,060	4,219,880	6,578,940
41. Campbell Soup	1,263,440	5,304,700	6,568,140
42. Hunt Foods & Industries Inc.	6,530,630	—	6,530,630
43. Continental Baking	5,879,280	593,837	6,473,117
44. Beech-Nut Life Savers	1,220,360	4,819,117	6,039,477
45. Bayuk Cigars	—	5,705,471	5,705,471
46. International Latex	5,591,010	—	5,591,010
47. Eastman Kodak	309,690	5,271,794	5,581,484
48. Block Drug	299,500	5,242,390	5,541,890
49. Scott Paper	1,503,190	4,020,948	5,524,138
50. Quaker Oats	2,362,270	3,022,574	5,384,844

	SPOT TV	NETWORK TV	TOTAL TV	% CHANGE OVER 1959
Cosmetics & Toiletries	56,623,000	84,636,158	141,259,158	+ 7.8
Cosmetics	11,153,000	3,914,189	15,067,189	
Deodorants	6,910,000	6,872,496	13,782,496	
Depilatories	158,000	151,536	309,536	
Hair Tonics & Shampoos	8,875,000	23,952,879	32,827,879	
Hand & Face Creams, Lotions	4,240,000	5,695,654	9,935,654	
Home Perms. & Coloring	5,369,000	9,590,618	14,959,618	
Perfumes, Toilet Waters, etc.	1,841,000	680,359	2,521,359	
Razors, Blades	2,459,000	8,337,077	10,796,077	
Shaving Creams, Lotions, etc.	1,943,000	7,006,071	8,949,071	
Toilet Soaps	8,636,000	14,614,716	23,250,716	
Miscellaneous	5,039,000	3,820,563	8,859,563	
Dental Products	11,438,000	27,404,537	38,842,537	+ 1.5
Dentrifices	9,803,000	20,011,266	29,814,266	
Mouthwashes	1,285,000	3,779,662	5,064,662	
Miscellaneous	350,000	3,613,609	3,963,609	
Drug Products	46,693,000	79,163,724	125,856,724	+ 1.9
Cold Remedies	13,789,000	16,738,483	30,527,483	
Headache Remedies	9,879,000	24,693,571	34,572,571	
Indigestion Remedies	9,068,000	7,039,986	16,107,986	
Laxatives	3,813,000	8,412,513	12,225,513	
Vitamins	3,719,000	8,426,924	12,145,924	
Weight Aids	719,000	194,661	913,661	
Misc. Drug Products	4,603,000	13,657,586	18,260,586	
Drug Stores	1,103,000	—	1,103,000	
Food & Grocery Products	165,188,000	111,890,469	277,078,469	+ 0.7
Baked Goods	21,674,000	10,090,697	31,764,697	
Cereals	11,928,000	29,703,164	41,631,164	
Coffee, Tea & Food Dr'ks	43,273,000	14,929,219	58,202,219	
Condiments, Sauces, Appetizers	8,724,000	4,213,103	12,937,103	
Dairy Products	6,896,000	11,640,913	18,536,913	
Desserts	1,342,000	3,049,346	4,391,346	
Dry Foods (Flour, Mixes, Rice, etc.)	17,791,000	12,770,164	30,561,164	
Fruits & Vegs., Juices	9,758,000	7,027,558	16,785,558	
Macaroni, Noodles, Chili, etc.	2,582,000	1,379,079	3,961,079	
Margarine, Shortenings	11,025,000	3,789,941	14,814,941	
Meat, Poultry & Fish	7,130,000	1,167,889	8,297,889	
Soups	1,243,000	4,883,998	6,126,998	
Miscellaneous Foods	10,465,000	6,848,895	17,313,895	
Misc. Frozen Foods	2,537,000	396,503	2,933,503	
Food Stores	8,820,000	—	8,820,000	
Garden Supp. &Equip.	1,092,000	149,669	1,241,669	+12.2
Gasoline & Lubricants	24,338,000	15,699,237	40,037,237	+21.9
Gasoline & Oil	23,307,000	8,266,079	31,573,079	
Oil Additives	946,000	500,406	1,446,406	
Miscellaneous	85,000	6,932,752	7,017,752	
Hotels, Resorts, Rest'ts	867,000	164,611	1,031,611	+70.0
Household Cleaners, Cleansers, Polishes, Waxes	30,574,000	30,631,881	61,205,881	—11.7
Cleaners, Cleansers	22,743,000	14,108,067	36,851,067	
Floor & Furniture Polishes, Waxes	6,622,000	10,273,136	16,895,136	
Glass Cleaners	11,000	2,318,591	2,329,591	
Home Dry Cleaners	52,000	49,128	101,128	
Shoe Polish	954,000	1,779,328	2,733,328	
Miscellaneous Cleaners	192,000	2,103,631	2,295,631	
Household Equipment—Appliances	6,755,000	16,053,607	22,808,607	+13.3
Household Furnishings	2,749,000	7,610,802	10,359,802	+35.8
Beds, Mattresses, Springs	1,571,000	194,803	1,765,803	
Furniture & Other Furnishings	1,178,000	7,415,999	8,593,999	
Household Laundry Prods.	44,908,000	41,424,100	86,332,100	+ 8.7
Bleaches, Starches	8,716,000	3,025,808	11,741,808	
Pkgd. Soaps, Detergents	33,685,000	37,181,990	70,866,990	
Miscellaneous	2,507,000	1,216,302	3,723,302	
Household Paper Products	6,163,000	11,549,153	17,712,153	+ 5.3
Cleansing Tissues	1,571,000	1,088,709	2,659,709	
Food Wraps	436,000	4,550,879	4,986,879	
Napkins	54,000	1,354,697	1,408,697	
Toilet Tissue	2,277,000	2,899,942	5,176,942	
Miscellaneous	1,825,000	1,654,926	3,479,926	
Household General	6,824,000	9,050,867	15,874,867	+20.8
Brooms, Brushes, Mops, etc.	850,000	596,447	1,446,447	
China, Glassware, Crockery, Containers	1,293,000	106,840	1,399,840	
Disinfectants, Deodorizers	1,359,000	3,993,485	5,352,485	
Fuels (heating, etc.)	303,000	342,065	645,065	
Insecticides, Rodenticides	1,547,000	2,134,943	3,681,943	
Kitchen Utensils	98,000	29,564	127,564	
Miscellaneous	1,374,000	1,847,523	3,221,523	
Notions	91,000	285,141	376,141	—44.8
Pet Products	8,196,000	8,063,565	16,259,565	+13.0
Publications	2,770,000	2,242,022	5,012,022	+610.3
Sporting Goods, Bicycles, Toys	5,559,000	3,200,980	8,759,980	+10.1
Bicycles & Supplies	31,000	174,000	205,000	
Toys & Games	5,203,000	2,060,404	7,263,404	

Continued on next page

All dollar figures are gross time costs only; no production costs are included. Sources are LNA-BAR and N. C. Rorabaugh.

	SPOT TV	NETWORK TV	TOTAL TV
51. Ford Motor Dealers	5,275,570	—	5,275,570
52. Carnation	2,056,260	3,009,147	5,065,407
53. Armour	959,990	3,988,370	4,948,360
54. Johnson & Johnson	607,230	4,297,630	4,904,860
55. Simoniz	2,472,200	2,331,275	4,803,475
56. Coca-Cola Bottlers	4,187,470	561,080	4,748,550
57. Richardson Merrell	2,213,520	2,374,527	4,588,047
58. Jos. E. Schlitz Brewing	1,884,170	2,625,530	4,509,700
59. Kaiser Industries	—	4,448,040	4,448,040
60. J. A. Folger	4,387,220	—	4,387,220
61. Anheuser-Busch	3,715,300	646,573	4,361,873
62. General Motors Dealers	4,350,470	—	4,350,470
63. Helene Curtis	903,420	3,350,042	4,253,462
64. Armstrong Cork	—	4,181,034	4,181,034
65. Minute Maid	3,623,440	443,309	4,066,749
66. Avon Products	4,000,240	—	4,000,240
67. Standard Oil Co. (N. J.)	3,175,400	786,155	3,961,555
68. Radio Corp. of America	135,050	3,735,367	3,870,417
69. Prudential Ins. Co.	26,270	3,766,861	3,793,131
70. Sears, Roebuck	961,070	2,827,765	3,788,835
71. Mennen	2,069,180	1,621,120	3,690,300
72. Alcoa	158,750	3,492,926	3,651,676
73. Food Mfgrs. Inc.	3,651,080	—	3,651,080
74. Falstaff Brewing	2,403,400	1,236,529	3,639,929
75. Kimberly-Clark	89,280	3,524,286	3,613,566

	SPOT TV	NETWORK TV	TOTAL TV
76. Canadian Breweries	3,033,050	570,799	3,603,849
77. Drackett	20,940	3,577,524	3,598,464
78. Consolidated Cigar	2,304,900	1,290,070	3,594,770
79. U.S. Steel	—	3,298,618	3,298,618
80. Swift & Co.	1,928,990	1,366,220	3,295,210
81. Beecham Products	459,480	2,796,388	3,255,868
82. Chesebrough-Ponds	1,446,150	1,786,149	3,232,299
83. Pepsi Cola Bottlers	3,119,040	—	3,119,040
84. Mutual Benefit H. & A. Ass'n	34,400	3,036,436	3,070,836
85. H. J. Heinz	68,960	2,940,051	3,009,011
86. Pabst Brewing	2,697,950	276,799	2,974,749
87. Norwich Pharmacal	2,619,030	298,788	2,917,818
88. Reynolds Metals	89,480	2,818,160	2,907,640
89. Shell Oil	2,630,660	274,028	2,904,688
90. Andrew Jergens	2,402,070	397,224	2,799,294
91. Sperry Rand	—	2,783,184	2,783,184
92. Theo. Hamm Brewing	2,360,690	412,908	2,773,598
93. Polaroid Corp.	—	2,755,186	2,755,186
94. United Merchants Mfrs. Inc.	2,745,640	—	2,745,640
95. Atlantis Sales Corp.	2,185,120	500,447	2,685,567
96. Hills Bros. Coffee	1,706,010	979,556	2,685,566
97. Plough	1.516,010	1,124,788	2,640,798
98. Sweets Co. of America	144,390	2,484,559	2,628,949
99. Pet Milk Co.	73,360	2,529,401	2,602,761
100. Noxzema Chemical	576,460	1,906,269	2,482,729

	SPOT TV	NETWORK TV	TOTAL TV	% CHANGE OVER 1959
Miscellaneous	325,000	966,576	1,291,576	
Stationery, Office Equipment	451,000	1,590,248	2,041,248	+38.2
Television, Radio, Phonograph,		5,331,992	6,318,922	— 9.7
Musical Instruments	987,000			
Radio & Television Sets	198,000	3,463,478	3,661,478	
Records	705,000	211,481	916,481	
Miscellaneous	84,000	1,656,963	1,740,963	
Tobacco Prods. & Supplies	35,686,000	76,912,694	112,598,694	+ 5.6
Cigarettes	31,525,000	67,122,271	98,647,271	
Cigars, Pipe Tobacco	3,643,000	9,790,423	13,433,423	
Miscellaneous	518,000	—	518,000	
Transportation & Travel	4,151,000	645,368	4,796,368	— 4.8
Air	3,046,000	—	3,046,000	
Bus	361,000	613,536	974,536	
Rail	651,000	—	651,000	
Miscellaneous	93,000	31,832	124,832	
Watches, Jewelry, Cameras	4,426,000	16,546,762	20,972,762	— 1.6
Cameras, Acces., Supplies	734,000	9,260,604	9,994,604	
Clocks & Watches	524,000	4,297,420	4,821,420	
Jewelry	99,000	146,170	245,170	
Pens & Pencils	2,861,000	1,956,263	4,817,263	
Miscellaneous	208,000	886,305	1,094,305	
Miscellaneous	7,357,000	2,016,137	9,373,137	— 5.9
Trading Stamps	3,178,000	200,275	3,378,275	
Miscellaneous Products	940,000	1,779,070	2,719,070	
Miscellaneous Stores	3,239,000	36,792	3,275,792	
Total	$616,701,000	$682,371,09	$1,299,072,069	

TvB figures on candy, beer and wax

TV EXPENDITURES FOR ALL THREE SHOW GAINS, WHILE PRINT DROPS

Documentation of tv advertising gains scored by brewers, confectioners and wax-polish firms has been released by Television Bureau of Advertising.

TvB, also reported results of a survey made of National Retail Furniture Assn. members. The bureau in recent weeks has been compiling 1960 media expenditures (particularly the tv gross time billing) of leading advertisers—[BROADCASTING, June 12].

Jos. Schlitz Co's $4,509,700 in tv topped the nine other leading brewers last year, and the combined group increased its tv 4.2% over 1959. TvB said the brewing industry's gross spot and network time billing rose from $48,966,026 in 1959 to $51,015,307 in 1960. The top 10 advertisers in the category accounted for tv spending of $26,887,947 in 1960 compared with $23,084,191 in 1959.

The network tv gross time expenditures of all breweries were $7,208,307 compared with $6,021,026 the previous year, according to TvB/LNA-BAR. Spot tv billings in 1960 totaled $43,-807,000 against $42,945,000 in 1959. TvB notes that in 1960 five of the top 10 brewers spent more than 50% of their four-media ad budgets in tv. The 10 leaders had gross time or space expenditures of $54,706,020 in 1960, against $49,719,270 in 1959. Of this total, tv accounted for 49.2% in 1960 against 46.4% in 1959.

Sweet on Tv ▪ Last year, TvB noted, eight of 10 national advertising dollars (79.6%) spent by all confectionery companies in the major measured media went into tv compared with 67.1% of the total in 1959. Total tv gross time billings in 1960 for candy and chewing gum were $29,265,803, an increase of 34% over 1959's $21,920,800. Spot tv billings in 1960 were $16,557,500, while network gross time billings were $12,-708,303.

A total of 12 advertisers who spent more than $500,000 each in the four media (tv, magazines, newspapers, outdoor) in 1960 accounted for $32.7 million of the $36.8 million total for all companies for gross time or space. In 1960, the 12 leading national confectionery advertisers spent 82.2% of their national advertising in tv, compared with 68.6% the year before. Consumers spent more than $2.5 billion on candy and gum in 1960.

Breweries television expenditures 1960

Company	Network	Spot	Total tv
Schlitz	$2,625,530	$1,884,170	$4,509,700
Anheuser-Busch	646,573	3,715,300	4,361,873
Falstaff	1,236,529	2,403,400	3,639,929
Canadian Breweries	570,799	3,033,050	3,603,849
Pabst	276,799	2,697,950	2,974,749
Theo. Hamm	412,908	2,360,690	2,773,598
Miller	408,940	1,350,100	1,759,040
P. Ballantine	111,732	1,350,480	1,462,212
F. & M. Shaefer	....	1,279,320	1,279,320
Liebmann	6,667	517,050	523,717

Shining on Tv ▪ Polish and wax gross tv time billings soared from $10,827,315 in 1959 to $16,895,139 in 1960, an increase of 56%, TvB reported. The top 10 advertisers in the field, who account for nearly all of the advertising, upped their tv gross from $10,706,066 in 1959 to $16,638,283 in 1960. Tv's share of the top 10 billings rose from 62.9% to 85.6%.

Wax advertisers (including floor, furniture and automotive polishes and waxes) spent $10,268,900 of their total tv gross time billings for network tv, while spot billings were $6,620,500. Highlights of the year 1960 in the wax field included the introduction of several new brands which heightened greater competition, the re-entry of Simoniz Co. and the entry of du Pont and E. L.

Top ten brewers advertising expenditures in major media[1] (Ranked by 1960 sales—gross time or space)

	1960						1959					
	Total Tv	Magazines	Newspapers	Outdoor	[1]Total	% Tv	Total Tv	Magazines	Newspapers	Outdoor	[1]Total	% Tv
Anheuser-Busch	4,361,873	1,905,241	984,469	4,464,876	11,716,459	37.2	3,985,147	1,252,001	1,369,593	4,456,105	11,062,846	36.0
Schlitz	4,509,700	1,930,610	534,045	3,096,042	10,070,397	44.8	3,260,557	1,991,886	295,724	1,913,614	7,461,781	43.7
Falstaff	3,639,929	107,587	263,373	1,418,583	5,429,472	67.0	3,695,939	33,444	220,759	1,523,636	5,473,778	67.5
Canadian Breweries (Carling)	3,603,849	536,623	244,722	372,787	4,757,981	75.7	2,998,077	846,879	195,467	281,070	4,321,493	69.4
Pabst	2,974,749	428,935	345,008	998,916	4,747,608	62.7	2,710,170	....	694,618	634,988	4,039,776	67.1
P. Ballantine	1,462,212	3,200	562,440	1,187,496	3,215,348	45.5	1,334,420	2,375	488,627	1,112,940	2,938,363	45.4
Theo. Hamm	2,773,598	413,873	440,207	1,855,477	5,483,115	50.6	2,422,341	261,881	101,756	1,614,353	4,400,331	55.0
F. & M. Shaefer	1,279,320	....	188,829	891,131	2,359,280	54.2	914,190	144,341	939,110	997,623	2,995,264	30.5
Liebmann	523,717	174,013	1,668,233	849,365	3,215,328	16.3	499,400	259,346	2,210,468	1,014,465	3,983,679	12.5
Miller	1,759,040	817,340	187,241	947,371	3,710,992	47.4	1,263,950	747,575	150,435	880,000	3,041,960	41.6
Total	26,887,987	6,317,422	5,418,567	16,082,044	54,706,020	49.2	23,084,191	5,539,728	6,666,557	14,428,794	49,719,270	46.4

Sources: Network tv—TvB/LNA-BAR
Spot—TvB-Rorabaugh
Magazines—PIB
Newspapers—Bureau of Advertising
Outdoor—Outdoor Advertising Inc.

[1]Radio expenditures are not included in comparisons because figures are not available.



WDAY-TV
makes the ladies PANT!

10,320 women in and around Fargo are greatly *exercised* about what Bill Weaver says and does on his daily "Party Line" program every late afternoon.

For example: Bill had "Miss Exercise" appear on the show daily for two weeks to demonstrate a group of thinning and stretching exercises. A mimeographed instruction sheet was offered (not pushed) every day. In two weeks, 10,320 requests were received.

"Party Line" is doing a *magnificent* job for well-known brands of coffee, appliances, soft drinks, cake mixes, soaps, cleaners, etc. If you buy into it, you'll have better proof-of-listenership than ever came out of any ratings book. Ask Peters, Griffin, Woodward!

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

Floor & furniture polishes, waxes

	1960 Television	Magazines	Newspapers	[1]Total	% tv	1959 Television	Magazines	Newspapers	[1]Total	% tv
S. C. Johnson & Son	7,776,331	569,934	209,082	8,555,347	90.9	6,132,291	727,399	256,060	7,115,750	86.2
Simoniz	4,381,827	306,375	524,413	5,212,615	84.1	....	1,395,907	1,686,887	3,082,794	....
American Home Products	1,551,074	24,140	....	1,575,214	98.5	1,966,565	....	....	1,966,565	100.0
Continental Wax	1,106,497	....	....	1,106,497	100.0	1,496,130	....	46,031	1,542,161	97.0
E. I. duPont de Nemours	907,574	39,695	....	947,269	95.8	....	256,180	155,865	412,045	....
Beacon	....	....	875,660	875,660	....	....	....	1,315,878	1,315,878	....
Union Carbide	517,240	....	31,122	548,362	94.3	323,240	....	....	323,240	100.0
E. L. Bruce	33,550	....	232,215	265,765	12.6	....	70,460	401,705	472,165	....
Chemical Corp. of America	226,490	....	....	226,490	100.0	456,250	....	....	456,250	100.0
A. S. Harrison	137,700	....	....	137,700	100.0	331,590	....	....	331,590	100.0
Total	16,638,283	940,144	1,872,492	19,450,919		10,706,066	2,449,946	3,862,426	17,018,438	
Share	85.6%	4.8%	9.6%	100.0%		62.9%	14.4%	22.7%	100%	

[1]Advertising expenditures confectionery companies (Gross time or space only)

	1960 Total Tv	Magazines	Newspapers	Outdoor	[1]Total	% tv	1959 Total tv	Magazines	Newspapers	Outdoor	[1]Total	% tv
Wm. Wrigley Jr.	8,426,468	703,119	91,459	1,520,426	10,741,472	78.4	2,749,420	712,744	1,444,073	2,388,389	7,294,626	37.7
American Chicle	5,085,386	....	....	....	5,085,386	100	3,174,799	....	....	....	3,174,799	100
Beech-Nut Life Savers	2,860,671	497,895	3,612	....	3,362,178	85.1	3,260,808	496,835	....	....	3,757,643	86.8
Food Manufacturers	2,661,790	....	....	....	2,661,790	100	1,940,190	....	....	....	1,940,190	100
Sweets Co. of America	2,436,958	....	....	2,638	2,439,596	99.9	1,939,989	....	....	....	1,939,989	100
Nat'l. Dairy Products	778,673	334,750	1,098,231	....	2,211,654	35.2	342,129	678,225	1,332,744	....	2,353,098	14.5
Mars	1,554,100	....	....	587,310	2,141,410	72.6	1,658,764	309,540	....	45,000	2,013,304	82.4
Peter Paul	1,726,419	....	....	....	1,726,419	100	1,450,602	....	....	....	1,450,602	100
Chunky Chocolate	692,690	....	....	....	692,690	100	688,810	....	....	....	688,810	100
E. J. Brach & Son	....	368,116	202,660	....	570,776	....	....	261,175	249,310	....	510,485	....
Hollywood Brands	548,890	675	....	....	549,565	99.9	930,130	6,900	....	....	937,030	99.3
Whitman & Son	129,965	366,320	51,284	....	547,569	23.7	212,409	352,780	131,297	....	696,486	30.5
Total	26,902,010	2,270,875	1,447,246	2,110,374	32,730,505		18,348,050	2,818,199	3,157,424	2,433,389	26,757,062	
Share of total	82.2%	6.9%	4.4%	6.5%			68.6%	10.5%	11.8%	9.1%		

Sources: TV Spot—TvB-Rorabaugh Network—TvB/LNA-BAR
Magazines—Leading National Advertisers
Newspapers—Bureau of Advertising
Outdoor—Outdoor Advertising, Inc.

POLISHES & WAXES
1960—top tv users

	Network	Spot	Total
1. S. C. Johnson & Son	5,329,901	2,446,430	7,776,331
2. Simoniz	2,191,797	2,190,030	4,381,827
3. American Home Products	1,474,294	76,780	1,551,074
4. Contin. Wax	219,447	887,050	1,106,497
5 E. I. duPont	907,574	....	907,574
6. Union Carbide	....	517,240	517,240
7. Chemical Corp. of America	....	226,490	226,490
8. A. S. Harrison	....	137,700	137,700

Sources: Network—TvB/LNA-BAR
Spot—TvB/Rorabaugh

CONFECTIONS
1960—top 10 tv users

	Network	Spot	Total
1. Wm. Wrigley Jr.	$ 616,248	$7,810,220	$8,426,468
2. American Chicle	3,010,476	2,074,910	5,085,386
3. Beech Nut Life Saver	2,833,181	27,490	2,860,671
4. Food Mfrs.	....	2,661,790	2,661,790
5. Sweets Co. of America	2,417,318	19,640	2,436,958
6. Peter Paul	879,249	847,170	1,726,419
7. Mars	1,120,670	433,430	1,554,100
8. National Dairy Prod.	771,643	7,030	778,673
9. Chunky Chocolate	....	692,690	692,690
10. Hollywood Brands	512,640	31,250	548,890

Sources: Network—TvB/LNA-BAR
Spot—TvB-Rorabaugh

Bruce into tv.

NRFA Survey ▪ The number of furniture stores using tv has virtually tripled since 1955, according to a survey of National Retail Furniture Assn. members conducted by NRFA in cooperation with TvB. Survey highlights are:

The average furniture store buying tv put 21% of its ad budget into the medium; Sunday is the best day of the week to advertise on tv; more stores use spot announcement campaigns than any other type tv advertising; nighttime is the most popular time period for both spot announcement and program campaigns, and most stores find that tv brings in new customers not influenced by other advertising.

Of 620 NRFA members replying, 263 stores or 43% were tv users. TvB said 159 retailers were engaged in campaigns at the time stores were queried, and 357 stores had never used tv. Of the non-users, 231 (or 65%) were not logical tv prospects because they were located in cities which have no tv station. The most successful items advertised on tv were living room furniture, followed by rugs and carpets, bedding, chairs, bedroom furniture and appliances.

MW&S ends affiliation with California agency

Mogul, Williams & Saylor Inc., New York, will terminate a four-year agency affiliation with Beckman & Koblitz, Los Angeles, before Sept. 30. Emil Mogul, president of MW&S, said last week he will go to California at the end of June to seek a merger with or directly purchase another agency, or establish a branch office.

In 1957 MW&S selected Beckman & Koblitz as western service affiliate for Rayco Mfg. Co., a division of B. F. Goodrich, and Rootes Motors (Hillman Minx, Sunbeam Alpine and other British-made autos). An account conflict developed when Rayco recently announced plans to add brake and wheel alignments to its line of seat covers, convertible tops and other automotive equipment. Beckman & Koblitz is the agency for Nationwide Brake Service.

Mr. Mogul said the combined billings of Rayco and Rootes Motors in the western states will be $800,000 to $1 million by next year.

NBC News sold out

NBC News' entire roster of regularly scheduled programs to be shown on the network next season, representing gross billings in excess of $27 million, now is fully sponsored. The network last week reported renewal by Mutual of Omaha of *Chet Huntley Reporting* (Sun., 5:30-6 p.m. NYT).

Flint—Bay City—Saginaw moves into the top 40
(in actual TV homes delivered)

Two eastern Michigan markets—Flint and Bay City-Saginaw—were officially combined into one. That's how come the big move, and why you'll now find this heavily populated urban area listed among the largest TV markets in the country.*

It's top 40 in terms of homes delivered, too. Not just "set owners," but people actually watching television.

And they're so easy for you to reach. Because practically all the viewers in the three cities are getting their television from within the area. On stations such as WJRT, which has City-Grade service to all three. Our representatives will be happy to tell you anything else you'd like to know about the market, and, of course, anything more you'd like to know about us.

Just call Harrington, Righter & Parsons, Inc. Offices in New York, Chicago, Detroit, Boston, Atlanta, Los Angeles and San Francisco.

Oh, yes. That top-40 market list you have. Flint-Bay City-Saginaw belongs in the same neighborhood with Providence, Charlotte and Denver. Your move.

*Based on ARB Reports—March, 1960 (Sun.-Sat., 6-10 p.m.)



God-game programming draws varied comment

Playing the "God Game," one executive calls attempts by other agency program specialists to work out a prime-time network schedule which would satisfy the viewer, the networks, the advertiser and government critics of television.

Referring to the four hypothetical program schedules suggested by as many agencies at the request of BROADCASTING (May 29, 1961), Rollo W. Hunter, vice president and director of television and radio for Erwin Wasey, Ruthrauff & Ryan, believes that "as fascinating as the idea is, I am afraid the premise is faulty."

"They all seem rather unrealistic to me," Mr. Hunter continued. "An overnight upheaval of network programming is neither possible nor advisable when we stop to realize that we are operating in a free economy. In our panic to give Newton (Minow) his instant-upgrading of television programming with Shakespear, classical music and diplomats discoursing, it would seem that the danger exists of developing another vast wasteland with a landscape devoid of dollars."

In the four suggested network schedules it was proposed:

1. That more live programs of all types be offered, with particular attention to drama and musical themes.

2. That attention be given to offering more programs of educational and cultural interest that retain their entertainment values.

3. That more experimentation be attempted with new "types" of programs including great circuses, mystery programs with non-violent themes and variety formats to include great performers from all over the world.

"Some of the suggestions seem to hark nostalgically to the golden years of live tv," Mr. Hunter continued, "but it is questionable in my mind that we can return to the shows of a former programming climate.

Encouraging ▪ There are, he said, some "encouraging signs which would indicate that we may be getting back to what tv really is—a magical box in the living-room and not the neighborhood Bijou. Tom Moore, for example, seems to have a firm grip on the pendulum as it swings back toward a little more live production. Perhaps his motivation is largely economic, but the trend seems to be on with Steve Allen this year and six others on the ABC-TV planning board for the following season. Certainly this is a good year for immediacy in tv. We will be getting (and we need) more international tv, more programs in the "Eye Witness" concept and such fresh ideas as *American Business Briefing*, an excellent piece of selective communication right up our capitalistic alley.

"Chairman Minow's philippic, while probably both naive and ill-timed, does perhaps serve to accelerate the industry efforts which will lead to the betterment of programming in general," Mr. Hunter concluded.

A need for further study was expressed by another executive, Philip L. McHugh, vice president for television and radio, Campbell-Ewald Co. "The pros and cons of Mr. Minow, and people's reactions to him will go on a long time," said Mr. McHugh. "Based on our own extensive study of viewers (BROADCASTING, May 1, 1961), and the many discussions we have had, it seems to us that the problem is much deeper than any of us sitting down and thinking up new program schedules.

"It requires a lot more study of the audience itself and a tremendous amount of intelligent planning. It seems to me that this should not be done simply as an exercise for getting into what seems now to be a rather unfortunate and useless pro and con argument with Mr. Minow."

Common Goal ▪ Another approach was expressed by Alfred L. Hollender, executive vice president of Grey Advertising, who believes that "obviously, everyone has the same objectives, whether he be a client, government official, educator, agency executive or trade paper journalist. We all want splendid associations that come from good programs. But in the final analysis the public still has to watch them, to perpetuate broadcasting as a healthy prosperous service. After all, it was the public, not the networks or sponsors, whose lack of support called the end to *Playhouse 90, Philco Theatre, Omnibus, Dinah Shore* (as a regular weekly series) and other fine shows; and I think that it is here that we find the core of our problem."

Mr. Hollender called attention to an editorial line from BROADCASTING (May 29, 1961) which said "viewers can no more be forced to watch 'uplifting' programs than a newspaper subscriber can be forced to read Walter Lippman."

"I'm glad you pointed out this very critical point," said Mr. Hollender. "It seems to have been missed by many of our profound commentators."

WWLP (TV) to produce Videotaped commericals

WWLP (TV) Springfield, Mass., has gone into the commercial production business and has issued a video tape rate card.

WWLP (TV) says its vtr rate for syndicated spot announcements is approximately one-tenth of those of independent and network tape firms. The hourly rate for production facilities is $100 (includes two studios, two cameras, two vtr machines, three vidicon film and slide chains, rear screen projection, fully equipped mobile unit and all personnel except talent).

The fee covers the dress rehearsal and one playback and there is no charge for studio setup and lighting.

Other charges: editing, $40 per hour; viewing, $30 per hour; dubbing, $40 per hour, and videotape purchase, from $40 for five minutes or less to $300 for 60 minutes.

Also in advertising...

Co-op directory ▪ The 1961 Directory of Cooperative Advertising Plans, published by the National Research Bureau, Chicago, is available for the first time in a single directory. Listing 492 U. S. manufacturers, the directory is available at $4.00 per copy. Write to the company at 415 N. Dearborn St., Chicago 10, Ill.

Highway films ▪ Telefex Films Productions, Vancouver, B. C., has announced the availability of two new one minute television films designed to background automotive advertising slides. They depict, respectively, traffic flowing over a freeway with a vanishing point in the top right corner of the frame and a pretty girl in a convertible with her hair blowing in breeze.

Rep appointments...

▪ WCAW Charleston, W. Va.; Ohio Stations Representatives, Cleveland, as Ohio rep.

▪ KFML Denver; Gill-Perna Inc., N.Y., as national representative.



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LOS ANGELES



FCC chops away at the clear channels

ORDER THAT WOULD PERMIT DUPLICATION OF 13 1-A'S IS COMPROMISE

Brushing aside the dust that has accumulated over the past 16 years, the FCC last week moved to write finis to the clear channel proceeding pending since 1946.

The commission instructed its staff to prepare a final order that would permit 13 Class 1-A clear channels to be duplicated by Class II fulltime stations in widely-scattered areas under tightly "controlled conditions." The remaining 12 clear channels would remain unduplicated at nighttime, the FCC said, although in reality two of these channels already are duplicated at night. (Actually, the commission is reclassifying 1030 kc as I-A and proposing to duplicate that channel, which heretofore has been occupied at night only by WBZ Boston. This makes a total of 25 Class I-A's.)

This latest commission action is expected to be just as bitterly opposed as was similar rulemaking issued in 1958 proposing to duplicate 12 of the channels (BROADCASTING, April 28, 1958). Court litigation already has been promised.

Nor can the staff instructions be taken as a final mandate when it is remembered that the FCC had once before issued an entirely different set of staff instructions, announced in December 1958. At that time, the commission tentatively decided to duplicate all 24 class 1-A clear channels and so instructed its staff (BROADCASTING, Dec. 15, 1958).

The latest instructions represent a compromise among widely divergent individual views of the FCC members. The clear channel case has been considered time and time again by the commissioners during the past three years but, in most instances, efforts to secure a vote were unsuccessful.

Numerous reports in the past were made that a decision was "imminent" but in each instance when a vote actually was taken, the commissioners found themselves in a stalemate whether (1) to break down all Class I-A clear channels, (2) to break down half, or (3) to maintain the status quo.

It's reliably reported, although no vote was announced, that last week's decision was reached on a 5-1-1 count. Commissioner John S. Cross reportedly held out for a breakdown of all 24 clear channels while Commissioner Robert E. Lee took the opposite view in line with his contention that a freeze should be placed on all grants for new am stations (BROADCASTING, May 15). The final order is due back for a last look by the FCC within the next month.

The Chosen Few ▪ Following are the 13 clear channels which would be duplicated, stations presently occupying the frequencies and the states where Class II unlimited time stations may be located:

670 kc; WMAQ Chicago in Idaho.

720 kc; WGN Chicago in Nevada or Idaho.

750 kc; WSB Atlanta (to go to KFQD Anchorage, Alaska, which was required to shift from Mexican clear 730 kc).

760 kc; WJR Detroit (KFMB San Diego shifting from Mexican clear 540 kc).

780 kc; WBBM Chicago in Nevada.

880 kc; WCBS New York in North Dakota, South Dakota or Nebraska.

890 kc; WLS Chicago in Utah.

1020 kc; KDKA Pittsburgh in New Mexico.

1030 kc; WBZ Boston in Wyoming.

1100 kc; KYW Cleveland in Colorado.

1120 kc; KMOX St. Louis in California or Oregon.

1180 kc; WHAM Rochester, N. Y., in Montana.

1210 kc; WCAU Philadelphia in Kansas, Nebraska or Oklahoma.

The action does not affect assignments on the remaining 12 clear channels, to wit:

640 kc KFI Los Angeles.

650 kc WSM Nashville.

660 kc WNBC New York (presently duplicated by KFAR Fairbanks, Alaska).

700 kc WLW Cincinnati.

770 kc WABC New York (presently sharing with KOB Albuquerque, N. M.).

820 kc sharetime WBAP-WFAA Ft. Worth-Dallas.

830 kc WCCO Minneapolis.

840 kc WHAS Louisville.

870 kc WWL New Orleans.

1040 kc WHO Des Moines.

1160 kc KSL Salt Lake City.

1200 kc WOAI San Antonio.

All but two of those channels ticketed for duplication last week also faced the same fate under the April 1958 rulemaking. Placed on the list this time were 750 kc (WSB) and 760 kc (WJR).

The new service would be designed to provide nighttime signals to underserved or white areas, the commission said. The "controlled conditions" were not defined but they are expected to include directional antennas. Proposals for super power up to 750 kw for the remaining clear channels were killed several years ago and were not revived in the commission's considerations last week.

A Definition ▪ Class II stations, which will be authorized on the 13 clear channels, are unlimited time outlets operating on clear frequencies and required to protect the dominant station by lower nighttime powers. Class II's normally are required to accept interference from the dominant station.

A spokesman for the Clear Channel Broadcasting Service, which has actively opposed any breakdown in the past, repeated that opposition last week. He said CCBS still believes that it is not in the public interest to duplicate any of the clear channels. CCBS, in the

FTC to keep radio-tv informed on deceptive ads

Radio and tv broadcasters are going to be kept more fully informed on deceptive advertising—and the Federal Trade Commission and the FCC are working up a method to accomplish this.

This was divulged by FTC Chairman Paul Rand Dixon last week to the Senate Appropriations Committee which was considering that agency's request for $10.69 million for the 1962-63 fiscal year. The House approved only a flat $10 million for the agency, and Mr. Dixon and his colleagues asked the Senate to restore the $690,000.

Mr. Dixon told the senators that plans are underway between the FTC and the FCC to widen the flow of information to individual broadcasters on deceptive and misleading advertising. His remarks came after Sen. Warren G. Magnuson (D-Wash.), chairman of the subcommittee handling FTC funds, and others asked whether this information got to smaller station markets.

Although the method hasn't been fully determined, it is believed that the FTC will send to radio and tv stations its weekly summary of deceptive practices cases. This will be circularized to all broadcast licensees, it is presumed by the FCC



WHAT PHOTO?

John Computerson had such a juicy job at one of the top rep firms that many wished him ill.

In fact, someone tried to have him jailed. Seems there was a wave of ruthless purse-snatching* going on in the office. Valuables disappearing at night. Scotch leaking from desks. Kleenex missing.

One day the police appeared with photo in hand and this story: the watchman had dusted the floor with flour, then hidden with camera aimed. He caught, he said, an incriminating photo, as sketched here. John claimed it was a frame-up. He proved that the photo was a fake by pointing out one flaw in the picture.

On behalf of John Computerson, we offer rewards to all who detect the flaw. Your reward may be round or rectangular, thick or thin. Either way, it's a prize worthy of your talents.

**But they never got the precious pocket book that proves WMAL-TV has the largest audience in the Washington, D. C. market. 6 PM to Midnight all week. (ARB, April '61)*

wmal-tv abc

Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSVA-TV and WSVA, Harrisonburg, Va.

past, has stated that duplication will lead to less service rather than more and has consistently favored superpower for clear outlets as the sole available means for improving service.

The policy of using clear channels to serve remote and sparsely-populated areas at night was instituted in the 1920's when 40 Class I-A clear channels were reserved. In 1946, with the advent of hundreds of new standard broadcast stations and the pressures for more, the present proceeding was initiated.

At that time, there were approximately 900 am stations in operation while today there are over 3,800. Much of this growth has taken place in the non-clear channel areas of the frequency. Hearings were held in 1946-47 with the record totaling over 6,000 pages plus over 400 exhibits.

Not involved in last week's order are the 34 Class I-B clear channels, which are shared at night by two widely separated geographically stations.

SENATE MAY RESTORE FCC BUDGET CUT

Magnuson says he thinks commission needs more people

Chances appeared good last week that an attempt will be made in the Senate to restore at least some of the $125,000 the House cut from the FCC's $12,525,000 budget request for fiscal 1962.

Sen. Warren G. Magnuson (D.-Wash.), chairman of the Independent Offices Subcommittee of the Senate Appropriations Committee, boosted the commission's hopes in this regard at the conclusion of a hearing on the House-approved appropriation measure.

"I think you need more people down there," he told commission members. "You've been too modest in your budget." FCC Chairman Newton N. Minow had based his appeal for restoration of the cut on the commission's need for a larger staff to reduce case backlogs and to help the agency keep abreast of space communications developments.

"If we were preparing our 1962 budget now, we would have asked for more money for our common-carrier division," he said. "Space satellites are our most important problem."

Mr. Minow said that the commission had originally requested 69 additional employes, a figure the House reduced to 50. But because of the highly-qualified personnel needed, he added, the funds available would actually permit the hiring of only 38.

He said that the House-approved figure of $12.4 million would not enable the FCC to add any employes in the hard-pressed offices of general counsel or chief engineer, and that while 20 can be added in the Broadcast Bureau, 24 are needed.

Wasteland Revisited ▪ Mr. Minow's "vast wasteland" speech didn't go unmentioned during the hearing. Subcommittee member Sen. Gordon Allott (R-Colo.) said the speech worried him, particularly when read in connection with the commission's new Complaints & Compliances Div.

Mr. Minow and Commissioner Frederick W. Ford assured him that the new division—created to investigate complaints against broadcasters—was not being used for censorship and was, in fact, winning favor with the industry. But, after referring to Mr. Minow's speech, Sen. Allott said, "I certainly don't want to vote for any appropriation that's going to permit the FCC to exercise any censorship over programs, or to set itself up as a judge of what people should see. When that happens, we ought to take another look at the FCC."

Mr. Minow said his only concern was that stations live up to the programming promises they make when they apply for licenses. "I thought I made it clear in my speech that the last thing I wanted to do was censor," he said. But, he added, "I see a wide variance, over and over, between promise and performance."

Sen. Allott also questioned Mr. Minow on commission policy of holding renewal hearings in local communities. He feared it would put broadcasters at a disadvantage since only "malcontents" would attend, not those listeners or viewers who like the station.

Mr. Minow denied this. "You'll hear from both sides," he said. "Now all we hear from in Washington is the station owner and his attorney." He said that the commission constantly hears from organizations and individuals who want to be heard at renewal time and that he feels "an obligation" to grant the request.

"I'll be frank about this," he added. "This is what I intend to do."

With Congress apparently moving toward enactment of a federal-aid-to-educational-television measure, Sen. Magnuson advised the FCC to create a unit to help put the etv stations on the air. The Senate has already passed an etv bill (S 205) authored by Sen. Magnuson. A House bill (HR 132) is pending in the House Commerce Committee.

Sen. Magnuson repeated his view that the boost federal subsidies would give etv will result in the creation of a fourth nationwide tv network. Such a system, he added, would help lead to the improvement of commercial broadcasting.

Commissioner Robert E. Lee reported that the FCC's plans for its uhf experiment in New York are moving ahead on schedule and that the station will be on the air Nov. 1. The tests are scheduled to run eight months, and the commission's report on the experiment is due in January 1963.

Commissioner Lee also assured Sen. Magnuson, who also heads the Senate Commerce Committee, that the vhf-booster problem was easing. He indicated that the regulations adopted by the FCC last year to regulate boosters had helped bring the problem under control.



Six of the seven Federal Communications Commissioners showed up Wednesday at the Senate Appropriations Subcommittee to appeal for restoration of the $125,000 cut from the commission budget by the House. Beginning at the far end of the table (facing camera), they are Robert E. Lee, T. A. M. Craven, John S. Cross, Rosel H. Hyde, Chairman Newton N. Minow and (to right of three observers in background) Frederick W. Ford. With their backs to the camera are Chairman Warren G. Magnuson (D-Wash.) and, at his left, Sen. Gordon Allott (R-Colo.)



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For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data).

Treyz predicts decline of action shows

NETWORK HEADS CITE LACK OF PROOF LINKING JUVENILE CRIME TO TV

The television industry, which the Senate Juvenile Delinquency Subcommittee feels projects too much violence into American homes, itself suffered almost as many blows last week as, say, Peter Gunn.

And the violence was committed at the subcommittee's hearing on the possible connection between television and juvenile delinquency, by witnesses from the industry, as well as outside it.

Ivan Tors, a Ziv-UA producer, said that CBS and NBC had put "pressure" on him to inject sex and violence into shows he was producing for them. A. Frank Reel, a Ziv-UA vice president, deploring what he considered the undue amount of crime and violence on television, said the American public shouldn't be taught "the only answer to all problems is a punch in the jaw or a bullet in the belly."

Network officials, including the heads of the three television networks, denied the existence of proof linking television with the climbing rate of juvenile delinquency. And Oliver Treyz, president of ABC-TV, said that his network, which led the way in the development of the action-adventure show, was cutting back on this type of programming and predicted the other two networks would follow suit.

Long Hearing in View ▪ The hearing, which remained in Washington instead of being moved to New York, as previously announced by the subcommittee, may continue "for some time." Sen. Thomas Dodd (D-Conn.), chairman of the subcommitte, said that "a great many witnesses" have asked to be heard. FCC Chairman Newton N. Minow and NAB President LeRoy Collins are scheduled to appear Monday.

Sen. Dodd has already said he is convinced of the need for the networks to reduce the amount of tv crime and violence, and he has talked several times about the possibility of legislation providing for network licensing.

But the questioning by the subcommittee staff, and by Sen. Dodd himself, indicates a greater interest in nudging, if not pushing, the networks into subsidizing research to study the effects of television on children.

Walter Scott, executive vice president in charge of the NBC-TV Network, and James T. Aubrey, president of CBS-TV, said their networks would be willing to help subsidize such a study. Mr. Treyz said he favored referring the matter to the NAB, which is considering the establishment of a research center (CLOSED CIRCUIT, June 12).

Dr. Wilbur Schramm of Stanford U., author of *Television in the Life of Our Children,* has recommended a 10-year study he said would cost $50,000 a year. Sen. Dodd considers this an inconsequential figure compared to the $500 million in advertising revenue he said the television industry grossed last year from action-adventure shows.

CBS Activities ▪ Mr. Aubrey noted that CBS has already taken steps in this direction. He said the network provided a grant resulting in the study by Joseph T. Klapper, published under the title, *The Effects of Mass Communication.* He also said that the network is sponsoring research, by Columbia U.'s Bureau of Applied Social Research, to provide data on the current and potential role of television in America. One area to be covered is the effect of television on children, he said.

The sharpest rebuttal to previous industry representatives' claims that violence is not added to shows to improve their ratings came on Thursday, when Mr. Tors took the stand as a surprise witness. He had flown to Washington from Los Angeles to volunteer his testimony after his name cropped up in the hearing on Tuesday.

Mr. Tors, the original producer of CBS' *The Aquanauts,* which has since been renamed *Malibu Run,* said he was instructed by the network to introduce "crime and youth" in an effort to improve sagging ratings. Mr. Tors said he refused on the ground he "always tries to avoid violence" and was interested in producing a "quality" hour-long show similar to *Sea Hunt,* which he also produced.



Hugh O'Brian
He outthinks, not outshoots

When CBS persisted, he said, he surrendered supervision of the show to another Ziv-UA executive. Eventually, however, when the network felt the show's poor showing opposite NBC's *Wagon Train* demanded drastic action, a new producer was named, the title of the program was changed, and its new format was revised to provide more action on land and less underwater. These efforts have failed to improve matters, and the show will not continue beyond September.

Mr. Tors' difficulties with NBC, he said, involved *The Man and the Challenge* series, which is now in syndication. He said he had visualized this as an action program featuring a doctor who tests himself in order to determine the stresses the human body can stand in such unnatural environments as space. But NBC, he said, wanted him to inject "sex and violence" into the show.

He said an advertising agency executive told him "sex and crime" was the price for time on NBC. He identified the executive as Joseph Bailey, of Doyle, Dane, Bernbach, the sponsor's agency. According to Mr. Tors, the request came from David Levy, NBC vice president for programming and talent, and Robert Kintner, NBC president.

Mr. Tors said that the show was eventually granted network time without the addition of sex and violence but that after he submitted six outlines, he received a letter in which NBC expressed concern with "the absence of sex." Mr. Tors read the last paragraph of the five-page letter, which said "New York has indicated to me their concern with the absence of sex" in the six outlines.

"I have read only the last," the letter continued, "and I think the subject matter is so provocative that you need not concern yourself with its absence of sex. However, apparently New York prefers this to be the exception rather than the rule." The letter was signed by Jack Ballard, at the time an NBC liaison man on the West Coast. He is no longer with the company.

Responsibility Should Be Fixed ▪ Mr. Tors said he didn't really know who was responsible for the instructions from CBS regarding *The Aquanauts* and added that this was "the trouble

with networks—you don't know where decisions come from. Somebody should take responsibility for each show," he added.

Messrs. Aubrey and Scott, when they took the stand later, denied any knowledge of the basis for Mr. Tors' charges. Mr. Scott believed "sex" was used in the letter "as shorthand for feminine interest," which he said the network felt was lacking in the show.

And Oscar Katz, who gave the subcommittee a long detailed summary on Tuesday of how *The Aquanauts* was created, in collaboration with Ziv-UA, in 1960, said there was no intention of increasing violence when the format was changed. "The changes were designed for more meaningful dramatic action," he said. "This was difficult under water."

Mr. Katz defended the network's record regarding taste, declaring "many scripts" are turned down on the ground of excessive violence. He said the ratio between adding violence to a script and taking it out is 1 to 10. And discussing specifically "The Frankie Adventure," a *Malibu Run* episode the subcommittee screened in condensed form, Mr. Katz said it preached against juvenile delinquency.

Additional testimony regarding CBS' concern with keeping a tight rein on violence came last week from Joseph Ream, vice president for television network program practices. He listed seven changes made in the script of "The Frankie Adventure" to tone it down. These ranged from eliminating a scene of violence to introducing dialogue pointing up the difference between two youthful heroes and the juvenile delinquents who figure in the episode.

None of this, however, impressed Mr. Reel. Asked his impression of "The Frankie Adventure," he said, "I'm not an expert on juvenile delinquency. But I personally feel this episode is no worse than many others on the air. It all comes under the heading of trash."

Too Much Network Control ▪ Mr. Reel made it clear he was unhappy about the amount of control CBS exercised over the production of the series. A surprise witness, he had asked to testify on Tuesday to emphasize that Mr. Tors, whom he praised, had nothing to do with "The Frankie Adventure."

The subcommittee showed two films on Tuesday—the first a research project purporting to show the power of television to induce aggressive behavior in young children; the second, a string of tv teasers and trailers from all three networks. The research film was produced by Dr. Albert Bandura, of Stanford U., in connection with experiments to determine whether children imitate aggressive action seen on film. Dr. Bandura said the experiment proved they did.

The movie showed youngsters who had just seen a 10-minute film of a woman pummeling a five-foot doll imitating her behavior. Dr. Bandura said that other children who had not seen the movie chose to play with crayons and toy animals.

In introducing the string of teasers and trailers, Sen. Dodd said they contain "the most violent and dramatic episodes of so-called 'action' " in the programs they promote. "I believe the fact that these segments contain unrelenting scenes of sex and violence is a tacit acknowledgement of the idea that 'violence sells,' " he added.

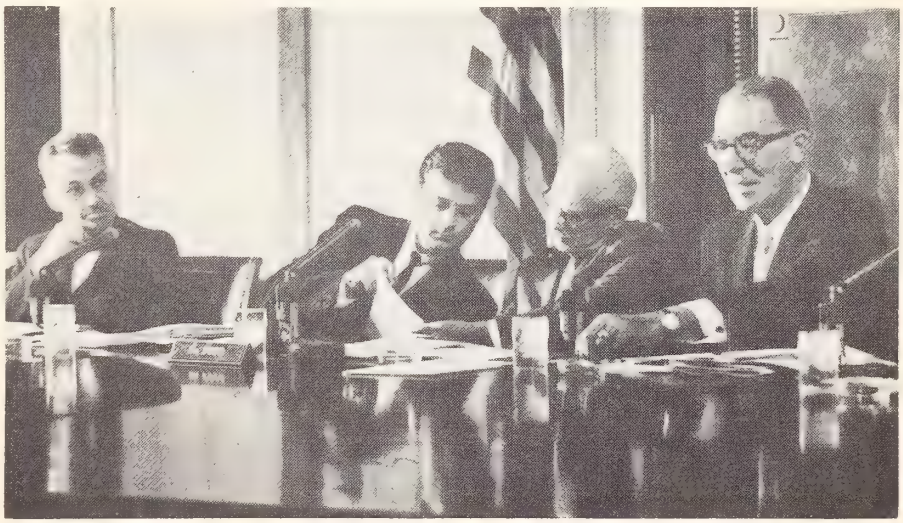
In stating ABC-TV was reducing the amount of its action-adventure shows, Mr. Treyz said he believes the public wants "fresh, new formats." He said the network will present 11 shows in the action-adventure category next year, compared with 13 in the current season. The number of westerns will drop from seven to four, he added.

While conceding ABC-TV led the way in the development of the action-adventure program—it was the type of program that helped establish the network as a major factor, he said—he denied ABC-TV had invented tv violence. "Violence existed on tv before ABC was a force," he said.

Mr. Treyz said the new programs being prepared are another example of the "counter-programming" principle that had led the network to introduce westerns six years ago. And he indicated he wouldn't be surprised if NBC and CBS began cutting back on their action-adventure programs.

Choice Still Available ▪ Messrs. Aubrey and Scott agreed that the number of action-adventure programs had increased but denied this has left the viewing public with no choice in the selection of programs. "Based on the current schedules," Mr. Aubrey said, "there is not a single evening time period in which a viewer has no choice other than a western, there is not a single time period in which a viewer has no choice other than an adventure, and there is not a single time period in which the viewer has no choice other than a mystery."

In presenting NBC's offer to join in underwriting a research project to study the effects of television on children, Mr. Scott said the project should cover other influences on children besides television. He also said the study "should be conducted by impartial, qualified social scientists under impartial auspices" and should cover a period of up to five years to determine long-range effects.

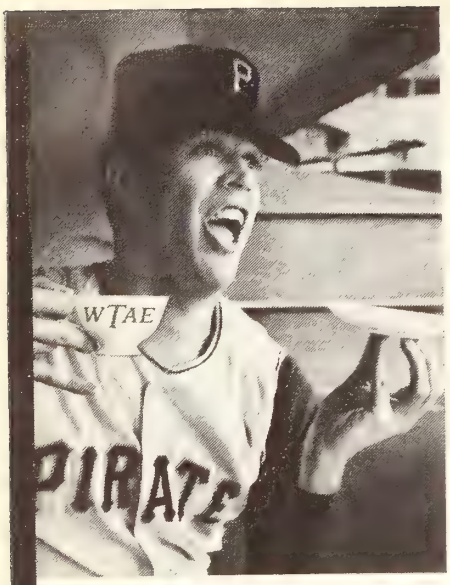


Counseling with subcommittee chairman Thomas Dodd (D-Conn.) (second from right) is Carl Perian, staff director. Sen. Estes Kefauver (D-Tenn.) is at right. Dr. Ralph J. Garry, consultant to the subcomittee, is at left.

Mr. Scott also suggested an answer to the subcommittee's contention that since television is claimed, by the industry, to have a powerful effect in advertising, politics and culture, its host of crime and violence shows must have an adverse impact on children.

"There is an enormous difference," he said, "between television's impact in advertising and political campaigning and the possible influence of the kind of material to which objection is made. It is the difference between a thorough attempt to persuade and convince . . . and the depiction of anti-social behavior which, far from being held out as an example, is presented as unsympathetic and unworthy."

Hero Hugh ▪ Tuesday's session produced the hearing's first tv star—Hugh O'Brian, of the ABC-TV *Wyatt Earp* series, which Sen. Dodd praised as an



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CHANNEL 4

example of a "good" action-adventure show that could be successful without being unduly violent.

Mr. O'Brian, who helped attract a near-capacity audience to the cavernous caucus room in the Senate Office Building, credited the relative gentleness of the series to the man he portrays ("Earp tried to outthink opponents rather than outshoot them," he explained) and to the show's producer, Robert Sisk.

He said that in the six years Wyatt Earp has galloped across the video tube, he has killed only one man—and that one accidentally—until the "O.K. Corral" episode, a six-part segment now in its fourth week. He said Mr. Sisk aimed at entertaining the whole family with a show done in good taste.

Mr. O'Brian said that neither network nor sponsors had ever attempted to have the amount of violence on the show increased. Asked why the show is going off the air, he replied simply, "We ran out of bullets."

The friendly atmosphere generated by Mr. O'Brian's presence on the stand gave way to a distinct chill after the next witness, Ellis Marcus, a tv writer, began testifying.

Marcus Testifies ▪ Mr. Marcus, author of several *Malibu Run* episodes, including "The Frankie Adventure," evidently surprised Sen. Dodd with his answer to a question as to whether violence must be added to scripts to make them salable.

"You can sell scripts without violence," he said. "In some places it is essential; in some, it's not."

"Have you ever given another answer to the same question?" Sen. Dodd demanded. "Didn't you give a different answer to Mr. Perian this morning?" Mr. Marcus said he didn't remember, and the chairman let the matter drop.

Mr. Marcus did, however, concede there is a feeling that violence is regarded as necessary to attract an audience. "It's a matter of competition," he said. "It seems to be a trend." He said he knew some producers who insist on violence in scripts and others who don't. He didn't name any.

Sen. Dodd was critical of "The Frankie Adventure," shown over the CBS Network on April 26, as he was of samples of ABC and NBC action-adventure shows screened previously. In the show, which dealt with the problems of a teen-age girl who came from the broken home and fell in with a gang of juvenile delinquents, Sen. Dodd said he observed "beatings," (highway) speed in excess of 80 mph, enticement and entrapment into assault, home trouble and relief sought in a saloon."

Many Young Viewers ▪ Sen. Dodd said Arbitron estimated 5 million children under age 17 saw the show, and asked, "Is this the sort of thing to show 5 million youngsters?"

"I don't think I could say 'yes' to that," said Mr. Marcus. Earlier, he said the studio had selected the idea for "The Frankie Adventure" from several others because it "delved into an important topic of the day" and "set out to punch holes in the ego of juvenile delinquents."

The subcommittee also heard last week from Mrs. Clara S. Logan, president of the National Assn. for Better Radio & Television. She asserted that "the great majority of specialized medical authorities agree" that tv violence and brutality represent "a real danger" to children.

And, she noted, this "intensified" brutality and violence came after the FCC heard complaints of excessive violence "from practically every witness" at a 1959 hearing.

All-channel set plan offered Congress

The FCC on Thursday sent Congress its proposed legislation requiring manufacturers to produce all-channel television receivers.

The measure, which would permit only all-channel sets to be shipped in interstate commerce, is the FCC's answer to the problem of how to spur the development of uhf television.

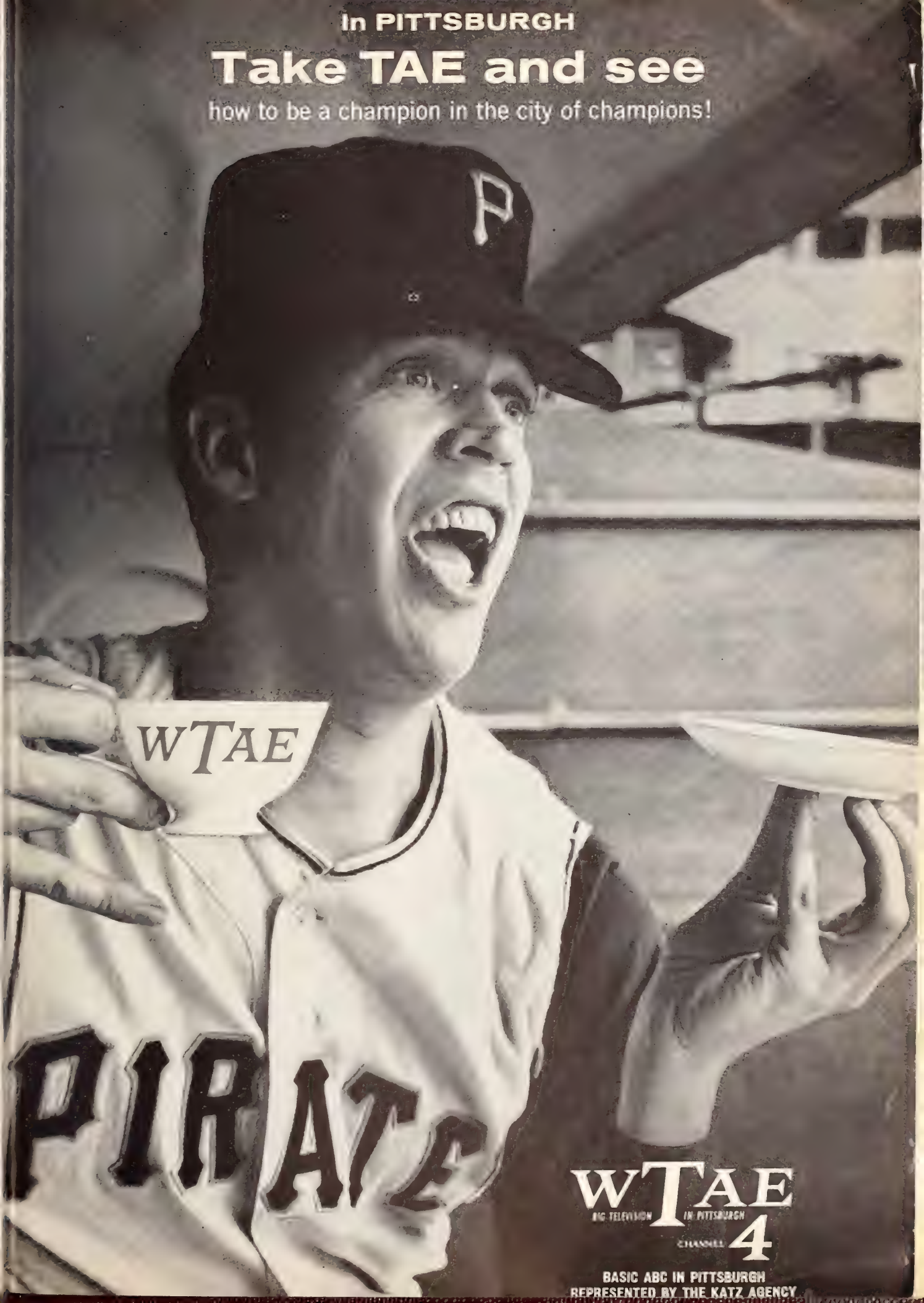
The proposal was ready months ago but was held up, with no reason given, by the Budget Bureau and White House (CLOSED CIRCUIT, June 12).

FCC Chairman Newton N. Minow told the House Antitrust Subcommittee Thursday that if all-channel receivers are universally available, uhf broadcasting will be given a "very substantial" boost.

He said it is impossible to have a truly competitive television system, adequate for the nation's growing needs, if only 12 vhf channels are available.

He predicted that the FCC-proposed legislation would insure 100% conversion to all-channel receivers within the next seven to 10 years. "With this assurance of eventual access to all television homes," he added, "uhf broadcasting can make real progress."

Mr. Minow also listed a number of factors other than the uhf problem which, he said, are affecting the growth of competitive television. They included "monopolistic markets" with one or two vhf stations, the lack of sufficient competitive outlets for a third network, the inability to provide for the needs of an additional network or the major non-network program suppliers, the lack of outlets for "local community expression," and the scarcity of educational television facilities in the larger markets. (See story page 58).


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GOP'S TV IMAGE

Miller wants fresher faces for 'Ev and Charlie' show

Capitol Hill's "Ev and Charlie" tv show will begin featuring fresh young GOP talent soon if Rep. William E. Miller (R-N.Y.) has his way. And since he is the new chairman of the Republican National Committee, he probably will.

Rep. Miller is reported to agree with party members who feel Senate Minority Leader Everett M. Dirksen (Ill.) and House Minority Leader Charles A. Halleck (Ind.) are not the best tv competition the Republicans can muster against the youthful, vigorous President Kennedy.

As a result, he wants younger GOP members of the House and Senate to discuss party positions during "guest" appearances at the weekly news conferences taped for television by Sen. Dirksen and Rep. Halleck.

This idea will be discussed at a national committee meeting in Chicago later this month.

Meanwhile, the first of several network-produced shows dealing with the Republican party "The Loyal Opposition"—was shown yesterday (June 18) over NBC-TV. A CBS-produced documentary on the Republican party is scheduled for presentation next month, and NBC will do another in the fall.

The networks agreed to produce the programs after the Republican party leadership complained about what it considered the undue amount of tv attention being given to President Kennedy and his administration.

FCC asks measure to reduce hearings

The FCC last week asked Congress for legislation permitting it to grant license applications without hearings in cases which do not involve disputed facts.

The commission, which made the request in the form of suggested legislation, said the proposal would "sharply reduce" its number of hearings.

The commission said the Communications Act now requires a full hearing, regardless of whether material issues of fact must be resolved. This "goes beyond the requirements of due process," the commission added.

The proposed bill, an amendment to the Communications Act, would permit pleadings and oral arguments by interested parties but would not require a full hearing before the granting of the application.

A full hearing would be mandatory only if the commission found there were "genuine and substantial" issues of fact which were material to a decision.



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CELLER ON TV REGULATIONS

Antitrust subcommittee urges FCC to move against option time, network incentive plans and BMI

Actual, alleged and possible broadcasting involvements in antitrust matters were given a thorough airing last week in a two-day hearing before Rep. Emanuel Celler (D-N.Y.) and his House Antitrust Subcommittee.

Prime consideration in testimony by the FCC and the Justice Dept. was given to network affiliation contracts, broadcast ownership of BMI, option time, multiple ownership, uhf and deintermixture, space communications, AT&T, station sales, the NBC-Westinghouse station exchange and subsequent NBC-RKO deals, antitrust history of other licensees, among other subjects.

The hearing was called to determine what the FCC and Justice had done to carry out far-reaching recommendations made by the subcommittee in a 148-page report on television issued in 1957 (BROADCASTING, June 10, 1957). Lee Loevinger, Justice antitrust chief, testified Wednesday (June 14) and FCC Chairman Newton N. Minow, flanked by several staffers, appeared Thursday.

Rep. Celler and his chief counsel, Herbert Maletz, were especially inquisitive concerning non-standard affiliation contracts relating to methods of compensation and option time. They maintained that large group owners were given favorable compensation clauses to the detriment of smaller operators and the public interest.

The congressman charged that CBS' incentive plan is a move to force stations to clear more of the network's programming and to skirt the recent cut in option time. Mr. Maletz wanted to know why the FCC had not followed the subcommittee's recommendation to make network contracts with their affiliates public.

Chairman Minow promised to bring the subject up with the commission in the near future. He said the contracts had not been studied thoroughly in the past because of staff limitations but promised to correct the situation. He agreed with Mr. Maletz that multiple owners receive more favorable compensation contracts from the networks and that this is not in the public interest.

Inquiry Started ▪ The chairman said the FCC knows of CBS' incentive plan whereby stations receive increased compensation in direct relation to the number of network programs they accept. He pointed out that a staff inquiry of all three networks is underway (BROADCASTING, May 29) and will be pursued. The incentive plan, it was agreed, is more effective in securing station clearances than option time.

Mr. Minow said the commission is "very much aware" of Justice's position that option time is in violation of antitrust laws and that this view would play a prominent role in the commission's reconsideration of option time. While Mr. Loevinger was testifying, Rep. Celler made this observation of option time:

"The evil continues and the public is hurt and those who are not involved in the chains [networks] have directed against them competition which is unfair, which violates the antitrust laws . . . How long shall the chains be permitted to thumb their noses at the public? That is the question."

Mr. Loevinger said any present action by Justice in the option time case would slow down a final determination since the commission has asked the court to return the latest decision reducing permissible option time for reconsideration (BROADCASTING, April 24). The Justice spokesman said the department would take proper steps to uphold its view in court that option time is illegal if the FCC does not reverse its decision that the practice is reasonable and necessary.

The department has "every confidence that Mr. Minow will be diligent and highly sensitive to the public interest and I think he should be given a chance to consider this," Mr. Loevinger said.

Ratemaking Function? ▪ Rep. Celler quizzed Chairman Minow closely on possible FCC jurisdiction over the time charges of stations. The former made it plain that he thought the FCC should exercise jurisdiction in this field because stations operate much as public utilities since they are licensed to use the radio spectrum.

Mr. Minow said the matter had not been given much consideration at the FCC since the Communications Act expressly excludes broadcasting from common carrier rate regulations. Legislation giving the commission such authority would be needed before the agency could act, he stated.

The FCC chairman agreed with Rep. Celler's statement that some stations receive monopolies in-fact through FCC licensing and that this destroys the competitive factor in controlling rates.

The New York congressman declared that "the public gets the short end of the stick in such instances."

Rep. Celler was equally outspoken in his remarks on broadcaster interests in BMI.

Stations and BMI ▪ "I shall not rest until there is complete divorcement of BMI from every single, solitary broadcast station," Rep. Celler said in pushing Mr. Minow for a commitment that the FCC would investigate this alleged monopolistic organization. The subcommittee charged that BMI has gained a competitive advantage in the music licensing field which is "utterly unwarranted" through (1) ownership of BMI stock by broadcasters and (2) subsidizing of songwriters.

Chairman Minow said the commission has not been made aware of any unfair advantage accruing to BMI but that, if such is the case, "it is a matter of great interest." Rep. Celler accused Justice of "dragging feet" for four years in its announced investigation of BMI practices. Mr. Loevinger countered that "evidence [against BMI] has become weaker rather than stronger." He acknowledged the BMI practice of subsidizing writers but said he is not satisfied the practice violates present antitrust provisions.

He pointed out that ASCAP, as a society, cannot subsidize its members because such a practice would result in discrimination within the organization. This criteria does not exist with BMI, it was pointed out.

Rep. Celler said that "some 40 writers taken away from ASCAP have

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succumbed to the wiles and blandishments" of money offered by BMI in "clear violation" of antitrust laws. BMI has been "emboldened to proceed" because of Justice's inactivity, he charged. "Now this committee feels some action should be taken and expeditiously," the congressman stressed.

Mr. Loevinger promised the department would give "weighty consideration" to the subcommittee views.

Uhf, Allocations ▪ In an effort to boost uhf, Chairman Minow pointed out that the commission sent legislation to Congress last week recommending that manufacturers be required to produce all-channel sets (see story, page 54). "Most of us [in Congress] endorse that proposal," Rep. Celler replied. The FCC chairman said that the charge that some manufacturers have not produced uhf sets because they own vhf tv stations is not based on the true situation as determined by the commission.

Mr. Maletz urged the FCC to proceed with deintermixture in many other markets and it was pointed out that the agency is actively considering such action in eight or nine cities. Mr. Minow said that the commission has held "a number of discussions" but has issued no orders on a subcommittee recommendation that multiple-owners be restricted to no more than three vhf television stations in the top 25 markets.

He also pointed out that must-buys have been abolished, as recommended by the 1957 subcommittee report, and that the FCC is watching "minimum buy" requirements of the networks but to date there is no indication that specific limitations are needed.

"The commission has followed with close interest the criminal antitrust involvement of a number of its licensees in the electrical equipment cases recently terminated in Philadelphia," Chairman Minow said. "Among the dedendants, for example, were General Electric and Westinghouse . . ." both station licensees. He said that an inquiry is now actively underway at the FCC and, until the question is resolved, the commission will not renew any of the licenses involved.

While the FCC has no formal liaison procedure with Justice, the chairman said constant contact is maintained on an *ad hoc* basis. Antitrust matters are coordinated between the two agencies, he said.

Much of the testimony also centered around space communications and activities of AT&T.



Radio accord with our neighbors

The North American countries are once again operating under international radio agreements.

The second step in what is a two-part arrangement took place two weeks ago when the U. S. and Mexico exchanged documents putting into effect the U. S.-Mexico radio agreement (AT DEADLINE, June 12). The North American Regional Broadcasting Agreement, covering the U. S., Canada, Cuba, Dominican Republic and Jamaica went into effect last April. Together both treaties cover U. S. usage of the standard radio band.

The FCC announced the effective date of the U. S.-Mexico agreement on June 15.

The commission called attention to one of the provisions of the treaty; that U. S. Class II daytime stations on the Mexican clear channels will be permitted to increase their power to 5 kw. The Mexican clears are 730, 800, 900, 1050, 1220 and 1570 kc. Pending applications for these power boosts number 22, the FCC said, and have been put in the processing line. Most of them will have to be amended to bring their proposals up to date. There are conditions on this 5 kw power usage on three of the Mexican clear channels, but Mexico agreed to the continued use of five of its clears for nighttime U. S. operation.

There are over 250 U. S. daytimers on Mexican clears. Although most of them would be eligible for 5 kw, other factors (interference, etc.) may keep this down.

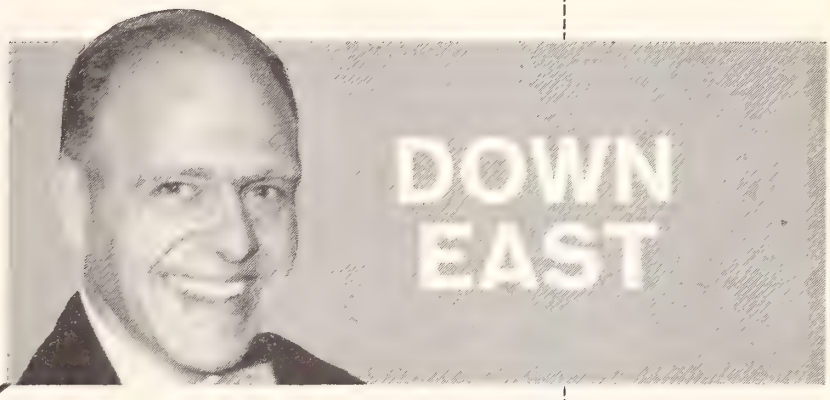
Mexico is afforded Class 1-A protection on 540 kc. This requires KFMB San Diego to change. The FCC has proposed that this shift be to 750 kc (see story on clear channel proposals, page 48).

The U. S.-Mexico agreement was hammered out at a series of conferences in Washington and in Mexico City more than five years ago. It was signed January 29, 1957 (BROADCASTING, Feb. 11, 1957), with FCC Commissioner Rosel H. Hyde representing the U. S. The agreement was ratified by the Senate last year, when it also ratified the NARBA treaty. The U. S.-Mexico treaty runs for five years and, together with the NARBA treaty, picks up the international radio conventions that expired in 1950. During the last decade most North American countries have adhered to provisions in the expired NARBA treaty. Mexico refused to agree to the new NARBA agreement, and thus required a special bilateral treaty with the United States. Haiti has also refused to accede to the new NARBA treaty.

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EFFECTIVE JULY 17, 1961

CROSLEY FACES WLWI LOSS

FCC starts procedures to shift ch. 13 facility in Indianapolis to rival WIBC; court battle looms

The FCC last week instructed its staff to draw up an order rescinding the 1957 grant of ch. 13 WLWI (TV) Indianapolis to Crosley Broadcasting Co. and assigning it to WIBC that city.

The action, if sustained in a formal vote, is another step in a 13-year old contest for the channel, which began in 1948 with four applications for the vhf frequency. The applications were caught in the four-year freeze imposed by the FCC 1948 to 1952, with the hearing and final decision not given until five years later.

In 1958 the U. S. Court of Appeals in Washington returned the case to the FCC because Comissioner T. A. M. Craven had not sat for oral argument. Mr. Craven did not want to participate in the original voting because his engineering firm had represented one of the other applicants. He was forced to cast his vote, however, after the commission deadlocked three to three on a choice in the case. This move came after the general counsel of the commission advised him that he was obligated to do so in order to break the deadlock.

That the last word is not in is obvious from the immediate announcement by James Shouse, Crosley Broadcasting chairman, that a court appeal will be filed if the commission "issues a formal order adverse to WLWI (TV)".

The appeal from the 1957 grant to Crosley was taken by WIBC, which maintained that Mr. Craven should not have voted because his firm represented one of the original ch. 13 applicants.

The vote last week on instructions is believed to have been 4-2, with Commissioner Craven abstaining. Chairman Newton N. Minow and Commissioners Frederick W. Ford, Robert E. Lee and Robert T. Bartley are understood to have constituted the majority; Commissioners Rosel H. Hyde and John S. Cross voting for Crosley.

It is believed that the formal order will be out before the FCC takes its annual August recess. This would mean within the next six weeks.

Back in early 1960, following the remand, it was understood that the commission was still split 3-3 on renewing the grant to Crosley. At that time John C. Doerfer was chairman, and was voting with Messrs. Hyde and Cross for Crosley.

WIBC is headed by R. M. Fairbanks; it operates on 1070 kc with 50 kw daytime and 10 kw nighttime.

Messenger boy

The Greater Washington Educational Tv Assn. received a grant for uhf ch. 26 in an unusual fashion last week. Mrs. Edmund D. Campbell, president of the nonprofit organization was personally handed the construction permit for the national capital's first educational tv station by Commissioner Robert E. Lee Thursday, (June 15)—a happening definitely in departure from the commission's customary "through-channels" policy.

The application was granted only five weeks after its May 8 filing.

Jacksonville ex parte rehearing postponed

An FCC rehearing into *ex parte* charges in the August 1956 Jacksonville, Fla., ch. 12 grant was postponed last week from July 10 to Sept. 6. Chief Hearing Examiner James D. Cunningham granted the delay at the request of the commission counsel.

Two of the three ch. 12 applicants, winner Florida-Georgia Tv Inc. (WFGA-TV) and City of Jacksonville were tied into alleged improper contacts with the commission in 1958 testimony before the House Legislative Oversight Subcommittee. The third applicant is Jacksonville Broadcasting Co.

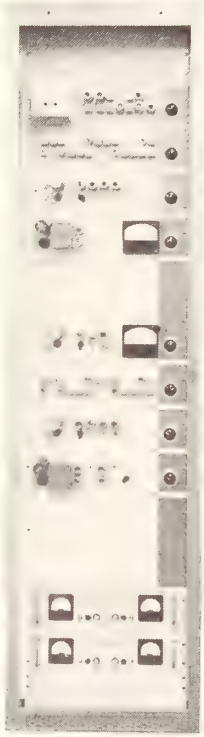
In seeking the delay, commission counsel James T. Brennan said the hearing probably would run over two weeks with a minimum of 20 government witnesses to be called.

City of Jacksonville no longer is actively seeking ch. 12 and Jacksonville Broadcasting Co. has been liquidated but its successor has attempted to amend the Jacksonville application to remain in contention for ch. 12. Following an oral argument last week, Mr. Cunningham deferred action on the Jacksonville petition to amend.

The grant to Florida-Georgia is the last of six *ex parte* cases reopened by the FCC following testimony before the Oversight Subcommittee. Hearings already have been held in the other five —Miami chs. 7 and 10; Boston ch. 5; St. Louis ch. 2 and Orlando, Fla., ch. 9 (BROADCASTING, June 5).

Mr. Thomas L. Vines,
Chief Engineer
WBUF-FM, Buffalo, New York

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HOUSE TURNS THUMBS DOWN

Vetoes Kennedy's plan to reorganize FCC but approves almost identical SEC scheme

Democrats joined Republicans in the House last week to throttle President Kennedy's Plan No. 2 to reorganize the FCC. Members rejected the plan 323-77.

But Democratic support of the administration held up otherwise as the House failed to veto a similar presidential reorganization plan for another regulatory agency, the Securities & Exchange Commission. And one Republican pointed meaningfully to the explanation—in itself a lesson in the agile art of politics.

Radio and television, said Rep. William Springer (R-Ill.), have had enough experience to make them extremely sensitive to political pressures. Broadcasters, he said, acted quickly to notify their congressmen they thought the FCC plan invested too much power in the chairman and had other shortcomings.

Thus, said Rep. Springer, a member of the House Regulatory Agencies Subcommittee, the FCC reorganization plan has been the only one to encounter Democratic congressional opposition, although it's practically identical to the President's plans to reorganize the Civil Aeronautics Board, the Federal Trade Commission and the SEC. The House is expected to refuse to veto the CAB and FTC plans when they come up tomorrow (Tuesday). The President's revamp plans for these three agencies automatically take effect late this month barring a veto by House or Senate.

The Reasons ▪ In voting against the Kennedy plan for the FCC, House members did so with the understanding that Congress itself is likely to write an FCC reorganizational plan of its own which adherents hope will be minus the features congressmen found objectionable in the Kennedy proposal.

There were, of course, other reasons given in debate last week as to why the FCC plan was selected for veto and the others not.

Rep. Oren Harris (D-Ark.), who heads the House Commerce Committee and its Regulatory Agencies Subcommittee, said early in the debate that he didn't plan to discuss anything but the FCC plan then under consideration. But he later noted that FCC members opposed the plan 5-2, while members of other agencies didn't register such opposition. Besides, he said, the FCC's functions already are restricted by procedures to which the Kennedy plan offers no improvement.

Rep. Harris said he discussed FCC reorganization with President Kennedy and others before the Kennedy plan was submitted and that he objected then to certain tentative proposals by the President. The Kennedy plan as submitted was toned down, he said, but not enough. He said the plan would eliminate the right of licensees to full review by the FCC and eliminate opinions and review staff. The plan, he said, would be implemented without discussion or hearings, even though Congress intent was plain in providing for both full review and the opinions staff as the Communications Act now stands.

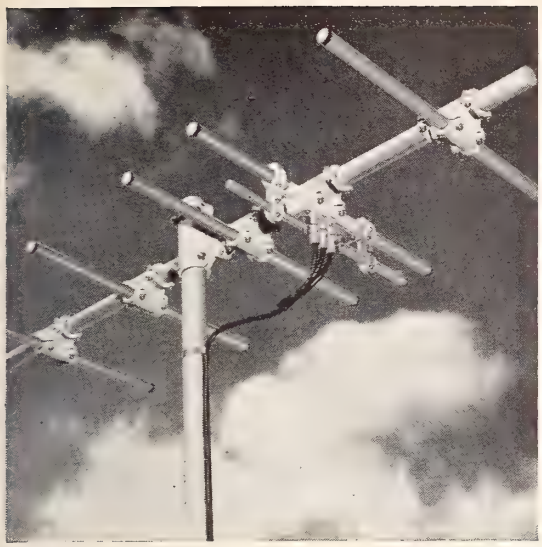
Not This Way ▪ He was seconded by Speaker Sam Rayburn (D-Tex.), who held that the proposal presumes to amend "fundamental law" by reorganization plan. He agreed something should be done, "but not this way."

Republicans vocalizing against the President's FCC plan were just as

The political facts of life on the FCC

FCC members may be fairly well insulated from the pressures and power plays of politics, but they aren't unmindful of them. In House floor debate Thursday on President Kennedy's reorganization plan for the FCC, Rep. H. R. Gross, in asking for a veto of the FCC plan, said Commissioner Rosel H. Hyde has told a congressional committee that the chairman or anybody else who can delegate FCC work can "control" the agency, simply because he soon learns the political leanings and predilections of members and commission employes and can make selections accordingly. Commissioner Robert T. Bartley, the congressman said, told the House Government Operations Committee that the White House, under the Kennedy plan, could impose its will on any FCC member simply by making his job a "political Siberia" if he doesn't go along.

Commissioner Robert E. Lee several weeks ago said in a speech (BROADCASTING, May 8) that he objects to recommendations by the FCC review staff on agency decisions in controversial cases. Just the facts are all he wants, he said.



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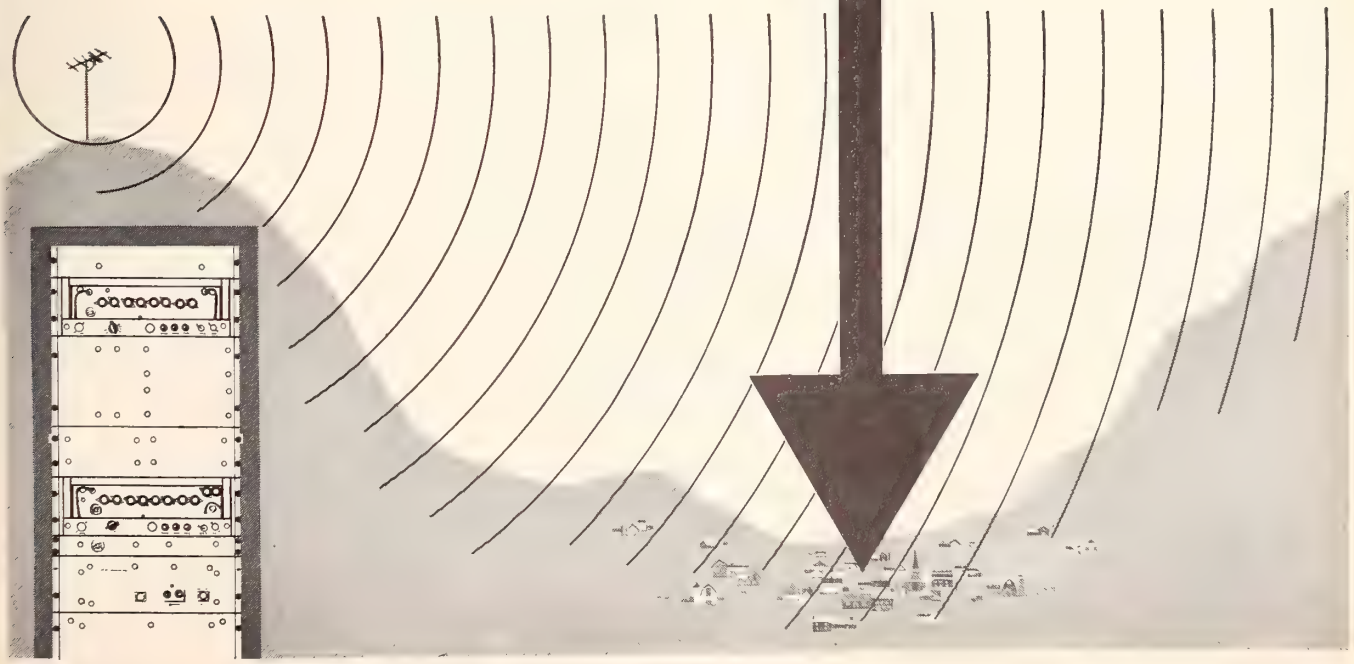
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The FCC will be reorganized—but under what plan?

The shape of the FCC to come received a going over last week on Capitol Hill—and will be considered again by Congress next week.

Pending are two bills to reorganize the FCC. One is HR-7333, introduced by Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee. The other is S-2034, introduced by Sen. John O. Pastore (D-R.I.), chairman of the Senate Commerce Communications Subcommittee, at the FCC's behest.

Last week Mr. Harris heard the FCC and others testify on his bill. On June 28, Sen. Pastore will preside over a hearing on his bill.

Based on testimony of witnesses before Mr. Harris last week, almost everyone favors the Senate bill over the House bill—particularly in one important respect:

The Senate bill makes mandatory a review of an examiner's or staff's initial decision, while the House bill guarantees a review only if three commissioners vote to do so. The Senate version provides that this review could be by a panel or board in lieu of the full commission.

In most other details, both bills are identical; they permit the commission to delegate more authority to the staff or boards of commissioners. Both bills protect the right of the full commission to determine whether a case should be heard by a board or panel, and to determine who this board or panel should be.

The congressional actions on FCC reorganization stem from President Kennedy's Reorganization Plan No. 2 which was vetoed by the House of Representatives last Thursday (see page 64), although White House reorganization plans for the Federal Trade Commission, Civil Aeronautics Board and the Securities & Exchange Commission were supported.

The most significant single proposal in the President's plan that aroused opposition by both Congress and broadcasters was the authority to be vested in the chairman. It was proposed to give him the power to assign delegated cases to commissioners as well as to the staff.

Also receiving strong objections were provisions which proposed to change basic items in the Communications Act involving the rights of applicants.

Both presently pending bills circumvent the objections by circumscribing the power of the chairman, and making substantive changes through legislation.

FCC Split ▪ At the hearing last week before Rep. Harris, the FCC was split 5-2 over whether they prefer their own bill or Mr. Harris'. The five (Commissioners Rosel H. Hyde, Robert T. Bartley, Frederick W. Ford, Robert E. Lee and T. A. M. Craven) favored the Senate bill. Preferring the House bill were Chairman Newton N. Minow and Commissioner John S. Cross.

The FCC opposition to the Harris bill was directed primarily at its abolition of the right to mandatory review and its authority for the chairman to delegate staff functions, now resting with the entire commission.

Mr. Minow said he favored the House bill particularly because it places the matter of review at the discretion of the commission. Commissioner Cross, pointing out he had been in favor of the President's reorganization plan, declared that the Harris bill is more nearly parrallel to the White House plan.

All commissioners agreed, however, that reorganization of the commission is "almost indispensable."

FCBA Likes Senate Bill ▪ Testifying for the Federal Communications Bar Assn., Robert M. Booth Jr., president of the organization, asked that the right of review be made mandatory. He said the FCBA agrees with other provisions but is opposed completely to changes which would permit the commission to consult with key employes. At the present time, the FCC is prohibited from talking over any hearing case with its general counsel or its chief engineer. Mr. Booth said that this opposition was not unanimously agreed upon by the association's executive committee.

Mr. Booth acknowledged that the FCC-sponsored Senate bill more nearly reflects the FCBA attitude.

A proposal that an administrator be appointed as an officer of the FCC to handle non-contested cases was made by Leonard H. Marks, Washington communications attorney and one-time assistant general counsel of the FCC. Mr. Marks suggested that the administrator be appointed by the President, with the advice and consent of the Senate, and that he be authorized to handle all routine cases. This would leave the commission free, Mr. Marks said, to handle contested applications and policy matters.

Support for the Senate bill also was given by NAB. In a letter to Rep. Harris and put into the record, NAB President LeRoy Collins said that S-2034 represents the FCC's consensus. "This is the agency most affected," he said, "and its members should be most knowledgeable of its procedural needs. In our view it presents a workable and acceptable plan."

CBS told Mr. Harris that it went along with most of the proposals in his bill, but suggested various changes in those provisions dealing with the right to file exceptions to an initial decision or order and the right that these be reviewed—not necessarily, however, by the full commission. The CBS comment was signed by Thomas K. Fisher and Leon R. Brooks, vice president-general counsel, and assistant general attorney, respectively.

Mandatory Review ▪ The right of an applicant to oral argument before the Commission, or at least the right to argue before the FCC in behalf of a petition for review, should be maintained, Lauren A. Colby, Washington communications lawyer, told the House committee in a statement filed for the record.

At the very start of the hearing, Dean James M. Landis, White House regulatory aide, told the committee that review of orders decided by lower echelon panels should be left to the discretion of the commission and not made mandatory. He stressed he was opposed to having an intermediate step put between the examiner and the commission to hear reviews. He also urged that the bill specify that FCC employes have the right to discuss cases with the commission, unless they participated in the matter under consideration.

vehemently against the other three agency-reorganization plans—and for what they said was the same reason—that they would make each subject regulatory agency a "one-man commission" directly under the thumb of the President. The basic rights of litigants should not be disposed of "forever" by a mere hearing examiner, Rep. Springer added.

Some Republicans took advantage of the debate to take swipes at the Kennedy administration. Rep. H. R. Gross (R-Iowa) called the four agency plans a White House "power grab." Rep. Clare E. Hoffman (R-Mich.) echoed

Government section continues on page 87



Balanced economy makes Chicago great

WITH ANNUAL $17 BILLION TO SPEND, CITY LOATH TO YIELD NO. 2 SPOT

Stand quietly a few moments on the 39th floor of Chicago's Prudential Bldg. and let the luxury of the brand-new, million-dollar Mid-America Club soak slowly up around your shoes.

It's perhaps the best environment current by which to adjust your concept of Chicago in mid-1961. To sense more accurately the expanding depth and breadth of the sturdy economic growth that has been traditional of the nation's No. 2 market—where almost 6.9 million people this year will have some $17 billion to spend and probably will spend nearly $9.5 billion of it in the retail market.

Here in the Mid-America Club's exclusive half-acre of dining rooms, bar and promenades you find the business leaders of the Midwest who daily measure Chicago's great diversified, balanced economy of industry, commerce, distribution, packaging, research, advertising and communications. They measure a market whose gross annual product may be compared with the gross national product of an entire nation like Italy. Where 15,000 firms this year will pour $6 billion into payrolls and their output of goods will be some $21 billion in value. Where $1 billion has been spent in the last three years for new commercial construction alone.

They talk in terms of "biggest" and "as big as" or an occasional "next to New York as big as" and they have the balance sheets at hand to back them up. You can quickly tell why.

Ocean-Going Ships ▪ Look eastward, out over the broad sweep of Lake Michigan. See the cargo ships from Europe, fresh out of the St. Lawrence Seaway, heading into the world's greatest inland port. And above, the big jet turning for its approach to O'Hare, the world's largest airport that soon will surpass Chicago's Midway as the world's busiest too.

Just below at Randolph St. and Lake Shore Drive you can see where work will start soon on the $250 million hotel-apartment complex that will spur even more the downtown area's boom in adjacent living-working accommodations. The development will go up over the tracks of the Illinois Central. Look at the rails spurting south below the lake-front parks. Shining sinews that tell you Chicago is the nation's rail center (and its trucking capital too).

The private plane you see close by is gliding down to Meigs Field just to the south—there, where the helicopter is "spidering" upward for its five-minute shuttle of a dozen passengers to Midway. The small-craft fleet bobbing in the yacht harbor shows Chicagoans are quite willing and able to make substantial investments for their brief season of summer leisure on the lake.

Just west of Meigs across the boat channel is McCormick Place, the new $35-million exposition center that's already booked for trade shows up to 1970 and is the best site for the 1964 Democratic Convention if the party's

BALANCED ECONOMY MAKES CHICAGO GREAT continued

Jake Arvey has his way. That's where the auto and flower shows broke all big records this spring. Some 20,000 stockholders of AT&T sat down for lunch there in April with company officials. When they finished eating they walked to the other end of the same hall and sat down again in new chairs for the AT&T annual meeting. It was the phone company's biggest.

Mills in the Distance ▪ The smoke on the horizon? The big steel mills at East Chicago and Gary. Bigger than Pittsburgh. They're firing up more now to meet new demand, a real sign of recovery from the recent recession.

Follow Michigan Ave. south and you run into the interstate tollroads. You can drive to New York without a stoplight. Lake Calumet Harbor is south there too. You can ship by modern fast barge through the Cal-Sag Canal to the Mississippi and New Orleans. The stockyards? Still going strong even though Armour, Swift and Wilson moved their packing operations west. The yards still are the biggest market in the country for shipping, buying and selling live animals. Three-fourths of all cattle shipped live for slaughter go through the yards for the East where hundreds of smaller packers have replaced the few big names. Over 45% of the hogs and 50% of the lambs move east from there too.

Fabulous Loop ▪ Now look west out over the Loop. State St. and retail's fabulous Marshall Field, now getting its black and sooty face scrubbed by sandblasters. The deep caverns of LaSalle St., the Midwest's Wall St., topped by the huge Board of Trade Bldg., the world's biggest grain futures market. The Midwest Stock Exchange is the country's second. So is the Mercantile Exchange commodity futures market (butter, eggs) on nearby Franklin St. And the South Water Market is the world's largest produce market where every day nearly 300 varieties of fruits and vegetables arrive from all 50 states and a dozen foreign countries.

Notice the growing number of big holes where old buildings are being torn out and shiny new glass and steel skyscrapers are going up. The holes will grow when the first phase of the proposed $1.5 billion 22-year Chicago Plan for redevelopment of the Loop gets underway. The several-block federal-civic complex will be first, followed by a massive combined transportation center and other vast renewal projects.

There's the Merchandise Mart at the north end of the Loop, just across the Chicago River. It's the world's greatest wholesale buying center and the biggest building outside the Pentagon. The view is blocked from here, but east of the Mart, next to the new Chicago *Sun-Times* and *Daily-News* plant along the river is the gaping excavation where the $36-million Marina City will rise in twin circular towers of apartments and related facilities. The rentals are selling fast and the foundation isn't even finished yet.

Biggest in Marble ▪ Notice this side of the Mart, next to the Pure Oil Bldg. at Wacker Drive and State St., there's the new $22 million 41-story United of America Bldg. When it's finished it will be the world's biggest marble office building.

Young & Rubicam will be the first to move in this fall with a 20-year lease on the 16th and 17th floors. Aubrey, Finlay, Marley & Hodgson takes the 14th and half of the 13th next February. Two moves that will remind you that Chicago advertising agencies this year will spend more money for advertising in radio-tv and other media than agencies in any other market except New York.

Turn your eyes north now. Up Michigan Ave.'s "Magnificent Mile" of swank shops where you can buy a $7,500 imported tablecloth or some slight bauble of jewelry. Michigan is double-decked, you know, with all commercial vehicles and parking below. Topside the scene is changing.

Just past the Tribune Tower the Sheraton-Chicago is the new name for the $10 million face-lifting and expansion of the former Sheraton Towers. And a little bit more down the avenue John Blair & Co. is setting architectural style with its new glass and metal building. Post & Morr, successor to the former Gordon Best Co., has taken over an entire newly-remodeled floor of the Palmolive Bldg.

Luxurious Living ▪ If you go north along Lake Shore Drive you'll see one of the biggest booms in luxury apartment building in the country. West of the drive the near north side is sharing the renewal and the old Victorian mansions are tumbling to progress. A private firm has bid nearly $40 million to

The Chicago stockyards are still going strong, shipping, buying and selling more live animals than any other in the nation although the big three—Armour, Swift and Wilson—have moved their packing operations further west.





Downtown Chicago, looking eastward along the Chicago River, toward Lake Michigan. The river allows shipping to come into the heart of the city. It is world famous as the "river that flows backwards."

rebuild 20 acres of slums into modest rental apartments too.

With these close-in changes in mind, let your imagination sweep the suburban horizon from north to south, out the new expressways, out the multiple commuter train routes, out to once-rural communities that are mushrooming in population, housing and new industry and you can begin to get a grasp of the market impact of Chicago 1961.

Time for lunch? Wander over to the cocktail patio first while club manager Charles R. Bangs checks the menu. He came to head up the Mid-America staff from Maxim's in Miami Beach. As you go, keep your eye peeled and you may be able to invite several of the club's sponsor-members to join you—market decision-makers like Leo Burnett, Fairfax Cone or Maurice H. Needham.

Who's on second? Chicago or Los Angeles?

Los Angeles' claim that it has passed up Chicago as the nation's second market is a subject not to be discussed lightly with midwesterners like Thomas H. Coulter or Dr. Steuart Henderson Britt. Both will stoutly deny Chicago has been left behind, at least not yet, although Los Angeles probably will win the population race sometime long before the end of the decade.

Tom Coulter is chief executive officer of the Chicago Assn. of Commerce and Industry. Dr. Britt is professor of marketing at Northwestern U. and editor of the *Journal of Marketing* of the American Marketing Assn. He also is author of *The Spenders,* a new book that defends advertising and answers Vance Packard and associates.

Both feel their arguments have logic if you consider Chicago's traditional metropolitan area before it was hacked into two pieces by statisticians in the 1960 Census of the U.S. for reporting purposes. They contend that the splintering off of the East Chicago-Hammond-Gary portion into a separate metropolitan statistical area doesn't mean that all of these people and industries have suddenly stopped being an integral, economically inter-related portion of the metropolitan Chicago area.

The 1960 census tops its population-by-area measurement with only two markets it considers big enough to be called "standard consolidated areas." The first is New York, including northeastern New Jersey, with 14.7 million people. The second is Chicago, including northwestern Indiana, with not quite 6.8 million, but with a clear 51,765 margin over Los Angeles.

So how does Los Angeles claim to beat Chicago? By measuring its census-defined Standard Metropolitan Statistical Area (Los Angeles-Long Beach) with the remaining splinter of Chicago that the 1960 census now calls the Chicago SMSA.

Mr. Coulter insists that the "consolidated area" is the true designation of the "metropolitan area" of Chicago and will so continue.

The argument will be settled for good in 1970. Estimates: Los Angeles, 9 million; Chicago 8.1 million.

The table explains the present argument between the cities:

	Standard Metro. Statistical Area of Los Angeles-Long Beach	Standard Metro. Statistical Area of Chicago	Standard Consolidated Area of Chicago Including N.W. Indiana
1960 population	6,742,696	6,220,913	6,794,461
Land area (sq. mi.)	4,853	3,714	4,653
Counties	Two	Six	Eight

Transportation—city's secret weapon

ST. LAWRENCE SEAWAY ADDED PLUS FOR RAIL, TRUCK, AIR CENTER

What has the St. Lawrence Seaway done for Chicago? Considering the expected potential, not very much yet.

But it will, midwest shipping experts contend, and 1961 will be the year to watch. So far the first two years for the $471 million seaway have been a period of trial-and-error as big ocean vessels adjust to the operation shifts, of dock strikes, of depressed world trade and of the recession in the U.S.

In the long run the seaway gives Chicago access to 90% of the world's shipping and transforms the Port of Chicago into the biggest inland port, or at least it will be once the extensive capital improvements now underway at the port are completed and the export-import traffic volume hits its stride. It means opportunity for Chicago for greater and more economical purchase of the world's raw materials (crude rubber, for instance, began arriving last year for the first time) as well as opportunity for more profitable exporting of finished goods and grain.

Add the seaway prospects to Chicago's jet-age commercial air transportation potential and its traditional role as the rail and trucking center of the nation and you understand how this market can claim that "more people and more tons of freight can be transported to the rest of the nation from Chicago in less time, at less cost and with fewer transfers than from any other city in the nation."

World Shipping ▪ The seaway will bring the ships of three dozen major lines from around the world to Chicago ports in 1961. A typical arrival-departure schedule for any day in early June would list something like 50 ships with names you couldn't pronounce from continental ports, the United Kingdom, Mediterranean, Scandinavian and Baltic ports, the Red Sea, Persian Gulf and Asia as well as the Philippines, Japan and Hong Kong.

Chicago is near the U.S. center of population (the mid-point moved 47 miles west and 12.5 miles south in the 1960 Census to a point near Centralia) and similarly close to the country's center of industry and center of agriculture. These are among the factors which in earlier years led to Chicago's becoming the catalog mail order capital. Sears, Ward, Alden and Spiegel's plus 200 other mail order firms last year did a $5.1 billion volume, 93% of the mail order industry total. Express shipments from Chicago represent 12% of the national total and more parcel post is handled there than in any other place. Twenty trunk line railroads and over 500 common carrier truckers converge on Chicago. The Cal-Sag Canal links Chicago with the inland Mississippi system for barge shipments to the Gulf.

New Workers ▪ The St. Lawrence Seaway by 1965 will be directly responsible for the addition of 38,000 new workers to the payrolls of Chicago industry, according to a study by three U. of Chicago professors, Drs. Joseph A. Russell, Jerome D. Fellman and Howard G. Roepke. Their study also has found that of nearly 100 Chicago industries considered in detail, "one-quarter will be measurably benefited by the seaway; very few will be harmed" and the rest will continue as usual.

In a separate report, Dr. Roepke notes that freight rates from the Midwest to Europe have already been cut 10 to 40% depending on the type of cargo and that this new seaway competition has forced competitive reductions by truck and rail shippers to the East. Dr. Roepke estimates that public and private groups will have to invest at least $1 billion in port improvements all through the lakes if the full impact of the seaway is to be realized.

Other shipping economists estimate that $20 is added to the Chicago market by every ton of general merchandise cargo handled at the port. Volume in this category for 1961 will hit one million tons, they estimate, which does not include higher volume categories such as grain.

Accommodates Big Vessels ▪ Prior to the opening of the seaway in 1959, the old St. Lawrence system included a series of 23 locks and canals which had forced Canadian and American shippers to design a special ship called the "Canaller." These were 256 ft. long with a beam of 43.5 ft. and a draft of only 14 ft. Their cargo capacity is but 2,000 tons and presently they are in use on the Great Lakes carrying grain and newsprint. The new seaway passes ships up to 750 ft. in length with 75 ft. beam, draft of 27 ft. and cargo capacity of about 26,000 tons. The full draft cannot be used until 1962, though, when deepening of connecting channels between the lakes is completed.

Strikes a Problem ▪ Overseas shipping at Chicago really isn't as new as many think. Foreign ships that were small enough to navigate the old St. Lawrence system began calling at the Port of Chicago in 1931, chiefly the Swedish Fjell Line. Until 1959 foreign shipping growth at Chicago was modest. But in 1959 with the opening of

World shipping brings its cargoes to Chicago's Calumet Harbor where a $45-million expansion program is currently in progress.





It takes WIND to blow up a storm in Chicago

WIND is Chicago's number one radio station. WIND gains the highest ratings...wins the largest audiences...attracts the most adults. It's simple. To blow up a storm in Chicago...it takes **WIND**

Represented by AM Radio Sales
Westinghouse Broadcasting Co.

the seaway it suddenly more than doubled to a volume of 389,200 tons import and 413,500 tons export. When the first ship cracked through the ice last year and arrived at Chicago on April 26 optimism soared for the year's prospects, but ensuing strikes of longshoremen and grain handlers changed the picture. Overseas freight traffic at Chicago for 1960 as a result rounded out at 295,100 tons import and 470,100 tons export. Passengers for foreign ports totaled 502 last year. Total tonnage of all shipping at Chicago ports in 1960 hit 42.9 million tons with the Cal-Sag Canal traffic increasing to 7.25 million tons in 1960 over 1959's 6.1 million tons.

Some of the shipping firms are putting luxury freighter-passenger vessels into operation through the seaway, anticipating growth in both categories. The Oranje-Fjell Line, for instance, has a 60-passenger cargo ship now calling at Chicago and Moore-McCormick last year put into service the *SS Mormacpride*, built especially for the seaway trade. It's a delux air-conditioned ship that includes a swimming pool for its dozen passengers. A Dutch vessel has deluxe accommodations for 110.

Opening of the shipping season or the arrival of a new line's vessel or a ship from a new country all call for big celebrations, fireworks and champagne parties at the official level in Chicago. But it isn't all parties and profits. The season closed Nov. 27 last year as the Liberian ship *MV Francisco Marazon* departed to crack through the growing ice. The ship never made salt water. She ran aground near Frankfort, Mich., and was abandoned by the underwriters as a complete loss.

Harbor Expanded ▪ In anticipation of the increased shipping, the Port of Chicago is engaged in a $45-million expansion program at Lake Calumet Harbor, including new dock and storage facilities, back-up warehouses and a 10-million-bushel grain elevator. Channel dredging is underway and the Cal-Sag channel is being enlarged. Improvements at Navy Pier have been completed for another $2 million. Private industry is pouring capital investment into its port facilities. The big grain handler, Cargill Inc., has installed new facilities by its 23-million-bushel grain elevator at Calumet and Union Tank Car Co. has started digging for installation of its new $17.5-million tank terminal that will transfer 200 million gallons of fluids between ships, trains, trucks and barges at one time.

Despite local political pressure, Indiana will add an $80-million man-made seaport to the Chicago port district soon. The site is at Burn's Ditch on the shore of Porter County between the properties of Midwest Steel and Bethlehem Steel. Opponents who fought the plans wanted the area devoted to parks.

While the St. Lawrence Seaway has captured the public interest and attention in Chicago, the other basic transportation media have continued to quietly make records of their own. At O'Hare International Airport, for example, the world's largest airport, jet operations now are topping the 200 mark daily. Chicago's Midway has held the world operations record (and it's safety record too) for several years, but O'Hare is challenging that. With the lesser traffic volume from downtown Meigs Field added in, Chicago air passengers last year totaled 13 million, up from 1959's 12.5 million despite the slump.

O'Hare Busy ▪ Even though the $135 million jet facility expansion of O'Hare is still in progress, O'Hare had its first full year of jet operation in 1960 and the impact is impressive. O'Hare handled 5.7 million passengers last year as against 2.15 million in 1959 and 0.17 million in 1950. Midway last year slumped to 7 million from its 1959 high of 10 million (1950 3.8 million), but still was the top airport in the nation in the number of plane operations handled (376,168). Los Angeles International ranked seventh last year with 289,026 with New York's Idlewild eighth with 274,634. Tamiami (Fla.) and Miami International ranked second and third, each topping 321,000 and Washington, D.C., was fourth with 316,597 operations. Meigs came in 91st.

Unlike other places in the U.S., the railroad picture in Chicago is a bright spot, the May 25 "NBC White Paper" on NBC-TV discovered. The rail center of the nation also enjoys a good commuter service to the suburbs in all directions, augmenting Chicago's cen-

Fair weather ahead, Chicago bankers predict

Chicago's billion-dollar bankers (and its million-dollar ones too) don't need crystal balls to predict the future in the marketplace. They watch the ebb and flow of daily transactions that last year totaled $66.5 billion in bank clearings (1959 $65.2 billion). Their economic weather forecast: a few scattered clouds, but generally fair and warmer.

This conservative LaSalle St. optimism is bolstered by federal findings. The Office of Business Economics of the U. S. Dept. of Commerce kicked off its May issue of *Survey of Current Business* with the report: "Business activity in April showed clear signs of recovery from the mid-winter low."

The Federal Reserve Bank of Chicago in its May issue of *Business Conditions* observed: "Virtually all measures of general activity indicate that the recent decline was the mildest of the postwar period." Elsewhere it said: "In the aggregate, the durable goods industries, which played a major role in the recession, are expanding production. Because of the importance of these lines in the Midwest, the area can be expected to share more than proportionately in any general recovery."

The First National Bank of Chicago, which with its $3.1 billion in assets ($2.8 billion deposits) is the largest bank in the world under one roof, found the outlook generally promising at its May conference on financial management in business. Its expert on consumer finances reported personal income had reached an all-time high in April and that consumer income after taxes last year hit a record $354 billion, almost 5% above 1959.

Northern Trust Co., Chicago's second biggest state bank, in its May issue of *Business Comment* took note of the fact that business sentiment has remained confident despite the poor earnings of the first quarter when the "moderate" recession hit its low. It also pointed to steel's 25% increase in output.

Exchange National Bank's current forecast sees record industrial production in 1961, plus increased personal and government spending.

Bell Savings and Loan reports suburban apartment building volume in April at the highest point since it began measuring trends in 1932.

And how about Chicago's unique financial institution known as the currency exchange, the little neighborhood "banks" that not only cash checks for a fee but also issue money orders, collect traffic fines and issue auto licenses among sundry other services? Business is booming, they say, to the tune of some $1.5 billion a year gross.

Recognized Leadership in Chicago Radio

In the first four months of 1961, WBBM quality radio has received seven major national, regional and local awards in the fields of news, sports, special events and editorial programming in the local public interest. That's just one of the reasons why . . . there's only one.

LIVE showmanship



LIVE salesmanship

WBBM RADIO

CBS IN CHICAGO
CHICAGO'S SHOWMANSHIP STATION

tral area complex of subway, bus and "L" facilities. One of Chicago's six commuter lines, the old Chicago, Aurora & Elgin, died a couple of years ago and currently the Chicago, North Shore & Milwaukee is fighting for its life (train crews have volunteered pay cuts and commuters have volunteered fare hikes, but the line is a subsidiary of Susquehanna Corp., a holding company, and is worth more dead than alive as a tax credit).

But the others are doing pretty well, especially the Chicago & North Western which is making a $40 million investment to modernize its commuter trains. North Western's bold new planning is being watched closely.

The Milwaukee Road is also doing the same to the tune of $7 million and both lines are building new suburban stations to replace the traditional delapidated structures most train riders are used to. Last month the Milwaukee Road also acquired 750 new roller-bearing freight cars worth $7.5 million.

Improvement Noted ▪ The results? Milwaukee Road's board chairman, Leo T. Crowley, said 1961 should be a better year than 1960 for the company's entire operation. He added that improved building industry forecasts should also mean extra long-haul traffic of lumber and forest products from the West Coast. Another bright prospect is a plan by a Seattle businessman, Beamon C. Heath, to cut Chicago-Alaska shipping time and costs by using railroad lines through Canada. 7,000 new Chicago jobs would result.

Piggy-backing of truck trailers on flatcars (called TOFC in the trade, "trailer-on-flatcar") is bringing the two major transportation competitors closer together in the Chicago market as elsewhere. But truckers on their own are growing stronger in Chicago too; already the No. 1 truck city. Over 500 long-haul common-carrier truck lines operate in the market and many of these are mammoth nationwide systems. Annual tonnage far exceeds even that of New York. One of every six people in Illinois works for the trucking industry (excluding farm trucks), according to the Central Motor Freight Assn. Great trucking terminals have been developed in the Chicago area, the newest of which will be a $40-million freight interchange at suburban Bridgeview that, when completed in 1962, will be able to handle 50-million pounds of freight on an average day and 85-million pounds on peak days. It will be partly automated.

Los Angeles may have freeways to speed its 3-million autos from here to there but Chicago has its express ways and these big arteries are speeding 2.1 million cars in and out of the city and speeding industrial and residential growth on the entire suburban perimeter. Some $152 million more of expressway projects are still under construction and in 1962 a new southwest route will join the older Congress Expressway that runs west and the Northwest and Eden links running northwest and north. The Better Highway Foundation in Washington estimates that the Northwest Expressway alone saves 50 lives a year and saves commuters a total of 60,000 hours of travel time and $65,000 in car expenses each day.

In the downtown area Gov. Otto Kerner of Illinois last month opened the multi-million dollar Ohio-Ontario exchange link between Michigan Ave. and the expressway system. More than 50,000 cars daily have gained easy access to the Magnificent Mile and merchants throughout the entire north side are beaming with anticipation of business gains. The Illinois State Toll Highway Commission last year reported significant gains too. The Chicago Skyway over the city's industrial area carries inter-state motorists to the Indiana toll road system and east. You can now drive from Chicago to Manhattan without a stoplight.

Diversified industry basis of strength

AUTOMATION MAKING MANY OF ITS GIANT PLANTS MORE EFFICIENT

Diversity, depth and automation.

These are the keys to the industrial might of the Chicago market half-way through 1961. They are opening the doors for new capital expansion, increased production and higher efficiency.

Manufacturing activity in the area shows positive response to the national upturn in steel, auto production and sales, construction and the other basic barometers. Like the rest of America, the slump "bottomed out" in Chicago the first part of the year in the eyes of local economists and now is the time for rolling up sleeves and going to work to produce more, sell more and earn more.

Chicago is the very antipode of the typical one-industry town. Broad economic balance is its great market strength and the reason why it can weather the slumps and bumps better than most any other metropolitan area. It has a wide range of manufacturing industries each of which has a depth of production capacity and capital resource that in some cases is equal to that of an entire foreign nation in that category.

Steel's Number One ▪ The Chicago market leads all other metropolitan areas of the U.S. in the production of steel (equal to that of Great Britain last year and more than Japan). It is first in machinery (non-electrical), first in fabricated metal products and first in commercial job printing (New York leads in book and publication printing).

Chicago is second in food and related products, second in electrical machinery (first in the world in manufacture of telephone gear) and second in the respective industrial categories of chemicals: stone, clay and glass products, and furniture and fixtures. The market ranks third in production of professional and scientific instruments, paper and allied products and petroleum and coal products.

Collectively they signify that value added to manufacture this year in Chicago will top some $9.5 billion and that 15,000 factories will send employes home with paychecks hitting an estimated total of $6 billion. Investments for new Chicago area industrial development in April totaled $29 million, more than double that of April 1960. New commercial building investments made in Chicago during the past three year period now have hit the $1 billion mark.

What are the local growth prospects for Chicago's biggest industry—steel—the basic barometer of what all other major industries in the area are doing (and the one that all other industries watch most closely)?

Expanding Mills ▪ "Extremely promising," said Edward C. Logelin, vice president-Chicago for giant U. S. Steel Corp. He noted that mills in the Chicago-Gary complex "are continuing to expand their steelmaking capacities . . . solid evidence of the companies' faith in the future of the midwest market" and despite temporary swings in the steel operating rate "these companies have gone ahead with a tremendous program of modernization and replacement of existing facilities."

He cited the ultra-modern structural steel producing mill (punch-card controlled) at his company's South Chicago Works as an example of the type of new installation that will guarantee Chicago's position as a major steel center. Other advantages of the market, he said, are a plentiful labor supply, excellent transportation, easy access to raw materials, access to the Atlantic Ocean via the



America's favorite TV

brings you the finest picture in television!

Again Zenith sets the standard of quality! New Service-Saver Chassis delivers TV's most dependable performance. New Gold Video Guard Tuner delivers TV's purest picture.

Now, TV that stays picture-perfect! Zenith's new Gold Video Guard Tuner *locks in* a stronger, purer picture—*locks out* picture drift and interference. New contact points of 16-carat gold deliver maximum performance—even in far-out fringe areas—without constant re-tuning. Simply tune each channel once; your picture *stays* sharp and clear!

Zenith television saves you money! No printed circuits are allowed in Zenith's new Service-Saver Chassis. It is completely wired and soldered by hand for greater reliability—saves you trouble and money. This costlier handcrafted construction means better performance every day, greater dependability over the years, and fewer service headaches.



TV you tune from across the room! Exclusive Zenith Space Command® remote control lets you change channels, adjust volume, turn TV on and off. Above, the Zenith Halden, Model G3360, in walnut veneers and solids, $495*; in ebony color, $525*. Zenith Quality TV starts as low as $169.95*.

ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS. IN CANADA: ZENITH RADIO CORPORATION OF CANADA, LTD., TORONTO, ONT. The Royalty of television, stereophonic high fidelity instruments, phonographs, radios and hearing aids. 42 years of leadership in radionics exclusively.
Manufacturer's suggested retail price. Slightly higher in the Southwest and West Coast. Prices and specifications subject to change without notice.

ZENITH

The quality goes in before the name goes on

The "color house" that quality



Television studio control room.



Radio studio. Show in progress.

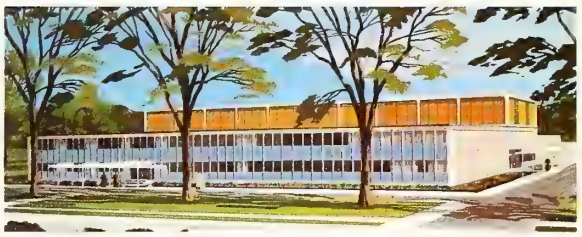


Sales reception room.

and integrity built



Color studio. Show rehearsal.



The WGN Mid-America Broadcast Center

finest in the nation

The only broadcasting center conceived, designed and built for color—WGN's new, ultra-modern studios offer clients a total service. There are three complete color studios, containing every facility for the production of color programs, from ID commercials to hour-long musicals. And a mobile, remote-color-unit covers any news break, sports event or other program in any part of Chicago or its suburbs. WGN's remote color facility is one of only two in the entire country!

In addition to color . . . the exciting WGN Broadcast Center is the finest, best equipped broadcast plant in the land. Its facilities—including a turntable stage for automobile commercials—are unparalleled anywhere in radio and television, in audio and video taping and in all other related services.

Owned and operated by Chicagoans, this great new WGN "color house" is dedicated to rendering greater service to all Chicagoland—to advertisers, and to their agencies.

WGN Radio and Television

2501 Bradley Place, Chicago 18, Illinois

DIVERSIFIED INDUSTRY BASIS OF STRENGTH continued

St. Lawrence Seaway and most important of all proximity to the largest steel producing markets.

Chicago's own consumption of steel in its present rebuilding and new building boom is a factor. U. S. Steel Corp. and its divisions such as American Bridge were much involved in construction of McCormick Place and presently in the new United of America Bldg.

The Chicago area has three of the nation's five largest steel mills. U. S. Steel Corp.'s Gary plant is second only to the company's plant at Sparrows Point, Md. Its South Chicago Works ranks No. 5. Inland Steel Co.'s plant at East Chicago is third in the U. S. and the company has spent several hundred million dollars on this facility in the last five years. Inland employs 23,000 people in the Chicago market with a payroll of almost $150 million. It is the only steel major to headquarter in Chicago.

Youngstown Growing ▪ Youngstown Sheet and Tube Co. also is expanding continuously at its Chicago facilities and its new Indiana Harbor cold reduction mill is now rolling tinning steel at a 70-mph rate, delivering coils 46-in. wide, 80-in. diameter and weighing 30 tons apiece. National Steel Corp.'s Midwest Steel has a new plant in partial operation and subsidiary Great Lakes Steel in August expects to complete its new automated "mill-of-the-future."

Reynolds Metals Co.'s aluminum sheet and plate mill at McCook, Ill., is one of the world's largest and employs over 2,700 with a payroll of $18 million. Reynolds puts another $6 million into the Chicago market in the purchase of supplies and services.

Another typical major manufacturer on the Chicago scene is Union Tank Car Co. which headquarters there and has jumped its annual sales from $34 million to $115 million in five years. Union is spending $9 million to turn its Phoenix Mfg. Co. rolling mill at Joliet, Ill., into a steel producer too.

International Harvester Co., at its last count in 1959, was pouring $310 million into the Chicago market annually in wages and in purchase of goods and services but with the closing and sale of its old McCormick works to the Santa Fe Railroad this will be less this year. International Harvester manufactures about 1,150 different models of machines and 236,000 parts, is continuing diversification and last fall entered the family auto field with its Scout line of cars.

Tractor Supply Co., according to Board Chairman C. E. Schmidt, anticipates sales gains over last year. Fairbanks, Morse & Co., which makes diesel locomotives, scales, pumps and closed-circuit tv systems among other things, has a $26-million order backlog. President Tom Lanphier Jr. said. Orders for new railroad car components picked up faster in May than any month since last fall, according to Joseph B. Lanterman, president of American Steel Founderies.

Packers Headquarters ▪ Although the big names in meat packing no longer pack in Chicago except for local consumption, they still headquarter there and have major research centers there. The exodus was due to obsolete plants and automation. Swift & Co. still employs 5,000 people in Chicago and soon will move its general offices from the stockyard area into a new modern building in the Loop. President E. W. Wilson of Armour & Co. indicated that diversification and his company's new industrial chemical plant at McCook indicate the pioneer meat packer may soon end up selling more to industry than to consumers. Other majors there include Oscar Mayer, John Morrell and Wilson.

Chicago's candy industry produced 1 billion pounds last year, one-third of the U. S. total, and employed over 25,000 in the market. Product value: $300 million. Among the big names: Brach, Bunte, Cracker Jack, Curtiss, Mars and Reed.

Sweet—and pretty too. Chicago is a major cosmetic center headquartering such well-known firms as The Toni Co., Alberto-Culver, Helene Curtis Industries, Maybelline Co. and Allen B. Wrisley Co.

Other big names in the consumer food-product field that headquarter in Chicago include Kraft Foods, Libby, McNeill & Libby, Quaker Oats, National Tea, Kroger (opening 10 more supermarkets in the area for a total of 72 there), Wrigley, Consolidated Foods, Derby Foods, Perkins-SOS Division of General Foods, Jewell Tea and Morton Salt.

Cans and Boxes Up ▪ Packaging is another major Chicago industry that is growing strongly too. International Paper Co.'s container division is building a major new facility at Northlake. And American Can Co., which has very extensive facilities in the area, has the industry's biggest plant at Hammond, Ind., for automated production of tin cans from coil steel. The firm employs over 5,300 in Chicago with payroll exceeding $34.1 million annually. Owens-Illinois has three operations in the market, its closure and plastics division and its Kimble Glass Co. and National Container Corp. subsidiaries. Long list of others includes Container Corp. of America, Continental Can Co., Rheem and Packaging Corp. of America.

Electronics in Chicago has been growing at an annual industry rate of about 10%, largely in "bread-and-butter" consumer lines, according to the National Electronics Conference, but the market early this year has been soft. Chicago's big three, Admiral, Motorola and Zenith, are optimistic about the second half of 1961. Their 1960 track records were mixed. Admiral suffered its first operating loss of any year, chiefly due to unusual military development costs, tooling and unprofitable appliance marketing. Motorola on the other hand



Armour Research Foundation of the Illinois Institute of Technology, in Chicago, studies laboratory animals in connection with experiments with ozone, food technology and many other biological projects.

enjoyed its biggest sales year. Motorola's first quarter this year was off considerably from the same 1960 period however. Zenith had its second best sales and earnings year in 1960, topped only by 1959. Zenith is leading producer of black-and-white tv sets, has high hopes for its new color line, to be introduced in the fall.

Other electrical goods giants in Chicago include Sunbeam, Hotpoint, Norge, Toastmaster, Webcor and the big telephone industry suppliers, Western Electric, ITT, Kellogg and General Telephone's Automatic Electric. The last firm has just consolidated 10 of its older plants in Chicago into a single new operation at Northlake.

Efficiency Increases ▪ Automation is increasing production efficiency in Chicago's petroleum refining and paint industries too. The market's big oil names include Cities Service, Clark, Pure, Sinclair, Socony, Texaco and the new giant, American (merger of former eastern American, midwestern Standard of Indiana and western Utah Refining). DuPont, Glidden and Sherwin-Williams are among the chief names in paint. In this field for example, a new one-man machine can produce enough paint in a week to supply the needs of a city the size of Springfield, Ill., for a full year.

As the commercial printing capital of the country, Chicago employs about 100,000 people with payroll topping $500 million and product worth some $1.5 billion. Last year was top. The city's big three are R. R. Donnelley & Sons, the world's largest printer; W. F. Hall Printing Co. and Cuneo Press. Donnelley prints 20 million books a year, including the *Encyclopaedia Britannica, Compton Encyclopedia* and *World Book* and telephone directories for some 1,000 cities. The company also prints big portions of *Time, Life, Fortune, National Geographic* and other periodicals plus Sears' catalogs. Hall prints Ward's catalogs and is considered first in the world in paperback pocket books.

Cuneo turns out two million textbooks a month plus extensive other color, roto and letterpress product. Cuneo recently developed magnetic inks for merchandising coupons, enabling faster sorter and tabulating of an annual volume estimated to exceed 100 billion pieces. In suburban Skokie is Rand, McNally & Co. which actually earns more from printing books, and tickets for railroads, buses and planes than from maps. Two major school textbook publishers are Row Peterson & Co. and Scott, Foresman & Co.

Chicago's Bell & Howell is busy in diversification moves, is going into the amateur color film market with duPont. Another major photographic equipment maker on the local scene is Revere Camera Co.

Clothing and Shoes ▪ Well-known names in apparel and shoes base in Chicago but serve a nation. These include Hart Schaffner & Marx, B. Kuppenheimer, A. Stein and Florsheim.

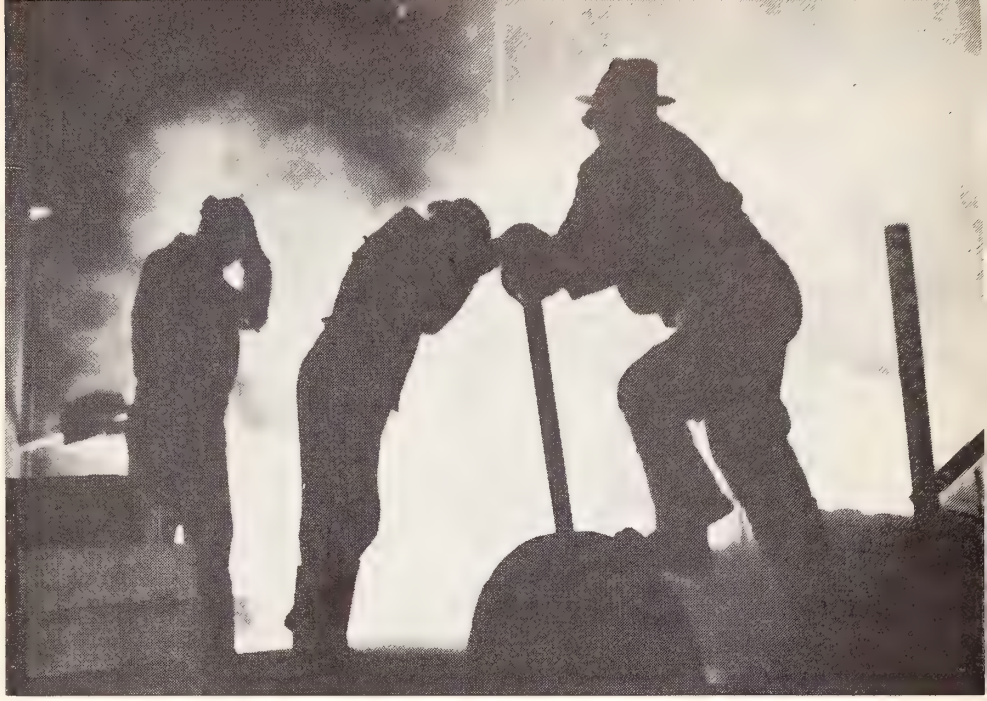
Like marketing research, scientific research pours payroll and profits into the Chicago market. Southwest of Chicago is the $100-million Argonne National Laboratory with an anual operating budget of $50 million and expanding about 10% yearly, Dr. Norman Hilberry, director, said. Other centers are at the U. of Chicago, which gave birth to the first nuclear chain reaction in 1942; Armour Research Foundation, with a new $2 million contract to study radio interference; Illinois Institute of Technology and Loyola. The U. of Illinois new $50-million Chicago center will be ready in 1964. Northwestern is planning to expand into fill area in Lake Michigan.

Over $225 million worth of expansion programs are underway at Chicago area medical institutions and hospitals, where one out of every five American physicians has studied. Of the commercial medical suppliers, Abbott Labs. is a world-wide empire that headquarters in North Chicago. Its scientists probe the biochemical mysteries of life and also produce medical products. Sales were up last year, new capital expansion in the U. S. and in a number of foreign countries is planned this year.

Center for Insurance ▪ Insurance is big business in Chicago, as the new marble skyscraper of the United Insurance Co. of America testifies. Another national leader in accident and health policies, Combined Insurance Co. of America, is giving Chicago's north side a boost with its new $1.75 million headquarters building that will double its staff and operations as part of a five-year growth plan.

Government is a major "industry" on the local scene. The City of Chicago, for example, is spending over $558 million this year for its multiple operations, including $148 million in capital improvement projects.

If the nation is not fully aware of the industrial might of the Chicago market now, it will be by the end of another year. The U. S. Chamber of Commerce has elected a new president. He is Richard Wagner, board chairman of Champlin Oil and Refining Co. Chicago's prosperity proved his too—from a start as a $5-a-week bank runner Mr. Wagner has advanced to a $70,000-a-year executive.



In this casting house of a blast furnace at Indiana Harbor a bottom pouring of molten iron is made from the furnace, silhouetting workers in the light from the stream of iron flowing in the sand channel along the floor.

Crime in Chicago

Chicago will offer no quarrel with Los Angeles over federal statistics which show that Los Angeles leads the nation in the ratio of major crime to population. But unfortunately, like all major cities, Chicago has its serious crime problems too and in four categories Chicago ranks No. 1. These are forcible rape, aggravated assault, burglary and auto theft. Both Federal and local authorities are giving renewed attention to the problems there however. Like it or not, gangsters still do big "business" in Chicago, an estimated $2 billion-worth each year.

Portrait of 6 announcers at work



Yes . . . six announcers—or as many announcers and other program personnel as you have on staff—all available from sign-on to sign-off with an absolute minimum of effort and expense. The secret is the AUTOMATIC TAPE CONTROL system shown above. It gives you maximum use of staff voices with only one man on duty. ATC records spots, programs, special effects, music . . . anything up to 31 minutes in length . . . on pre-set tape magazines. Staff members record while on duty. Then your operator simply slips the magazine into the playback slot, pushes a button and the message is on the air instantly. When the message is completed, the tape rewinds automatically, ready for a repeat performance or storage.

SPECIFICATIONS

Frequency Response, ±2 db from 70 to 12,000 cps, ±4 db from 50 to 15,000 cps; Signal-to-noise Ratio —55 db; Wow and Flutter—under 0.2% RMS. Available with either single or dual cueing tone system.

Complete automation now available with

NEW ATC 55

Newly developed unit permits playback of 55 consecutive magazines without resetting or reloading. Used in sets of two or more, ATC 55 can give you completely automated broadcasting.

made by broadcasters for broadcasters

AUTOMATIC ATC TAPE CONTROL

209 E. Washington St., Room 102
Bloomington, Illinois

CONVENTIONEER'S MECCA

Facilities for meetings are best in the nation; city is headquarters for many trade associations

If the St. Lawrence Seaway's slow start disappointed midwesterners, they have forgotten all about it in their enthusiasm over McCormick Place—Chicago's new status symbol as the nation's great central market, a city that is filled with an array of special commercial and industrial "markets" where the world can buy and sell just about everything.

This $35-million spectacle of architectural triumph on the city's lakefront is more vast than Rome's Circus Maximus. And all three-blocks long, one-block wide and 10-stories high of it is enclosed, air-conditioned and fully equipped to absorb an influx of 30,000-50,000 people an hour without congestion. It can feed them in smart restaurants and cafeterias, entertain them in a technically-superb 5,000-seat theatre (the Metropolitan Opera recently used it with considerable success), inform them in a smaller 500-seat lecture hall or art gallery or more than two dozen meeting rooms and expose them on the main exhibition floor to as many as three major display-type conventions at one time.

Enormous Hall ▪ The main exhibition floor is as big as six football fields. Truckers can drive onto it to deliver at booth site, if necessary, although the building's regular loading docks can berth 50 large trailer rigs at one time.

McCormick Place has clinched even more firmly Chicago's claim as the biggest, most profitable trade show and convention center in the nation—to the $250-million advantage of the local market's economy and to the profit of both buyer and seller. McCormick Place will attract 4 million people and an estimated $32 million in new trade show business by the end of its first operating year in November, based on the present booking data. This covers major conventions that have chosen Chicago this year rather than another city and does not include trade shows switched to McCormick from Navy Pier (which has suffered some from the newer facility) or the International Amphitheatre at the stockyards (which is holding its own very well for heavy industry-type shows).

Drive Started in 1927 ▪ McCormick Place's birth last year climaxed a civic crusade begun in 1927 by the *Chicago Tribune's* Col. Robert R. McCormick "to build Chicago the best convention hall in America." The labor pains were a final decade of bitter political wrangles at both the state and local level and frequently it was nearly aborted.

Chicago's great shows of the past, the Columbia Exposition of 1893 and the all-time biggest, the Century of Progress in 1933, have been succeeded by weekly streams of businessmen and visitors to buy and sell or look and listen at the variety of shows held there today. These conventions will total 900 this year and will bring 1.1 million out-of-town buyers

Utilities one of city's big employers

The biggest employer in the Chicago market—and the entire state of Illinois for that matter—is the Illinois Bell Telephone Co. About 30,000 of the company's 37,000 workers are in the metropolitan area. The total annual wages are nearly $250 million and plant investment is $1.5 billion.

Illinois Bell's subscribers increased 59% during the past decade, from almost 2.6 million in 1950 to nearly 4.1 million in 1960, some 1.9 million or 80% of these in the Chicago area. The company has spent about $500 million since 1958 on service modernization. The daily phone traffic totals about 17 million calls, including 860,000 long distance. In 1960, Western Electric Co., the Bell System's manufacturing and supply unit in Chicago, spent some $88 million with 3,200 suppliers in the metropolitan area for goods and services.

Commonwealth Edison Co., electric supplier to Chicago and the upper third of the state, will spend $640 million in the next three years on capital improvements, bringing construction expenditures since 1945 to a total of $2.2 billion. The company paid nearly $105 million in wages last year to nearly 14,000 employes, most of them in Chicago. Consolidated's Dresden nuclear-powered generating plant is the country's first major installation of its kind in commercial service. Northern Indiana Public Service Corp. spent over $35 million last year and will invest another $87 million this year and next to keep up with the expanding needs of the market.

WBKB
CHANNEL 7
PROUDLY PROGRAMS TWO IMPORTANT SPECIAL INFORMATION TELECASTS

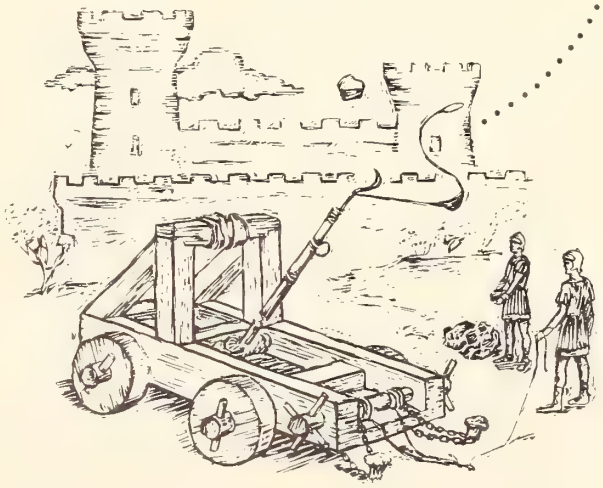
"ARGONNE REVISITED"

A prestige documentary to be shown early Fall in prime time. Norman Ross... Chicago's most accepted television personality... will narrate the dramatic, one-hour account of the latest uses of atomic science for peaceful purposes. Last year WBKB—Channel 7—programmed "Inside Argonne," a telecast acclaimed by both public and press. The original program was later rebroadcast on the ABC Television Network... won the Illinois Associated Press Radio-TV Association's award for the best television documentary of 1960. We sincerely believe that "Argonne Revisited" will surpass its successful predecessor as a vital, public-service information program aimed at all Chicagoans.



"IS CHICAGO DEFENSIBLE"

The second special one-hour telecast to be programmed in prime time this Fall. With Norman Ross narrating, the telecast will reveal, for the first time, the amazing and complete story of Chicago's defenses against air attack. Viewers will see how the North American Air Defense Command controls the Dew Line, the Mid-Canada Line, the Pine Tree Line and the local perimeter beginning at Madison, Wisconsin . . . ending with Nike missile batteries within Chicago. Even with all this, can Chicago be successfully defended? What, if any, are the weak points? What do critics say about the defensibility of great cities? "Is Chicago Defensible?" explores every facet of the defense of Chicago—one of the two top military targets of any enemy.



We at WBKB... Channel 7... are hopeful that both of these distinctive programs will set new highs in Chicago television broadcasting.

Tie your advertising... your client's advertising... to one or both of these new, prestige programs... programs that will be Chicago TV events to remember!

Your WBKB salesman or any Blair-TV Representative will be glad to give you further details.

abc

A GOOD CHICAGO HABIT... **WBKB**—CHANNEL **7**

An Owned-and-Operated Station of the American Broadcasting Company A Division of American Broadcasting-Paramount Theaters, Inc.





Buyers flock to Chicago, partly to refill depleted stocks at markets like the Merchandise Mart, at right, and partly to live it up at clubs like the Gaslight, at left. The Merchandise Mart claims to be the world's biggest building, next to the Pentagon in Washington. Chicago's wholesale trade this year will hit $22 billion.

CHICAGO IS A CONVENTIONEER'S MECCA continued

and delegates to the city. They will spend some $185 million personally and together with the spending of local participants, the spending by outside exhibitors for local services and facilities and the group expenditures for things like banquets and parties, the Chicago economy will grow $250 million richer. Retail stores alone will get over $31 million, restaurants another $50 million, hotels $58 million, nightclubs and related entertainment places almost $19 million (ever see the girlie poster trucks wheeling along State St. in the evening?) and "beverage" dispensers $12.5 million.

Chicago easily tops New York in the number of shows and attendance since Manhattan can't handle a convention the size of one like the National Machine Tool Manufacturers Show in 1960 at Chicago's International Amphitheatre. Attendance: 160,000. It's held every fifth year and returns to Chicago in 1965. Some 42% of the conventions held in Chicago are trade or business shows.

Specialized Markets ▪ Apart from these, Chicago is a major marketing, packaging, research, advertising and mass communications center too. Some of its specialized markets like the Merchandise Mart, American Furniture Mart, the Board of Trade (grain futures) and the Union Stockyards are the largest in the world in their respective fields and in case of the Merchandise Mart and Furniture Mart the volume of business done there is so diversified and so huge no one will venture an estimate of its volume.

Others like the Mercantile Exchange (butter and egg futures) and the Midwest Stock Exchange are next to the top. For a laugh or a fast buck there is always Sunday morning on Maxwell St., Chicago's answer to the flea market of Paris. Chicago also does 93% of the nation's total catalog mail-order business. And sellers to the military and government can glean several billion dollars in Chicago annually.

Chicago's wholesale trade this year will hit an estimated $22 billion. The 1958 business census showed Chicago with $19.4 billion (Los Angeles $13 billion).

Chicago-based advertising agencies, according to the 1958 business census, ranked second in the nation with receipts of $639 million (New York was first with $1.9 billion, Detroit third with $335 million and Los Angeles fourth with $220 million) and spent some 14% of their billings in tv and 7% in radio to help move the goods of their clients.

Home for Trade Groups ▪ Chicago also is home for some 1,800 trade associations and is headquarters for major marketing research organizations, the biggest a world-operator, A. C. Nielsen Co., and others like Market Research Corp., Social Research Inc. and education-affiliated groups like the U. of Chicago's National Opinion Research Center. Great market service firms center in Chicago too, like the R. H. Donnelley Corp. which will send one billion pieces of mail this year in behalf of clients such as Procter & Gamble and General Mills. Nationally-important communication service firms

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are leaders on the Chicago scene too, tv film and business film producers like Fred A. Niles Productions (the market's biggest and most diversified claiming about $1-million worth of the total annual $3.5 million in film business done locally by Chicago advertising agencies), Atlas Film Corp., Filmack Studios, Sarra Inc. and Wilding Inc.

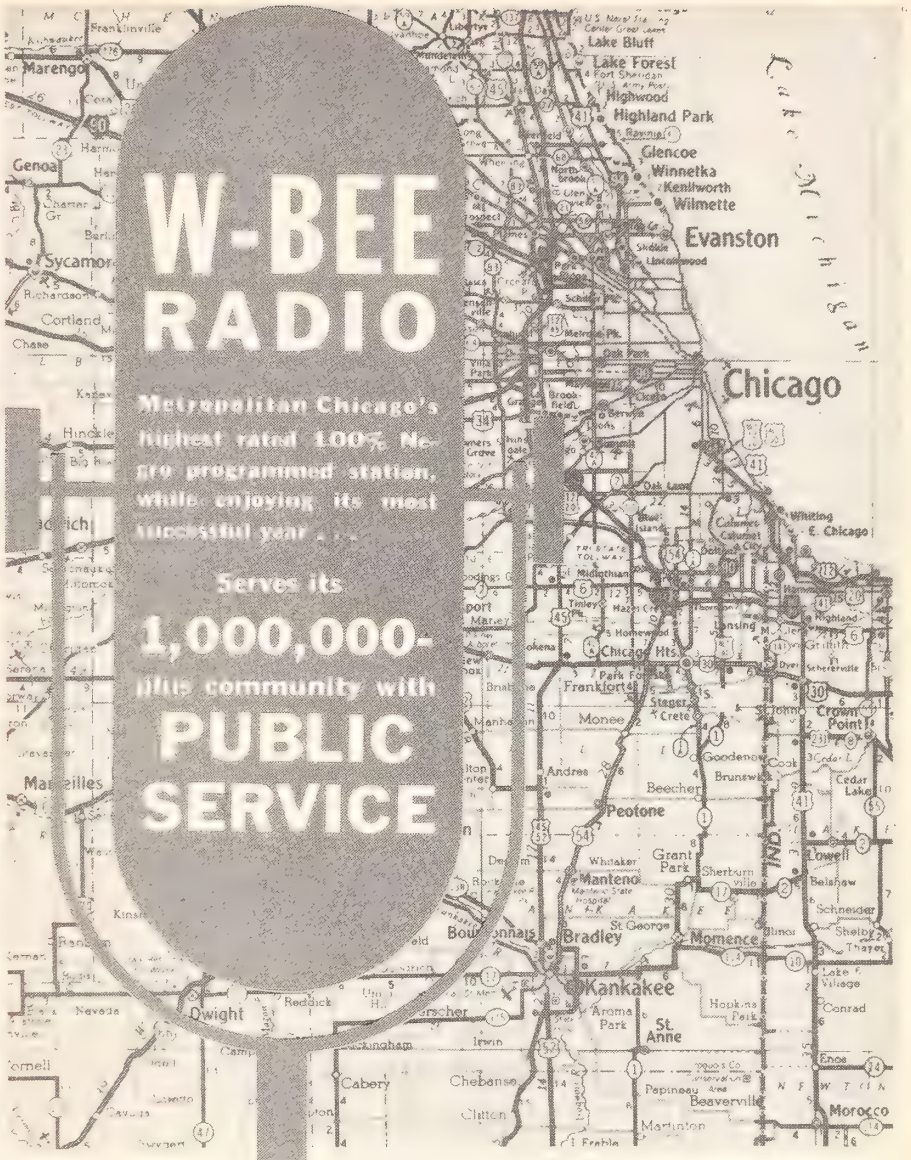
The growing significance of Chicago's complex of marketing, packaging, research and service organizations may be seen from a comment by Robert H. Quayle, president of the Norge Division of Borg-Warner Corp. Noting that the 1950s have been known for advances in the physical sciences, he said the 1960s "will be known for advances in scientific marketing." With industry's development of tremendous production capacity, he said we may "soon find ourselves facing the serious problem of what to do with a huge surplus of material, manpower and machine power." But he feels marketing advances will meet this challenge.

World Its Oyster ▪ In this respect, Chicago is now looking to a world, not just a national, market for future growth. The Chicago Assn. of Commerce and Industry publishes a 202-page *World Trade Guide* filled with listings of exporters and importers based there and the lines they handle. The association also will sponsor its third international trade fair at McCormick Place July 25-Aug. 10. Last year's show attracted 35,000 international buyers and orders placed during the show totaled some $30 million with follow-up orders adding another $150 million.

Among Chicago's traditional big markets are the home furnishings and mail order fields. Of an estimated $4 billion that Americans will spend this year for home furnishings, about half will involve trade orders that flow through the Merchandise Mart (visited by 100,000 buyers a year) and the American Furniture Mart (whose annual January and June shows each draw some 30,000 professional buyers). Big three of the mail order world are Sear's, Ward's and Spiegel Inc., but the first two are major store operators as well. Spiegel actually has the biggest Chicago plant of the three and in the last five years has doubled its volume to $269 million and doubled its number of Chicago employes to 16,000.

Chicago employs the more indirect subtle approach to selling on the national scene too. Next month's gigantic all-media promotion for the common hot dog is the business-building effort of the National Hot Dog and Sausage Council, an activity of the meat industry casing supplier, Tee-Pak Inc., which is a client of Harshe-Rotman Inc., national public relations-publicity firm.

So it doesn't matter who has the mustard. Chicago can cut it.



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More people earn more, spend more

LIVING COSTS HIGHEST IN THE COUNTRY, U.S. STATISTICS SHOW

People. There's your market.

And the 6.9 million people who today are metropolitan Chicago will produce more, earn more and spend more —or at least as much as—any other market in the country this year outside of New York. Their spending for retail purchases in 1961 will be an estimated $9.5 billion, or more.

Geography, climate and natural resources never made, earned or bought anything. But Chicagoans have turned an unglamorous plain beside a big, cold, temperamental lake into the economic heart of America by ignoring the windy, robust climate (local wags say Chicago has only two seasons: winter and August) and making the most of being in the center of a vast region rich in agriculture and raw materials and of the means to bring them in, process them and ship them out—at a profit.

Per capita income of Chicagoans should run to an average of nearly $2,850 this year, it was estimated by DeVer Sholes, director of the research and statistics division of the Chicago Assn. of Commerce and Industry. With the median family in Chicago composed of 2.9 persons, this means an average per-household income of better than $8,250. The estimate is based on the report of state-by-state per capita income for 1960 by the U. S. Dept. of Commerce Office of Business Economics which finds Illinois' per capita at $2,654. up 2.8% over 1959. The 1960 national average was $2,242.

High Income ▪ "With only 5.6% of the population of the U.S.," Mr. Sholes noted, "Illinois last year had a total amounting to 6.67% of the country's total personal income." Chicago runs a minimum of $150 above the state average, he said.

But Chicagoans need the extra margin because they must spend more to live than any other market in the country, based on research by the Bureau of Labor Statistics of the U. S. Dept. of Labor. A recent report by BLS shows that a typical family of four must spend $6,567 to maintain a "modest but adequate" level of living in Chicago as against $5,970 in New York, $6,285 in Los Angeles, $5,370 in Houston or $6,147 in Washington, D. C.

Big Spenders ▪ Chicagoans spent $9,030,795,000 for retail goods and services in 1958, according to the official U.S. business census of that year, just a shade under Los Angeles' $9,039,448,000 (Philadelphia $4.9 billion, Detroit $4.4 billion, San Francisco $3.6 billion, New York $18.5 billion).

Local economists this year expect Chicago retail sales to top $9.5 billion, up some from last year.

Some $2.2 billion will be spent for food. Better than $1.3 billion will go for new cars and accessories and Chicagoans this year will drive their 2.1 million cars into 5,000 service stations and spend another $580 million. Estimates for general merchandise spending range from $1.1 billion to almost $2 billion but the predictions for apparel are pretty close to $700 million and home furnishings (including appliances) about $450 million.

Broadcasting Market ▪ This is the Chicago market encompassed by the standard consolidated area (counties of Cook, Lake, McHenry, Kane, DuPage and Will in Illinois, Lake and Porter in Indiana) and delivered by the market's four commercial tv stations, 29 am outlets and 20 fm stations. Chicago's four tv stations, however, and its more powerful radio stations deliver an even

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BLAIR-TV
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founded 1954 – a further extension of the Blair principle of specialized tv selling



greater market—of which Chicago is the hub—and saturate it more effectively than any other media.

Tv's Grade B contour, for instance, sweeps in an area that touches the four states of Illinois, Indiana, Michigan and Wisconsin and including a population of some 8.5 million. The 0.1 mv/m contour covers more than 9 million people who last year spent some $13 billion retail. Chicago's clear-channel radio stations serve a primary daytime market of more than 17 million people. This includes over 5 million radio homes as well as 3.1 million auto radios.

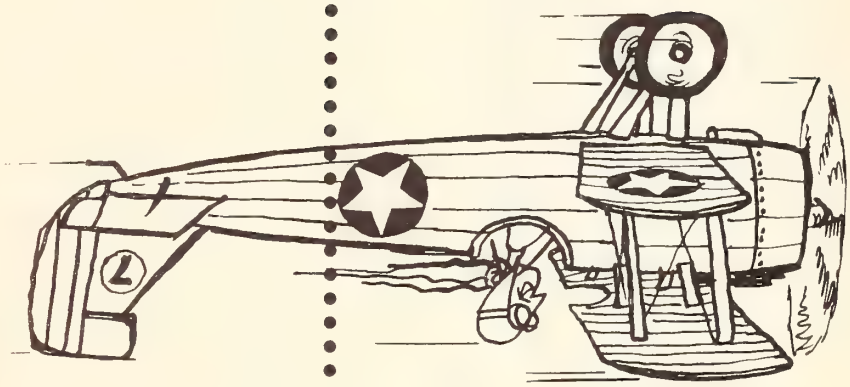
Although the rating services count audience for stations in a given market regardless of where that audience may be found, they do use standard base definitions of the metropolitan area and in the case of Chicago these definitions vary with the rating company. Pulse, for instance, uses the present eight-county area defined by the 1960 Census as the Chicago SCA (Standard Consolidated Area), which is the metropolitan Chicago definition used throughout this market study except where otherwise indicated. Both Nielsen and ARB use the previous census definition of six counties (the same as the present Chicago SCA but minus Porter County, Ind., and McHenry County, Ill.).

Rating Services' Chicago ▪ Pulse's Chicago is estimated to include 2,013,-300 radio families and 1,924,700 tv homes (94.1% tv saturation). ARB's metropolitan Chicago includes 1,980,-900 tv homes. ARB also gives 2,331,-100 tv homes for its total Chicago survey area. Nielsen's Chicago metro area (January 1961) includes an estimated total homes of 2,107,400 with tv totalling 1,976,500 and radio 1,924,-000. Chicago fm saturation, by conservative estimate, now is 43% with more than 800,000 sets.

Up One-Fifth ▪ The Chicago SCA (standard consolidated area including Indiana's Lake and Porter Counties) had a total population of 6,794,461 in the 1960 Census, an increase of 21.6% over 1950. The Chicago SMSA population totaled 6,220,913 for 1960, 20.1% over 1950. The increase of households 1960 vs. 1950 indicates an expanded market of young families in greater Chicago, families whose consumer product needs are larger. Households in the consolidated area totaled 2,058,320 in 1960, an increase of 25.9% over 1950. Chicago SMSA households totaled 1,897,917 in 1960, up 24.7% over the previous census figures.

The City of Chicago itself in the 1960 Census had a population of 3,550,-404, a decline of 1.9% from 1950. The total of 1,157, 409 households, however, represented an increase of 6.5% in that period. An analysis of census tracts by

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MORE PEOPLE EARN MORE, SPEND MORE continued

Commissioner of City Planning Ira Bach showed that the city's white population declined 12.8% during the decade while the nonwhite population (99.7% Negro) jumped 64.4% to a total of 837,655. The City of Chicago now is 24% Negro (1950 14%) and within all of metropolitan Chicago the Negro population now comprises a distinct market of 1.25 million (14.8%) that is served by the Negro programming of local radio stations.

The suburban boom is well documented in the 1960 Census. The Northeastern Illinois Metropolitan Area Planning Commission observed, for instance, that the increases ranged from a conservative 7.7% in conservative Evanston to 880.3% for Schamburg township and 768.4% for Harwood Heights. Collectively the largest growth in any 10-year period in history. A 20-year comparison based on the 1960 Census, made by Dr. Martin H. Bartels of Northwestern U., showed Cook County outside of the City of Chicago up 137% while DuPage County gained 203%, Lake 143% and McHenry 126%.

What's Ahead ▪ So where will it all lead to? A population of 8.1 million by 1970 and 9.9 million in 1980, according to a study by Philip M. Hauser and Beverly Duncan of the U. of Chicago. And where will it come from? Chiefly suburban communities like Streamwood (population 4,820), a young community near Elgin and this past year's winner in the state fertility rate. Streamwood has more children under the age of 5 than it has women of child-bearing age (15-49 years). This gives it the prize ratio of 1.186. The state average is 0.483. Runners-up are communities like Country Club Hills with 1.158, Sauk Village 1.153, Hoffman Estates 1.129, Elk Grove Villege 1.101 and East Chicago Heights 1.006.

What has happened to the gloom-and-doom talk about this last winter's unemployment in the Chicago area, a region of surplus labor like many other industrial markets (in the unskilled and service categories yes, but not in certain high skills where qualified workers actually are scarce)? The recession has "bottomed out" and there are encouraging signs of increased industrial activity.

Unemployment Slackens ▪ The Illinois State Employment Service's May report on the Chicago area observed that total employment continued to drift downward during the first quarter of the year "but the rate of decline was perceptibly lower than in the previous three quarters." Mid-year graduates from high school and college entering the labor market didn't help, ISES said, and unemployment swung from 180,000 in mid-January to 200,000 in mid-February and down to 195,000 in mid-March (about 7% of the total labor force). A bright spot is a preliminary report of a further 12.5% drop in unemployment to 170,400 for April (6.1% of total labor force; U.S. average is 7%).

ISES' report showed 2,301,300 persons employed in all industries for March (not including categories such as self-employed or domestics), off about 54,000 from the same month in 1960. This report does not include the Indiana portion of the market but Henning Forsberg, president of Blaw Knox Co. and of the East Chicago Chamber of Commerce, finds economic conditions in that heavy industry area definitely on the upswing.

Workers in the highly unionized building trades have fared rather well, considering their wage scales and the continued high level of commercial construction in the area.

Slump 'Not So Bad' ▪ How hard did the slump hit the Chicago market? By some measures perhaps not as hard as many thought it would. Construction permits issued for new homes certainly headed downward (a trend that began when mortgage money became tight in August 1959) and in March was still off slightly from the same month the year before. A report of the Federal Home Loan Bank, however, showed that for the same month mortgages negotiated for new homes under construction were up 34% and mortgages negotiated for purchase of existing homes had jumped 27%.

W. A. Wecker, president of Marquette Cement Mfg. Co., Chicago, late last month predicted that the improved activity in new construction means 1961 housing starts will top 1960 by 4% in the Chicago area.

Store Sales ▪ Chicago department stores, despite the slump in 1960, topped the record sales volume they enjoyed in 1959, but sales for the first three months of this year were off slightly from the same period of 1960.

Obviously Mr. and Mrs. Chicago have been still putting their spare money into their piggy banks for just a little while longer. They already had helped Chicago's savings institutions enjoy a record year in 1960.

Chicagoans also have taken time off for plenty of recreation and they have spent a good portion of their earnings for commercial sports. Like a record $1.64 million in 1960 to see the Chicago White Sox (the previous Chicago record was $1.4 million in 1929 for the Cubs). Paid admissions for the Cubs last year was $0.8 million. And for the horses? Legal betting at the thoroughbred tracks last year was $214 million.

What about the corner bookie? You'll have to ask him.

Continued from page 66

and amplified: the "New Frontier" is just a catchy name, he said, employed by the most ruthless political organization he has ever known, which in killing the FCC plan and letting the other plans take effect, can "be on two sides of the same question at the same time." Rep. John B. Bennett (R-Mich.) thought White House adviser James M. Landis made Sherman Adams' foibles seem amateurish when he told a congressional committee he sees no harm in a White House agency overseer telephoning an agency to "inquire about a case." Rep. John R. Anderson (R-Ill.) saw in the Kennedy agency plans an attempt by the executive branch to usurp powers that rightfully belong to Congress.

A Need ▪ Rep. Harris thought there is need for an FCC plan, but one resulting from legislation, minus the features of the Kennedy plan he considers objectionable. He feels certain his Regulatory Agencies Subcommittee will support his own bill (HR 7333) to reorganize the FCC.

Rep. Paul C. Jones (D-Mo.) said he favors congressional rather than executive action in reorganization of the FCC, but that if Congress doesn't pass a bill he hopes the President will resubmit the FCC plan, because the FCC's thinking is "dominated" by radio and tv networks. Rep. Jones' family owns KBOA-AM-FM Kennett, Mo.

Reps. Henry S. Reuss (D-Wis.), Samuel S. Stratton (D-N.Y.), Sidney R. Yates (D-Ill) and David S. King (D-Utah) supported the Kennedy FCC plan.

Rep. Dante Fascell (D-Fla.) was Democratic floor leader for debate on the resolution, submitted by Rep. John S. Monagan (D-Conn.) to veto the plan. Rep. Hoffman led Republicans.

AFM says WWL-TV case just a starting point

The American Federation of Musicians is persisting in its attempt to have the FCC set for hearing the license renewal of WWL-TV New Orleans for not programming live local talent as it had indicated in its programming form some three years ago (BROADCASTING, May 1).

Petitioning the FCC, the union denied the WWL-TV assertion that it was not a party in interest, claiming it was "economically aggrieved" by the station's failure to hire musicians. AFM quoted Chairman Minow's NAB speech referring to having local hearings so the public can express itself and said this was a similar situation.

AFM said it did not expect "slavish adherence" to programming promises but that it does expect that when a licensee wins a facility through certain pledges it will keep them "within reasonable limits"—citing that WWL-TV promised 24.27% live local programming and actually broadcast 11.6%.

That other stations may be worse in their programming is no excuse for WWL-TV, the union held. It said it had no dark and sinister motive in choosing that particular station to oppose, but that such campaigns must start somewhere and AFM picked WWL-TV.

Appeals court backs FCC action, but . . .

The U.S. Court of Appeals in Washington upheld the FCC last week—but it was one of the most reluctant affirmations in recent FCC history.

The court said the FCC was right in denying an application by Greenwich Broadcasting Corp. for 1490 kc in Greenwich, Conn., because of interference to WNLC New London, Conn., (also on 1490 kc), but it castigated the commission for not delaying final action on the Greenwich application until it acted on WNLC's request to move to 1510 kc (granted last year).

This would have obviated the interference and permitted the grant to Greenwich Broadcasting, the court said. The commission refused to do so because of the agency's practice of not giving contingent applications "any undue advantage over other applicants who may wish to file for the frequency to be vacated."

It would have been more equitable, Circuit Judge Charles A. Danaher wrote, for the commission to have done so, since the Greenwich application was pending for 13 years. Judge Danaher was joined by Circuit Judges Charles Fahy and Warren E. Burger.

Greenwich Broadcasting, headed by Walter Lemmon, applied in 1947, but the FCC didn't issue its final decision in the case until 1959. The reason for the delay was never fully explained, but it is understood to have been due to consideration of the renewal of international shortwave station, WRUL Scituate, Mass., then owned by Mr. Lemmon.

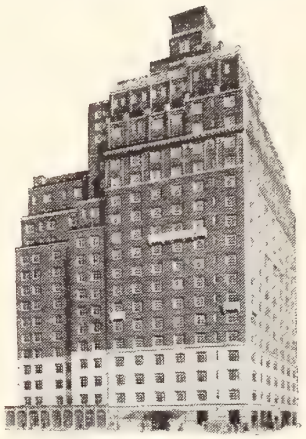
Judge Danaher went so far as to speculate that perhaps the commission might reconsider its refusal to hold the Greenwich application in abeyance.

At present there are a number of applications for 1490 kc and adjacent channels which already have been announced as ready for processing. The cutoff date has passed for new applications or amendments. Greenwich Broadcasting, therefore, is precluded from filing a new application—unless the commission waives the cutoff rule.

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KNOTT HOTELS

FAA assumes say-so for tower heights

The Federal Aviation Agency has taken over the duty of determining when a radio or tv tower is an air hazard.

The aviation agency announced its rules last week by publication in the *Federal Register.*

The rules require notification to the FAA of all antennas 150 ft. or higher above ground.

They set up as an aeronautical hazard any tower 200 ft. or higher that is located in a control zone or within five miles of the center line of a visual flight regulation (VFR) flyway or low-altitude federal airway.

Broadcast interests only learned of the finalization of the regulations through its appearance in the June 15 *Federal Register.* The rules were basically the same as those proposed by the aviation agency in September 1960. Some adjustments were made following broadcast and other objections, voiced at a public hearing in January of this year (BROADCASTING, Jan. 16).

The FAA did not even notify the FCC of its decision to adopt the regulations. The FCC learned of the move, as did broadcasters, from the *Federal Register.* The FCC had opposed the sweeping nature of the FAA proposal on the ground that the Communications Act reserves to the comunications agency the sole right to approve or disapprove transmitter towers.

Adjustments Made ▪ In the order issued last week, the FAA made these revisions in some of the provisions issued originally last year:

▪ Iterates its belief that the Aviation Act authorizes the agency to be the sole judge of what constitutes an aeronautical hazard.

▪ Provides for procedures previously followed by the Air Coordinating Committee and permits the applicant to participate.

▪ Provides for suitable adjustments to be made by aviation interests to accommodate obstructions, or by applicants to accommodate aeronautical requirements.

▪ Makes provision for the establishment of farm areas, but affirms that it will request the views of the FCC before making final determinations in this regard.

Objections to the rules were voiced by some broadcast representatives. Among these were:

▪ There is no provision to permit a broadcast applicant to go behind the reasons for the FAA's judgment that a tower is an air hazard.

▪ Although the criteria for a hazard is put at 200 ft. in a controlled zone (compared to the original 170 ft. in a controlled area), the relief is more apparent than real. A controlled zone is more restricted than an area, it was pointed out, but such definitions are constantly changing over the years. Thus, at some point a present zone might be as large as the present area.

▪ The burden of persuading the FAA that a proposed tower is not an aeronautical hazard is now solely on a broadcaster applicant. Aviation interests will no longer feel required to compromise.

▪ The hearing procedures, although revised somewhat to meet broadcaster objections, still retain their original character; they are purely fact-finding hearings and are not bound by provisions of the Administrative Procedure Act. This prevents a broadcaster from filing pleadings and treating the matter like an adversary proceeding.

Springfield Tv drops planned WHNB-TV buy

Springfield Tv Corp. has decided not to go through with a planned FCC hearing into Springfield's purchase of one-third of uhf station WHNB-TV New Britain, Conn., and has notified the commission that it would not prosecute its application for approval.

The commission was asked to approve the $348,000 transaction last May by Springfield, which also owns WWLP (TV) Springfield, WWOR-TV Worcester and WRLP (TV) Greenfield, all Massachusetts. The multiple owner received an option to purchase one-third of WHNB-TV at the time its present owner, Plains Tv Corp., acquired the station from NBC in 1959.

A hearing was orderd on the grounds the signals of WWLP and WHNB-TV would overlap substantially despite contingent applications to directionalize the two stations.

WGA seeks injunction

Writers Guild of America has filed suit in the New York Supreme Court against National Telefilm Assoc., seeking an injunction to prevent further distribution of three tv film series produced by 20th Century-Fox Television. WGA asserts that NTA is delinquent in paying residuals for reruns of "Man Without A Gun," "How To Marry A Millionaire" and 20th Century-Fox hours, as called for in the WGA collective bargaining agreement. NTA now is some $15,000 in arrears in its residual payments, WGA charges, and the sum would rise to $50,000 if further scheduled reruns are permitted.

FCC returns to Foley Square

The FCC takes its network program hearing back to New York tomorrow for a return engagement. The Foley Square Courthouse will be the setting where an all-star cast of producers, writers, educators and tv performers will enunciate their views and answer questions put to them by Ashbrook Bryant of the commission's Network Study Staff.

Chief Hearing Examiner James D. Cunningham will preside in a continuation of the proceeding which began in February 1959 and has included 19 days of *en banc* hearings in Washington in December 1959-January 1960 and earlier sessions in New York and Los Angeles. (BROADCASTING, Jan. 30, *et seq.*).

Kenneth Cox, chief of the Broadcast Bureau will open the proceedings with a statement. He will participate in the first days of the hearing, which is expected to last at least 10 days.

The cast of witnesses (not necessarily in order of appearance) includes: David Susskind, executive vice president, Talent Assoc.-Paramount Ltd.; Worthington Miner, National Telefilm Assoc.; George Schaefer, president, Compass Productions Inc.; William Todman, Goodson-Todman Productions; Mildred Freed Alberg, president, Milberg Enterprises Inc.; Ernest Kiney, president, Writers Guild of America-East; tv performer Perry Como, president, Roncom Productions; Dave Garroway, star of NBC-TV's *Today;* Bob Banner, Bob Banner & Assoc.;

Writer Paddy Chayefsky; Fred Coe, producer; Sylvester L. (Pat) Weaver, McCann-Erickson, one-time NBC president; Albert McCleery, CBS producer; Robert Saudek, president, Robert Saudek Assoc.; Irvin Mansfield, president, Impa Productions Ltd.; David Davidson, national chairman, Writers Guild of America; H. William Fitelson, general manager, the Theatre Guild; Fred Friendly, CBS producer; Henry Jaffe, president H. J. Enterprises;

Writer Gore Vidal; Irving Gitlin, NBC producer; Erik Barnouw, Columbia U. professor; Robert Gessner, New York U. professor; Pulitzer prize writer Tad Mosel; and columnist Ed Sullivan.

FTC blasts bait ads again

Those cheap, cheap, cheap carports, patios, storm windows and similar home improvement advertisements received another blast from a Federal Trade Commission examiner.

In an initial decision, FTC Examiner Earl J. Kolb, recommended that Lux-









JAYARK

PRESENTS AN EXCITING NEW CONCEPT IN TV PROGRAMMING

HOLLYWOOD Hist-O-Rama

208 five-minute factuals—unique magazine portrayals of the greatest stars in the history of Hollywood:

★ TYRONE POWER ★ MARIE DRESSLER ★ CLARK GABLE ★ HUMPHREY BOGART

★ GARY COOPER ★ JOHN BARRYMORE ★ W. C. FIELDS ★ JEAN HARLOW

and 200 other stars

Hollywood Hist-O-Rama has an unlimited audience potential . . . men . . . women . . . teenagers . . . Everyone who has ever been exposed to the glow and glitter of the silver screen will be drawn to this star-laden attraction.

Hollywood Hist-O-Rama – produced in Hollywood about the greatest names in motion picture history using the newest pictorial techniques!

Now in production for fall delivery

JAYARK FILMS CORPORATION

Reub Kaufman, President

15 East 48th St., New York 17, N.Y. MUrray Hill 8-2636

Produced by: Julieart Productions, Inc.

COLOR TV



I'LL SAY THIS...

"WLW Television Stations have gone all out to sell RCA Victor Color TV sets in the grand tradition of the Crosley Broadcasting group . . . covering store fronts and home fronts to really mean business for RCA Victor. Advertisers have a pot of gold waiting for them at the end of the WLW Television Color rainbow!"

RCA

Raymond W. Saxon, Vice Pres.
Marketing
RCA Sales Corporation

Call your
WLW Representative . . .
you'll be glad you did!

WLW-I Television Indianapolis
WLW-D Television Dayton
THE CROSLEY GROUP
WLW-C Television Columbus
WLW-T Television Cincinnati
WLW-A Television Atlanta
W L W Radio

Crosley Broadcasting Corporation,
a division of Avco

ury Industries Inc., Washington, D. C., be required to stop using bait advertising, deceptive guarantees and other misrepresentations in advertising for carports, patios, storm doors and windows and other merchandise. The order is an intermediate step; it may be appealed, stayed or reviewed by the full FTC. Nub of the complaint were ads in newspapers and on tv purporting to offer patios and carports for $77 fully installed, storm doors for $16.40 and storm windows for $6.49.

Space satellite company is discussed

Formation of a joint venture company to operate a space satellite communications system has been discussed under FCC auspices. The general consensus was that an *ad hoc* committee be appointed to work out the best method of organizing a common carrier's common carrier.

Two issues faced the six commissioners who participated in the meeting: (1) Should the space carrier be limited to international common carriers now in the field or widened to include "hardware" manufacturers, and (2) should the *ad hoc* committee be appointed by the FCC and manned with FCC and Dept. of Justice observers to comply with Justice Dept. guidelines to protect against any possibilities of antitrust violations?

The commission recessed the meeting without making a decision on these two points, but FCC Chairman Newton N. Minow indicated that one would be forthcoming fast. The FCC originally planned to limit the space carrier to U. S. international communications carriers. Pending before the FCC are two petitions asking that this decision be reconsidered and that the space entity be opened to include manufacturers of communications equipment as well as those companies engaged in purely domestic communications. These have been filed by General Electric Co. and General Telephone & Electronics Corp.

AFCEA Convention ▪ Space communications also was the highlight of the 15th annual convention of the Armed Forces Communications & Electronics Assn. in Washington a fortnight ago.

A panel of IT&T scientists took a long-look at global communications and predicted that communications of the future would include both satellites and cable networks.

The panel was under the gavel of Dr. Henri Busignies, IT&T vice president and general technical director, who acted as moderator.

AT&T's readiness to move quickly and immediately on space communications was emphasized by Frederick R. Kappel, president of the Bell Company.

Among other highlights of the convention: AT&T demonstrated its coherent light optical maser and its capability for carrying voice, radio and tv signals. Valley-Electro Powerpacs, Holliston, Mass., showed optical maser equipment, demonstrating the characteristics of various crystal structures.

To the rescue

The FCC, which arbitrates interference disputes between multi-million dollar interests as well as smaller ones, is not too busy to look out for the rights of an individual radio set owner.

The commission, *en banc*, ordered two tv set owners in Maysville, W. Va., to show cause why they should not stop causing interference to the radio reception of a shut-in, Nellie Feaster. After verification by field engineering inquiry, the FCC sent two letters to the tv set owners informing them their sets were improperly protected against radiation and interfered with Miss Feaster's radio on which she depends for recreation. Since the tv set owners, Charles Funkhouser and Emory Feaster (the complainant's cousin), did not reply, the FCC set the show-cause hearing in Maysville for July 12.

The commission said the case is the first time that non-cooperation of set owners has made it necessary to resort to formal proceedings.

Free, U.S.-bought time opposed by GOP chairman

The chairman of the Republican National Committee told a National Press Club audience in Washington last week that broadcasters should not be required by law to give free time to political candidates.

Neither did Rep. William E. Miller (R-N.Y.) feel the federal government should help finance political campaigns. It would be a "bad situation," he stated, for the party in control of the White House to oversee the distribution of federal funds to candidates.

If free time could be required consistent with the needs and problems of the stations and networks, it would be a good thing, Rep. Miller said. But there is no need for such legislation because broadcasters have done a good job in covering past elections and have made time available, he said.

He said he would recommend that the candidate in 1964 participate in tv debates.



THE 707 ✶ ASTROJET*

"ALL THEY EVER SAID IT WAS — AND MORE"

This is the acclaim of experienced air travelers—who have flown in the world's most advanced jetliner, the 707 Astrojet. They've told us the Astrojet provides the most comfortable, most dependable flights now available in daily transcontinental service. And as rapidly as possible, American Airlines is extending this unique jet service throughout the nation.

Powered by revolutionary new fan-jet engines, the Astrojet outperforms all other airliners. Once aboard, you notice that the Astrojet takes off quickly, climbs swiftly—you cruise confidently, quietly relaxed. Here is extra jet power, assuring better on-time dependability, even finer service to our passengers.

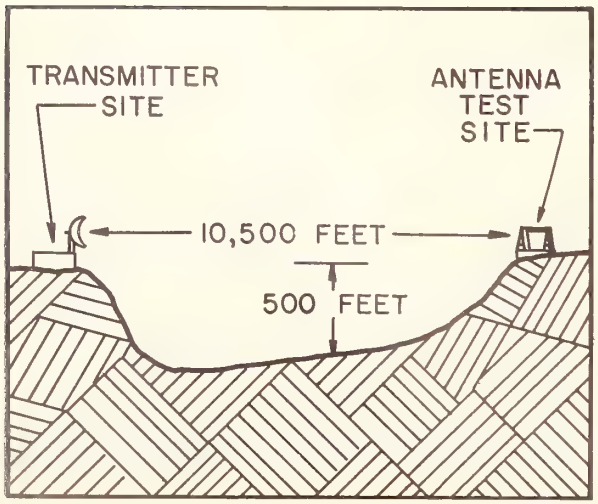
In Jet Age: Stage II, the Astrojet is just one more dramatic reason why American Airlines is *first choice of experienced travelers.*

AMERICAN AIRLINES
AMERICA'S LEADING AIRLINE

*Service mark of American Airlines, Inc.

Now...maximum power





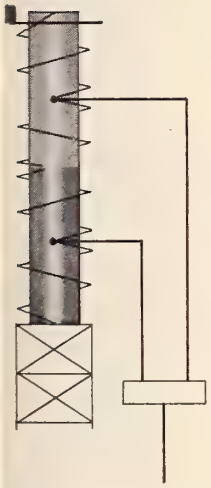
The test site shown represents a unique facility to provide you with the most accurate possible arrangement of coverage pattern for your particular area. Nearly two miles across the valley (see cross section) is the transmitter used for testing. Computer facilities housed nearby make it possible to supply you with an antenna with fixed power distribution and phase relationship between sections, to achieve an optimum vertical null fill-in and beam tilt.

The two section antennas have gain of 9.4 (approximate), which is suitable for 50 kw transmitters at 42 kw out with 80% line efficiency. The three section antennas have power gain of 14.1 (approximate), for use with 30 kw transmitters at 28 kw out with 80% line efficiency. On channels where the gain is 14.4, up to 800 feet of 6⅛" line will permit maximum authorized power with a 25 kw transmitter.

for any channel from 7 to 13

15 new General Electric helical antenna combinations assure near optimum electrical characteristics in any transmission area with gain from 4.5 to 4.8 per bay. Two section antennas have approximate gain of 9.4; three section antennas have approximate gain of 14.1.

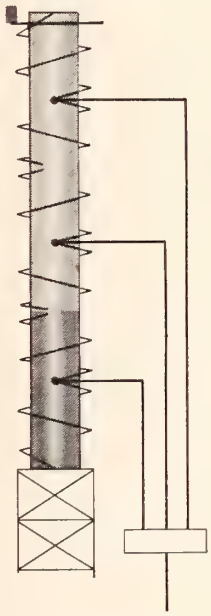
THREE SECTION ONE LINE FEED



Model 4TY53A1—Chan. 7-8
Model 4TY53A2—Chan. 9-10-11
Model 4TY53A3—Chan. 12-13

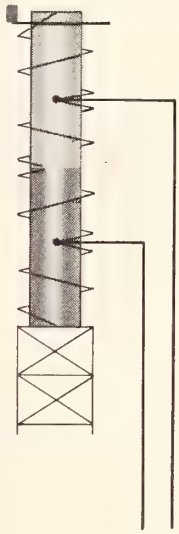
THREE SECTION TWO LINE FEED

Model 4TY53B1—Chan. 7-8
Model 4TY53B2—Chan. 9-10-11
Model 4TY53B3—Chan. 12-13



Note all lines are actually inside mast.

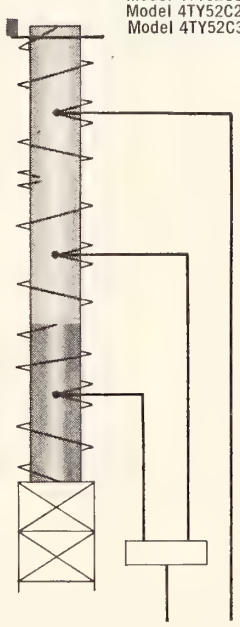
TWO SECTION ONE LINE FEED



Model 4TY52A1—Chan. 7-8
Model 4TY52A2—Chan. 9-10-11
Model 4TY52A3—Chan. 12-13

TWO SECTION TWO LINE FEED

Model 4TY52B1—Chan. 7-8
Model 4TY52B2—Chan. 9-10-11
Model 4TY52B3—Chan. 12-13
Model 4TY52C1—Chan. 7-8
Model 4TY52C2—Chan. 9-10-11
Model 4TY52C3—Chan. 12-13



The facts speak for themselves, and General Electric VHF helical antennas also provide these *additional* advantages: (1) fewer feed points and feed lines greatly reduce air leak and coupling problems (2) another antenna often can be "piggy-backed" on the helical, so two or more stations can use the same tower (3) feed lines inside mast protected from weather, shielded from RF field (4) helical can be sectionalized for emergency operation (5) no separate heating elements for de-icing; using helix as own de-icer takes less power (6) no feed lines smaller than 3⅛" diameter — rugged, durable with high load capacity (7) structurally rigid, withstands winds to 112 miles per hour; resists shifting of feed lines, eliminates pattern fluctuations in winds.

For complete information, call your local G-E Broadcast Equipment representative, or write Technical Products Operation, Section 4861, General Electric Company, Electronics Park, Syracuse, New York. In Canada: Canadian General Electric Company, Ltd., Broadcast Equipment Sales, 830 Lansdowne Ave., Toronto, Ont. Export: International General Electric Co., Inc., 150 East 42nd Street, New York, N.Y.

GENERAL ELECTRIC

What they see on WJAC-TV



THEY BUY!



How many people are watching is important, of course. Both ARB and Nielsen agree that more people watch WJAC-TV than any other station in the Johnstown-Altoona market. But WHO is watching is also important. Are the viewers also buyers? WJAC-TV viewers are! Dozens of happy, successful advertisers sing the praises of WJAC-TV for turning viewers into customers. We think we can do the same for YOU!

For Complete Details, Contact:

HARRINGTON, RIGHTER AND PARSONS, INC.

New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

Project III to produce six MGM-TV series

NEW PRODUCTION FIRM IS HEADED BY BLAKE EDWARDS

MGM-TV, after whirlwind, eight-day negotiations, last week signed a contract with Project III Enterprises, newly-formed independent packager, to create and produce six tv series. The agreement covers three one-hour and three half-hour series, all of an undisclosed nature.

For MGM-TV, the move was in keeping with an accelerated operation of recent months in new program development. The firm already has four tv series in production for next season (BROADCASTING, June 12).

Project III was formed by Blake Edwards, a motion picture director who also created, directed and produced the *Peter Gunn* series, and Freddie Fields and David Begleman, both former Music Corp of America vice presidents. Mr. Edwards will be executive producer and Mr. Fields and Mr. Begleman will act in supervisory capacities. The packaging firm will use MGM's offices and facilities.

"We'll operate at and through MGM," Mr. Begleman said, but he emphasized that Project III will develop properties other than those destined for MGM.

Among other such companies are King's Row Ltd., Henry Fonda's Top Gun Inc., Polly Bergen's (Miss Bergen is Mrs. Freddie Fields) Kam Productions, and Phil Silvers' Patrick Productions.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).
NBC-TV

June 19-23, 26-28 (10:30 a.m.) **Play Your Hunch,** part.

June 19-23, 26-28 (12:30-12:55 p.m.) **It Could Be You,** part.

June 19-23, 26-28 (11-11:30 a.m.) **The Price Is Right,** part.

June 19-23, 26-28 (2-2:30 p.m.) **The Jan Murray Show,** part.

June 19-23, 26-28 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

June 19, 26, (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newell.

June 21, 28 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather, Speidel through Norman, Craig & Kummel.

June 21, 28 (10-10:30 p.m.) **It Could Be You,** Procter & Gamble through Benton & Bowles.

June 22 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

June 23 (8:30-9 p.m.) **Five Star Jubilee,** Massey-Ferguson through Needham, Louis & Brorby.

June 24 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

June 24 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

June 24 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

June 25 (6-6:30 p.m.) **Meet the Press,** co-op.

June 25 (7-8 p.m.) **The Shirley Temple Show,** Nabisco through Kenyon & Eckhardt.

June 25 (9-10 p.m.) **The Chevy Show** Chevrolet through Campbell-Ewald.

Writers group honors tv network programs

The best-written tv programs of the 1959-60 season, selected as outstanding in eight categories in the annual Writers Guild of America awards competition, included five programs broadcast on CBS-TV, two each on ABC-TV and NBC-TV. (The total of nine is explained by a tie in the documentary class between "Mark Twain's America" on NBC-TV's *Project 20* series and "Down Range" on CBS-TV's *Twentieth Century.*

The winners, who received their awards June 8 at evening ceremonies held concurrently in New York and Los Angeles, are:

Half-hour television anthology drama: Christopher Knopf, "Interrogation", *Zane Grey Theatre,* CBS-TV.

Half-hour television episodic drama: Richard Matheson, "Yawkey", *Lawman,* ABC-TV.

Television anthology, more than half-hour: Tony Webster, "Call Me Back", *Art Carney Show,* Special, NBC-TV.

Television episodic more than half-hour: William Spier, "The Assassination of Cermak", *The Untouchables,* ABC-TV.

Television adaptation any length: Irving G. Neiman, "Child of our Time", *Playhouse 90,* CBS-TV.

Television episodic comedy any length: Dorothy Cooper, "Margaret's Old Flame", *Father Knows Best,* CBS-TV.

Television variety any length: Max Wilk and A. J. Russell, *The Fabulous Fifties,* CBS-TV special.

Television documentary any length: tie between Richard Hansen ("Mark

Twain's America", *Project 20*, NBC-TV) and Earle Luby, "Down Range", *Twentieth Century*, CBS-TV.

WGA also made a single radio award:

Best radio script, any type, any length: George E. Lord and Ivan R. Ladizinsky, "One Deadly Drink", WCAU Philadelphia.

AFTRA fringe payments hit $3.6 million mark

Benefits totaling nearly $3.6 million have been distributed by the Pension and Welfare Funds of the American Federation of Television & Radio Artists from Jan. 1, 1956, through May 31, 1961, Donald F. Conaway, AFTRA national executive secretary and board chairman of the trustees of the funds, announced last week.

The funds were begun in 1954 as the result of negotiations between the union and the radio-tv networks, and were the first such plans to be negotiated in the entertainment industry. Under the agreement, producers pay a sum equal to 3% of each performer's gross compensation into the AFTRA pension fund and 2% into the welfare fund. The funds are wholly industry-financed.

The fifth annual report shows that as of Dec. 31, 1960, the pension fund had reserves of almost $9.4 million and the welfare fund slightly more than $2 million. The funds are administered by a joint board of trustees representing management and labor. The trustees for the producers are I. S. Becker, vice president, CBS Radio; George Fuchs, vice president, NBC, and Edward G. Wilson, vice president, J. Walter Thompson Co., New York. Trustees for AFTRA are Mr. Conaway, and Clayton (Bud) Collyer and Frank Nelson, AFTRA past national president.

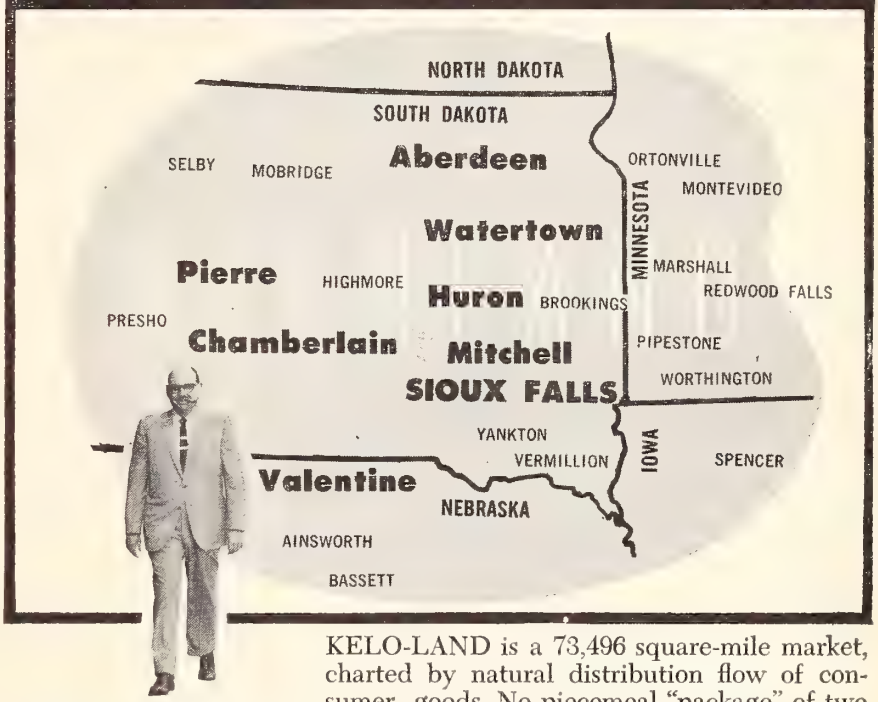
During the past five-and-a-half years, the funds have distributed almost $2.1 million in medical-surgical benefits and more than $1.5 million in hospitalization benefits. The AFTRA pension fund, which went into effect on Jan. 1, 1958, has paid out a total of $41,154 to 23 union members.

AFM convention backs Minow on programming

Delegates to The American Federation of Musicians convention last week in Atlantic City heard Herman F. Kenin, AFM president, endorse and pledge support to FCC Chairman Newton N. Minow's efforts to "upgrade" tv programming.

Mr. Kenin told delegates the AFM now is processing before the FCC a demand that WWL-TV New Orleans be subjected to a "critical review" of its license renewal application. Mr. Kenin

only KELO-tv LAND covers this 103-county market completely! simultaneously! no gaps!



KELO-LAND is a 73,496 square-mile market, charted by natural distribution flow of consumer goods. No piecemeal "package" of two or three unrelated stations can begin to cover it – not without leaving countless untold, unsold families. Only one television facility – KELO-tv SIOUX FALLS and its KELO-LAND booster hookups delivers the whole 103-county spread to you – completely, simultaneously, no gaps!

CBS • ABC

265,490 tv households in 5 states: (South Dakota, Minnesota, Iowa, Nebraska, North Dakota).



General Offices: **KELO-LAND TELEVISION CENTER, SIOUX FALLS, S.D.**

JOE FLOYD, President • Evans Nord, Gen. Mgr. • Larry Bentson, Vice-Pres.

Represented nationally by **H-R** *In Minneapolis by Wayne Evans & Associates*

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position**

company name

address

city *zone* *state*

Send to home address——

* Occupation Required

The upward trend in Negro radio programming

Negro programming has surged markedly in two major aspects during the past decade, a special survey released last week by the Keystone Broadcasting System shows.

Of major significance, Keystone reports, is the overall increase of 30% in the total number of Negro-appeal stations and a 15% rise in program hours. According to the report, the average Negro station carries 43 quarter-hours of specialized programming designed for Negro audiences.

This dispells the thoughts of many marketing people, says George Wharton, Keystone's director of research. "They tend to think Negro stations and audiences are dwindling because of the migratory exodus from South to North, and from East to Midwest and West. They often forget that the population boom has hit everywhere and that Negro families are growing even faster, in most instances, than white families. It means larger radio growth despite emigration."

Keystone's affiliated stations in its Negro Network stand at 361 as compared to 278 a decade ago. One station, Mr. Wharton says, carries as much as 118 hours of Negro programming per week but the average is about 11. The pattern shows:

- 318 stations carry 20 hours or less per week.
- 36 stations broadcast 21-40 hours weekly.
- 6 stations air between 41 and 100 hours per week.
- 1 affiliate carries in excess of 100 hours per week.

The following is a breakdown of KBS Negro Network affiliates in 23 states and the number of Keystone stations in each: Georgia, 45; North Carolina, 43; Texas, 41; Mississippi, 34; South Carolina, 28; Alabama, 26; Tennessee, 24; Louisiana, 23; Virginia, 19; Florida, 18; Kentucky, 17; Arkansas, 15; Oklahoma, 11; West Virginia, 5; Michigan, 2; Missouri, 2; Pennsylvania, 2; Maryland, 1; Nevada, 1; New Mexico, 1; Ohio, 1; Oregon, 1; Washington, 1.

added: "This will trigger a first show of hands at the FCC on the Minow doctrine that the public has a right to be heard on the usage of the public airwaves."

Mr. Kenin was re-elected president of the AFM. Other incumbent officers also were re-elected. They were William J. Harris, Dallas, vice president; Stanley Ballard, Newark, N. J., secretary and George V. Clancy, Newark, treasurer.

WLIB goes 100% Negro on weekday programming

WLIB New York, effective June 26, will concentrate its programming full-time, Monday through Friday, on the Negro audience.

The station said the audience "warrants and deserves" greater representation in the broadcasting field because of the increase in the economic and cultural status of the more than 1.5 million Negroes in metropolitan New York.

WLIB, until now serving a variety of ethnic groups, will continue to air special shows for other groups on weekends.

Program notes...

Double-header ▪ A one-hour documentary, *Two Faces of Japan,* has been acquired by WPIX (TV) New York from Associated Rediffusion of London through National Educational Television (NET), for commercial broadcasting in New York, Washington, D. C., and Los Angeles.

Re-run time for 'Masterson' ▪ Ziv-United Artists' *Bat Masterson* series, on NBC-TV for three years and ending its network run, is being offered for syndication to stations via Ziv-UA's Economee division. The re-runs total 117 half hours. Pierre Weis, Ziv-UA vice president in charge of Economee, reports that *Masterson* already has been sold in New York, Los Angeles and Chicago.

New venture ▪ Miller-Shaw Productions Inc., N. Y., has been formed to produce television programs for children. Partners are John A. Miller, who has headed his own packaging-production firm, and James T. Shaw, who formerly was vice president for network and regional sales for Ziv-United Artists. The company is at 527 Madison Ave., New York.

UA & Peter Lawford ▪ Chrislaw Productions, a newly-formed production company headed by actor Peter Lawford has concluded a three-year agreement with United Artists whereby Chrislaw will produce a minimum of two tv film series and three feature films for distribution by UA. William Asher, has been signed by Chrislaw to produce at least one of the features.

HOTTE$T ADULT SHOW ON RADIO

CARLTON FREDERICKS' "LIVING SHOULD BE FUN"



America's Foremost Nutritionist Carlton Fredericks, Ph.D.

Attracts, holds adult audiences. Attracts, holds top advertisers, national and regional. Five 25-minute shows per week, offered exclusively on a one-station-per-market basis. Over 15 years record of successful, award-winning broadcasting!

YOU GET FIRM COMMITTMENT from national advertiser to buy the Carlton Fredericks Show immediately on your station!

For complete information and audition tapes, write, wire or 'phone . . .

CF PRODUCTIONS, INC.
1 Park Ave., N.Y. 16
MU 5-8757

These Top Stations KNOW Carlton Fredericks SELLS

WOR New York, N. Y.
WLW Cincinnati, Ohio
WGAR Cleveland, Ohio
WCUM Cumberland, Md.
WJTN Jamestown, N. Y.
WDOE Dunkirk, N. Y.
WGGO Salamanca, N. Y.
KTHS Little Rock, Ark
KWKH Shreveport, La.
WAAP Peoria, Ill.
WJMJ Philadelphia, Pa.
KGON Portland, Oregon
WHAM Rochester, N. Y.
WIBX Utica, N. Y.
WKYW Louisville, Ky.
WNAC Boston, Mass.
KABC Los Angeles, Calif.
WPAZ Pottstown, Pa.
WVDH Gainesville, Fla.
WTUX Wilmington, Del.
WMNE Menomonie, Wis.
WBEC Pittsfield, Mass.
KLZ Denver, Colo.
WMTN Morristown, Tenn.
WCAT Orange, Mass.
KDOL Mojave, Cal.
KGB San Diego, Calif.
KFH Wichita, Kansas
WWVA Wheeling, W. Va.
WLAV Grand Rapids, Mich.
WRTA Altoona, Pa.
WMAL Washington, D. C.
WENY Elmira, N. Y.
WJOY Burlington, Vt.
KXYZ Houston, Tex.
WFLA Tampa, Fla.
WSOR Windsor, Conn.
WAQE Baltimore, Md.
WVMC Mt. Carmel, Ill.
KPHO Phoenix, Ariz.
WRAM Monmouth, Ill.
WRSA Saratoga Springs, N. Y.
WWOL Buffalo, N. Y.
WMUZ Detroit, Mich.
WRUL World-Wide Bd'csting
WGAC Augusta, Ga.
KQAQ Austin, Minn.
KBMO Benson, Minn.
KWBE Beatrice, Neb.
KMEO Omaha, Neb.
KVER Clovis, New Mexico
WJWL Georgetown, Del.

NEW—
SOLID STATE—
VERTICAL INTERVAL SWITCHER

This is the new Sarkes Tarzian switcher that "stole the show" at the recent NAB Convention.

Here's why:

MAJOR PERFORMANCE SPECIFICATIONS

1 SWITCHING TRANSIENT
—10 db below equalizing pulse amplitude

2 Phase Delay
.02 microseconds @ 3.58 (Ref. to 200 kc)

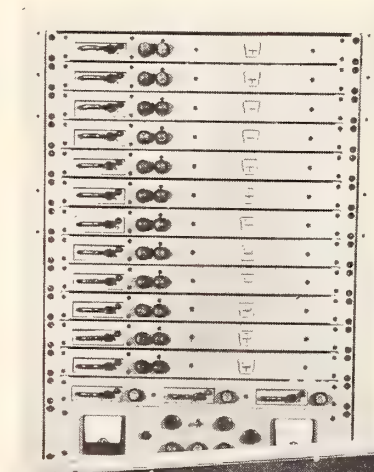
3 SWITCHING TIME
Less than .8 microseconds

4 Differential Gain
.2% max

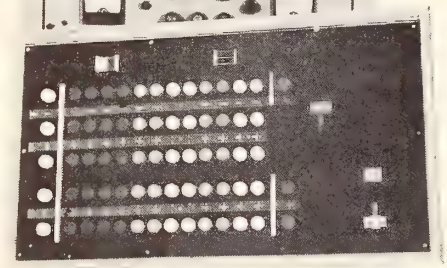
5 DIFFERENTIAL PHASE
.5° max @ 3.58 mc

6 Isolation (between any 2 channels)
60 db @ 3.58

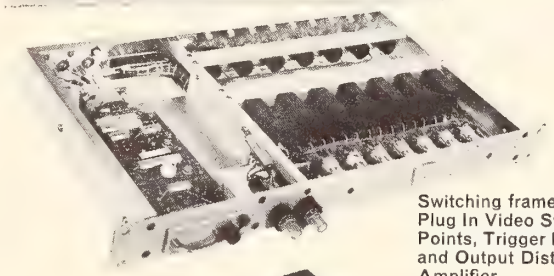
This performance is engineered into a compact package less than half as big as other switchers, and it's priced lower.



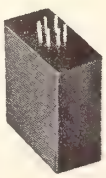
Solid State Vertical Interval Switcher



Typical Control Panel



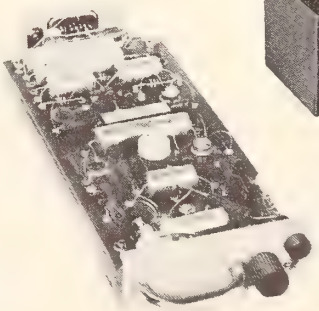
Switching frame showing Plug In Video Switch Points, Trigger Modules and Output Distribution Amplifier



Trigger Module



Diode Matrix Video Switch Module



Solid State Video Distribution Amplifier

AVAILABLE NOW—NO WAITING

Yes, you can get immediate delivery on this equipment—NOW. Modular construction permits custom tailoring to your specific requirements—at NO premium in cost to YOU. And, you can economically expand the system as future growth demands. Of course, we furnish full technical instruction, schematics and any engineering assistance required.

This outstanding switcher is another in a long line of Sarkes Tarzian products to gain immediate acceptance in the broadcast and electronics industry. Its HIGH QUALITY . . . RELIABILITY . . . . AND FINE PERFORMANCE are the same that engineers, broadcasters and technical personnel have come to expect from Tarzian.

Along with the extensive manufacturing facilities (semiconductors, variable capacitors, magnetic tape, TV tuners, radios and Hi Fi), SARKES TARZIAN, INC. owns and operates WTTV (TV)...WPTA (TV)...WTTS (AM) WFAM (TV) . . . WTTV (FM) . . . and WPTH (FM). All of which gives us a better understanding and down-to-earth approach to the Broadcaster's problems.

We will engineer your switching system requirements at no cost or obligation to you.

SARKES TARZIAN INC
Broadcast Equipment Division
Bloomington, Indiana

A television debut ▪ Intercontinental Television Inc., N. Y., an affiliate of the Walter Reade Group (theatre owner), has entered the tv distribution business, offering a package of 13 feature films produced after 1957. The package, called *The Continental 13*, is made up of features produced in Europe and starring such performers as Yves Montand, Jean Gabin, Joyce Grenfell, Michele Morgan, Ralph Richardson and Fernandel.

Public service series ▪ KTRH-AM-FM Houston, is presenting a series of public service programs, *Operation Air Gateway*, providing human interest stories and information concerning the airlines serving that city. The station broadcast on-the-spot taped interviews with pilots, ticket agencies, tourist bureaus, airline managers, stewardesses and other personnel and identifies itself as "KTRH, Your Air Gateway Station, Houston." The purpose is to impress upon all people of the Gulf Coast area of the tremendous growth of the airlines industry in that city and Houston's vital role as the new Air Gateway.

WFLA-TV series interepreets communism

Communism and the alerting of the public to it have inspired a new prime time public affairs series, *Battlegrounds of the Cold War*, on WFLA-TV Tampa-St. Petersburg, Fla.

The one-hour, prime-time films treat topics related to communism. The four so far have been so gory that one show was scheduled from 10-11 p.m. to discourage youthful viewers from watching.

WFLA-TV started the series with "Castro, Cuba and Communism," a topic of interest in its coverage area because of the nearness of Cuba and the large Spanish population. Heavy promotional spots, newspaper advertising and colorful circulars distributed to churches, civic groups and schools preceded the showing. The results were more than encouraging. An ARB survey, the station says, showed that the documentary had basically the same audience as the network show it pre-empted.

The films are obtained by the station from any available source. The actual presentation is accompanied by the appearance of noted authorities on the subject and Stephen L. Speronis, a station news analyst and a recognized authority on Russia.

According to George Harvey, WFLA-TV vice president and general manager and the originator of the *Battlegrounds* series, the revenue displaced from the prime time periods is more than offset by the station's increased importance and influence in the community.

The station says it has enough films to present *Battlegrounds* about every 10 days into early fall.

New Studios ▪ Cascade Pictures of California, tv commercial production company, as first step in a $1-million expansion program, has acquired property and buildings at Seward St. and Romaine Ave., Hollywood, a 45,000-square-foot area now occupied by Westrex Corp. and Todd-AO. Cascade will move into the Westrex quarters in October; Todd-AO will stay on as a tenant. Cascade will have six sound stages in operation when remodeling and new construction is completed.

Domestic travel series ▪ Assoc. Telefilms, New York, has scheduled a 13-week half-hour travel series, *Discovering America*, for more than 50 stations. The series features vacation areas, industrial development opportunities, travel and transportation facilities and other aspects of the American scene.

Title change ▪ ABC Films Inc.'s new adventure-drama series, *The Racer*, has been retitled *On the Straightaway*. The ABC-TV entry will be seen Fridays, 7:30-8 p.m. (NYT), beginning Oct. 6.

Concerts return ▪ For the 32nd consecutive season, the N. Y. Philharmonic concerts will return to CBS Radio next fall. The broadcast season begins Sat., Sept. 30 (8:30 p.m. EDT) and ends Sat., May 5, 1962.

Summer curriculum ▪ WNBC-TV New York has scheduled *Computer Age Math* (Mon.-Thur., 6:30-7 a.m. EDT) and *Astronomy and You* (Fri., same time) for the next 15 weeks. The math course, repeating two lessons weekly, was produced by educational station WGBH-TV Boston in cooperation with Harvard U. The astronomy half-hours were produced by the N. Y. Metropolitan Educational Television Assn.

All-America city ▪ WORC Worcester, Mass., has begun an interview series based on that city's recent award from *Look* magazine as an All-America city. The station's news director, Alan Jay, tapes interviews of industrial employes at their machines for presentation. Each show is 30 minutes in duration.



Garroway leads ..in the land of Profitunity!

From 7 a.m. to 9 a.m. Monday through Friday, the Today Show reaches 59.8% of all homes watching television per average quarter hour.

WFLA-TV delivers most TV homes in 28 rich, busy West Coast and Central Florida Counties — including the Tampa - St. Petersburg Metropolitan Market — Monday through Friday when most people watch TV. (Dec., 1960 NSI)

Average Quarter-Hour Homes Reached Monday thru Friday*
7 a.m. — 9 a.m.

WFLA-TV	25,650
WTVT	17,240

*DEC., 1960 NSI

Channel 8
REPRESENTED NATIONALLY BY—BLAIR-TV
wfla-tv NBC
TAMPA - ST PETERSBURG

Medical special ▪ WRGB (TV) Schenectady, N. Y. presented *Open Heart Surgery*, a video tape program showing an actual heart operation on a seven-year-old girl. The tape, four months in preparation, was made at the Albany Medical Center Hospital and is narrated by Dr. Paul W. Formel, assistant professor of medicine at Albany Medical College. The program was presented June 16, 10-11 p.m. The sponsor was General Electric Co.

Tell the manager ▪ Radio-tv listeners and watchers in Dallas will have a chance to voice their comments and complaints to the man who counts. *Let Me Speak to The Manager* made its debut June 18 on WFAA-AM-FM-TV that city. The 15-minute show is seen on Sundays in addition to two five-minute radio broadcasts. Mike Shapiro, general manager of the station, said the program would be of an informal nature. He stars as the "manager."

Interview list service ▪ The Forest Service, U.S. Department of Agriculture has published an "Interview List Service" enabling radio-tv to get interviews with excellent speakers and experts in their subjects. Their material is often timeless, never-been-told features of national interest. Interviews can be quickly arranged either through contacts listed on the "Interview List Service" or by Glenn A. Kovar, Director Network Radio-TV, U.S. Forest Service, 115 S. Los Robles, Pasadena, Calif. Murray 1-9413.

Dispute ▪ *Balance*, a new editorial interpretation show, is being presented daily 5:30 p.m. MST by KYND Tempe, Ariz. The show features newsmen Dick Gilbert and Frank Orth in controversial discussions on the leading news topic of the day. Each takes a turn at playing the "villain" in the debates.

Indianapolis race color 'spectacle, for tv

Sportlight "500" Films, new Chicago film packager headquartering at Sportlight Films Inc., there, Thursday announced a half-hour color "spectacle" on the Indianapolis Speedway 500-mile race that will be syndicated to tv and industry in late July. Total of 22 camera positions were used to obtain 15,000 feet from which the program will be edited by Bill Sprague, formerly with Bob Atcher Films and WBKB (TV) Chicago.

Sportlight "500" Films is a joint venture by Al Levine, head of Sportlight Films Inc.; Tom Carnegie, sports director of WFBM-TV Indianapolis, and Gene Genaro, Genatt Photo, Indianapolis.

Far Bigger than its 42nd National Ranking

WFBC-TV delivers 52200 HOMES



from 5 to 6 P.M. Monday through Friday *in the "Monty's Rascals" show*

Big among the South's **"BIG MARKETS"**

Here's the Comparison . . .
Homes Delivered 5:00-6:00 P.M.
Monday through Friday†

WFBC-TV	52,200
Miami	39,300
Tampa-St. Petersburg	37,300
Greensboro-Winston-Salem	34,900
Norfolk	27,800
Richmond	24,700

†Figures from A.R.B., March 1961, for leading station in each market.

*The Giant's GREENVILLE-SPARTANBURG-ASHEVILLE MARKET ranks 42nd in the U. S., according to Television Magazine.



A stand-out among afternoon kid shows, "Monty's Rascals" features station personalities in good live comedy, plus the best in film fun.



†WFBC-TV delivers a larger South Carolina audience than any other station!

Contact the Station or Avery-Knodel for information, availabilities and assistance.

sold by AVERY-KNODEL

CHANNEL 4
WFBC-TV
GREENVILLE, S. C.



Board considers plan to streamline NAB

UNIFIED CODE AUTHORITY, EXECUTIVE VEEP, PART OF REORGANIZATION

The long-awaited plan of President LeRoy Collins to reorganize the NAB was submitted June 14 to the combined boards at the opening of the summer directors' meeting in Washington. It provided for several key changes in the association's structure.

This final version of a series of proposals was drafted following a June 12 meeting of President Collins and a board advisory group.

Essentials of the long-range plan, as cleared June 15 by the separate radio and tv boards preparatory to the combined board meeting June 16 (see page 9), provided:

- A unified radio-tv code authority probably headed by a vice president.
- Creation of an executive vice presidency, top operating post under the president.
- An executive committee between the board and the president.
- A general counsel reporting to the executive vice president.
- A department of administration reporting to the executive vice president, carrying out duties now directed by Everett Revercomb, secretary-treasurer.
- A department of government relations with functions now handled by Vincent T. Wasilewski, vice president.
- A department of public relations, executing functions now under the direction of John M. Couric, public relations manager. It would have a vp.
- A department of station services embracing engineering, labor relations and field services, presumably directed by a vice president.
- A research and training center including varied statistical services, with vp.

The exact form of the reorganization awaited the board's June 16 action. One proposal discussed by radio and tv directors centered around a simplified board structure. Several versions were reviewed, based on unification of the radio-tv boards and reduction of the number of directors. President Collins is understood to have indicated he regarded board reorganization as a matter the directors should handle themselves.

Other discussion involved a proposed elimination of the radio and tv vice presidents. Some of the radio directors were opposed to this idea on the ground it would reduce radio's influence in the association.

The matter of vice presidencies drew close attention since the plan was based on a cluster of five vice presidencies—government relations, public relations, station services code authority and research.

NAB's present organization specifies four vice presidents—radio, tv, government relations and industry affairs. The tv vice presidency is vacant; John F. Meagher is radio vice president; Mr. Wasilewski is government relations vice president, and Howard H. Bell is industry affairs vice president, a function that bears some relation to the proposed new station services department.

The new code organization would be based on a director, presumably with vice presidential status. He would administer both radio and television codes, supported by separate staffs for each code. Backing up this staff setup would be separate radio and television councils, somewhat like the present radio and tv code boards but possibly requiring less time on the part of their industry members. More field activity was envisioned.

A brand new idea mentioned earlier in the year by Gov. Collins provides a program of basic and applied research in important industry areas. It would include training programs for broadcast personnel, dealing in programming, for example. The center would be operated by a university. It appeared Thursday this plan might be studied further by a board committee for review at the next board meeting (Feb. 5-9, 1962).

The government relations department would handle state and local government matters as well as federal problems, supported by an advisory committee. The public relations department would be based on a unified program including publicity, publications, special projects and liaison with other organizations. It, too, would have an advisory committee.

The station services department, also with an advisory committee, would handle staff and management services in the fields specified above.

The three departmental committees would provide a major slice in the association's structure, reducing the number of committee members from 270 to around 40.



The Iowa oracle, Ben Sanders (right), of KICD Spencer, had a few tips for some of the new directors attending their first NAB board meeting. Mr. Sanders had served previously on the board. L to r: Carleton D. Brown, WTVL Waterville, Me.; Ray Johnson, KMED Medford, Ore.; George T. Frechette, WFHR Wisconsin Rapids, Wis.; James L. Howe, WIRA Fort Pierce, Fla.; Robert F. Wright, WTOK-TV Meridian, Miss. and Mr. Sanders.

Nine are named for TIC committee

Nine tv broadcasters were confirmed June 15 by the NAB Tv Board of Directors for membership on the 1961-62 Television Information Committee. The committee serves as policy-liaison agency for Television Information Office, tv promotional-educational agency headed by Louis Hausman.

Confirmed as TIC members were Lester Bernstein, NBC; Roger W. Clipp, WFIL-TV Philadelphia; John P. Cowden, CBS; Joseph C. Drilling, WJW-TV Cleveland; Michael Foster, ABC; Clair R. McCollough, Steinman Stations; C. Wrede Petersmeyer, Corinthian Broadcasting Corp.; Joseph S. Sinclair, WJAR-TV Providence, R. I., and Willard E. Walbridge, KTRK-TV Houston. The respective networks designated their members; NAB President LeRoy Collins appointed the six station members.

Mr. Drilling was named to succeed himself as a tv director. His post be-

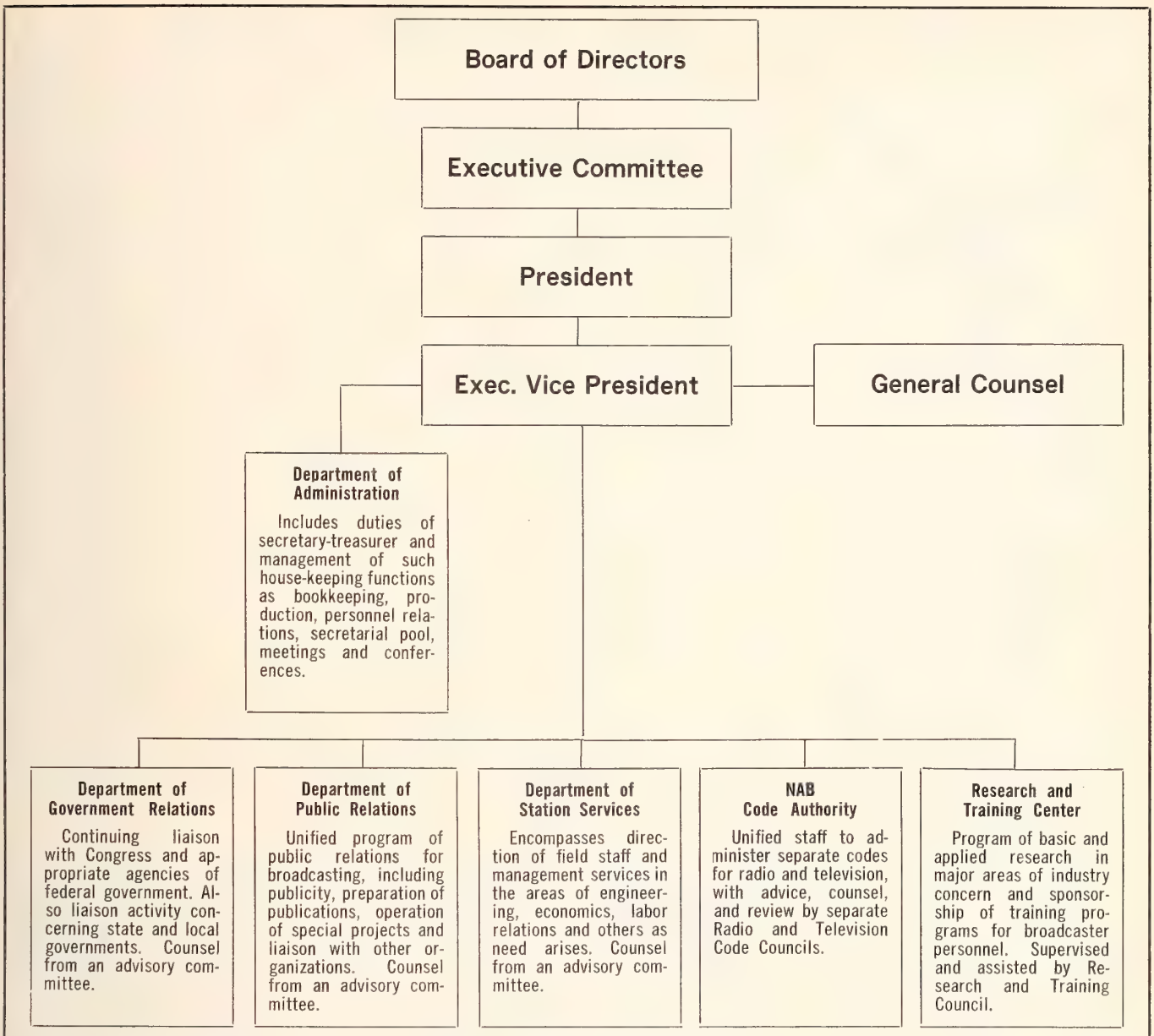


Chart of the reorganization plan as it was originally submitted to the NAB boards by President LeRoy Collins is shown above. At press time there was still considerable discussion among members of some of the proposals but it was generally conceded that the basic plan would receive approval.

came vacant when he moved from KJEO (TV) Fresno, Calif., to WJW-TV Cleveland. He had been elected as a tv-only director. However, the board has the necessary two tv-only directors so Mr. Drilling was appointed to fill his own vacancy.

The tv board adopted major changes in the tv code (story page 27).

A report was given the tv board by the All-Industry Television Station Music Licensing Negotiating Committee. It urged all tv stations to give the committee financial and moral support.

A resolution was adopted by the board directing the NAB staff to file with the FCC "when appropriate and advisable a request for an FCC review of the public interest considerations in licensing translator stations in coverage areas of regular tv stations." The resolution proposed that such a review be held where translators would have the same impact on existing tv stations as a community antenna system which brings signals into the area from outside sources.

Hatch is chairman of NAB radio board

George C. Hatch, KALL Salt Lake City, was elected chairman of the NAB Radio Board of Directors at a June 15 meeting in Washington. He succeeds Thomas C. Bostic, whose term expired in May.

Joseph M. Higgins, WTHI Terre Haute, Ind., was elected vice chairman of the board. He succeeds Merrill Lindsay, WSOY Decatur, Ill.

The radio board amended the radio code to ban advertising of intimate personal products (see code story page 27).

John R. Henzel, WHDL Olean, N.Y., was named to the Radio Code Board as successor to James L. Howe, WIRA Fort Pierce, Fla. Mr. Howe became ineligible to serve on the code board when he was elected to the radio board.

Mr. Hatch announced NAB's radio membership had reached 1,776 am and 602 fm stations for an all-time high of 2,378, plus the four radio networks. John F. Meagher, NAB radio vice president, told the board participation in the National Radio Month project in May reached a peak for this annual promotion. Use of on-the-air promo-



260

REASONS WHY FELIX THE CAT IS THE BEST NEW CARTOON ON THE AIR!

No coincidence that there just happen to be 260 episodes (four minutes each) in the Felix package . . . each episode visible and audible proof that *this* is the cartoon show for youngsters.

Produced in 1960-61 in full color . . . Felix is his own best salesman. See him in action and picture him on your station. If contests and give-aways with merchandise interest you, get ready for a deluge in the mail department!

Felix is made for youngsters. You'll have *more* moppets staring at *your* channel when the world's most famous feline becomes *your* cat.

CALL OR WRITE

TRANS-LUX TELEVISION CORP.

625 Madison Avenue
New York 22, New York
PL 1-3110
Chicago • Hollywood

tion material prepared by the NAB public relations service ranged as high as 97%, he explained. The service is headed by John M. Couric.

The radio board was given a review of radio code activity by Cliff Gill, KEZY Anaheim, Calif. Mr. Gill said the code had acquired 1,272 paid station subscribers since it went into effect last July 1.

Commenting on the radio session, President LeRoy Collins described proceedings as "a very heartening and encouraging experience." He said there had been "full and free discussion over the whole range of radio needs and opportunities ahead. Working together in NAB we are determined that radio shall occupy a firm and deserved position as one of the most important influences in the nation's progress."

THE SHOWS MUST GO ON

Overcoming power failure is cinch to N. Y. stations

Several New York radio and television stations were caught in the dark last Tuesday when a major power failure hit the mid-town section at 5:07 p.m. WNEW-TV, the only station forced to suspend operations, returned to the air around 8:30 p.m. WABC-AM-TV, WINS, WCBS and others improvised under emergency conditions.

The Associated Press radio-tv department helped to rescue WABC-AM-TV when emergency power restored only part of its facilities. David Prowitt, ABC newsman, and Charles Woods, announcer, handled the broadcasts direct from the AP via an extension hook-up with ABC's master control system.

Seconds after its power failed, WINS switched to a battery-powered amplifier for transmission to its transmitter at Lyndhurst, N. J., and dispatched a team of 12 leg-men and a mobile unit to key points in the darkened area. One WINS announcer referred to the emergency news operations as "bucket brigade news."

ABC-TV programs were fed from Chicago through telephone company equipment to the ABC transmitter atop the Empire State Bldg. ABC Radio news programs were broadcast through battery amplifiers feeding telephone lines to WABC's transmitter in Lodi, N. J. WABC also broadcast from mobile units on W. 66th St., with all ABC radio originations being switched to Washington, D. C. WABC-TV's local programs were broadcast with the cooperation of WPIX (TV), which contributed commercial facilities through private microwave and telephone lines.

WCBS Remains ▪ WCBS-TV stayed on the air, although other facilities in the building were inoperative. WCBS lost just minutes before its transmitter staff was able to commence with re-



Organized confusion pretty much was standard operating procedure during last week's power failure in New York. Here's a glimpse of ABC's improvised operations on location at the corner of 66th St. and Central Park West. Seated at typewriter is Jack Begon, a newswriter, taking a quick refresher.

corded music. CBS Radio said that through resourceful rerouting of circuits only four minutes of *Allan Jackson and the News* were affected—the first interruption in the network's history. Bill Cullen, who has a morning show on WNBC, provided that station's listeners with a beeper phone report from his 2nd floor Central Park West apartment where he was marooned without light or elevator service. WNBC-TV aired two special reports.

WQXR missed seven and one-half minutes and WQXR-FM 45 minutes of air time. Radio relay from WQXR-FM's transmitter began at 6:20 p.m. Announcers and engineers made their way crosstown and began regular studio operation while runners supplied news copy from *The New York Times* news room and with program material from the studios. Engineers at the am transmitter in Maspeth, L. I., picked up WQXR-FM off the air and fed it to the am affiliate.

Radio-tv smothering newspapers in suburbs

Radio and television are smothering newspapers in the competitive battle for the attention of growing suburban households, according to *Add 1*, the experimental issue of a proposed new magazine published by the Medill School of Journalism at Northwestern U., Evanston, Ill.

Dr. Eugene J. Webb, director of research at Medill and former director of technical research for the *Chicago Tribune*, writing in the new professional journal, said that the "shimmering of the picture windows" in suburbia today "has obscured the influence and implications of the population change for our mass media, particularly the newspaper." He said "We notice the television antenna, but not the empty porch" without its newspaper, observing that the metropolitan daily newspapers are losing suburban circulation while shelter magazines are increasing their circulation and radio-tv are saturating this growing market.

Dr. Webb cited a study showing 93% of suburban households in the 15 largest market areas of the nation have tv receivers but readership of the top two newspapers in each market totaled only 49.1% coverage. He also noted: "The home-delivered editions of most metropolitan morning dailies contain no news fresher than that carried over broadcast stations at 10 p.m. and 11 p.m. the night before. To expect a 'gee whiz' reaction from the breakfast reader is naive."

Dr. Webb said one newspaper editor has suggested that the morning metropolitan paper will become regional, serving evolving "linear" cities with only the big news, while local news will be left to the smaller peripheral or community papers.

He also pointed out that 10 to 25% of the working population of the big cities don't read any metropolitan paper regularly. "It has been said that newspapers aren't noted for innovation," Dr. Webb said. "Maybe it will be said that those who survive were."

Wyoming Gov. Gage dislikes FCC tactics

Wyoming's Gov. Jack R. Gage objects to the "pseudo-police tactics" of the FCC as much today as he did 20 years ago. Addressing the Wyoming Assn. of Broadcasters June 3, Gov. Gage recalled his days as manager of KWYO Sheridan and said broadcasters should be able to run their business like any other private enterprise, especially in view of their important role in the national welfare.

Verl Bratton, Colorado Springs, Colo., consultant and veteran broadcaster, criticized the present FCC operation under Chairman Newton N. Minow but said some of the chairman's criticism might have been avoided if broadcasters had concentrated more on initiative and creativity.

The association approved a resolution urging the teaching of radio and tv skills at the U. of Wyoming. It decided to retain a part-time assistant for administrative routine.

Florida AP stations honored

Six Florida radio and television stations were honored for outstanding news coverage during 1960 at the annual Florida AP Broadcasters Assn. convention at Daytona Beach.

The radio awards: WPDQ Jacksonville—telephonic news, documentary and features; WSUN St. Petersburg—spot news; WDBO Orlando—telephonic news coverage; WDSP DeFuniak Springs—features.

Television awards went to: WTVT (TV) Tampa—spot news and features; WFGA-TV Jacksonville—documentary.

NAB publishes awards manual

An updated edition of its handbook listing 108 separate awards and citations in the broadcasting field has been published by NAB. The 48-page book was compiled by Richard M. Allerton, NAB research manager. Full details of each award are given, along with names and addresses of sponsors.

The booklet includes awards and citations for announcing, acting, advertising, editing, engineering, programming, producing, public service, scriptwriting and sportscasting.



WAVE-TV viewers use 28.8% more GAS and OIL

—because they drive 28.8% more miles, in 28.8% more cars, trucks and tractors!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

The place of pay tv in catv's future

COUNT ON IT FOR HEAVY DISCUSSION THIS WEEK IN SAN FRANCISCO

The 13-year-old community antenna industry is approaching a crossroads in the path that has seen it grow from a grass-roots small business enterprise to a substantial industry that has, in the last few years, intrigued the interest of major investment money.

That turning point is expected to be one of the major topics of off-the-agenda conversation at the 10th annual convention of the National Community Television Assn. this week at San Francisco's Jack Tar Hotel.

The continuing growth of multiple catv ownership is a matter of utmost significance to catv operators.

And, crossed with this development, many group catv owners are clearly outspoken about one particular interest they have in the cable antenna service. This is pay tv.

Pay tv is expected to be the most controversial subject discussed in the rooms and corridors of the convention meeting place. Many of the old-line catv owners aren't favorably disposed toward this development in what they firmly believe is, and should remain, an antenna service operation.

Some of their touchiness is due to their feeling that pay tv is being foisted on them by "outsiders." Outsiders, according to this viewpoint, are those who have bought into the cable antenna field in recent years, rather than those who developed it from the ground up.

If cable companies are turned into subscription tv operations, these dissenters avow, then the fat's in the fire; before long catv will be regulated by the FCC, if not by state public utility commissions.

True, But . . . ▪ That pay tv is being fostered by the larger entities in catv, some of whom are newcomers, is true. The adherents of subscription tv over wire lines number some of the largest of the group cable owners:

TelePrompTer Inc., which went into catv only 18 months ago, now owns nine systems, with 20,000 customers.

National Theatres & Television Co., which moved into the catv business two years ago, now has six systems and 21,700 subscribers.

RKO General, this year, bought the Video Independent Theatres chain of motion picture theatres in the southwest. Video Independent is the parent company of the Vumore Inc. catv chain—comprising 14 systems with 15,200 subscribers. RKO General is planning to test pay tv over the air from its WHCT (TV) in Hartford, Conn.

Midwest Video Inc., an old timer in the business, with 10 systems and serving 12,400 customers, holds a franchise from International Telemeter Co. (Paramount Pictures) for a coin-box pay tv system in Little Rock, Ark. Midwest is seeking Arkansas Public Utilities Commission approval for this enterprise.

The Bill Daniels complex, as it is called, is a pioneer catv operator. It owns six systems, serving 3,000 subscribers, and under a management contract operates seven additional systems, serving over 21,000 customers.

TelePrompTer, right from its entrance into catv ownership, envisaged the wire systems as the nucleus of a pay tv operation. Only a year ago, at the NCTA convention in Miami Beach, TPT unveiled its Key Tv system of subscription tv. This operates over landlines and includes now a method for receiving individual billing information at a central headquarters. Key Tv lends itself to what TPT President Irving Kahn has called "participation tv." This means that the subscriber can be interrogated and can make his response known by pushing a button on the Key Tv device in his home. This could be used for program rating surveys, research questionairring and, in the ultimate, for ordering merchandise.

Calling again on catv operations to rally round the pay-tv banner, Mr. Kahn addressed a communication to all NCTA members on the eve of the San Francisco convention:

"Last year at Miami Beach I told you of my firm belief that subscription television was inevitable, and that it should be—in fact, must be—a rallying point for the catv industry.

"The succeeding months have served only to confirm my belief. I urge you, more strongly than ever, to consider the opportunity that subscription television—and particularly 'participation tv' as epitomized by Key Tv—offers us as catv operators."

Another Entry ▪ Although TPT is not exhibiting again at the NCTA convention, another pay tv system is. This is the Home Entertainment System. Also a wired system, HES proposes to put its billing meter on the outside of subscribers' homes. President of HES is Martin N. Leeds, until recently a director of National Telefilm Assoc. NTA holds the franchise to license this system.

The whole question of catv's orientation toward pay tv may come to a head during a scheduled panel on the subject. This is being moderated by Larry Boggs, of Vumore, with these panel members:

Representing pay tv—Mr. Kahn; Dr. William C. Rubinstein, ITC; and George R. Morrell, Midwest Video.

Representing catv operators—M. William Adler, Weston, W. Va.; J. Seibert Worley, Shamrock, Tex.; Gene W. Schneider, Casper, Wyo.; Martin F. Marlarkey, Transvideo-Hotel Operating Co., and William J. Calsam, Oneonta, N. Y.

Pattern Changing ▪ Perhaps the most significant change in the patern of catv in the last few years is the surge in multiple ownership. Originally a grass-roots enterprise, founded and operated by local enterpreneurs, the catv industry today counts some of the largest systems or groups of systems under single ownership.

Aside from those already identified, other major group entities in the catv field now include:

H&B American Corp., Los Angeles, which only a year ago paid $5 million



Starting at the top

William Dalton, president of the National Community Television Assn., felt he ought to have first hand experience in the operation of a catv system. So he donned work clothes, boots and, fully equipped with a lineman's tools and safety belt, joined the field crew of the Potomac Valley Tv Co. in Cumberland, Md., for one week late in May. Here he is beginning a 95-foot climb up an antenna pole to check receiving antennas.

for Jerrold Electronic's nine cable companies and last week completed negotiations to buy the Palm Springs, Calif., system, bringing its total customers to over 40,000. H&B claims it owns or has under contract to purchase catv systems worth over $9 million.

The Antennavision group in the Southwest, with 16 systems and 11,000 customers.

One of the most interesting developments in the catv field in the last few years is the influx of broadcasters. There have been a number of these catv owners with an interest in broadcast properties, but from a scant half-dozen five years ago this number has increased substantially.

Many of them are in the multiple-ownership class; RKO General, the Bill Daniels group (KHOW Denver), and the Antennavision group (KIVA [TV] Yuma, Ariz.).

Others are:

J. Elroy McCaw (WINS New York and other stations), who has an interest in catv in Centralia-Chehalis, Wash.; A. J. Malin (WWNH Rochester, N. H.), Laconia, N. H.; W. L. Piehl and Bruce Hamilton (KXLJ-AM-TV Helena, Mont.), who own a catv system there.

Also Paul McAdam (KPRK Livingston, Mont.), who owns the catv systems there and in Lewistown, Mont.; Everett A. Faver (KOTI-TV Klamath Falls and KBES-TV Medford, both Oregon), catv systems in those cities plus Roseburg and Grants Pass, Ore.; Harry L. (Bing) Crosby (board chairman of the broadcast division of Nafi Corp.), who has an interest in a San Fernando Valley, Calif., catv operation; John Spottswood (WKWF Key West, Fla.), a catv system there; Martin F. Malarkey (WRTA Altoona, Pa.) who is principal owner of Transvideo & Hotel Operating Co. and who is seeking a franchise in Wilmington, N. C. in association with Dan D. Cameron of WECT (TV) there, and has applied for a catv operation in Altoona.

Latest addition to the broadcaster-catv contingent is the *Baltimore Sunpapers* (WMAR-TV) which has bought out 80% interest in WBOC-AM-TV Salisbury, Md. and is awaiting FCC approval of this purchase. WBOC properties include a catv system there.

Sometime the connection between broadcasting and catv is not apparent. The Jack Tar Co. is an example. Jack Tar Co. is the major stockholder in PenNy Tv Inc., which owns catvs in Bradford and Clearfield, Pa., and Olean, N. Y. Jack Tar Co. is controlled by Reserve Life Insurance Co., which owns KWAT Watertown, S. D., and KHOG Fayetteville, Ark., and 80% of KTRN Wichita Falls, Tex.

Broadcasters Fight ▪ At one time the threat of catv to local tv stations was considered acute. For almost five years a small group of broadcasters fought bitterly to throw a halter over the catv companies which competed with them for the limited audience. These broadcasters, led by such broadcast veterans as Ed Craney, Bill Grove and Capt. Harry Butcher, charged that the catv operation in their communities was threatening their existence since the cable companies fed the same audience, many times with multiple choices brought from outside the community. Many of these "outside" programs duplicated the very programs being broadcast by the tv stations. They also claimed that catv systems were using their property without permission.

The battle raged in the states, before the FCC and finally, last year, in Congress. By one vote the Senate refused to hobble catv with regulation by the FCC. Following this action many of the "situations," as the catv people call them, disappeared.

There are about 35 communities which have a local catv system and a single local tv station in competition with each other. Only in three or four, NCTA sources estimate, is the situation still a matter of controversy.

In most situations, the cooperation of the catv company and the local tv station have rendered the problem moot; in some instances this was accomplished by the catv group buying the local tv station—as in Helena, Mont., and Yuma, Ariz.

Pending before the Congress today is a new legislation which would authorize the FCC to referee conflicts between the two adversaries. The catv industry is opposed to this; the FCC and NAB support it.

Rights in Signals ▪ The question of the legal right of catv systems to pick up tv programs is the subject of two lawsuits. In one, three Salt Lake City tv stations have asked the U. S. District Court in San Francisco to enjoin the Idaho Falls, Idaho, catv system from continuing to pick up their signals. A decision on a motion for summary judgment is awaited. The other is a copyright suit brought by United Artists Corp. against NWL Corp. (Clarksburg and Fairmont, W. Va., catv systems). UA claims that this catv operator has been using its films, via pickup from tv broadcasts, without payment or permission. The catv industry considers this so significant that it is raising a defense fund by selling debentures.

The attractiveness of catv as an investment is indicated by the interest of financial investment money coming into the industry. The rate of return is considered healthy—about 20% on investment.

But catv is still considered a speculative investment; the establishment of two or three translators or boosters in a catv area can virtually obviate the need for the cable service.

The riposte by the catv operator is more investment—more channels, perhaps a microwave-relay system to bring in more and more distant programs, and improved facilities.

There are about 35 microwave systems now serving catv systems. There are several dozen applications pending, and as in most maturing industries, some of them are competitive.

Even the procedure for acquiring a franchise has changed in recent years. Once upon a time a catv entrepreneur would ask a city council for permission to string cable on the local utility poles. Today, when not one but several applicants file for this type of franchise, the proffers are made in sealed proposals—and they include such new items as payment of a fee to the city for the grant, and the offer of a percentage of the gross on a yearly basis. This latter runs between 1.5% and 2.5%, it is understood.

Altoona, Pa., right now is considering four such proposals for a single franchise in that city.

The gross revenues of the average catv system run between $100,000 and $200,000 yearly.

SEC Filing ▪ On record at the Securities & Exchange Commission is the first complete public offering of stock in what is essentially a catv group. This is the International Cablevision Corp., newly organized by Ralph M. LaPorte, Ohio furniture chain owner, and Henry M. Diambra, president of Entron Inc. Entron is one of the major manufacturers of catv equipment.

The SEC registration calls for the sale of 164,850 shares of Class A common stock to be placed on the market at $10 per share. The over $1 million due to be realized is to be used to finance expanded operations. The company already owns catv systems in Vero Beach and Fort Pierce, Fla., and in San Angelo, Tex. It plans to build new installations in Tallahassee, Panama City and Eau Gallie, Florida. It also holds an option to buy the Virgin Islands cable company.

The company was incorporated early this year in Delaware. It is authorized to issue 650,000 shares of Class A and 350,000 of Class B common stock. Assets were listed at $1 million, including $400,000 in current assets.

Another illustration of the financial activity in catv properties can be gleaned from the sums being paid for the systems.

Only two weeks ago TPT acquired three systems—two in Oregon and one in California. The Santa Cruz, Calif., system, serving over 3,100 customers, sold for $800,000, according to Hamilton-Landis & Assoc., the broker who handled the sale.

One of the major brokers in the catv field is Daniels & Assoc. of Denver. Last week the company announced that it had negotiated the sale of three systems, although all prices were undisclosed. Catv systems in Cisco and Eastland, Tex., were sold to Jack R. Crosby, owner of the Del Rio, Tex., system; the other, in Martinez, Calif., was sold to N. H. Harris of Casper, Wyo., who also has other catv interests.

These three sales brought to nine the number handled by the Daniels firm in 1961, Bill Daniels, president of the Denver company, reported. In the last three years, he said, the company has brokered catv sales to $9 million.

Freeze Baby ▪ Community antenna companies came into being 13 years ago during the tv freeze (1948-52).

In many western communities there were no tv signals available—or they were so tenuous they required a major receiving installation to bring them into the home—local interests set up high gain, highly sensitive receiving antennas on mountain tops and ran the received signals to tv homes by cable.

The idea took hold and spread rapidly eastward to many communities where reception was poor or inadequate.

Today there are an estimated 1,000 systems. They range from minimum installations serving a few hundred people to major combines serving 20,000-30,000 customers and more. Catv serves in all 2.5 million people, it is claimed.

In the early days the home with a tv set had to pay an installation charge of $50 to $150 to be connected to the cable. In addition there was a monthly installation fee ranging up to $9. Today connection charges have virtually disappeared and the monthly rates run from about $3.50 to $7.50.

Over the past 10 years, over $100 million has been invested in catv, according to best estimates.

The fringe area service has become big business.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ KLAK Lakewood, Colo.: Sold by Maurice and Julia W. DaVolt and Edythe G. Walker to Edward Smith Scott, former mayor of Englewood, Colo., and tv producer, for $310,000 plus agreement not to compete for 10 years. Station is 1 kw on 1600 kc.

▪ KWRE Warrenton, Mo.: Sold by J. Soulard Johnson and Harry G. Kline to Glenayre Broadactsing Co. (Harry H. Coon, owner), for $178,500. Mr. Coon is head of Harry H. Coon Productions, Chicago, producer of radio and television station commercials and jingles. Station is 500 w daytimer on 730 kc, holding cp for 1 kw. Broker is Hamilton-Landis & Assoc.

▪ WHMI Howell, Mich.: Sold by Mel Wirth to Ben Hovel and Frank Bignell, for $115,000. Mr. Hovell is with WKOW-AM-FM Madison, Wis. Mr. Bignell is former employe of those stations. Station is 500 w daytimer on 1350 kc. Broker is Hamilton-Landis & Assoc.

Wide interest attends WROC-TV presentation

Yards of news stories, editorial support and features in newspapers that normally are among its steadiest competitors were being counted up last week by WROC-TV Rochester, N. Y., as the fruits of a program that basically didn't cost the station a dime.

The program was built around a 45-minute film, "Operation Abolition," produced by the House Un-American Activities Committee and furnished at no cost to WROC-TV by the local civil defense office, which had been using it as a training film. The publicity that ensued was based on the controversy stirred up among church and other local groups by the announcement that the film would be telecast. The controversial film deals with student-led riots, allegedly Communist-inspired, at West Coast hearings conducted by the committee last year.

When scheduling of the film by WROC-TV aroused protests, the station deferred the showing for a week to take stock and arrange for opposing views to be presented on the same program. Then it was re-scheduled in prime evening time, pre-empting three NBC-TV programs on May 29. The controversy among local groups built to a point where one newspaper, the *Rochester Democrat-Chronicle*, assigned two editorial-page writers to watch the program and prepare independent evaluations of the film. Accounts of the controversy also were carried by rival radio and television stations, WROC-TV reported.

In WROC-TV's presentation, which was produced by Paul Sciandra, director of production and programming for WROC-TV and also program director of WGR Buffalo, the film was followed by 30 minutes devoted to statements by spokesmen for and against the film, and another 30 minutes of open discussion by the same panelists. Officials of Transcontinent Television, which owns the station, said that in addition to the unprecedented newspaper treatment WROC-TV had received several hundred letters which, while divided over the question of fairness or one-sidedness in the film itself, overwhelmingly supported WROC-TV's present action.

Outstanding Exclusive Broadcast Properties

Daytimer with excellent frequency in one of the Southwest's best markets. Showing operating profits. Available to qualified buyer for only $50,000 down.	SOUTHWEST $225,000
This is an AM-FM daytimer in a good multiple station market. Market is in the medium class. $30,000 down payment and terms.	EAST CENTRAL $150,000
A fulltime property in a rapidly growing area. Fine climate. Station is operating in the black. Down payment of $20,000 and terms.	SOUTHWEST $80,000

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Criticism: sign of respect, not an insult

SO CAMPBELL SAYS IN TALK TO FLORIDA BROADCASTERS

The broadcasting industry is leading a cultural revolution that in turn lies behind much of the criticism directed at the medium, the Florida Assn. of Broadcasters was told June 15 by Eldon Campbell, vice president-general manager of WFBM-AM-FM-TV Indianapolis.

Mr. Campbell addressed the opening luncheon of the FAB convention in Miami Beach. Approximately 200 broadcasters and guests took part in the three-day program.

All the criticism now aimed at broadcasting provides a tribute to the medium's power, Mr. Campbell said. "Criticism of broadcasting will always be with us as long as we are a powerful medium of communication. It should not be feared, but respected for what it is. The broadcaster should let his public know about station policy by encouraging personal involvement of the station's staff in civic enterprises—by establishing and maintaining constructive rapport with community leaders and opinion markets, getting thoughtful people acquainted with our business."

Criticism is coming from all around, Mr. Campbell conceded, but "things look bright for the thoughtful broadcaster. He should recognize that there will be continual evolution in public interest; he should recognize the fact that he has many more things interesting to the public.

"We must win a war—a war for men's minds. Our nation is faced with this reality. We can't win it when we spend as much time and money undermining the very things that have made us great as we spend defending our position abroad. This is a war broadcasters by facility and training are admirably equipped to wage."

Works Both Ways ▪ Mr Campbell described editorializing as a challenge "not to be feared but accepted as the situation demands." He added that "the freedom not to editorialize does exist and is as important as the freedom to editorialize."

Lee Ruwitch, WTVJ(TV) Miami, president of FAB, said in his opening address that the association has all tv and 70% of Florida radio stations in membership. This strong representation was an important factor in the defeat of state legislation that would have banned beer and wine advertising, he said. He reported Florida Defense Network is the prototype for the rest of the country. FAB, he added, has urged its members to editorialize.

In a joint discussion of broadcast research problems and the recent congressional report on the subject, James W. Seiler, director of American Research Bureau, said his firm would support plans for an industry audience research committee. He appeared in a discussion with George Blechta, vice president of A. C. Nielsen Co.

Mr. Seiler said one of the most serious problems in the research field "has been the evaluation of audience measurement by large segments of the industry, based primarily on comparison of competing services and selection of the one which shows the best picture at the moment for the station or program in which the buyer is interested."

He urged research buyers to follow these rules: buy research to learn facts, not for the best numbers; insist on quality and don't try to be an expert if you're not; utilize the know-how of universities, reps, agencies, networks and consultants; learn the limitations of the research you use; be willing to pay more for improved research.

Fading Fad ▪ Mr. Blechta said complaining about tv ratings "is a less popular parlor game than it was three months ago." He ascribed this to the clarifying effect of the Madow rating report to Congress.

Less-informed critics have been silenced in large measure by the report of statistical experts and by the conclusion that rating services on the whole are doing a reasonably good technical piece of work for the purposes to be served, he said.

He said the report showed that programming faults can't logically be blamed on ratings. He recalled the statement by Chairman Oren Harris (D-Ark.) of the House Commerce Committee that rating surveys, however improved, will not yield results on the national level sufficiently different from present results to indicate need for a change in programming policies. "Ratings are only the tools, not the masters," Mr. Blechta said.

Robert F. Jamieson, assistant business manager, CBS-TV, spoke Friday on the subject of broadcaster responsibilities which transcend the business of "putting pictures on the air." Titling his speech "Broadcasting Is More Than Broadcasting," Mr. Jamieson cited CBS President Frank Stanton's effort to change Sec. 315 as one illustration of the kind of responsibility all broadcasters must exercise with "equal concern."

"Broadcasters must have a highly developed sense of public responsibility if they are going to survive, especially in view of increasing governmental interest

We Hate To Explode The Myth!

But there is no yardstick for buying or selling radio or television stations.

Every property has a combination of different considerations—
including gross sales, cash flow, personnel, power, frequency,
competition, real estate, contracts, market potential.
We make it our business to know all of these factors
and weigh them accordingly!
Your insurance of knowledgeable dealings through . . . .

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EXbrook 2-5671
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Los Angeles

NEGOTIATIONS • APPRAISALS • FINANCING

News and nothing but the news on X-TRA

"Most stations have just one word in their names. X-TRA NEWS has two words. The reason is that we wish to make the name X-TRA NEWS descriptive of the service we offer—news and nothing but news. So when someone asks you about the new all-news radio station, the name of it is X-TRA NEWS."

That announcement is one of 100 varieties of promotion spots that Southern Californians have been hearing since May 6 at the 690 point on their radio dials. Along with the promos, the listeners have been hearing a new kind of radio programming—just as the announcement puts it—"news and nothing but news."

In fact, it could be put even more strongly—"hard news and nothing but hard news." Not for X-TRA NEWS are editorials and gossip columns and book reviews and society pages and fashion notes. The station's programming, which goes on 24 hours a day, is like the front page of a metropolitan newspaper, wrapped up in a seven-minute broadcast package. Each newscast is updated from the previous one; each is like a new edition of "Los Angeles' independent and dependable newspaper of the air," as another X-TRA NEWS promo spot puts it.

X-TRA NEWS, whose official call is XETRA, is a Mexican-licensed station, located in Baja California, near Tijuana, just below the California border. It operates on clear channel 690 kc with 50 kw and its signals are beamed up the coast. Its licensee, Radio Difusora, formerly operated the station as XEAK with a popular music format. Today, Russ Barnett, managing editor, supervises the station's collecting, editing and broadcasting of its all-news programming.

News Sources ▪ At first, the news came largely from the tickers of the two major news services, AP and UPI. Then a clipping bureau began augmenting this with material from the top papers of every major U.S. city plus the capitals of other nations around the globe. X-TRA NEWS is now a subscriber to Los Angeles' City News Service to permit a greater emphasis on news of the L.A. metropolitan area which is the station's main audience target. In the near future, X-TRA NEWS plans to add its own Los Angeles news staff of reporters and editors to compile an exclusive news report for the X-TRA NEWS audience.

From the beginning, the audience reaction has been enthusiastic, Cy Ostrup, vice president and general manager of the Texas Triangle, X-TRA NEWS exclusive sales representative, reports. More than 300 letters and a like number of telephone calls have been almost uniformly enthusiastic about the idea of news available at any time of the day or night one wants it, without having to wait for the hour or half-hour time when most stations schedule their newscasts, he said. There have been many suggestions for improving the station's present news service, virtually no complaints about the all-news format.

Unlike many radio stations which refuse to accept musical jingle commercials, X-TRA NEWS welcomes them. Its own promos are all presented against a musical background or accompanied by music, to provide a contrast for the musicless newscasts. To prevent monotony, three newscasters are on duty at all times, each reading copy he himself has previously edited. Each does two newscasts back-to-back (about a 15-minute on-the-air stint), then has a half-hour in which to prepare for his next turn at the mike. The newscasts are backed by the subdued sound of a teletype machine, audible enough to suggest a newsroom setting but low enough so as



X-TRA News is utilizing newspapers, direct mail, television and outdoor advertising in a heavy sales and audience promotion campaign. Cy Ostrup (l), general manager for Texas Triangle Inc., sales rep for X-TRA, shows one of the billboards to Mike Granieri of Burgermeister Brewing Corp., an advertiser on the station.

in the broadcasting industry." Mr. Jamieson emphasized that broadcasters' responsibilities cannot be routed to Rockefeller Center (NBC) or 485 Madison Ave. (CBS), but "to be really effective, the responsibility for public service must have a main Street address."

MBS adds seven stations

Mutual last week added seven new affiliates, bringing to 420 the number of radio stations now on its roster.

The Supreme Broadcasting Co. of Puerto Rico has linked its three outlets with the network and a fourth, WSVI Christiansted, Virgin Islands, now under construction, will become an affiliate when it goes on the air early next year. The three operating Supreme stations are WKYN and WFQM-FM San Juan; WORA-AM-FM Mayaguez, and WPRP Ponce, all Puerto Rico.

Other new MBS affiliates are KLGN Logan and KIXX Provo, both Utah, WKAB Mobile, Ala. and WNVY Pensacola, Fla.

Radiomen told 'go forth and tell your story'

Radio broadcasters should spread everywhere their conviction of the sales effectiveness of the medium, the Virginia Assn. of Broadcasters was told at its June 14-16 meeting by H. Preston Peters, president of the Peters, Griffin, Woodward, station representative firm.

Mr. Peters urged radio executives to tell their story at the agency, broker and advertiser levels "in all ways, by per-

not to interfere with the clear transmission of the news stories.

Music on Promos ▪ Some X-TRA NEWS promos open with a musical prelude and the names of four persons "familiar to Southern Californians — people vitally interested in the events around them — the kind of person, like yourself, who listens to X-TRA NEWS at various times throughout the day to be informed. There's no waiting for hourly newscasts or skimpy headlines on X-TRA NEWS. The news is there constantly at any time of the day or night. X-TRA NEWS, the world's first and only all-news radio station. In the air everywhere over Los Angeles."

The only address announced for the station on the air is that of its Los Angeles sales office in the Lee Tower, the newest of the Wilshire Blvd. skyscraper office buildings. The station's official call, required by law, is given in Spanish in a soft feminine voice and swiftly followed by Mexican music and a description of one of that country's tourist attractions.

Although similar salutes to other cities like Paris, France, and St. Louis, Mo., are also utilized in X-TRA NEWS promos, Los Angeles broadcasters are inclined to resent the Mexican station's attempt to identify itself with listeners as a Los Angeles station. Robert M. Light, president, Southern California Broadcasters Assn., laid their feelings on the line:

"The attempt of this Mexican station to camouflage itself as a Los Angeles operation strikes us as unethical, if not actually illegal. When it announces, "This is X-TRA NEWS at 690 on your Los Angeles dial," it's coming pretty close to going over the line between permissible identification with a neighboring major market and downright deception. It's bad enough here, but if it's allowed to go on unchallenged, XETRA could well become a golden precedent for other Mexican broadcasters eager to snare advertising dollars from across the border, to the detriment of scores of U.S. stations."

Jealousy ▪ Such sentiments are written off as pure competitive jealousy by Mr. Ostrup. And American advertisers and their agencies seem more intrigued by the all-news concept than concerned over border-hopping signals. In its first month on the air, X-TRA NEWS aired commercials for such products as Hamm's and Burgermeister beers; L & M, Salem and Alpine cigarettes, Western Airlines and Kinney shoes, along with Southern California accounts like Pacific Ocean Park and Lake Arrowhead properties.

In addition to the station's own on-the-air audience promotion, spots on three Los Angeles tv stations, naturally placed adjacent to newscasts, large space newspaper ads and numerous outdoor boards keep reminding the public that news is available at 690 kc at any time of the day or night. And Mr. Ostrop is keeping advertisers and agencies aware of X-TRA NEWS through mailings with terse messages presented in hard-to-ignor fashion.

The station already has a sales success story to its credit, for a product as unusual among radio-advertised items as X-TRA NEWS is among radio stations. The product is the portable oxygen equipment manufactured by Metrox Inc., whose market is "still somewhat confined to special interest groups," as Robert DeLorme, president of the Metrox agency, DeLorme, Morgan & Curry, San Francisco, wrote the station on May 25, "although our spot campaign has been running on X-TRA NEWS for only a very short period . . . the response to our messages has been truly surprising. As a matter of fact, results have been more immediate than on any other radio time ever purchased by this agency for any client."

sonal contact, by telephone and direct mail." He said the radio success story must be told "consistently and repeatedly." Presentations should be meaningful, creative and show a thorough grasp of a client's problems and objectives.

Increased competition must be met with greater selling efforts and greater results for advertisers, Mr. Peters said. He predicted the future would be bright for those who reflect enthusiasm and confidence in radio's ability to achieve more results.

ABC parley set

ABC-TV executives and ABC-TV Affiliates Advisory Assn.'s board of governors meet at the Plaza Hotel in New York June 22, it was announced last week.

John F. Dille Jr., WSJV-TV South Bend-Elkhart, Ind. serves as chairman of the advisory group.

No formal agenda was announced as of last Thursday (June 15).

everything is **UP*** *at*

WORD

POWER is UP to 5,000 WATTS on 910 KC

RATINGS are UP

Most recent Spartanburg ratings show WORD UP dramatically...

1st in some time periods

(Hooper—Nov. 1960)

*Except the rates. They're the same! WORD's COST Per M is Spartanburg's lowest—by far!

WORD 5,000 WATTS on 910 KC

BELK RADIO — New Power in the Southeast

A new name for K & E

This may sound like we're cozying up to you time buyers at K & E (we are), but we'd like to suggest an appropriate change in the agency name.

Why not let the K & E stand for *Knowledge* & *Experience*? Surely it was Knowledge that led you to buy WICE when you wanted to push compact cars in Providence. And Experience has certainly kept you with us. Right?

Incidentally, here's a tip to any agency that may not have much k and e about Providence: WICE is the live wire station in this market.

wice

PROVIDENCE

AN ELLIOT STATION

Representatives: Avery-Knodel

ROBERTS TO SUCCEED LONG AT AMPEX

Efficiency moves, policy differences bring change

The resignation of George I. Long Jr. as president of Ampex Corp., and the appointment of William E. Roberts, executive vice president of Bell & Howell, as his successor, were announced Thursday (June 15). Alexander M. Poniatoff, Ampex board chairman, said Mr. Roberts will assume the company presidency Aug. 1.

The change is one of a series among top level Ampex personnel which accompanied a study of the Ampex organization by the management consultant firm of Cresap, McCormick & Paget, to find ways to tighten the organization for more efficient operation.

The positions of executive vice president and of two senior vice presidents were eliminated in April and the line of command tightened by requiring the managers of the various subsidiary companies to report directly to the president. Robert Sackman, who was the executive vice president, became an Ampex vice president and manager of the company's largest operating division, Ampex Instrumentation Products Co. Philip L. Gundy, one of the two senior vice presidents, is now a vice president, serving on the corporate staff under the president. Thomas L. Taggart, the other senior vice president, resigned.

Drop in Revenue ▪ Before resigning, Mr. Long reported that the company's consolidated sales for the fiscal year ended April 30, 1961, totaled $70,105,000, a drop of $3.3 million from the record $73,434,000 achieved the previous year. (The figures were adjusted to include the operations of Telemeter Magnetics Inc., merged into Ampex in December 1960.)

Although the year-end audit is not complete, he reported it's now estimated Ampex books will show a consolidated net loss of about $4 million for the year, just about equal to last year's net earnings of $3,959,000.

Mr. Long said the loss results from three factors: operating expenses and costs initially established to support sales projected at substantially higher levels than those actually attained, a strike of production workers in mid-April and the cumulative effect of special provisions for inventory revaluation and other non-recurring adjustments in the last half of the fiscal year.

Consolidated inventories stood at $21,056,000 on April 30, down more than $4 million from the inventories of $25,386,000 at the beginning of the fiscal year. "Working capital continues adequate," Mr. Long stated, "and the ratio of current assets to current liabilities is greater than two to one. A consolidated backlog of unfilled orders stands in excess of $31 million, an all-time record high and 45% greater than the backlog at the beginning of the fiscal year."

Commenting on the "critical review" of Ampex operations which is now in progress with the assistance of Cresap, McCormick & Paget, Mr. Long said: "Some important proposed organizational changes are being carefully studied and steps are being taken to strengthen our key management group."

Mr. Long announced his resignation in a letter to Ampex management which said, in part: "During the past several years fundamental differences have arisen between the board of directors and me over management in organizational policies. Since it has not been possible to resolve these differences to the satisfaction of all, it did not seem to me that I could exercise the leadership which I believe the company requires. . . . A new chief executive is needed." Mr. Long added that he assisted the board in electing his successor as president. When he leaves that post on Aug. 1 he will continue as a director.

Mr. Roberts joined Bell & Howell in 1936 and worked his way up through the ranks of management, becoming operations vice president and a member of the Bell & Howell board of directors in 1950. He was named executive vice president in 1953.

He was also chairman of Consolidated Systems Corp., a partially owned subsidiary engaged in the development of electronic systems controls for industry, and chairman of the executive committee of Consolidated Electrodynamics Corp., another subsidiary.

In announcing the election of Mr. Roberts as president of Ampex, Mr. Poniatoff said that from 25 years with Bell & Howell, Mr. Roberts will bring to Ampex substantial strength and operating experience in general management organization, marketing, financial and product planning, mergers and acquisitions and internal operations.

Eidophor projector used in commercial tv

A device which projects a bright, sharp, big image in black and white or color was introduced to commercial tv for the first time on *Late News* programs presented by WCBS-TV New York (Mon.-Sat., 11-11:10 p.m.). The Eidophor Electronic Projector, previously used for closed-circuit tv systems, will debut on a CBS-TV later this month (*Douglas Edwards and the News,* Mon.-Fri., 7:15-7:30 p.m.).

The projector is said to have particular applications for hard news and news-in-depth programs, because it can take poor quality, low light intensity newsfilm and project a bright, sharply contrasted and highly detailed image, reportedly equivalent to good film projection.

Accepts All Sources ▪ Eidophor accepts any source of tv picture—live, remote, slide, tape, etc.—and projects it to any size—up to 12 by 16 feet in color and to 24 by 32 feet in black and white. On news shows it allows the newscaster to appear in the same picture with newsfilm, tapes or live pictures without the camera cutting away from one to the other.

The projector, which sells for approximately $25,000, was developed and is manufactured by an electronics division of Ciba Pharmaceutical Products Inc., Zurich, Switzerland. It's been in use in Europe and in Japan for closed circuit medical tv, and also has military applications.

Theatre Network Television Inc., exclusive distributor of the equipment in this country, is also a major customer. The firm announced it has bought some $600,000 worth of the projectors and will locate them in all major markets in the TNT closed-circuit tv network.

Technical topics...

Transistorized ▪ WERE-AM-FM Cleveland, has installed a completely transistorized studio audio system, custom built by General Electric Co. The four audio consoles, designed to fit the stations specific needs, use G.E.'s BC-21-A transistorized console as the standard assembly, flanked by additional 10″ sections. The BC-21-A was modified for stereo broadcasting. The dual-channel system also provides all facilities necessary for switching, mixing and amplifying the outputs of microphones, turntables, tape mechanisms, remote and network lines and other audio sources.

New rectifiers ▪ General Electric Co. has announced availability of a new line of low-current silicon-controlled rectifiers in double-end housing, in which the studs have been replaced by single leads so as to accommodate high current loads without heat sinks. The new SCR's, designated JEDEC 2N1929 through 2N1935, will find applications in pulse modulators, indicators, counters and protective circuits. Information may be had by writing the company, Rectifier Components Dept., W. Genesee St., Auburn, N. Y.

No foreign market for 'cultural' shows

THEY LIKE OUR WESTERNS, COMEDIES; OTHERS TOO EXPENSIVE

The television programs that would do most to improve America's image overseas are being kept out of the foreign market by a combination of (1) talent demands here and (2) public demand there.

The big-money performers who appear in them (or their representatives) insist on being paid, if the programs are exported, at rates that foreign customers cannot justify on the basis of their own audiences' tastes, which—there as here—run more to westerns, mysteries and similar action-adventure formats.

This is the answer that emerged last week from a BROADCASTING exploration of the business background against which the U.S. Information Agency and other image-sensitive groups are calling for the export of more drama and variety programs, music specials and documentaries to counteract the "violence" of more popular U.S. shows sold overseas.

A sampling of opinion among leading program distributors and buying agencies challenged the contention that the U.S. image is being "damaged" by the tv shows currently seen overseas. But it also found agreement that the image, even if not suffering from the current export fare, would be improved if the fare were better balanced.

It was emphasized that all types of programming— *Playhouse 90* as well as *Gunsmoke, Dinah Shore* as well as *Sergeant Bilko*—are available to foreign stations, but that the foreign stations tend to prefer the more staple half-hour shows on the basis of their appeal and their price.

A check of major distributors indicated *The Perry Como Show* is the only live or tape program in the "blue-ribbon" category (exclusive of documentaries) which is carried abroad on a regular basis (in 16 countries). Most distributors are concerned about this lack of "quality" programs abroad and many express a desire to remedy the situation. In the words of one official: "Of course, my personal desire is to let the rest of the world see 'our best face,' so to speak, but it just doesn't seem possible."

No Simple Answer ▪ The solution to this problem will not be found easily. The answer is not simply that foreigners generally enjoy our westerns, action-adventure, and situation comedies and are luke-warm towards our quality dramatic and music-variety productions. A sampling of opinion shows that Egyptians go into ecstasy over *The Sergeant Bilko Show;* the West Germans rave over *Father Knows Best;* the Filipinos are entranced by *The Bishop Sheen Show* and our westerns; the Australians go wild over *Gunsmoke.* But the question persists: why cannot at least some of our "quality" shows, such as *Hallmark Hall of Fame, The Play of the Week, Playhouse 90, Dinah Shore Show, Bell Telephone Hour* and the many music specials find their way to screens in countries throughout the world?

Distributors cited several reasons but the most persistent and overriding one appears to be the comparatively high price of live-tape programs because of performers' and musicians' talent payments and the costs of clearances. Performers' fees seem to be the crucial factor. It was pointed out that present contracts with film unions do not carry these additional costs. Within the framework of talent costs, the American Federation of Television & Radio Artists has set up a payment formula for performers (for example: 20% of the AFTRA minimum scale for Great Britain, 5% for Latin America, 5% for the Far East, all working up to 45% for world-wide use). But these payments are only a part of the performers' cost story. The "name" actors and singers who work through talent agencies, often insist upon 100% of their original fee. (Performers on *Como* have agreed to work for an "equitable" fee, according to an NBC source.)

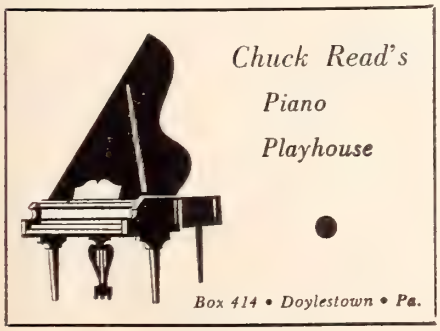
Distributors of so-called quality programs, usually the network syndication arm, are most reluctant to discuss the role of the talent agency in this predicament. But it is obvious that a top-draw variety show like *The Ed Sullivan Show* or *The Dinah Shore Show* could run into $25,000 or more for the various clearances if the "name" performers insist upon 100% of their original fees. Such payments are regarded as "highly excessive."

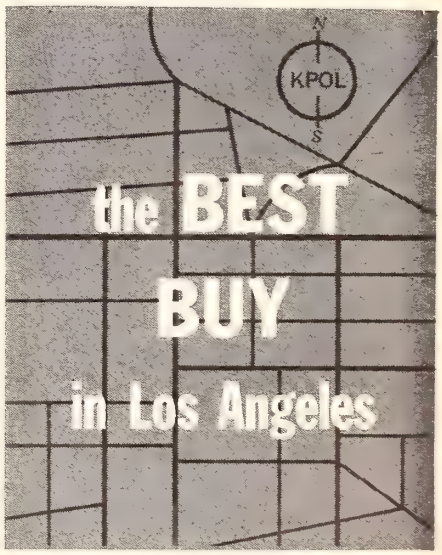
But distributors point out that there are factors besides the inordinately high price tag they would have to place on such quality variety-drama programs. They cite these considerations:

▪ The relatively small amount of time available for out-of-the-country programming because of official or unofficial quotas.

▪ A desire on the part of some foreign countries—particularly the more sophisticated ones—to produce their own dramas, musicals and variety programs. (A representative of one foreign tv operation said: "We want from America what we cannot do well ourselves—the westerns, the action-adventures and the situation comedies. We can do our own dramas, music programs and cultural shows.")

▪ A U.S. "quality" program often runs to 60-, 90-minutes or more, and, in non-English-speaking countries, this often poses problems of dubbing and translating that increase cost and/or





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weaken the effectiveness of the productions.

Documentaries ▪ One bright spot in the international tv picture is the U.S. documentary—either tape or film. When on film, overseas payments are not required. When on tape, these costs are relatively minor. Most distributors feel that the documentary area is one which could enhance our prestige abroad considerably.

Seymour Reed, President of Official Films, agrees that "less-violent" programs should be exported to foreign countries, and care should be taken not to expose foreigners to situation comedies that show "the father as a simpleton." Official, he said, has found "wonderful acceptance" of its five-minute *Almanac* programs, dealing with significant news events, in 20-odd countries. Official also has received a number of inquiries about its new half-hour series, *Biography*, which will recount the lives of well-known world figures, such as Franklin D. Roosevelt, Adolph Hitler, Benito Mussolini, Erwin Rommel and Charles de Gaulle.

Ralph Baruch, director of international sales for CBS Films, is most outspoken in decrying reports that the U.S. image abroad has been sullied by U.S. programs shown there. He points out that foreign tv stations have a choice of more than 60 hours of programs and pick those they consider "most suitable and most equitable for what they can afford." He insists that in most countries U.S. television accounts for "only a fraction" of the total programming hours and therefore could not make a "striking impact" on the viewers. Mr. Baruch believes that the programs selected by station operators abroad represent their own choice, based on the viewing habits of their audiences. He adds that U.S. television, through such documentaries as *CBS Reports* and *20th Century*, is "highly popular" and "a credit to our country and our industry." He agrees that the documentary, spotlighting both the accomplishments and the problems of the United States, promises to be an increasingly powerful vehicle for raising our stature abroad.

Alvin Ferleger, director of international program sales, NBC Films, believes that on the whole, U.S. television programs carried in foreign markets redound to America's credit. He is not at all convinced that America's image abroad is shaped substantially through our television fare and adds: "I think what we do in Cuba and Laos, for example, helps shape our image." Mr. Ferleger considers the foreign station owner as being in the "driver's seat" because he has many hours of programming to choose from and has only a restricted amount of time for U.S. product. Mr. Ferleger echoes the views of many of his distributor colleagues when he says he would like to see some of our "best programs" on tv abroad. He contends that U.S. producers and distributors have done a "superb job" in the documentary field and cites such NBC programs as *Project 20* and *White Paper* as presentations that are sought eagerly by many foreign stations. He points out that many well-educated foreigners do not understand the complexities under which U.S. distributors must operate and quotes one British friend as saying: "Why do you keep sending us all those westerns?" Mr. Ferleger says he replied: "All those westerns. Do you realize that no more than an average of one hour a day is permitted for non-British tv programming in your country?"

Reluctant ▪ Representatives of foreign stations with headquarters in New York are reluctant to discuss the "image" question openly since many of them are associated with government-owned operations. In general, they endorse the views and opinions of the U.S. distributors, noting that foreign stations have a wealth of U.S. programming from which to choose; they have independence of action in selecting the programs they desire and are bound largely by the desires of their audiences and the prices they can afford. Several point out that the "image" of America has been communicated to them for years through motion pictures. But they are reluctant or find it difficult to explain the image or state whether tv has had a deleterious effect.

American-born Charles Michelson, president of Charles Michelson Inc., which represents tv stations in Australia, Canada, Thailand, Eastern Nigeria and the Virgin Islands, is openly critical of the "few quality programs" operation abroad. He is conducting what he calls a "one-man" crusade to place more top-drawer drama, music-variety and special shows on foreign tv screens and recently wrote the U.S. Information Agency suggesting that USIA might interest itself in such a project.

It is Mr. Michelson's belief that talent and other clearance costs constitute the major consideration in keeping such programs off the foreign stations. He hopes that the "good offices" of the USIA can be utilized to persuade talent unions and star performers to make concessions that would permit "quality programs" to find outlets abroad. He asserts: "I think it is most important for our prestige abroad to show viewers in many foreign lands that we have many fine shows here. I agree that the majority of viewers like

our westerns and action programs, but I think we should show our 'best face' to our critics and the ordinary person abroad."

Big Business ▪ Overseas business accounts for about $31 million to United States television entrepreneurs, according to an estimate made by the Television Program Export Assn. John T. McCarthy, president of TPEA, told BROADCASTING last week that "unfair criticism of our tv programs can work against the business we do there as well as our 'image.'" He points out that remarks made by FCC Chairman Newton N. Minow and USIA Director Edward R. Murrow can have "serious repercussions and consequences abroad." Mr. McCarthy said he had returned recently from an extensive tour of the world and had seen tv programs in modest homes in various foreign countries.

"I can state from first-hand observation of reactions of these viewers that the image of America, conveyed by the vast majority of our programs, is a highly attractive and desirable one," Mr. McCarthy said. "Naturally, we are always interested in constantly and continuously improving the quality of our programs. How many films, books, plays and poems in any one year achieve great distinction? The number of outstanding tv programs, I submit, will compare favorably with any other creative endeavor.

"Of course, to the intellectual snobs, all mass media are to be deprecated. But we must guard against the inadequacy as well as the narrowness and bigotry of this point of view as carefully as we must maintain our efforts at constant improvement."

Wales Tv Assn. gets commercial tv contract

The commercial tv contract for west and northwest Wales has been awarded to the Wales Television Assn. (Teledu Cymru). The new chairman is also council chairman of the Royal National Eisteddfod and local director of education—Dr. B. Haydn Williams. Sir Miles Thomas, former head of British Overseas Airways Corp., is among other directors.

Wales Tv is the last independent company to be appointed by the Independent Television Authority, which since 1954 has nominated 15 companies.. Of these, 11 are already in operation. Two more, Border Tv and Grampian Tv, start operations in Scotland this Autumn.

Next year, Channel Islands Tv begins transmission. The new Wales Tv expects to be on the air by late 1962.

ITA plans for the future envision the opening of ten small satellite stations to boost existing area coverage during 1963 and 1964.

TV SECOND BIGGEST JAPANESE MEDIUM

It's led only by newspapers, reports woman ad executive

Television, youngest of Japan's advertising media, is second only to newspapers in the volume of business, according to Yuriko Saisho, president of Nippoh Advertising Agency, one of the country's largest.

In 1960, she reported last week in Hollywood at a luncheon hosted by CBS Films, the advertising volume in Japanese newspapers totaled 670 million yen ($1.86 million). Television was second with 400 million yen ($1.11 million). Outdoor advertising, including signs, was a close third, with billings of some 395 million yen ($1.07 million); radio was a poor fourth, with a volume of 200 million yen ($555,000), only half as much as went to tv, and magazines in fifth position, accounting for only 125 million yen ($347,000) of advertising money.

Most commercials on Japanese tv are done live, Mrs. Saisho said, but there is a growing number of animated commercials with a humorous treatment that she believes is as good if not superior to the U.S. commercials of this type. Most programs are also done live in Japan and one of the chief functions of an advertising agency is to act as a mediator between the program producers and the sponsors, she stated, admitting that when it comes to a showdown, the advertiser usually wins his point.

There is no government rule about the amount of commercial time allowed, but the broadcasters themselves have agreed to a 10% limit—three minutes of commercial to a half-hour program, six minutes to an hour program. During prime time there is little if any double-spotting, she said, the advertisers preferring to spread their three-minutes worth of commercial time throughout the half-hour, but at noon or late at night, when viewing is light, several commercials may be bunched together.

Tv Popular ▪ Television is extremely popular with the Japanese, Mrs. Saisho said, noting that there are some 6 million sets in that country and 76% of all households are registered tv owners who pay the tv set tax of $1 a month. U.S.-made Westerns are among the most popular programs with Japanese viewers. Japanese is dubbed into voice tracks for all imported programs.

The government does not limit the number of imported shows, she said, but there is a Dept. of the Treasury rule whereby the importation of all products from abroad, including the-

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Yuriko Saisho
Heads all-woman agency

atrical motion pictures and tv films is keyed to the value of the yen in the world market. Up to 1960, she said, the maximum number of U.S. half-hour programs a tv station could show was nine a week. There is a strong tendency to increase that number; broadcasters are pushing for the right to show nine one-hour shows a week, now that so much of U.S. production is moving from the half-hour to the full-hour program category. There is also a movement to lump cartoons and other short programs into one-hour packages.

Mrs. Saisho's agency, founded in 1955 and unique in Japan in that all of its top executives are women, produces many tv and radio programs and commercials for its clients. It also imports tv films from abroad. Among U.S. programs handled by Nippoh are *Rawhide, Wanted Dead or Alive, If I Had a Million* and *Man and the Challenge.* The agency head while in Hollywood made a guest appearance on Thursday's *Panorama Pacific,* early morning show (8-9 a.m.) on KNXT (TV), CBS-owned video station. She showed samples of Japanese commercials on the telecast, giving Los Angeles viewers a chance to compare them with U.S. tv spots.

Tv-radio entries sought for Prix Italia award

American tv and radio entries for the Prix Italia 1961 must be submitted by July 15, Broadcasting Foundation of America stated last week.

The foundation, international division of the National Educational Television & Radio Center, has been designated the official agency to receive and process entries. In tv, entries will be accepted for a musical production and for a documentary. In radio, two entries may be submitted in literary or dramatic works with or without music, and musical compositions with words.

Television productions must have been broadcast after September 1960 and radio productions after September 1959. All U. S. entries should be submitted to the foundation at 10 Columbus Circle, New York 19.

Dunsmore opposes CBC consolidation

The Canadian Broadcasting Corp.'s own board chairman, Robert L. Dunsmore, has asked the Canadian House of Commons Broadcasting Committee to go slow on advancing CBC $70 million to consolidate its production facilities at Toronto and Montreal. Mr. Dunsmore, in private life president of Champlain Oil Products Ltd., Montreal, said he's hesitant about going ahead with the proposed $70 million program because of "uncertainties" in the future of Canadian broadcasting.

Maxwell Henderson, Canadian auditor-general and former CBC comptroller, told the committee the same thing a week earlier. Mr. Dunsmore told the committee June 6 that he personally feels the CBC, which proposes to consolidate its operations in Toronto and Montreal at an estimated cost of about $35 million in each city, should "go slow." CBC offices and production centers currently are spread throughout both cities, though in Montreal CBC occupies a 14-story former hotel.

Later, CBC President Al Ouimet urged the committee to provide CBC financing on a five-year basis instead of annually as at present. He also said CBC has no plans in international television and program exchanges if international instantaneous tv becomes operative through relay transmitters in Iceland and Greenland, or through space communication satellites.

FATES & FORTUNES

BROADCAST ADVERTISING

Frank Smith, vp and management supervisor, Benton & Bowles, N.Y., elected to board of directors.

Charles E. Coleman elected vp of Foote, Cone & Belding, Los Angeles. Mr. Coleman, senior account executive on Lockheed Aircraft Corp. account, joined FC&B's Los Angeles office in 1959.

Leo Rosenberg, retired vp of Foote, Cone & Belding, N.Y., becomes consultant on drug and cosmetic accounts.

Richard Martell, formerly vp, Grey Adv., N.Y., joins Dancer-Fitzgerald-Sample as vp and account supervisor, that city.

Edward D. Gottlieb, formerly president of his own agency in New York, appointed vp for packaged goods division, Carson/Roberts, Los Angeles.

Thomas M. Newell, director of research and **Joseph T. Donovan,** manager of outdoor advertising, D'Arcy Adv., St. Louis, elected vps. Mr. Newell had been with Alfred Politz Research Inc. before joining D'Arcy last year. Mr. Donovan joined agency in 1948.



Mr. Krugman

Herbert E. Krugman, formerly vp of research, Raymond Loewy/William Smith in New York, joins Ted Bates as vp and associate research director. Dr. Krugman had served as survey division manager for Richardson, Bellows, Henry, that city.

Cal Vincent, advertising manager for O'Keefe & Merritt, Los Angeles, joins Charles Bowes Adv., that city, in newly created position of media and research director.

John Lampe appointed vp of S. A. Levyne Co., Baltimore advertising agency. Joining company along with Mr. Lampe will be **Sheldon Cohen** and **Judith Slater,** art director and office manager, respectively, of his former agency.

William J. Boylhart, president of Boylhart, Lovett & Dean, elected president of Western States Advertising Agencies Assn., succeeding **Carl Falkenhainer,** who becomes chairman of board of directors. Others elected were **Earl Culp,** head of Earl R. Culp Co., first vp; **Don Jenner,** head of own company, second vp; **John Spear,** of John Spear & Assoc., secretary-treasurer.

George Allen, Guild, Bascom & Bonfigli, elected president of Hollywood Adv. Club, replacing **Stanley L. Spero,** KMPC Los Angeles. Others elected were **Robert M. Light,** Southern California Broadcasters Assn., first vp; **Oli-**

ver Crawford, TV Guild, second vp; **Bruce Robertson,** BROADCASTING, vp-pr; **Jan Victor,** product publicity, secretary; **Arnold Blitz,** Mass. Mutual Life Insurance Co., treasurer; **John Kemp,** John Kemp Adv., inter-club coordinator; **Lucille Liets,** managing director.

George E. Schaefer, formerly with BBDO, joins Doyle Dane Bernbach, N.Y., as account supervisor.

Jane Reddell, pr and publicity director for Fort Worth's Casa Manana legitimate and summer stock theatre, joins Jack T. Holmes & Assoc., that city, serving with account service, radio-tv production and pr.

Perham C. Nahl, director of creative research at Needham, Louis & Brorby, Chicago, to Leo Burnett Co., that city, as staff economist and research supervisor. He had been with NL&B since 1946.



Mr. Lusty



Mr. Herzbrun



Mr. Beckwith



Mr. Fuller

Gordon H. Lusty and **Robert Herzbrun** elected vps, BBDO. Mr. Lusty is director of marketing and research, Toronto. He was assistant manager of market research for Procter & Gamble, that city. Mr. Herzbrun is account supervisor, Los Angeles. He was appointed account group head in 1960 and was before that in copy department. **Aaron Beckwith** and **Delbert O. Fuller,** elected BBDO vps, were incorrectly identified in picture captions in June 12 issue. Mr. Beckwith had been tv account supervisor, joining agency in 1955. Mr Fuller, account executive, joined BBDO in 1957.

William H. Ensign, who recently left CBS Radio after 25 years of service, joins sales staff of Blair Group Plan. Before his association with CBS, Mr. Ensign was with J. Walter Thompson Co. and is credited with having organized agency's first radio department.

William R. Stratton, formerly of Leo Burnett, Chicago, appointed copy director for Clay Stephenson Assoc., Houston advertising firm.

William P. Yearout joins Richard Lane & Co., Kansas City, Mo., advertising agency, as account executive.

Michael A. Migliaccio joins production department of Wermen & Schorr, Philadelphia advertising agency. He had been with Mel Richman Studios, and before that was production manager of Erwin Wasey, Ruthrauff & Ryan, that city.

Martin Schwager, director of research and media for J. M. Straus Co. of Los Angeles and project director for marketing research firm of Gould, Gleiss & Benn, joins Los Angeles office of Kenyon & Eckhardt as supervisor of research, replacing **Mort David,** who has returned to New York office.

Walter C. Linden, formerly with accounting firm of Ernst & Ernst, Chicago, to Clinton E. Frank, that city, as controller.

THE MEDIA



Mr. Lindemann

Carl Lindemann Jr., vp, programs, California National Productions (now NBC Films), named vp, special projects, NBC News. Mr. Lindemann, who had held his previous post since October, 1960, will be primarily responsible for supervision of *Today* show. Mr. Lindemann joined this company in April, 1948, and held various positions before being named vp-programming, NBC Films.

William D. Stiles has resigned as vp and supervisor of broadcast operations of Donald W. Reynolds (KFSA-AM-TV Ft. Smith, Ark; KOLO-AM-TV Reno, KORK Las Vegas, KLRJ-TV Henderson, all Nevada; KOKL Okmulgee, Okla.; KBRS Springdale, KFOY-TV Hot Springs, both Arkansas; KGNS-TV Laredo, Tex.).

Dale R. Woods, division manager for Radio Advertising Bureau in New York, appointed manager of KGVO Missoula, Mont. **Robert Churney,** manager of KGVO since 1959, has been promoted to national and regional sales manager.

James F. Chambers, pr and broadcast media director at Ritter-Lieberman Adv., Allentown, named manager of WRAW Reading, both Pennsylvania.

Milton H. Klein, general manager of KEWB Oakland, assumes direct supervision of station's sales department following resignation of **Dick Calender** as local sales manager to rejoin NBC Spot Sales. He replaces **Richard F. McGeary,** who resigned to join Los Angeles office of The Katz Agency as tv account executive.



Mr. Park

Daniel C. Park named general manager of KCDA (TV) Douglas, Ariz. Mr. Park began broadcasting career with KYW Philadelphia in 1936. In May of 1947 he joined and served as general sales manager for regional Tobacco Network in North Carolina. He also was general sales manager of WIRE Indianapolis for 12 years, prior to moving to Arizona.

Pat Mulherin, formerly commercial manager, WBBQ Augusta, Ga., joins WGUS North Augusta, S.C., as general manager. **William Lenz,** Musicast of The South, succeeds Mr. Mulherin as WBBQ's commercial manager. **John Barnes,** formerly of WAIM Anderson, S.C., joins station as local sales manager, while **Ronald Riplay,** WBBQ program director, becomes news chief. **Lawrence Vanore** succeeds new production director, **William Henderson,** as announcer.



Howard Grafman, general manager of WKFM (FM) Chicago, has resigned. He plans to remain in fm field, opening his own office at 410 South Michigan. Phone Wabash 2-1000.

Bud Connell resigns as manager of WFUN Miami.

Ansley D. Cohen Jr. appointed assistant general manager of WUSN-TV Charleston, S.C. Mr. Cohen has been with station since 1954. He was appointed production manager in 1956 and national sales director in 1958.

R. L. Friesen appointed assistant manager of KSLY San Luis Obispo, Calif. **J. W. Cowgill** named program director and **Hugh Harling** production manager and chief announcer.

Joseph P. Cuff, eastern sales manager, Robert E. Eastman Co., N.Y., appointed national sales manager. **Richard C. Arbuckle,** executive vp in Chicago, moves to N.Y. as manager of that office. In other changes, **George G. Dubinetz,** vp, Chicago, assumes responsibility for management of office, and **Thomas F. Cosgrove Jr.,** formerly of Reuben H. Donnelly, joins firm's midwest bureau as account executive.

Henry Miller, ABC-TV technical film coordinator, appointed field program coordinator, replacing **Eugene Gordon,** who resigned. **Burt Nodella** appointed director of program development for western division of ABC-TV. Mr. Nodella returns to network, where during 1958 he served as manager of program development for network's western division. **William H. Lynn Jr., John W. Loveton,** and **Edward L. Rissien** appointed to newly created positions of program supervisors. Mr. Lynn was director of program development and supervisor for western division of ABC-TV. Mr. Loveton has been independent producer since 1946, and prior to that was associated with Benton & Bowles; Ruthrauff & Ryan; Foote, Cone & Belding and Lennen & Newell. Mr. Rissien has served as producer during last six years with Screen Gems and Four Star Productions.

Eugene N. Aleinkoff, director of business and legal affairs of National Educational Television & Radio Center, N.Y., named general counsel.

Alan Kennedy Jr., formerly with KDWB St. Paul, joins Tedesco Inc., radio station management firm, that city, as technical director.



AB-PT, ABC observe Siegel's 32 years

Simon B. Siegel (behind the cake), financial vice president of AB-PT and vice president and treasurer of ABC, celebrated a 32-year association with the companies at a luncheon June 6. Mr. Siegel received congratulations from his colleagues shown above (l to r): seated, Jerome B. Golden, vice president and secretary, AB-PT; Edward L. Hyman, vice president, AB-PT; Leonard H. Goldenson, president of AB-PT and ABC; Mr. Siegel; Sidney M. Markley, vice president, AB-PT; Samuel Clark, president, AmPar Records; Robert R. Pauley, vice president in charge of ABC Radio; standing, Herbert R. Hahn, vice president, AB-PT; Frank L. Marx, vice president in charge of engineering; Michael P. Boland, vice president and assistant treasurer; Stephen C. Riddleberger, vice president for owned and operated stations; James L. Brown, assistant treasurer and comptroller; Michael J. Foster, vice president, press information; Harry J. Wright, head of the tax department, and Martin Brown, treasurer of ABC.

George Vickery, for past two years, vp and account executive for pr agency in Miami, appointed promotion manager of WJBF (TV) Augusta, Ga.

Bob Gates promoted from director to production manager of KCEN-TV Temple-Waco, Tex. **Earl Hill,** formerly with KTBS-TV Shreveport, La., named assistant chief engineer.

Toby David, performer with CKLW-AM-TV Windsor, Ont.-Detroit, named program consultant for Broadcasting Div. of RKO General.

Jim Dickey, program director for WSLS-TV Roanoke, Va., named program coordinator. **Jim Shell,** newscaster, named assistant news director. **Ray Chitwood,** technical director, named director-producer and **Andy Petersen,** on promotion staff, appointed technical director and staff announcer. He will also mc station's weather report.

Tony Arnone, pr director for KHJ-TV Los Angeles, named assistant to director of programming.

Phil Edwards, chairman of board of Broadcast Advertisers Reports, New York, elected president of New York chapter of Broadcast Pioneers, succeeding **Arthur Simon.** Others elected were **Jeff Sparks, May Singhi Breen, Vincent Lopez** as vps; **Henriette Harrison,** secretary; **Lillian Okun,** financial secretary; **Robert Higgins,** treasurer.

Done C. Ratterman, radio-tv representative of National 4-H Service Committee, Chicago, elected president of Chicago Chapter of American Women in Radio & Television, succeeding **E. Ruby Anderson** of WGN Chicago. Other new officers are: vp, **Patricia Nealin,** WGN; secretary, **Mary Moore,** American Institute of Baking, and treasurer, **Bernice Munson,** Keyes, Madden & Jones.

Stuart A. Queen, for eight years host-narrator of Army's weekly tv series, *The Big Picture,* joins public information staff of American Red Cross in Washington.

Charles J. Palm named merchandising manager of WEBB Baltimore.

Irwin Brown, news director for WSUN-AM-TV St. Petersburg, elected president of Florida AP Broadcasters Assn., succeeding **Gene Strul** of WCKT (TV) Miami. Others elected were **Vernon Lundquist,** WINK-AM-TV Ft. Myers, vp; **Brad Sherman,** WCKR Miami, secretary-treasurer.

Louis S. Simon, general manager of KPIX (TV) San Francisco, elected president of California Broadcasters Assn., filling out term of **Joe C. Drilling,** who has accepted position with WJW Cleveland.

Fred H. Kaufman, account executive for KOMO Seattle, appointed head of radio sales department, succeeding **John Behnke,** newly appointed station manager.

Richard E. Farnham, formerly of NBC Radio Spot Sales, N.Y., joins Peters, Griffin, Woodward in Boston, as manager of radio division.

William H. Shaw, formerly with NBC Spot Sales, appointed to Chicago tv sales staff, The Katz Agency.

W. C. Woody Jr., local sales manager for WFAA Dallas, named regional sales manager. **Denson Walker,** member of WFAA-TV sales department, replaces Mr. Woody. **Murphy Martin,** member of announcing staff, moves into radio sales department and **George Millner** goes from sales service director to tv sales staff. **M. C. Via,** for past six years with Hearst Adv. Service, joins sales staff replacing Mr. Walker.

Joseph F. Foster, account executive for WSYR Syracuse, N.Y., named regional sales manager for radio-tv. **James S. Crawford,** account executive for WSYR-TV, appointed tv sales manager, succeeding **Fred I. Geiger,** who died May 20 of heart attack. **Donald S. Schardt,** also account executive with WSYR, named radio sales manager.

Sherman Harris, previously with WTYM E. Longmeadow, Mass., and WTRY Troy, N.Y., appointed sales manager of WRIB Providence, R.I.

Richard V. Noble, advertising director of *Delaware State News,* Dover, Del., named sales manager of WDOV, that city.

Virgil R. Galicia, account executive for KHUL Houston, named business development manager for Willoughby & Assoc., pr and advertising agency, that city .

Richard H. Wheat, formerly with WJAS Pittsburgh, to WMAQ Chicago as account executive.

Peter T. Childs, formerly account executive, The Branham Co., Chicago, joins Harrington, Righter & Parsons, that city, succeeding **Robert Gilbertson** who moves to N. Y. office.

Harold S. Tower, regional sales representative for *Reader's Digest* in Indiana, Ohio and Kentucky, joins WSAI Cincinnati as account executive

Tom Green, formerly of WBIC Bayshore, N. Y., joins WABC New York as account executive.

Pat Waller, account executive at Ace Adv., San Diego, joins sales staff of XETV (TV) Tijuana-San Diego.

Warren Gerard, member of WIIC (TV) Pittsburgh sales staff, assumes new responsibilities in areas of market research and community service.

Collins appointed

LeRoy Collins, NAB president and former governor of Florida, named chairman of 25-member advisory committee on new federal program of aid to economically depressed areas. Appointment was made by Secretary of Commerce Luther H. Hodges. Committee is made up of 25 members from fields of management, labor, agriculture, government and public. Members serve without pay. Committee will meet at least twice yearly.

Robert Swanson, on local sales staff of WBBM Chicago, named sales executive for WLW Cincinnati, replacing **Frank Mathews** who has retired.

Ed Eubanks, until recently associated with WSPA Spartanburg, joins sales staff of WLOS-TV Greenville, S. C.

Henry F. Hines, director of advertising and promotion for WBAL-AM-FM-TV Baltimore, resigns to study for Holy Orders of Episcopal Church. **Donald Peacock,** promotional assistant, has been named to replace Mr. Hines.

James Curran, formerly with Ted Bates, N.Y., appointed to New York tv sales staff of The Bolling Co., station representative, effective June 26.

Robert E. Hagan, local sales manager for WTRF-TV Wheeling, W. Va., named sales representative for KYW-TV Cleveland.

Dean R. Dietrich, formerly with U.S. Social Security Administration, to sales staff of WTMJ Milwaukee.

Cecil L. (Lud) Richards, formerly director of sales development of Radio Division of Peters, Griffin, Woodward, New York, to WBBM Chicago as advertising and sales promotion manager. Previously he had been with Radio Advertising Bureau and was national sales manager of WBZ Boston.

Kent Burkhart, formerly of Futursonic Productions, Dallas, joins WQXI Atlanta as operations manager. Mr. Burkhart, who purchased KTXL San Angelo, Tex., in 1959, sold outlet to organize consultant firm, which he later sold to Futursonic.

Thomas McNamara appointed chief engineer of WBNR Beacon, N.Y. **Clinton F. Scott** joins staff as engineer.

Ray Thompson, special projects editor in New York office of Pulsebeat News, named chief of Radio Pulsebeat News, Capital News Bureau in Washington.

Tom Dorsey, news reporter for WBNS Columbus, Ohio, named to organize and head combined news department for WBNS-AM-TV. **Marty DeVictor,** radio sports personality, assigned to present tv sports program in addition to his current duties.

Joe Mosbrook appointed news director of WRCV-AM-TV Philadelphia, succeeding **Ernie Leiss,** who resigned to take over as director of alumni relations for Hahnemann Medical College and Hospital.

Al Anderson, member of WOAI-TV San Antonio news department, named news director, replacing **Frank McCall,** who resigned to accept post with Public Housing Administration in Washington.

Bob Belmar, formerly on U. of Illinois staff, to WCHU (TV) Champaign, Ill., as news director.

Ted Meadows, news editor for KFWB Los Angeles, named news director of KEWB Oakland, Calif.

Lloyd E. Ummel, former assistant farm advisor with WMBD-TV Peoria, Ill., to WCIA (TV) Champaign, Ill., as

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farm editor.

Bob Lassell, for last 13 years news editor for Armed Forces Radio & TV service, joins KGBS Los Angeles as week-end news editor.

Leo Willette, news director for WLOS-TV Asheville, N. C., joins news staff of WWL-TV New Orleans.

George R. Dunlevy, program director at KOIL Omaha, Neb., named national program director of WICE Providence and WLOW Norfolk, Va.

Dick Bing, program director-account executive for WBCM Bay City, joins air staff of WJRT (TV) Flint, both Michigan.

Hal Steppler joins announcing staff of WGMS Washington. Mr. Steppler had been associated with WTOP, that city, until recently. Prior to that he had been on staffs of WMAL and WOL, both Washington.

Jim Evans joins announcing staff of KPHO Phoenix, Ariz. Mr. Evans had previously been with KOOL and KOY, both Phoenix.

INTERNATIONAL

Douglas Trawell, station manager of CFPL London, Ontario, appointed general manager of CKEY Toronto.

D. W. Turnbull to vp and general manager of Foster Adv. Ltd., Toronto.

S. Ramsay Lees, director of broadcasting for BBDO Toronto, appointed to programming division of CTV (TV) Network Ltd., that city.

Jean Nadon, formerly manager of CJMS Montreal, forms own rep firm, Jean Nadon & Assoc., at 1600 Berri St., Montreal. Firm will represent French-language radio stations with CJMS as first station on list.

E. Clyde Bourassa, commercial manager of CFQC Saskatoon, Sask., named president of newly formed Sales and Advertising Club of Saskatoon.

Donald M. Smith, tv division of All-Canada Radio & Television Ltd., Toronto, appointed president of Advertisers' Guild of Toronto.

Lee Raeburn, general sales manager of Stovin- Byles Ltd., Toronto, station rep firm, to general sales manager of CJOH-TV Ottawa, Ont. **W. O. Morrison** to local sales manager of CJOH-TV.

Bill Munro to supervisor of booking and traffic department of Screen Gems (Canada) Ltd., Toronto.

Don Peacock, formerly of *Ottawa Citizen,* to fulltime Ottawa correspondent of CHUM Toronto.

William Ballentine joins creative department of CKGM Montreal.

Lee Dunbar and **Gerry Bascombe** to announcing staff of CFCF Montreal.

PROGRAMMING


Mr. Schlosser

Herbert S. Schlosser, vp and general manager, California National Productions (NBC Films), named director, talent and program administration. Mr. Schlosser first joined NBC in 1957 as attorney for CNP. Mr. Schlosser also served with law firm in New York before joining NBC.

Martin N. Leeds, president of Home Entertainment Co., resigned as member of board, National Telefilm Assn., N. Y.

George R. Snell, formerly president, Informal Communications Inc., appointed Middle Atlantic district sales manager, educational and industrial services department., communications systems division, TelePrompTer Corp., N.Y.

Norman S. Marcus, former director radio-tv publicity, Paramount Pictures, N.Y., succeeds **Peter Cott** as pr and press manager, Academy of Television Arts & Sciences, N. Y. chapter.

Willard Van Dyke re-elected president of Screen Directors International Guild. Others elected for one year were **Don Hershey,** first vp; **Jack Glenn,** second vp; **Joseph Lerner,** secretary; **Robert J. Kingsley,** treasurer. **George L. George** continues as executive secretary of SDIG, which represents directors in East employed in production of tv commercials, industrial, documentary and theatrical film.

Nate Monaster elected president of tv-radio branch of Writers Guild of America West in run-off election against **Barry Trivers.** Same vote, 204 to 182, makes Mr. Monaster second vp of WGAW. Mr. Trivers remains as member of council.

Steve Kambourian, formerly supervising editor, Klager Film Productions, N.Y., named vp in charge of motion picture completion for Transfilm-Caravel film production.

Paul Kalvin, after many years at Tv Industries, joins United Artists Assoc. as account executive for southeastern markets.

Richard M. McFarland, Chicago bureau manager for United Press International, succeeds **Clyde Donaldson** as UPI state manager, Minnesota.

Vincent Y. Bowditch named director of mass media for National Conference of Christians and Jews, replacing **John P. Hudak.**

EQUIPMENT & ENGINEERING

Eugene Daniel Powers, vp and general manager of Components Corp. of America, Chicago electronic parts maker, elected president and director, succeeding **Russell Maguire,** president since 1939.

Theodore R. Swenson, distributor sales manager in Renewal Tube Div. of Sylvania Electric Products Co., Burlingame, Calif., named to same position with Eitel-McCullough, manufacturer of electron power tubes in San Carlos, Calif.

Anthony Burton and **Donald L. Johnson** join Kinetics Corp., Solana Beach, Calif., producer of electronic and electro-mechanical products. Mr. Burton, who was named components group manager, had been with Ampex Video Products Co. in Redwood City. Mr. Johnson appointed electro-mechanical group manager, comes from San Diego Div. of Convair, where he had been senior design engineer.

Adrian Flanter, formerly advertising director for DeJur-Amsco, New York, joins consumer products, Industrial Products Div. of Fairchild Camera & Instrument, that city, as advertising and sales promotion manager.

DEATHS

Charles F. Hanser, 78, vp of Donahue & Coe, New York, died of cancer at his home in Red Bank, N. J., June 14.

T. W. Duval, 67, president of Springfield Newspapers Inc., owner and operator of KYTV (TV) and KGBX, Springfield, Mo., died in automobile accident June 14.

Chester H. Lang, 68, retired pr vp of General Electric Corp., died June 15 of heart attack in Ellis Hospital, Schenectady, N. Y. Mr. Lang was former president of Advertising Federation of America and WRGB (TV) executive.

Robert E. McCarthy, 69, president of advertising agency bearing his name, died of cancer, June 11 in Tampa, Florida.

John P. (Jack) Russell, 31, sales representative in Chattanooga area for Procter & Gamble, and son of Frank M. (Scoop) Russell, Washington consultant for NBC, was found dead in his car in Chattanooga June 12, of carbon monoxide poisoning. An obituary which he had written was beside him. He had been with P&G since leaving college, and had served four years in Navy.

Honolulu d.j. spends day in shark tank

Dick Spangler, KORL Honolulu, who bills himself "radio's most daring disc jockey" for various endurance feats, was put to the test by a listener's dare.

Claiming on the air that he will do anything on a dare, Mr. Spangler was put upon to jump in the Marineland shark tank which contains species from four to 18-feet long, including the deadly Tiger and Hammer Head sharks.

Undaunted, Mr. Spangler conducted his eight-hour show partially submerged and taunted the sharks by swimming the pool three times. To further prove the extent of his boldness, he even managed to pin signs to the sharks' fins and tails, reading "KORL, Dick Spangler was here."

Polar bear funds in Rochester

Rochester's (N. Y.) Seneca Park Zoo is two polar bear cubs richer due to the speedy and successful efforts of WHEC-AM-TV, that city, which answered a pressing financial problem with a one-day fund drive.

Needing $2,500 to purchase the two cubs, the zoo sought the help of the stations which responded with a check for $1,250 (for one bear) and a public appeal which raised sufficient funds to secure the other a few days later.

Having completed that task almost in record time, WHEC-TV turned to the more difficult operation of conducting a bear-naming contest. The winners will be rewarded with $50 savings bonds.

Drumbeats...

Freebies ▪ KIZZ El Paso, Tex., has informed all car rental companies, automobile dealers, electrical service shops, taxicab companies, auto repair and service organizations there that they can have free advertising—with a minor catch. Each time a car is brought into any of the aforementioned places a free commercial will be given if someone sets one of the car radio push buttons to KIZZ (1150 kc). The license number of the car is then sent to the station in return for a commercial. The limit is 20 per organization.



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Howard's last bump?

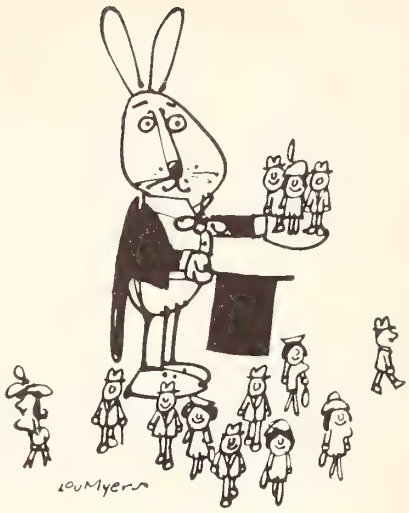
A personal radio appeal by veteran burlesque star Ann Corio may help save Boston's old Howard Theatre from demolition crews. WBZ Boston said last week Miss Corio, a headliner at the theatre in the '30s, will appear next Friday (June 23) on WBZ's *Program Pm* at 10:30 p.m. Miss Corio, who has resided in California in recent years, is attempting to petition city and federal officials to reconsider the levelling of the theatre to make way for a government center in the Scolley Square section. Other entertainers also have rallied to her cause to preserve the old Howard as a theatre-museum, where tourists may view the lost art of vaudeville and burlesque.

Making sure ▪ WRC-AM-FM-TV Washington is making sure radio and television editors read its press releases. Each release sent out by the station will contain the name of an editor who is eligible to win a prize by calling the station.

Proclamation ▪ Through the efforts of KGO-TV San Francisco which spurred the area to assist students in finding summer jobs (BROADCASTING, May 29), 17 Bay area mayors issued a joint declaration, proclaiming last week as "Summer Jobs for Students Week." The official proclamation was 36-inches long and contained 17 city seals.

Big search ▪ Through a series of public service announcements WLEE Richmond has been assisting the Life & Casualty Co. of Tennessee in locating former policy holders who have a total of $1 million coming to them. Every half hour between 10 a.m. and 4 p.m., Mon.—Fri., WLEE has aired a name, hoping to produce leads in locating the missing individuals. Thus far eight missing persons have been found by WLEE after all other means had failed. Virginia state law requires this money to either be placed with its rightful owners or be turned over to the state.

Anniversary promotion ▪ The American Library Assn., national professional organization of librarians, has prepared a special campaign for the observance of the 21st year of *Invitation to Learning*, a weekly CBS Radio program devoted to literary discussions. ALA sent a memorandum to librarians in communities broadcasting the program, inviting them to mark the program's anniversary as an occasion for stimula-



PUSH-BUTTON NUMBERS

The sad part about push-button circulation figures is that the advertiser pays for them—and pays handsomely. And the cost of tickets to The Numbers Game, already pretty high, goes up every time a publisher pushes a button and says: "Add another 3,000 names, George."

In ABP businesspapers, on the other hand, no amount of button pushing is going to produce 3,000 circulation—for *this* circulation has to be paid for . . . and new subscribers just don't jump into line when a publisher pushes a button. Advertising rates that go up at a publisher's decision are somehow harder to swallow than those that rise in response to reader demand.

We have nothing against numbers, understand—when they have dollar signs attached. But we feel that numbers *per se* are not the be-all and end-all in judging publication values. And we go so far as to say that a man who pays $x to subscribe to a publication is more meaningful, even as a sheer number, than one who pays nothing. He wants the publication more than he wants $x.

If you feel, as an advertiser, that the reader should meet you half way by *paying* for a publication, you can be sure you're putting your money on the right numbers when you put it in publications bearing this symbol:

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ting wider readership of literary classics and more extensive listening to the broadcasts.

Ancient radio contest ▪ A Westinghouse crystal set 1919 vintage, was the winner of the "Oldest Working Radio" contest sponsored by WNEW New York. The contest, promoted on *The Pete Myers Show,* required the examining of hundreds of antique receivers before engineers chose the 1919 model as the winner. The owner's prize? A 1961 transitor radio.

Big splash ▪ Don Sherwood, deejay, KSFO San Francisco, used his newfound talent as a skin diver to retrieve hundreds of dollars in small change from the fishing well at the Exposition Fish Grotto for the Hemophilia Foundation of Northern California.

Lucky bride ▪ A southern California bride-to-be, whose measurements most closely match those of Debbie Reynolds, will be married in the wedding dress worn by Miss Reynolds in the recent motion picture, "Pleasure of His Company." The gown will be awarded on KNXT (TV) Los Angeles' morning variety show, *Panorama,* by Edith Head, its designer.



WSAZ pushes for cleaner West Virginia

A counter attack aimed at summer litter adicts has begun in West Virginia as the "Keep West Virginia Clean" campaign gathers momentum. Litter bags, designed by the merchandising department of WSAZ Huntington-Charleston, W. Va., are being distributed throughout the Huntington-Charleston area by Esso gasoline dealers. In photo, West Virginia Governor W. W. Barron (second from right) is presented with samples of litter bags by (l to r) Don Hays, station manager of WSAZ (Charleston), George Andrick, manager of WSAZ (Huntington), and James F. Bedell Jr., Esso public relations representative.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING June 8 through June 14. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

Existing tv stations

CALL LETTERS ASSIGNED

KCOK-TV Tulare, Calif.—KCOK Inc.

KDCD-TV Midland, Tex.—Midland Telecasting Co.

KNDU (TV) Richland, Wash.—Columbia Empire Bcstg. Corp.

New am stations

APPLICATIONS

Rome, Ga.—Sylvia D. Strickland 1360 kc; 500 w D. P.O. address box 228 Thomaston. Estimated construction cost $7,100; first year operating cost $24,000; revenue $35,000 **Sylvia Strickland,** sole owner, is announcer for WSFT Thomaston. Ann. June 12.

Mississippi City, Miss.—South Mississippi Bcstg. Co. 1520 kc; 5 kw. P.O. address box 387 Gulfport. Estimated construction cost $33,876; first year operating cost $30,000; revenue $36,000. Principals: **George J. Sliman, Holton D. Turnbough** (each 50%). Mr. Sliman owns 17% of real estate holding co., 25% of wired music distribution service and has been Air Force officer. Mr. Turnbough is 50% owner of background music co., is general manager of WHHT Lucedale and has been station manager of WGCM Gulfport. Ann. June 12.

Salem, N. J.—Salem County Radio. 1510 kc; 250 w D. P.O. address 3512 Blithewood Dr. Richmond, Va. Estimated construction cost $12,400; first year operating cost $42,000; revenue $55,000. **Paul W. Stoneburner,** sole owner, is employe of Reynolds Metals Co. and has 10% interest in application for station in Xenia, Ohio. Ann. June 13.

Ralls, Tex.—Crosby County Bcstg. Co. 1530 kc; 1 kw D. P.O. address box 807. Estimated construction cost $15,725; first year operating cost $28,000; revenue $36,000. Principals: **Galen O. Gilbert** (40%), **W. R. Bentley, Phil Crenshaw** (each 25%), **Darrell Willis, Lewis D'Elia** (each 5%). Mr. Gilbert owns two-thirds of KUKO Post, has owned 70% of KBTN Neosho, Wis., and is manager of KTLQ Tahlequah, Okla.; Mr. Bentley owns 25% of KBTN, has been assistant manager and program director of KTLQ; Mr. Crenshaw owns one-third of KUKO, has been district manager of record distribution firm and national sales manager of light bulb distribution firm; Mr. Willis is manager and has been program director of Ralls studio of KUKO; has been program director of KTLQ and commercial manager of KUOA Siloam Springs, Ark.; Mr. D'Elia is manager of Slaton studio of KUKO and has been employe of real estate firm. Ann. June 12.

Existing am stations

APPLICATIONS

KGEE Bakerfield, Calif.—Mod. of cp, which authorized increase of daytime power and installation of new trans., to increase daytime power from 500 w to 1 kw. Ann. June 12.

WNAB Bridgeport, Conn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. June 12.

WNUE Fort Walton Beach, Fla.—Cp to change frequency from 950 kc to 1400 kc, change hours of operation from D to unl. using power of 250 w N and 1 kw D. Ann. June 14.

WPGA Perry, Ga.—Cp to change ant.-trans and studio location from U. S. 41, 0.8 miles southwest of center Perry to 1.4 miles from center of Warner Robins and change station location from Perry to Warner Robins. Ann. June 12.

KATE Albert Lea, Minn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. June 12.

KYAP Ruidoso, N. M.—Cp to increase daytime power from 250 w to 1 kw and

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E T

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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

install new trans. Ann. June 12.

KLTR Blackwell, Okla.—Cp to increase power from 250 w to 1 kw and install new trans. Ann. June 12.

WMYB Myrtle Beach, S. C.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Requests waiver of Sec. 1.308 of rules.) Ann. June 12.

WYTI Rocky Mount, Va.—Cp to change frequency from 1570 kc to 1520 kc, increase power from 1 kw to 5 kw (except during critical hours reduced to 500 w) and install new trans. Ann. June 12.

WPIK Alexandria, Va.—Amendment to previous application requesting increase of power from 1 kw to 5 kw and installation of new trans., to change ant.-trans. location from Telegraph Rd., approximately 1.5 miles southwest of center of Alexandria to 450 ft. east of intersection of Ashton and Augustine Sts., Alexandria; make changes in ant. (increase height) and ground system and change type trans. Ann June 12.

WTCS Fairmont, W. Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans. for daytime operation. Ann. June 12.

CALL LETTERS ASSIGNED

WEDR Mobile, Ala.—Springhill Bcstg. Inc.

KLOA Ridgecrest, Calif.—Ridgecrest Bcstg. Co.; changed from KRKS.

KWLW Nampa, Idaho—Chester C. Whittington.

WGNU Granite City, Ill.—Tri-Cities Bcstg. Co.

KCGM Columbia, Mo.—Barrington Bcstg. Co.; changed from KBIA.

WQSR Solvay, N. Y.—Entertainment & Amusements of Ohio Inc.; changed from WQSY.

KDAK Carrington, N. D.—Central Bcstg. Co.

KWHA Wharton, Tex.—V. M. Preston.

WHIH Portsmouth, Va.—James Bcstg. Corp.; changed from WLOW.

WWHY Huntington, W. Va.—Ohio River Bcstg. Corp.; changed from WPLH.

WIGL Superior, Wis.—Radio Superior Inc.

New fm stations

APPLICATION

Los Gatos, Calif.—United Bcstrs. 95.3 mc; 943 w; unl. Ant. height above average terrain minus 353 ft. P.O. address 13685 Calle Tacuba, Saratoga. Estimated construction cost $19,693; first year operating cost $26,400; revenue $28,800. Principals: **Richard A. Ingraham** (50%), **Donald R. Ingraham, Berenice A. Ingraham** (each 25%). Mr. Richard Ingraham is business manager of electronics research and development firm, has been instructor of electronics and electronic engineer; Mr. Donald Ingraham is automotive inspector and leaderman for U. S. Army; Mrs. Ingraham is substitute teacher and housewife. Ann. May 12.

Existing fm stations

APPLICATION

WPBC-FM Minneapolis, Minn.—Cp to change station location from Minneapolis to Richfield, Minn., change ant.-trans. and studio locations, change ant. and trans., increase ERP and ant. height above average terrain and delete remote control operation. Ann. June 7.

CALL LETTERS ASSIGNED

KARK-FM Little Rock, Ark.—Arkansas Radio & Equipment Co.; changed from KFMA(FM).

*KEMR(FM) Loma Linda, Calif.—Loma Linda Educational Bcstg. Corp.

KLOA-FM Ridgecrest, Calif.—Ridgecrest Bcstg. Co.; changed from KRKS-FM.

KSCO-FM Santa Cruz, Calif.—Radio Santa Cruz.

WFTL-FM Fort Lauderdale, Fla.— WFTL Bcstg. Co.

WNSH-FM Highland Park, Ill.—North Suburban Radio Inc.; changed from WHPK.

KNDR(FM) Des Moines, Iowa—New Directions Bcstg. Corp.

WGPM(FM) Detroit, Mich.—Ross Mulholland; changed from WQTI(FM).

WOOD-FM Grand Rapids, Mich.—WOOD Bcstg. Inc.

WJGG(FM) Houghton Lake, Mich.—Sparks Bcstg. Co.; changed from WHGR-FM.

WTFM (FM) Babylon, N. Y.—WGLI Inc.; changed from WGLI-FM.

WCHN-FM Norwich, N. Y.—Radio Norwich Inc.

*WOBC-FM Oberlin, Ohio—Oberlin College Student Network Inc.

KFNE(FM) Big Spring, Tex.—Anca Bcstg. Co.

KXFM (FM) Fort Worth, Tex.—KXOL Inc.; changed from KXOL-FM.

KODA-FM Houston, Tex.—Taft Bcstg. Co.; changed from KHGM(FM).

KIMP-FM Mt. Pleasant, Tex.—Mt. Pleasant Bcstg. Co.

Ownership changes

APPLICATIONS

KTUX Pueblo, Colo.—Seeks transfer of all outstanding shares of stock in Steel City Bcstg. Inc. from **Ewald E. Koepke, Frank E. Amole Jr., Alvan S. Perry** (each 30%), **Donald M. Lesher** (4.5%), **Edwin P. Van Cise** (2.5%) and **Richard M. Schmidt Jr.** (3%) to **Wayne D. Costner** for difference between $90,000 and total of liabilities on balance sheet yet to be prepared. Mr. Costner is commercial manager of KTUX and has been sales manager of KYSN Colorado Springs. Ann. June 7.

WWIZ Lorain, Ohio—Seeks transfer of 55% of stock in WWIZ Inc. from **Sanford A. Schafitz** to **Lorrain Journal Co.** for $70,000. Lorain Journal Co. publishes newspaper and is owned soley by estate of S. A. Horvitz. Ann. June 12.

KBYP Shamrock, Tex.—Seeks assignment of license from **Merita Bumpers** (tr/as Shamrock Texas Bcstg. Co.) to **Lyman C. Brown** for $30,000. Mr. Brown, who will be sole owner, has been licensee of KEAN Brownwood and KRAC Alamogordo, N. M. Ann. June 12.

WHAR Clarksburg, W. Va.—Seeks transfer of 30 shares (50%) of stock in Harrison Corp. from **Mason C. Deaver** and **Maruma R. Deaver** (each 25%) to **Charles A. Gaylord** (3.33%), **Frank T. Gregg, Pietro J. Palagino, Jennings Randolph Jr., Flora C. Vespoint** (each 9.99%), total consideration $34,200; and **Glacus G. Merrill** (6.66%) as consideration in return for prior loan of $68,000. Mr. Gaylord is present owner of other 50% of WHAR; Mr. Merrill is applicant for station in Keyser, W. Va.; Flora Vespoint, Messrs. Gregg, Palagino and Randolph are employes of WHAR. Ann. June 12.

WWIS Black River Falls, Wis.—Seeks assignment of license from **Clarkwood Bcstg. Corp.** to **Mary Ann McDonald** (70%) and **John R. McDonald** (30%), for $41,000. Miss McDonald owns home-decorating supplies business and 25% of real estate business of which Mr. McDonald is also 25% owner. Mr. McDonald is also associate of law firm. Ann. June 12.

Hearing cases

FINAL DECISIONS

■ Commission gives notice that April 19 initial decision which looked toward granting application of Belen Bcstg. Co. for new am station to operate on 860 kc, 250 w, D, in Belen, N. M., became effective June 8 pursuant to Sec. 1.153 of rules. Action June 13.

■ Commission gives notice that April 20 supplemental initial decision which looked toward granting application of Town Radio Inc., for new station to operate on 1480 kc, 500 w, D, in Shippensburg, Pa., became effective June 9 pursuant to Sec. 1.153 of rules. Action June 13.

■ Commission gives notice that April 19 initial decision which looked toward granting applcations of East Liverpool Bcstg. Co. to increase daytime power of station WOHI East Liverpool, Ohio, on 1490 kc from 250 w to 500 w DA-D, continued nighttime operation with 250 w, and Gerity Bcstg. Co. to increase daytime power of station WABJ Adrian, Mich., on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w, each conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw, became effective June 8 pursuant to Sec. 1.153 of rules. Action June 13.

■ Commission gives notice that April 21 initial decision which looked toward granting applications of Radio Danville Inc., to increase power of station WDTI Danville, Va., from 500 w to 1 kw, continued operation on 970 kc D, and Music Productions Inc., for new station to operate on 970 kc, 500 w D, in Waynesboro, Va. became effective June 12 pursuant to Sec. 1.153 of rules. Action June 13.

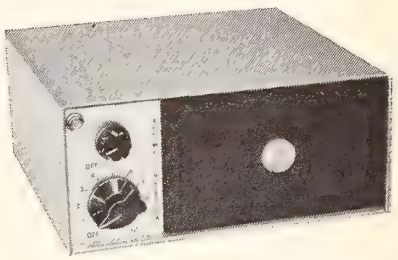
STAFF INSTRUCTIONS

■ Commission on June 12, 1961 instructed its staff to prepare report and order concluding clear channel proceeding by rule amendments opening way to assignment of one unlimited time class II station on each of 13 class I-A clear channels, under controlled conditions to provide service to under-served or white areas.

Action does not affect present use of remaining 12 clear I-A frequencies.

Announcement of this preliminary step does not constitute commission action in such case, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decision. (For story see GOVERNMENT section).

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INITIAL DECISIONS

■ Hearing examiner Walther W. Guenther issued initial decision looking toward granting applications of Altus Bcstg. Co. (KWHW) Altus, Okla., KGFF Bcstg. Inc. (KGFF) Shawnee, Okla., Plains Bcstg. Inc. (KENM) Portales, N. M., Wooward Bcstg. Co. (KSIW) Woodward, Okla., and Snyder Bcstg. Co. (KSNY) Snyder, Tex., to increase daytime power from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N, each with interference condition and KWHW with additional condition, and Charles L. Cain for new station to operate on 1460 kc, 500 w, D, in El Reno, Okla. Action June 14.

■ Hearing examiner Thomas H. Donahue issued initial decision looking toward granting applications of Washington Bcstg. Co. (WOL) Washington, D. C., Delaware Bcstg. Co. (WILM) Wilmington, Del., WDAD Inc. (WDAD) Indiana, Pa., Centre Bcstrs Inc. (WMAJ) State College, Pa., Sky-Park Bcstg. Corp. (WFTR) Front Royal, Va., Miners B/cg Service Inc. (WPAM) Pottsville, Pa., and Cumberland Valley Bcstg. Corp. (WTBO) Cumberland, Md., to increase daytime power from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N, with engineering condition to WPAM and WTBO. Action June 14.

■ Hearing examiner Isadore A. Honig issued initial decision looking toward granting application of Yoakum County Bcstg. Co. for new am station to operate on 1580 kc, 250 w, D, in Denver City, Tex., conditioned that program tests will not be authorized until Claude Calvin McAdams has submitted evidence that he has severed his connections with station KTFY Brownfield, Tex. Action June 14.

■ Hearing examiner Millard F. French issued initial decision looking toward granting applications of Middle Tennessee Bcstg. Co. (WKRM) Columbia, Tenn., WBAC Inc. (WBAC) Cleveland, Tenn., Florence Bcstg. Inc. (WJOI) Florence, Ala., Cullman Bcstg. Inc. (WKUL) Cullman, Ala., Radio Greeneville Inc. (WGRV) Greeneville, Tenn., WKGN Inc. (WKGN) Knoxville, Tenn., and Franklin County Radio and Bcstg. Inc. (WCDT) Winchester, Tenn., to increase daytime power from 250 w to 1 kw, continued operation on 1340 kc, 250 w-N, each with interference condition. Action June 14.

■ Hearing examiner Herbert Sharfman issued initial decision looking toward granting applications of Radio Station WPAY Inc., formerly Paul F. Braden (WPAY) Portsmouth, Ohio, and Elizabethtown Bcstg. Co. (WIEL) Elizabethtown, Ky., to increase daytime power from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N, each with interference condition, and WCYN Radio Inc., to increase power of station WCYN Cynthiana, Ky., from 100 w to 250 w, continued unlimited time operation on 1400 kc. Action June 14.

■ Hearing examiner Herbert Sharfman issued initial decision looking toward denying application of WDUL Tv Corp. For mod. of construction permit of station WHYZ (ch. 10) Duluth, Minn., to change trans. and main studio locations, ant. system and increase ant. height from 800 ft. to 980 ft. Action June 13.

■ Hearing examiner Isadore A. Honig issued initial decision looking toward granting application of Valley Bcstrs. for new am station to operate on 970 kc, 1 kw, D, in Espanola, N. M. Action June 13.

■ Hearing examiner H. Gifford Irion issued initial decision looking toward granting application of Queen City Bcstg. Co. for new am station to operate on 1490 kc, 250 w, U, in Del Rio Tex., and denying for failure to prosecute application of Val Verde Bcstg. Co. for similar facility. Action June 13.

Routine roundup

■ Commission granted petition by Motion Picture Association of America Inc. for extension of time to June 22 to file comments and to July 3 for replies in proceeding on proposed amendments to Part 3 of broadcast rules to conform with revised "anti-payola" Sec. 317 of Communications Act. Action June 7

ACTIONS ON MOTIONS

By Chairman Newton N. Minow

■ Granted motion by Broadcast Bureau and corrected in various respects transcript of oral argument in Biloxi Miss., tv ch. 13 proceeding. Action June 13.

By Commissioner Rosel H. Hyde

■ Denied petition by Quests Inc., Ashtabula, Ohio, for additional time to June 23 to reply to James V. Perry, Grove City, Pa., petitions for enlargement of issues, and opposition to motion for extension of time, in proceeding on their am applications. Action June 12.

■ Granted petition by Independent Indianapolis Bcstg. Corp. Indianapolis, Ind., and extended to June 5 time to respond to comments and oppositions to petition to enlarge issues filed by Hoosier Bcstg. Corp., WIFE Corp., Sands Bcstg. Corp. and Broadcast Independent for extension of time to file Bureau; dismissed as moot petition by response to comments of Broadcast Bureau on petition to enlarge issues with respect to technical and character qualifications in proceeding on its am application. Action June 9.

■ Granted petition by Washington State University (KWSC) Pullman, Wash., and extended to June 12 time to file replies to exceptions in proceeding on its am application for renewal and mod. of license. Action June 9.

■ Granted petition by Melody Music Inc. and extended to June 20 time to respond to "Broadcast Bureau opposition to petition for reconsideration" in proceeding on its application for renewal of license of station WGMA Hollywood, Fla. Action June 9.

■ Granted petition by MetroMedia Inc., and extended to June 15 time to respond to petition for review of adverse ruling of hearing examiner and petition for clarification of Commission's memorandum opinion and order filed by WHYY Inc., and petition for modification or clarification of issues and appeal from ruling of hearing examiner filed by Rollins B/cg Inc., in Wilmington, Del., tv ch. 12 proceeding. Action June 7.

■ Granted petition by Norwalk Bcstg. Co. (WNLK) Norwalk, Conn., and extended to June 19 time to file exceptions to initial decision in proceeding on its am application. Action June 7.

■ Granted petition by Broadcast Bureau for extension of time to June 12 to file response to petitions by Carnegie Bcstg. Corp., Greene County Radio, Portage County Bsctg. Corp. seeking enlargement of issues in am proceeding; dismissed as moot petition by Portage County Bcstg. Co. and Monroeville Bcstg. Co. filed May 24. Action June 6.

■ Granted petition by WTSP-TV Inc., for leave to file brief not in excess of 70 pages in Largo, Fla., ch. 10 proceeding. Action June 6.

■ Granted petition by Broadcast Bureau for extension of time to June 16 to respond to petition by Marietta Bcstg. Co. (KERO-TV) Bakersfield, Calif., for review of adverse ruling in proceeding on modification of its license. Action June 6.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled prehearing conferences and formal hearings in following proceedings on dates shown: July 13 and Sept. 6 on am application of Andrew B. Letson (WZRO) Jacksonville, Fla.; July 10 and Sept. 7 on am applications of Ybor City Bcstg. Co. Ybor City, and Johnson Bcstg. Co. Indian Rocks Beach, both Florida; July 6 and Sept. 11 on am application of Louise E. and Gerald K. Mann (KTKR) Taft, Calif. Action June 13.

■ Granted petition by O'Keefe Bcstg. Co. (WBCB) Levittown-Fairless Hills, Pa., for leave to intervene in consolidated am proceeding with reference to application of Mt. Holly-Burlington Bcstg. Co., Mt. Holly, N. J. Action June 13.

■ Granted motion by KORD Inc. (KORD) Pasco, Wash., to dismiss, but with prejudice, its application for cp to increase power of KORD which was in consolidated proceeding with renewal of license of KORD. Action June 9.

■ Scheduled hearing for July 24 in proceeding on applications of Telephone Answering Service of Trenton and Radio Mobile Answering Service for cps to establish new one-way signaling service in Domestic Public Land Mobile Radio Service at Trenton, N. J. Action June 9.

■ Granted petition by Joseph P. Wardlaw Jr., Canton, Ohio, to extent of enlarging issues, to permit showing of whether applicant Portage County Bcstg. Co., Kent-Ravenna, Ohio, would have available to it funds shown in its application. Action June 9.

■ Scheduled prehearing and hearing conferences in following proceedings on dates shown: July 10: in matter of American Telephone & Telegraph Co., regulations and charges for developmental line switched service (Action June 9); July 7 and Sept. 5—am applications of Time Bcstrs. Inc., Springfield and Galen O. Gilbert, Aurora, both Mo.; July 7 and Sept. 5—applications of Plains Tv Corp. and Springfield Tv Bcstg. Corp. for transfer of stock interest in Connecticut Tv Inc. (WHNB-TV) New Britain, Conn., and cps of WHNB-TV and WWLP (TV) Springfield, Mass. Action June 8.

■ In view of order released June 7 dismissing am application of WXEN for new am station in Xenia, Ohio, dismissed as moot pleadings of Greene County Radio and Broadcast Bureau relative to WXEN application. Action June 8.

■ Granted joint request by George Fishman and Regional Bcstg. Co., applicants for new am stations in Brunswick and Halfway, Md., respectively, for approval of their agreement to merge; dismissed with prejudice Fishman's application, but permitted effectuation of merger agreement; retained in hearing status Regional's application for further proceedings and an initial decision by presiding hearing examiner. Action June 7.

■ Scheduled oral argument on June 12 on petition by O'Keefe Bcstg. Co. (WBCB) Levittown-Fairless Hills, Pa., to intervene in proceeding on am applications of Burlington Bcstg. Co., Burlington, N. J. Action June 7.

■ Granted petition by James E. and George W. Vaughn and Ralph J. Bitzer, d/b as WXEN to dismiss but with prejudice, its application for new am station in Xenia, Ohio which was in consolidated hearing. Action June 6.

■ Granted joint petition by Olean Bcstg. Co. Plattsburg, and WIRY Inc. Lake Placid, N. Y., to extent of approving their agreement whereby Olean will withdraw its application for new am station upon reimbursement of $700 for expenses; dismissed Olean application with prejudice retained WIRY application in hearing status for further proceedings and an initial decision by hearing examiner. Action June 5.

■ Scheduled oral argument on petition to amend application of Jacksonville Bcstg. Co. in connection with June 13 prehearing conference in Jacksonville, Fla. ch. 12 proceeding. Action June 5.

By Hearing Examiner Asher H. Ende

■ Issued order following prehearing conference held June 9 in proceeding on am application of Linton D. Hargreaves, Duluth, Min.; ordered if petition for leave to amend and return application to processing line is filed on behalf of applicant on or before June 23, examiner by appropriate order will continue, without date, hearing scheduled for July 24, provided, however, that if such petition is not filed as hereinabove specified hearing shall commence at 10:00 a.m., July 24. Action June 9.

■ On own motion, pursuant to C.F.R. 1.111, scheduled further prehearing conference for June 15 in proceeding on am application of WIRY Inc., Lake Placid, N. Y. Action June 8.

■ Granted joint petition by assignor Walter J. Teich and Kenneth S. Gordon, d/b as Eagle River Bcstg. Co. and assignee Eagle River Bcstg. Inc., to extent of accepting amendment to application for assignment of cp of station WERL Eagle River, Wis., to reduce consideration from $20,000 to $14,-361.63 and reflect changes in listed officers of proposed purchaser; removed application from hearing status and terminated hearing. Action June 7.

■ Granted petition by Jessamine Bcstg. Co. and continued June 12 hearing to July 12, in proceeding on its am application and that of Nicholasville Bcstg. Co., both Nicholasville, Ky. Action June 7.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Long Island's First Station Inc. (WGBB) Freeport, N. Y., and extended from June 8 to June 18 time to file proposed findings and from June 19 to June 27 to file replies in proceeding on its am application. Action June 8.

■ Granted petition by Willamette-Land Tv Inc., for leave to amend its application for new tv station to operate on ch. 3 in Salem, Ore. to show changed financial arrangements. Action June 8.

■ Granted petitions by James Bcstg. Inc., for leave to amend its application to change requested increased daytime power of WJTN Jamestown N. Y., from 250 w to 500 w (instead of to 1 kw), and add certain population figures, reopened record to accept amendments and then closed record. Action June 8

By Hearing Examiner Millard T. French

■ Issued order formalizing agreements and rulings made at June 9 prehearing conference in proceeding on am applications of Radio Quests Inc. Willoughby and WHOT Inc. (WHOT) Campbell, both Ohio, scheduled certain procedural dates and hearing scheduled for Sept. 6. Action June 9.

■ Upon oral request by Suburban Bcstg. Inc., Mount Kisco, N. Y., and with consent of all parties, continued June 12 further prehearing conference to June 29 in proceeding on its fm application. Action June 9.

■ Issued order formalizing agreements and rulings made on record at June 7 prehearing conference and scheduled certain procedural dates in proceeding on am applications of

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Lynne-Yvette Bcstg. Co. Albany, and John T. Williams, Americus, both Ga.; July 19 hearing continued to Oct. 4. Action June 7.

■ Upon oral motion by Cullman Bcstg. Inc. (WKUL) Cullman, Ala., and with consent of all parties, extended from June 1 to June 12 date to file proposed findings of fact and conclusions of law in proceedings on its am application. Action June 1.

By Hearing Examiner Walther W. Guenther

■ Granted petitions by Central Wisconsin Tv Inc., applicant for new tv station to operate on ch. 9 in Wausau, Wis., for leave to amend its application to specify new trans. site in order to meet aeronautical requirements of Federal Aviation Agency and to make related changes in engineering portions of its application. Action June 7.

By Hearing Examiner Isadore A. Honig

■ Pursuant to request by Mrs. Evelyn R. Chauvin Schoonfield, applicant for new fm station in Elmwood Park, Ill., for oral argument in connection with her motion filed June 5 to quash *subpoena duces tecum* issued by hearing examiner on May 23, scheduled oral argument on said motion to quash for June 16; counsel for each party will be allowed 10 minutes for argument in chief and five minutes for rebuttal. Action June 9.

■ Granted petition by Seaport Bcstg. Corp., Lancaster, N. Y., for leave to amend its am application to reflect withdrawal of stock subscription and resignation as corporate officer of Thomas D. Clifford. Action June 9.

By Hearing Examiner Annie Neal Huntting

■ Denied petition by Interstate Bcstg. Inc. (WQXR) New York, N. Y., for indefinite continuance of hearing and dates for collateral matters in proceeding on am applications of Berkshire Bcstg. Corp. Hartford, Conn., and Grossco Inc. West Hartford, pending action upon petitions to clarify or enlarge issues and to consolidate this proceeding with five other proceedings and designate issues for consolidated proceeding. Action June 12.

■ Pursuant to agreement reached by parties at page 313 of transcript of April 24 hearing and chief hearing examiner's memorandum opinion and order, released June 8, severed am application of Dover Bcstg. Co. (WDOV) Dover, Del. from consolidated proceeding; closed record and held open for further action remaining applications in consolidated hearing. Action June 9.

■ Granted petition by Aspen Bcstg. Co., Aspen, Colo., to extent that it requests leave to amend its am application to make changes in engineering and financial data; removed application from hearing; dismissed without prejudice to resubmission for action by appropriate commission authority petition insofar as it requests file number of amended application remain unchanged; and cancelled June 15 hearing. Action June 8.

By Hearing Examiner H. Gifford Irion

■ Denied petition by Interstate Bcstg. Inc. (WQXR) New York, N. Y., for continuance of June 27 hearing in proceeding on its am application. Action June 13.

■ Pursuant to June 9 conference, cancelled July 18 hearing and scheduled it for July 25 in proceeding on application for transfer of control of KGMS Inc. (KGMS) Sacramento, Calif. to Capitol Bcstg. Co. Aciton June 9.

■ Cancelled July 19 hearing date and set hearing for Sept. 13 in proceeding on applications of Gordon A. Rogers and Triple G Bcstg. Co. (KWAY) Vancouver, Wash. Action June 8.

■ Granted oral request by Broadcast Bureau and continued June 8 prehearing conference to June 9 in proceeding on application of KGMS Inc. (KGMS) Sacramento, Calif., for transfer of control to Capitol Bcstg. Co. Action June 6.

By Hearing Examiner Jay A. Kyle

■ Granted request by Parks Robinson (WISV) Viroqua, Wis., and extended from June 15 to July 15 time for exchange of hearing exhibits and continued July 6 hearing to July 24 in proceeding on his am application. Action June 9.

By Hearing Examiner Forest L. McClenning

■ Granted joint petition by South Texas Telecasting Inc. (KVDO-TV) and Tropical Telecasting Corp., and extended from June 30 to July 14 date for exchange of written direct cases of applicants in Corpus Christi, Tex. ch. 3 proceeding. Action June 12.

■ Denied petition by South Texas Telecasting Inc. (KVDO-TV) for leave to amend its application insofar as it seeks to specify auxiliary studio to be located in Corpus Christi; granted petition to substitute certain new studio equipment for used equipment, modify terms of letter of credit from Radio Corporation of America to show payment terms of certain liabilities, and to set forth terms of lease proposal for its land and buildings. Action June 12.

■ Granted motion by Common Carrier Bureau to reopen record for further hearing on June 27 concerning certain testimony of Charles P. B. Pinson, Inc. in consolidated proceeding on applications for Domestic Public Land Mobile Service. Action June 5.

By Hearing Examiner Herbert Sharfman

■ Issued statement and order after further prehearing conference held June 9 for Group IV in am consolidated proceeding, James R. and Barbara J. Roberts Co., Indianola, Iowa, and Goldenrod Bcstrs. Inc. (KBON) Omaha, Neb., (Group IV), from consolidation which now constitutes separate proceeding; scheduled certain procedural dates and hearing scheduled for July 12. Action June 9.

■ Advanced June 19 prehearing conference to June 16 at 9 a.m. in proceeding on am application of Peach Bowl Bcstrs. Inc. (KUBA) Yuba City, Calif. Action June 5.

By Hearing Examiner Elizabeth C. Smith

■ Granted request by Broadcast Bureau and extended from June 6 to June 13 time to file proposed findings and conclusions in proceeding on application of Abilene Radio & Tv Co. for new tv station to operate on ch. 3 in San Angelo, Tex. Action June 7.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of June 13

KTOP AM-FM Topeka, Kan.—Granted assignment of licenses to KTOP Bcstg. Co. Inc.

WHBT Harriman, Tenn.—Granted acquisition of positive control by Kenneth J. Crosthwait through purchase of stock from Clarence "Hank" Snow.

KMSL Ukiak, Calif.—Granted license for am station.

■ Granted licenses for following fm stations: KCMB-FM Wichita, Kan.; KMMK (FM) Little Rock, Ark.; KBGN-FM Caldwell, Idaho; KBOI-FM, Boise, Idaho.

KLAY-FM Tacoma, Wash.—Granted license covering change in frequency, ERP, ant. height, ant.-trans. and studio location, installation of new trans. and changes in ant. system.

KVEN Ventura, Calif.—Granted license to use old main tran. as alternate main trans. (main trans. location) with remote control.

KCPX Salt Lake City, Utah—Granted license covering change of auxiliary trans. from employing non-DA to DA N & D.

KHQ Spokane, Wash.—Granted license covering change of main studio location and installation of new type trans.

KGMT Fairbury, Neb.—Granted license for am station and specify studio location and remote control point; condition.

WBIZ Eau Claire, Wis.—Granted license covering increase in power and installation of new trans.

***WGTS-FM Takoma Park, Md.**—Granted mod. of license to change name to Columbia Union College Inc.

KVOA-TV Tucson, Ariz.—Granted mod. of cp to change trans. location; type ant.; make changes in equipment; and reduce ant. height.

WILY Greenville, N. C.—Granted extension of completion date to Sept. 13.

Actions of June 12

Clearcreek Tv Booster Assn. Clearmont & Clearcreek Area, Wyo.—Granted cp for new vhf translator station on ch. 13 to translate programs of KTWO-TV (ch. 2) Casper, Wyo.; condition.

Aspen Tv Committee Aspen, Colo.—Granted cp for new vhf tv translator station on ch. 7 to translate programs of KOA-TV (ch. 4) Denver, via Ajax Mountain, Aspen ch. 11 translator station; condition.

Rock Lake Tv Booster Club Inc. Rock Lake, N. D.—Granted cp for new vhf tv translator station on ch. 2 to translate programs of KXMC-TV (ch. 13) Minot, N. D.

WBFM (FM) New York, N. Y.—Granted transfer of control from J. D. Wrather Jr. to Wrather Corp.

WBNR Beacon, N. Y.—Granted license for am station.

KALL Salt Lake City, Utah—Granted license covering increase in daytime power, change ant.-trans. location, change DA-N to DA-2, installation new trans., make changes in ground system and deletion of remote control; conditions.

KRDU Dinuba, Calif.—Granted license covering change in frequency, increase power, installation DA-1 and new trans., change ant.-trans. location and make changes in DA and ground systems.

WYFI (FM) Norfolk, Va.—Granted cp to change ant.-trans. location to 1318 Spratley St. Portsmouth, Va.; studio location; install remote control operation of trans.; change trans.; increase ERP to 30 kw; ant. height to 340 ft.; change type ant. and make changes in ant. system.

WOSC-FM Fulton, N. Y.—Granted mod. of cp to change type trans.

WPBS (FM) Philadelphia, Pa.—Granted mod. of cp to change studio location (trans. location); and type trans.

WTFM (FM) Lake Success, N.Y.—Granted mod. of cp to change type ant.; ERP to 12.5 kw; conditions.

■ Following stations were granted extensions of completion dates as shown: WIPE (FM) Detroit, Mich., to Nov. 16; KROW (FM) Dallas, Tex., to July 21; WAAB-FM Worcester, Mass., to Sept. 5; KOL-FM Seattle, Wash., to July 20; KWDC (FM) Houston, Tex., to Sept. 1; WAFM (FM) Anderson, Ind., to Sept. 1.

Actions of June 9

WHTN-TV Huntington, W. Va.—Granted mod. of license to reduce aur. ERP to 158 kw.

WMTV (TV) (ch. 15) Madison, Wis.—Granted mod. of license to specify operation on ch. 15 instead of ch. 33 pursuant to report and order adopted April 5, effective May 15; ERP vis. 148 kw, aur. 74.1 kw; ant. height 1,160 ft.

WREX-TV Rockford, Ill.—Granted cp to change type trans. and make other equipment changes.

WAFB-TV Baton Rouge, La.—Granted cp to install auxiliary ant. at main trans. site.

WMVA-FM Martinsville, Va.—Granted cp to install new trans. and increase ERP to 14.5 kw.

WCOV Montgomery, Ala.—Granted cp to install new trans. as an alternate main trans.-nighttime, and auxiliary trans.-daytime, same location as present main trans.

WTRC-FM Elkhart, Ind.—Granted cp to move ant.-trans. location to Grass Road, 3 miles southwest of Mishawake; change address of main studio to 3600 Oakland Ave., Elkhart (redesignation); decrease ERP to 9.3 kw; increase ant. height to 570 ft.; change trans. and make changes in ant. system.

KGB San Diego, Calif.—Granted cp to install trans. (present main trans. location) as auxiliary-day and alternate main-night; remote control permitted.

WVKO Columbus, Ohio—Granted cp to install new trans.

KNOE Monroe, La.—Granted cp to install new trans. as auxiliary trans. at present main trans. location; remote control permitted while using non-DA.

WLYN Lynn, Mass.—Granted cp to install new trans.; condition.

WPBN-TV Traverse City, Mich.—Granted mod. of cp to move tower location 260 ft. west and 30 ft. north of presently authorized site.

KOLD-TV Tucson, Ariz.—Granted mod. of cp to change ERP to 100 kw vis.; 50 kw aur.; change trans. location, type trans., ant.; make changes in equipment.

WCPC Houston, Miss.—Granted mod. of cp to make changes in ant. system and make changes in ground system.

WCIN Cincinnati, Ohio—Granted mod. of cp to change ant.-trans. location and make changes in ant. and ground systems; condition.

KSLT (FM) Tyler, Tex.—Granted mod. of cp to change type trans.; type ant., and increase ERP to 4.8 kw.

KCUF (FM) Redwood City, Calif.—Granted mod. of cp to increase ERP to 3.8 kw; decrease ant. height to 1,590 ft.; make changes in ant. system; redesignate type ant. and change permittee name to Franklin James.

WZIP Cincinnati, Ohio—Granted change of remote control authority.

■ Following stations were granted extensions of completion dates as shown: WXGA-TV Waycross, Ga. to Dec. 9; WCPC Houston, Miss. to Nov. 15; WCMB Harrisburg, Pa. to July 31; KSCB Liberal, Kan. to Dec. 7; KRON-FM San Francisco, Calif. to Nov. 21; KUDE-FM Oceanside, Calif. to Nov. 7; KSEA (FM) San Diego, Calif. to July 18; KSFV (FM) San Fernando, Calif. to Aug. 1; *WDUB (FM) Granville, Ohio to Oct. 15; KNBB (FM) Newport Beach, Calif. to Dec. 9; KEBJ (FM) Phoenix, Ariz. to Sept. 7; WMOX Meridian, Miss. to Oct. 1; WFFG Marathon, Fla. to Sept. 1; KCUF (FM) Redwood City, Calif. to Oct. 31.

KQIP Odessa, Tex.—Remote control permitted.

Actions of June 8

■ Granted involuntary transfer of control from Kenyon Brown to Ruth E. Brown, executrix of estate of Kenyon Brown, deceased, for the following stations: KSON Broadmoor Bcstg. Corp. San Diego, Calif.; KGLC Miami Bcstg. Co., Miami, Okla.; KITO Radio Associates Inc., San Bernardino, Calif.

KITE Terrell Hills, Tex.—Granted invol-

untary transfer of control from Townsend Growth Fund Inc. to Leslie Krisch, trustee.

KANS Independence, Mo.—Granted acquisition of positive control from Kenyon Brown to Ruth E. Brown, executrix of the estate of Kenyon Brown, deceased, through purchase of stock from Glenn G. Griswold.

KITN Olympia, Wash.—Granted acquisition of positive control by Donald F. Whitman through purchase of stock from Harold C. Singleton.

WCLM (FM) Chicago, Ill.—Granted cp to make changes in transmitting equipment and increase ERP to 60.17 kw.

WVKO-FM Columbus, Ohio—Granted cp to install new trans.

WSIZ Ocilla, Ga.—Granted cp to make changes in ant. system (increase height) and changes in ground system.

WMUU-FM Greenville, S. C.—Granted mod. of cp to change type trans.; condition.

KPGE Page, Ariz.—Granted mod. of cp to change ant.-trans. and studio location.

WJGG (FM) Houghton Lake, Mich.—Granted mod. of cp to change type trans.; type ant.; increase ERP to 19 kw; and decrease ant. height to 165 ft.

KNBB (FM) Newport Beach, Calif.—Granted mod. of cp to increase ERP to 890 w; increase ant. height to 225 ft.; change trans., ant., ant.-trans., studio location and make changes in ant. system; condition.

WRMP (FM) Detroit, Mich.—Granted mod. of cp to change permittee name from Robert M. Parr tr/as Detroit Bcstg. Co. to Robert M. Parr tr/as Triangle Bcstg. Co.

WENZ Highland Springs, Va.—Granted mod. of cp to change type trans.

WMID Atlantic City, N. J.—Granted mod. of cp to change type trans.

■ Following stations were granted extensions of completion dates as shown: KAKC-FM Tulsa, Okla., to Oct. 1; WLTV (TV) Bowling Green, Ky., to Dec. 7; KAPP (FM) Redondo Beach, Calif., to July 30; WEST-FM Easton, Pa., to Aug. 1; WHTG-FM Eatontown, N. J. to Sept. 5.

First Baptist Church Pontiac, Mich.—Granted extension of authority to June 10, 1962 to transmit programs from First Baptist Church at Pontiac to Radio Station CKLW Windsor, Ont., Canada.

KWRV McCook, Neb.—Remote control permitted.

Actions of June 7

KXKW Lafayette, La.—Granted license for am station and specify studio location.

KXJK-FM Forrest City, Ark.—Granted license for fm station.

WIKB Iron River, Mich.—Granted cp to replace expired permit for increase in daytime power and installation of new trans.

KBCL-FM Shreveport, La.—Granted cp to install new trans. and decrease ERP to 3.6 kw.

KCMO-FM Kansas City, Mo.—Granted mod. of SCA to make changes in transmitting equipment.

KBER San Antonio, Tex.—Granted mod. of cp to change ant.-trans. and studio location.

■ Following station were granted extensions of completion dates as shown: KTOD Sinton, Tex. to July 27; WRFD-FM Columbus, Worthington, Ohio, to July 10; WCUY (FM) Cleveland Heights, Ohio, to June 30; KMCP (FM) Portland, Ore., to Sept. 20.

KRAL Rawlins, Wyo.—Granted authority to sign-off at 6 p.m. for period ending Dec. 1.

WCRT-FM Birmingham, Ala.—Granted change of remote control authority.

Processing line

STANDARD BROADCAST APPLICATIONS READY AND AVAILABLE FOR PROCESSING PURSUANT TO SECTION 1.354 (c) OF COMMISSION'S RULES—LIST NO. 22 APPENDIX

■ Notice is hereby given, pursuant to Sec. 1.354 (c) of commission rules, that on July 17, 1961, standard broadcast applications listed in attached appendix will be considered as ready and available for processing, and that pursuant to Sec. 1.106 (b) (1) and Sec. 1.361 (b) of commission rules, an application, in order to be considered with any application appearing on attached list or with any other application on file by the close of business on July 14, 1961 which involves a conflict necessitating hearing with an application on this list, must be substantially complete and tendered for filing at offices of commission in Washington, D. C. by whichever date is earlier: (a) close of business on July 14, 1961, or (b) by earlier effective cut-off date which listed application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications ap-

Continued on page 131

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING June 15

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,541	55	113	824
FM	815	61	199	128
TV	486[1]	55	88	98

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING June 15

	VHF	UHF	TV
Commercial	464	77	541
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by the FCC (April 30, 1961)

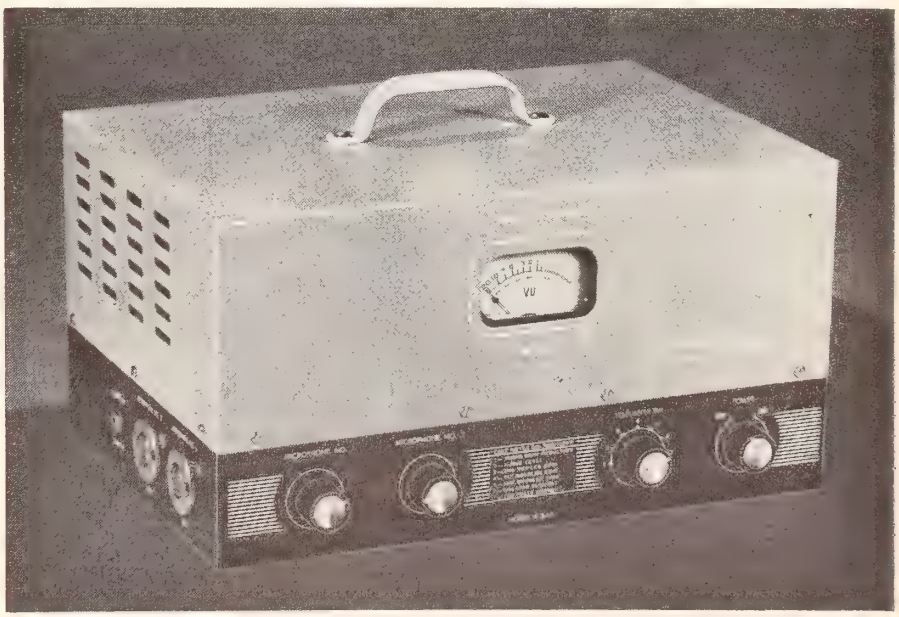
	AM	FM	TV
Licensed (all on air)	3,531	795	486[1]
Cps on air (new stations)	41	71	55
Cps not on air (new stations)	153	210	92
Total authorized stations	3,725	1,076	644
Applications for new stations (not in hearing)	541	73	26
Applications for new stations (in hearing)	198	22	54
Total applications for new stations	739	95	80
Applications for major changes (not in hearing)	513	53	39
Applications for major changes (in hearing)	205	5	16
Total applications for major changes	718	58	55
Licenses deleted	0	0	0
Cps deleted	0	4	0

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

Open new markets by originating programs away from the studio with a Marti Remote Pick-Up Transmitter and Receiver. Transmitter and associated equipment easily installed in a car. Sold exclusively by your Collins Broadcast Sales Engineer. Call him for a demonstration.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA



transmitter features: frequency response ±3 db, 75-7,500 cps • RF output 15 w.• frequency 152-172 mc • 2 audio inputs adjustable for 50, 150, 250, 600 ohms • input level —70 db • noise level better than —45 db • distortion less than 3% • power requirement 120 v ac, 140 w • receiver features: frequency stability ±0.0005% with crystal oven • audio output +4 dbm at 600 ohms • sensitivity 0.6 microvolts or less for 20 db quieting • spurious response attenuated at least 100 db. For further information contact your Collins broadcast sales engineer or write direct.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Manager for new full time 250 watt am in central North Dakota. Need not have previous managerial experience, but must have good sales record. Box 605F, BROADCASTING.

Resident general manager financially able to purchase minority interest metropolitan station. Box 764F, BROADCASTING.

Manager, strong on sales, five thousand watt 970 kc, opportunity for excellent earnings. Send full details to Lester Gould, KQAQ, Box 481, Austin, Minnesota.

Managers (2) one east, one west, small market Daytimers. Sales backgrounds. Broadcast Personnel Agency, 16 E 52nd St., New York City.

Sales

Wisconsin, salesman who loves to sell, excellent opportunity for good producer. Box 380F, BROADCASTING.

Sales manager . . . Strong on sales. Maryland independent, multiple chain. Excellent opportunity for a solid producer. Box 494F, BROADCASTING.

Promotion salesmen, combination announcers-engineers, for Virginia good music station. Box 775F, BROADCASTING.

Young, aggressive salesman, 25-35, with first class license. Good position at group station with superior ratings. New equipment. Write now—right now—resume to Al Evans, KOKA, Shreveport, La.

Experienced salesman wanted for expanding organization. Future management possibilities. Settle down with KWRT, Boonville, Missouri, Contact Bill Tedrick, owner!

Salesman, experienced. Good guaranteed draw. Unexcelled community acceptance. We are buying another station, get in on a growing, progressive organization. WHLT, Huntington, Indiana.

Account executive position open immediately for experienced radio and promotion man in county seat, single station market. Salary $510 monthly, plus good commission. Contact E. J. Hahn, phone 3827711 only, Carmi, Illinois, after 6:00 p.m. or write Box 31, Carmi, Illinois. Interview required.

Announcers

Announcer-1st class operator needed in medium market. Programming is adult service and information type. This is a top flight operation and we want a top flight announcer with at least 5 years experience. No maintenance required. Salary open, but minimum $475 per month to start. This is a permanent job in a station you can be proud to be associated with. We are choosey and careful in our selection. As we are located in the midwest, we will hire from the midwest only so that we may audition and interview you and your family on the spot. Reply in detail. Box 463F, BROADCASTING.

Rich voiced, mature, experienced announcers wanted for rapidly expanding multiple station operation in major markets. No personalities. Must run tight board, sound authoritative and colorful for good music format. Excellent opportunity for advancement. Send tape, picture and resume to Box 802F, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Immediate opening for dj in 75,000 central New York market. Prefer man who can fit into tight production format. Send resume, tape, requirements to Box 296F, BROADCASTING.

Announcer, first class ticket in medium mid-Atlantic market. Maintenance secondary. Box 584F, BROADCASTING.

Need two staff men who can handle board and do some play-by-play. With midwest independent. Send tape, resume, recent photo. Personal interview required. Box 698F. BROADCASTING.

Quality adult operation now auditioning for high calibre radio announcer. Emphasis on announcing production commercials in mature style. Excellent opportunity, many fringe benefits, midwest location. Box 708F, BROADCASTING.

Afternoon announcer—Must have 1st phone for New England 5,000 watt station. Salary arranged. Prefer married man. Send tape, photo, resume. Box 749F, BROADCASTING.

Announcer—1st phone, we will pay a minimum of $7,000 to the right man. Top station in medium midwest market. Adult programming. No maintenance. Must have a minimum of 5 years experience. Send photo, resume and present air schedule. This is a permanent position with plenty of extras. Box 757F, BROADCASTING.

Virginia 5000 watt station has opening for topnotch morning man. Good salary. Send tape, photo and resume. All tapes returned. Box 782F, BROADCASTING.

Week-end announcer . . . First ticket required . . . No maintenance. Could become fulltime position. KLGA, Algona, Iowa.

Announcer needed for progressive organization! Bill Tedrick, owner, KWRT, Boonville, Missouri.

Announcer, strong on news. Good typist, must have car. Send tape, resume, photo and references to WCSS, Amsterdam, New York.

5,000 watt station desires settled announcer with first phone for night shift. Good music station—Right proposition for right man—Paid hospitalization—Paid life insurance—Paid vacation—40 hour week, no maintenance, emphasis on announcing. Send tape and resume to WEED, Rocky Mount, North Carolina.

Play-by-play sportscaster-dj—immediate opening. Must have at least a year's experience and ability to do baseball, football and basketball and good afternoon record show. Not a top 40 format. Salary open. Give full details in first letter including salary requirements and send tape with play-by-play and record show. All tapes will be returned. William M. Winn, P.D. Radio Station WESB, Bradford, Penna.

Immediate opening for experienced announcer-newsman, Adult music station at the seashore, one hour from New York. Phone Theo Gade, WHTG, KEllogg 1-1410, Asbury Park, N. J.

Announcer-1st phone wanted at No. 1 rated station with tight-as-a-drum swing format. No r&r. Limited maintenance, emphasis on air work and production ability. Salary open. Send tape, resume, photo to WHYE, Box 1187, Roanoke, Va.

Help Wanted—(Cont'd)

Announcers

Now auditioning for mature announcer experienced in adult programming. Must run tight board. New Equipment—wonderful city. Tape, resume, photo and salary to Program Director, WKLZ, Kalamazoo, Mich.

Immediate opening for experienced announcer. Good future with six-station family chain. Manager, WPNC, Plymouth, North Carolina.

Expanding chain has openings for deejays in Chattanooga. Good opportunity for right men. Send tape and resume to Don Wick, WQOK, Greenville, S. C.

McAlister Broadcasting, leading west Texas chain needs experienced news man and announcers with first phones. Write, wire or call 3416 42nd St., Swift 9-3590, Lubbock, Texas.

Announcers with first class tickets. Southwest and northwest. Broadcast Personnel Agency, 16 E. 52nd St., New York City.

Technical

Chief engineer with or without announcing. 250 watter southeast New York. Box 457F, BROADCASTING.

Upstate New York metropolitan market station needs experienced technician for operation and maintenance of transmitter studio and directional array. First class license and car required. This is a responsible job with responsible station. Submit complete experience and employment record first letter. Personal interview will be required. Box 713F. BROADCASTING.

Engineer, heavy on maintenance and/or hot control operator for vacation relief in Los Angeles. Box 758F, BROADCASTING.

California station needs chief engineer-announcer Fulltime metropolitan outlet. Excellent physical plant. KNGS, Hanford, California.

Chief engineer for metropolitan Washington am-fm operation. Contact Steve Hart, WAVA, Arlington, Virginia.

Need immediately 1st class engineer with some experience in directional. Announcing secondary. Call or write Manager, WGAI Radio, Elizabeth City, N. C.

Production—Programming, Others

Continuity-writer with 1st class ticket, for remote control operation. This is a top job for the right person. Must be good on continuity and production, good air voice. All benefits and $100.00 weekly in medium mid-west market. Send full details. Box 464F, BROADCASTING.

News editor—with 1st class ticket. Must be fully qualified to handle large scale local operation in central Illinois market. Only top man wanted. Salary is open. Box 465F, BROADCASTING.

Attorney with about 3 years of practice for legal work in broadcasting and general law in law department of corporation. Send resume. Replies will be treated confidentially. Box 792F, BROADCASTING.

Program manager for major midwest radio station. Must be strong administrator as well as practical creative man with good public service background. Supply photo, complete resume including salary requirements in full confidence. Box 793F, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Bob Laurence, music librarian, last heard from in San Francisco market. Please contact Johnny Wilcox, CHIQ, 206 King Street West, Hamilton, Ontario. Phone: Jackson 8-0181.

Local news and sports. Opportunity. Send resume, tape. R. B. Cupp, KOFO, Ottawa, Kansas.

Newsman—Alert, imaginative man for medium Iowa market, with ability to inquire and investigate, write, and broadcast. Send resume, tape, and picture to George Volger, General Manager, KWPC, Muscatine, Iowa.

New station needs program director with solid experience in modern formula radio. Send tape and complete resume to Guy Farnsworth, WOKW, Brockton, Mass.

Wanted, typist 20 hours weekly in exchange for full course. National Academy of Broadcasting, 3338 16th St., N.W., Washington, D. C.

RADIO

Situations Wanted—Management

Manager, 20 years experience. Top man sales, programming, promotion, automation. Box 554F, BROADCASTING.

Station manager with ten years experience. Good record. Consider commercial manager. Box 587F, BROADCASTING.

Selling general manager. 37 and thoroughly experienced—16 years. BA degree. Preference—adult appeal. Can triple ratings, sales and profits; enhance image. Have done it; am doing it. Box 608F, BROADCASTING.

Manager: Young, aggressive man, with college degrees plus sales ability and programming experience, wishes to step up to management. Best references. Box 691F, BROADCASTING.

New or problem stations efficiency consultant. Expert on problem or new stations. Will organize every phase of your station and set it as an efficient, profitable operation. 12 years experience in radio programming, sales, effective administration. Period of consulting will be mutually decided upon evaluation. Write Box 695F, BROADCASTING.

Community family man. 36 years old, college grad. Radio 10 years experience, all phases. Advertising background. Honest, sincere, hard worker, willing to roll up sleeves and dig in, willing to invest. Best of references. Box 715F, BROADCASTING.

General or commercial manager available soon. Excellent record. Finest references. Extensive radio and newspaper experience. Will improve sales and operation for aggressive owners. Box 754F, BROADCASTING.

Experienced manager/commercial manager. Heavy radio sales. 39 year old family man-college radio degree. Excellent references. Box 760F, BROADCASTING.

Need honest, aggressive man in your company? Experienced manager/sales manager in multi-station market, college grad, family man, feels hamstrung, seeks better opportunity. Box 799F, BROADCASTING.

Ratings down? Billings unsatisfactory? Call Vester Radio Consulting, WKIX, Raleigh, N.C.

Sales

Salesman-announcer-engineer. Proven record. Can help you get profits. Box 586F, BROADCASTING.

Eleven years complete broadcast sales background, including management. Distinguished personal and sales record. Associated with quality operations. Family man. Desire relocation northeast. Write Box 772F, BROADCASTING.

Announcers

Experienced announcer-copywriter-newsman. College, vet, top references. Gulf coast, but consider all. Box 533F, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Pleasant, relaxed style, knowledge tasteful music. News, 4 years experience, medium market. Box 590F, BROADCASTING.

Announcer-pd. 11 years experience in all phases of announcing. Specialty: Personality-dj. Salary $150. Box 716F, BROADCASTING.

Radio announcer with a very good background wants permanent job in television as an announcer. Will go in person for auditions. Box 720F, BROADCASTING.

Announcer, dj, 29, family, 3 years experience, relocate northeast. Box 726F, BROADCASTING.

Experienced announcer-technician with first phone. Family man seeking steady employment. Box 727F, BROADCASTING.

College graduate, announcing school, seeking first radio/television job. Very strong sports and news. Good music okay. Serious, sincere, responsible, intelligent. Excellent references, resume, photo, tape available. Prefer west, California. Box 735F, BROADCASTING.

Announcer-dj. Experienced, looking for permanent position in your community, happy sound, fast and tight board. Box 741F, BROADCASTING.

Experienced chief engineer, announcer desires classical music station employment. Tape. Box 742F, BROADCASTING.

Announcer-dj — Young enough for your swinging show, old enough for adult sound and authoritative newscast, experienced enough for tight production. Operate fast board. Married, college, non-floater, $elling sound. Box 752F, BROADCASTING.

Late pm-early am jazz-flavored show desired in large metro. 3 years experience at NBC affiliate. Let tape speak for me. Box 743F, BROADCASTING.

College graduate, English and speech major, excellent sports background. All types of announcing, but prefer sports. Limited experience. Box 744F, BROADCASTING.

Just briefly—well experienced in major markets . . . inviting all offers . . . immediately available. Resonant, relaxing voice. Box 746F, BROADCASTING.

Negro announcer-DJ-married, clean living, college. Adaptable for sweet or swinging sound, double as newscaster. Fast board. Like permanent position in town with large negro population. Box 753F, BROADCASTING.

Young man seeks start in radio. Trained voice, broadcasting school. Some college, third phone. Box 756F, BROADCASTING.

Is your slump showing? Twice the rating (Pulse) of nearest competition in five station market. Strong swinging personality, who understands format radio. $650 minimum and contract only. Let's get together and both make a buck. Box 763F, BROADCASTING.

Announcer-record-librarian. Some air experience, anxious to learn, have done record hops. Good knowledge of records and current hits. Available immediately. Box 768F, BROADCASTING.

Popular music dj. New ideas. Good board, news. Radio school. Box 769F, BROADCASTING.

FMers with big plans: Experienced announcer-pd, 1st ticket, available. Box 773F, BROADCASTING.

Sports director looking for sports minded station. Finest of references. Box 774F, BROADCASTING.

Swinging dj, young, but draft free. Good tight board, seeking relocation, able family man, want position immediately. Cut all shows. Box 780F, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Pleasant personality seeks initial opportunity. Strong newscaster. Loyal, ambitious, mature. Box 781F, BROADCASTING.

Personality. Announcer-dj, news analyst. Radio and tv, on camera, experience. Smooth production-tight board. College, veteran, first phone. Box 783F, BROADCASTING.

A professional air personality with top ratings in a major metropolitan market is now available! I offer strong air salesmanship, ability to capture and keep audiences, bright, happy delivery, family stability, and a first class ticket! Any major or medium market station that would like to add these and other desirable assets to their operation at reasonable cost are invited to reply immediately. Box 784F, BROADCASTING.

Quality announcer for adult of modern format station. Also an outstanding newsman and accomplished time salesman. Married, southwest is preferred. Excellent references. First phone. Box 785F, BROADCASTING.

Top northeast major market dj desires to relocate, better pay. Box 787F, BROADCASTING.

Announcer-Mature dj. Now holding prime listening time in major market. Ready to negotiate for attractive broadcasting opportunity, either radio or television. Box 794F, BROADCASTING.

Announcer—Experienced. General broadcasting; good recorded music "not too far out" either way; "good voice, effective language, pleasant personality." Excellent references. Box 795F, BROADCASTING.

Gal announcer, employed with 5 kw network affiliate, wishes to relocate. Experienced in general air work—women's programs, production commercials. Box 797F, BROADCASTING.

Young, ambitious announcer, wants dj, sports, play-by-play. Recent graduate reputable school of broadcasting. Good technical background. Tape available. P.O. Box 5803, Cleveland 1, Ohio.

Negro personality. DJ-announcer school graduate. Some experience in rhythm and blues with a good sound, good on adlib and radio sales. John Greene, 1906 Pacific St., Brooklyn 33, N. Y.

Pgh. radio/tv announcer—5 years experience-seeks position in another major market. Will do the nice job. Pay must be comparable to my background and ability. Terry Parker, 329 Fallowfield Ave. (R), Charleroi, Pa. HUdson 3-3756.

Announcer, 1st phone. No maintenance, no car. $85. BE 7-6721 after 5. Walter Piasecki, 2219 N. Parkside, Chicago.

2nd class, can type, news, ad lib, write copy and single, and not bad with the broom. Tom Stanton, 5951 Washington. PA 5-8660, St. Louis 12, Missouri.

Experienced, young, versatile personality wishes to locate in Virginia, North Carolina area. No c&w. Personal interviews available. Bob Waller, 2649 N. Upshur St., Arlington, Va. JA 7-0424.

Technical

Chief engineer-announcer. Much experience with both. Also copy. Make offer. Box 588F, BROADCASTING.

Experienced chief engineer, announcer desires classical music station employment. Tape. Box 742F, BROADCASTING.

Experienced chief engineer-announcer . . . seeking position with reputable company. Life long technical study and experience, over five years combination operation. Mature voice, have run every type show in radio . . . good news presentation. Move anywhere, excellent record of past employment, debt free and in love with radio. Family man in early thirties. Write me and I'll call you. Box 747F, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Engineer—11 years (2 stations) experience—5 tv; construction, maintenance, two-way and microwave. Seek betterment-permanent. Box 755F, BROADCASTING.

First class radio telephone license, 3 years control board and transmitter experience. Box 766F, BROADCASTING.

Dependable 1st phone light engineering, announcing for quality music operation. Box 767F, BROADCASTING.

Position in Washington, D. C.—graduate tech schools—1st phone. 3½ years experience fm-am, some announcing experience. Box 791F, BROADCASTING.

First phone plus 12 years varied experience: announcing, maintenance, programming. Family man. Prefer southeast. $125.00 weekly. Box 798F, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Experienced c.e. and xmtr man—Sober—4F—not cram school Qth: W2/W3/W8. Mick, Philadelphia 16, 515 Buxmont.

Port Arthur graduate, first phone, twelve years in electronics, eight in broadcasting, some tv experience. Radio or tv. Box 241, Cedartown, Ga.

Chief engineer, 25 years all phases. Excellent maintenance and administration. Prefer west or southwest. Box 552, Paducah, Kentucky.

Engineer seeking opportunity in broadcast field. Vast experience in 2-way and special equipment including maintenance, construction, towers, and all other phases. Some fm broadcast maintenance. Limited announcing. Ray Hodges, 5813 Tackett Ct., Ft. Worth, Texas. JEfferson 6-5123.

Situations Wanted—(Cont'd)

Production—Programming, Others

Young newsman on way up. Encouraged by present employer to take giant step from one man news operation to first rate news department. 30, married, 2 children, sports editor Harvard Crimson, play-by-play a specialty, magazine and newspaper background, prefer within 250 miles NYC. Will come for interview. Box 598F, BROADCASTING.

Program-production manager, 35, returning after year's special work in Europe. Ten years experience in all phases of US radio, from smallest to largest stations. College degree. Especially adept in music programming, spot production, new ideas. Salary important, but not as important as happy, permanent position. Available July 15th. Write Box 704F, BROADCASTING.

Announcer-pd. 11 years experience in all phases of announcing. Specialty: Personality-dj. Salary $150. Box 716F, BROADCASTING.

Girl with radio traffic experience desires to relocate in east. References. Box 740F, BROADCASTING.

Creative copywriter desires free rein with Texas good music station. Family. References. Box 748F, BROADCASTING.

Newsman-Experienced, employed, accredited UN correspondent, college degree-adult news only. $135. Box 750F, BROADCASTING.

Quality, salable, modern programming delivered by thorough professional. Major markets. Box 786F, BROADCASTING.

Major market production manager wants programming-production position with future. Degree, married. 11 years experience writing, producing, announcing, programming music. Box 789F, BROADCASTING.

Experienced, production mined pd-announcer. 1st phone, married, prefer west, presently employed. Box 790F, BROADCASTING.

Radio-tv newsman, reporter, air work, newsfilm. Major market experience, references. Staff cut. Available July 1 Box 801F, BROADCASTING.

PD-combo-1st phone-sales. California only. 3349 Alma Avenue, Lynwood, California.

Copywriter: Broadcast school trained, male, single, car, anywhere, any wage. References and samples prove I'm one of best . . . Limited announcing experience. Available now. L. Greene, 3355 Regent Avenue North, Minneapolis 22, Minnesota.

TELEVISION

Help Wanted—Sales

Looking for a hard hitting commercial manager, for hard sell station. Right man must believe in future of uhf. We do have great plans Must have proven record in local and national sales approaches. Salary and incentive. Call Station Manager, Lawrence Turet, Broadway 2-1818 or send complete details 1st letter, in care of Schroeder Hotel, Milwaukee, Wisconsin.

California vhf network station with 50% share of audience needs professionally experienced tv salesman with proven record. Generous guarantee plus commission. Ideal situation plus perfect area to live with room for advancement with multiple owner. Send all facts to Department C, KSBW-TV, Salinas, California.

Florida: WINK-TV, Ft. Myers, is seeking a creative, aggressive, and loyal sales manager. Good future. Write Joe Bauer. No phone calls please.

Announcers

Texas vhf—Needs announcer with experience in weather and on-camera commercial work. Excellent market with good benefits and chance to advance. Prefer family man from southwest looking for permanent position. Send details Box 771F, BROADCASTING.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s) _____

☐ **TF** (until forbid)

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payment in advance)

☐ **Help Wanted**—25¢ per word—$2.00 minimum

☐ **Display ads** $20.00 per inch—STATIONS FOR SALE advertising require display space

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ **All other classifications** 30¢ per word—$4.00 minimum

(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

SITUATIONS WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

FOR SALE

☐ equipment

WANTED TO BUY

☐ stations
☐ equipment

ADDITIONAL CATEGORIES

☐ Instructions
☐ Business Opportunity
☐ Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME _____

COMPANY _____

ADDRESS _____

Remittance enclosed $ ☐ Bill

Help Wanted—(Cont'd)

Announcers

Television announcer for southern New England market. Interested in good booth man with potential for commercials and weather programs. Phone Robert Terra, New Haven, Conn, Spruce 7-3611—noon to 5:00 p.m.—no weekend calls.

Technical

Chief engineer for tv-am network station in the Rocky Mountains. Position open June 15, 1961. Salary open. L. Berger, KTWO AM-TV, 3900 East 2nd, Casper, Wyoming.

Production—Programming, Others

Wanted: Creative copywriter for Florida's second largest market. Production minded, experienced. Send copy and resume to Box 745F, BROADCASTING.

Motion picture and still photographer. Must be creative, yet have full technical command of still, sound, silent and processing techniques. Prefer man with imagination and ability to deviate from routine newsreel and still methods. Major news operation in northeast. Box 776F, BROADCASTING.

Florida tv station has opening for photojournalist. Require journalism background, ability to handle 16mm camera, auricon and cine-voice; edit. Starting salary commensurate with experience. Send full details. Box 788F, BROADCASTING.

TV traffic manager needed for two network central California station. Complete charge of department. Offer permanency, good salary, fine medical plan in ideal climate. Write: Dept. D, KSBW-TV, P.O. Box 1651, Salinas, California.

TELEVISION

Situations Wanted—Management

One of top 3 tv salesmen in three station market in the top fifty ready to step up to sales manager. 7 years experience plus radio and agency background. Experienced in agency presentations, ambitious, capable, prominent civicly. Top business and personal references. Reply Box 770F, BROADCASTING.

Sales

National sales manager (television or radio). Self-starting sales producer wants job with challenge and growth potential. 13 years experience sales manager, station manager, rep sales. Strong sales and administration. Last six years N. Y. C. Interested in midwest, southwest, west. Will meet your rep in New York. Box 779F, BROADCASTING.

Announcers

Radio announcer with very good background wants permanent job in television as an announcer. Will go in person for auditions. Box 720F, BROADCASTING.

Technical

6 years experience tv broadcasting-supervisory maintenance. 2 years field engineer leading CCTV manufacturer. Desire supervisory position. Box 606F, BROADCASTING.

Production—Programming, Others

Director-producer, 7 years experience. Can do all of board. Wish to relocate. Best references and credit. Write Box 751F, BROADCASTING.

Newspaper photographer wants to make big switch to tv news. Also experienced in selling advertising. Box 759F, BROADCASTING.

Director: 6 years. No baby-sitting wanted. Top shows, references. Box 761F, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Program director; 10 years network director, 2 years local director, 3 years local sales. Excellent reputation. Will invest. Must have solid situation. Box 601F, BROADCASTING.

Producer director, 10 years experience in all phases of tv production. Married, original, inventive. Requires position in major market. Box 765F, BROADCASTING.

Assistant tv-news director in major market seeks advancement to top job . . . strong on air . . . writing . . . camera work . . . ideas and agressiveness. Made $14,000 last year. Available immediately. Box 778F, BROADCASTING.

TV typing service. Production sets. Contracts invited. Nadine Higgs, 153 E. 29 St., New York City.

FOR SALE

Equipment

Collins 737A 5 kw fm transmitter. Year-to-year lease. Excellent condition. Inexpensive. Fans and spare tubes included. Box 527F, BROADCASTING.

FM antenna. Andrew 1304-2 four bay FM antenna. Currently 101.3 MC, can be retuned, $600.00 or highest reasonable offer. KPEN, 1231 Market Street, San Francisco.

RCA 73 B disc recorder—base cabinet—chip and suction equipment—automatic equalizer and Gothem PFB 150 WA recording amplifier—excellent condition. Contact: R. J. Bitner, Chief Engineer, KRVN, Lexington, Nebraska.

Like new 250 watt Collins 300-G transmitter. Reasonable. Write Brazil O'Hagan, WNDU-TV, South Bend, Indiana.

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers. RCA 580-D and WP-33 power supplies all at half price. WSM-TV, Nashville, Tennessee.

"Little old lady wants to sell." A real steel tower. 300 ft. Blaw Knox tower with guys. Heavy, rugged, mount tv and fm or use for am, insulator included. Dismantled, will sacrifice at only $2,000.00. Ideal for low band tv. Call John Knorr (little old lady) at WTRN, Tyrone, Penna. MU 4-3200.

Attention: Brand new, uncrated fm equipment priced 25% off for immediate sale. All or any part of the following items: One Jampro 2 bay antenna. One relay rack Bud RR 1248. One Conelrad receiver. One 1⅝" Spiroline #611625. One #85-1625 (transition from Spiroline to antenna). One #124-1625 fitting at transmitter end of transmission line. One #811-825 (transition to EIA flange). One #500-825. 1⅝" Gas Barrier. One RC-1A remote control equipment. One RCFM-1A amplifier. One Elbow #494-815. One Reel. Call or write Walter D. Caldwell, 408 Amarillo Bldg., Amarillo, Texas. Telephone: DRake 4-0107.

Coax Rg 252U. New. 100 ft. ½". 50 ohm aluminum. Connectors both ends. Make offer. Wells Chapin, 942 Arden, Birmingham, Michigan.

Am, fm, tv equipment including monitors, 5820, 1850A p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

George Kim & Son. Tower-painting, repairing, erection and demolishing. Ebensburg, RD#2, Pennsylvania.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Stations

Financially responsible party interested in purchase of southern radio stations (prefer Texas). All responses positively confidential (no brokers). Box 472F, BROADCASTING.

A mature experienced progressive broadcaster desires to purchase with cash up to 51% of class B fine arts fm station in metropolitan area. Station must be in black or on the way. Will participate in management. Also will consider new fm operation. All replies answered and confidential. Box 706F, BROADCASTING.

Radio station, small to medium market. Prefer Florida, other locations considered. 10 years experience, presently in management. Community family man, record sales. Will consider management, lease or purchase. Available immediately. Box 714F, BROADCASTING.

Michigan-Ohio only. Blue-ribbon financial backing. Interested in quality radio property, medium or small city area. Replies confidential. Box 796F, BROADCASTING.

Experienced group of broadcasters want small or medium Florida station or construction permit. All replies confidential. No brokers please. Radio Associates, Inc., Box 81, Brandon, Fla.

Young experienced financially responsible broadcaster desires partner(s) for high power, tall tower, fine arts fm station in southwest metropolitan area of 400,000. Area has excellent potential. First of seven fm station chain. Have in cash 50% of estimated $80,000 investment. Prefer experienced fm broadcaster. Must be financially responsible. All replies answered. Confidential. Send full resume to George R. Kravis, Kravis Radio Enterprises, 2109 East 30th Place, Tulsa 14, Oklahoma.

Equipment

Used Ampex high speed tape duplicator system. Series 3200 or 3300. Especially interested in a master. Box 737F, BROADCASTING.

800 to 1000 ft. heavy duty used tower capable of supporting Channel 3 six-bay tv antenna. Box 722F, BROADCASTING.

Urgently needed by overseas missionary station. 2 consoles and 2 turntables. Will gratefully accept in any condition. Please contact Roy Humphrey, 15 Oakville Drive, Pittsburgh 20, Pennsylvania.

A 250 ft. guyed steel tower. Box 493, Summerville, S.C.

Will buy GPL used projector or parts you have. Particularly interested in intermittent movement. Write or call WSIL-TV, Harrisburg, Illinois. Ph: CL 3-7837.

50 kw transmitter perfect condition. Write or wire Radio Programs de Mexico. Mr. Homero Rios D. 109 Bucareli St., Mexico 6, D. F.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

FCC first class license twelve weeks. PCIT, Woodburn, Oregon, YUkon 1-1066.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

INSTRUCTION

FCC first class license in 5 or 6 weeks. Instruction eight hours a day, five days a week. No added charge if additional time or instruction needed, as license is guaranteed for tuition of $300.00. Professional announcing training also available at low cost. Pathfinder Method, 5504 Hollywood Blvd., Hollywood, California. Next classes July 31 and September 18.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 21, (August 30-Closed) October 11. January 3, 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Combination men (2). Board operators, all staff duties, some college. Have cars. Nystrom. Box 668, Havre, Montana. Erdmann, 6589 Via Arroyo, Buena Park, California. Erdmann has had sales experience, prefers Colorado or midwest. Nystrom, strong on news, prefers north central US.

MISCELLANEOUS

NAB Engineering Handbook, have several new 5th additions at $20.00 each post paid. Save $7.50. Box 357F, BROADCASTING.

Available to stations without charge: Songtime, a 30 minute tape recorded public service non-sectarian religious program. Format: the week's religious news in review, the week's newest sacred recordings, a sound of freedom and a dramatized adventure that build America. Now heard on 102 stations. Excellent for promoting church attendance. For audition tape write or wire Rev. John DeBrine, Ruggles St. Baptist Church, Boston 20, Mass.

Paying $1,000.00 yearly for 30 minutes daily! ($500.00 for 15 minutes) Gospel Radio Broadcasters, Schell City, Missouri.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Bingo cards for radio and television programs personalized with your advertisement (you furnish art work) seven days delivery. $1.50 per 1000 F.O.B. Sweetheart Mountain Productions, 1245 South Inca St., Denver 23, Colorado, RAce 2-1940.

BUSINESS OPPORTUNITY

General Steel and Concrete Construction Co. Station builders, all outside plant work from tower to ground system, to transmitter building. New equipment, or good high quality used equipment. Some financing available. Insured, quality work. Tower maintenance, painting, guy-tension, bulb changing, etc. 2, 4, 6, year contracts available. Low rates, call/write TU 6-4429, P.O. Box 802, Watertown, So. Dak.

RADIO

Help Wanted—Sales

If you are a radio-TV salesman looking for an opportunity to make money, have a good life and be proud of your stations then look into this proposition. You need: Experience, willingness to work, some imagination and desire to win. Send particulars to Box 762F, BROADCASTING. You'll hear from us in Virginia at once.

BROADCAST SALES ENGINEERS
WANTED

We're looking for three new sales engineers to manage broadcast sales in the northwest, midwest, and northeast territories. These fellows will have a broad background in radio, plus sales experience. Must be aggressive, responsible, dynamic and stable. Travel during the week required with all travel expenses paid. Excellent salary plus most attractive incentive program in the industry. This is a truly ground floor opportunity with this extremely well financed company that is going all the way. These are solid positions with plenty of room for advancement. Send resume immediately to:

Broadcast Sales Department
ITA ELECTRONICS, Corp.
130 E. Baltimore Avenue
Lansdowne, Pennsylvania

WANTED TO BUY

Stations

$100,000
CASH AVAILABLE
To use as down payment for all or 50% of fulltime radio station. Prefer middle to large market within 90 minutes flying time from New York City. Will assume active management, principals only. All replies confidential.
Box 868E, BROADCASTING

Employment Service

JOBS
ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application NOW
WALKER EMPLOYMENT SERVICE
Jimmy Valentine Broadcast Division
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

FOR SALE

Stations

IMPORTANT FULLTIMER
Here is the only fulltime station in a famous and prosperous resort area in the middle South. City population of 30,000 enjoys heavy influx in sports and recreational seasons twice each year. Signal excellent. Operation profitable. Address inquires to:
Box 777F, BROADCASTING

STATION FOR SALE

3 kw—FM radio station. Multiplex operation. Equipment in excellent condition. In one of the top markets. Someone with ample operating capital can predominate the radio market and background music service. This station is really priced to sell.

Address
Box 800F, BROADCASTING
No Brokers.

FM STATION

In 5th Market—all FM frequencies taken in city—Immediate cash sale. Call Now. WO 3-7240—Detroit, Michigan.

CHICAGO SUBURBAN
STATION FOR SALE

Well established, profitable, FM operation. Priced approximately 1 year's billings. Excellent market. Owner has other pressing interests. Box 26 or call Clearbrook 3-6137, Arlington Heights, Illinois.

Ohio	single	daytimer	$120M	terms
Ky.	single	daytimer	75M	20dn
N.Y.	single	local	54M	27dn
La.	small	daytimer	27M	6dn
Ala.	small	daytimer	60M	20dn
Ind.	small	regional	125M	cash
Idaho	medium	daytimer	75M	29%
Fla.	medium	regional	90M	30dn
Calif.	sub-metro	regional	100M	29%
Ariz.	metro	fulltime	300M	29%

And others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

TWO EXCLUSIVES IN GROWTH AREAS:
1.—Money-making 5 KW firm price $154,000 —29% down-includes building
2.—Local 250W makes profit for absentee owner. $60,000—29% down.
Write indicating financial ability to:
HARRIS ELLSWORTH
Licensed Broker—Box 509, Roseburg, Ore.

FOR SALE

Stations—(Cont'd)

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

New listing: Texas metro regional day, very profitable. $250,000 with 29% down, liberal terms on balance. Other radio and/or Tv properties from $35,000 to $4,000,000. Contact PATT McDONALD CO., BOX 9266, AUSTIN 17, TEXAS. GL. 3-8080.

STATIONS FOR SALE

SOUTH. Major market. Full time. Profitable. Asking $350,000. 29% down.

NORTHEAST. Large market. Daytime. Absentee owned. Asking $110,000, terms.

NORTH CENTRAL. Profitable daytime. Gross $90,000. Asking $90,000 with 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

NEED HELP?

LOOKING FOR A JOB?

SOMETHING TO BUY

OR SELL?

For Best Results

You Can't Top A

Classified Ad

in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 125

pearing on previous lists.

Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Sec. 309 (d) (1) of Communications Act of 1934, as amended, is directed to Sec. 1.359 (f) of commission rules for provisions governing time of filing and other requirements relating to such pleadings.

BP-12312 WTTH Port Huron, Mich.—Times-Herald Co. Has: 1380 kc, 1 kw, DA-1, unl. Req.: 1380 kc, 5 kw, DA-2, unl.

BP-13918 KVOC Casper, Wyo.—KVOC Bcstg. Co. Has: 1230 kc, 250 w, unl. Req.: 1230 kc, 250 w, 1 kw-LS, unl.

BP-13920 NEW Taylorsville, N. C.—Alexander Bcstg. Co., Inc. Req.: 860 kc, 250 w, D.

BP-13922 NEW Indianapolis, Ind.—Radio One Five Hundred Inc. Req.: 1500 kc, 10 kw, DA, D.

BP-13923 NEW Thomaston, Ga.—Alfred A. Britt Req.: 1500 kc, 1 kw, D.

BP-13924 WSGA Savannah, Ga.—Coastal Bcstg. Inc. Has: 1400 kc, 250 w, unl. Req.: 1400 kc, 250 w, 1 kw-LS, unl.

BP-13925 WLAD Danbury, Conn.—Berkshire Bcstg. Corp. Has.: 800 kc, 250 w, D. Req.: 800 kc, 1 kw, D.

BP-13926 NEW Palm Desert, Calif.—Victor Hugo-Vidal Req.: 1270 kc, 500 w, D.

BP-13927 NEW Lompoc, Calif.—Lompoc Bcstg. Inc. Req.: 1330 kc, 1 kw, DA, D.

BP-13928 KCCB Corning, Ark.—Eulis W. Cochran. Has: 1260 kc, 500 w, D. Req.: 1260 kc, 500 w, 1 kw-LS, unl.

BP-13929 WFPA Fort Payne, Ala.—George A. Gothberg Jr. Has: 1400 kc, 250 w, U. Req.: 1400 kc, 250 w, 1 kw-LS, unl.

BP-13935 NEW Heber Springs, Ark.—Cleburne County Bcstg. Co. Req.: 1370 kc, 500 w, D.

BP-13940 NEW North White Plains, N. Y.—Northcastle Radio Inc. Req.: 1500 kc, 1 kw, DA, D.

BP-13942 WIOS Tawas City-East Tawas, Mich.—Roger S. Underhill. Has: 1480 kc, 1 kw, DA, D. Req.: 1410 kc, 1 kw, D.

BP-13943 WHBY Appleton, Wis.—Norbertine Fathers. Has: 1230 kc, 250 w, unl. Req.: 1230 kc, 250 w, 1 kw-LS, unl.

BP-13946 NEW Seven Hills, Ohio—Calhio Bcstrs. Req.: 600 kc, 500 w, DA, D.

BP-13947 WNIK Arecibo, P. R.—Arecibo Radio Inc. Has: 1230 kc, 250 w, unl. Req.: 1230 kc, 250 w, 1 kw-LS, unl.

BP-13949 WCQS Alma, Ga.—Queen City Bcstg. System Inc. Has: 1400 kc, 250 w, unl. Req.: 1400 kc, 250 w, 1 kw-LS unl.

BP-13950 NEW Salem, Ohio—Salem Bcstg. Co. Req.: 600 kc, 500 w, DA, D.

BP-13951 NEW Radnor, Pa.—Main Line Bcstrs. Req.: 1510 kc, 250 w, D.

BP-13953 NEW New City, N. Y.—Rockland Bcstrs. Req.: 910 kc, 1 kw, DA, D.

BP-13954 NEW Ozona, Tex.—Golden Triangle Bcstrs. Req.: 1330 kc, 500 w, D.

BP-13957 WLBK DeKalb, Ill.—DeKalb Radio Studios Inc. Has: 1360 kc, 500 w, D. Req.: 1360 kc, 1 kw, D.

BP-13958 NEW White Bear, Minn.—White Bear Radio Corp. Req.: 1050 kc, 1 kw, D.

BP-13960 NEW Abilene, Tex. — Jack Hughes Req.: 1560 kc, 500 w, D.

BP-13961 NEW Florence, Ore.—Florence Bcstg. Co. Req.: 900 kc, 1 kw, D.

BP-13962 KOKO Warrensburg, Mo.—Johnson County Bcstrs. Inc. Has: 1450 kc, 250 w, unl. Req.: 1450 kc, 250 w, 1 kw-LS, unl.

BP-13965 NEW Santa Maria, Calif.—Artistry in Radio Co. Req.: 1600 kc, 500 w, D.

BP-13966 KPRK Livingston, Mont.—Yellowstone Amusement Co. Has: 1340 kc, 250 w, unl. Req.: 1340 kc, 250 w, 1 kw-LS, unl.

BP-13968 KRAD East Grand Forks, Minn.—Marlin T. Obie. Has: 1590 kc, 1 kw, D. Req.: 1590 kc, 1 kw, DA-N, unl.

BP-13969 NEW Battle Creek, Mich.—Don F. Price. Req.: 1500 kc, 5 kw, D.

BP-13971 KIBS Bishop, Calif.—Southeastern Sierra Bcstg. Corp. Has: 1230 kc, 250 w, unl. Req.: 1230 kc, 250 w, 1 kw-LS, unl.

BP-13972 KBMN Bozeman, Mont.—Penn Engineering Inc. Has: 1230 kc, 250 w, unl. Req.: 1230 kc, 250 w, 1 kw-LS, unl.

BP-13973 WNAT Natchez, Miss.—Old South Broadcasting Inc. Has: 1450 kc, 250 w, unl. Req.: 1450 kc, 250 w, 1 kw-LS, unl.

BP-13975 NEW Marion-Jonesboro, Ind.—Geneco Bcstg. Co. Req.: 1500 kc, 500 w, 5 kw-LS, DA-2, unl.

BP-13976 NEW Demopolis, Ala.—Bigbee Bcstg. Co. Req.: 1350 kc, 5 kw, D.

BP-13979 NEW Greensboro, N. C.—Francis M. Fitzgerald. Req.: 1510 kc, 1 kw, 250 w-CH, D.

BP-13980 NEW Altavista, Va.—Theodore J. Gray Sr. and Theodore J. Gray Jr. Req.: 1280 kc, 1 kw, D.

BP-13981 NEW Williston, Fla. — Levy County Bcstg. Co. Req.: 730 kc, 500 w, D.

BP-8935 KMET Paradise, Calif.—Paradise Bcstrs. Has cp: 930 kc, 500 w, D. Req. mp: 930 kc, 1 kw, D.

BP-13982 NEW Imperial, Neb.—Nebraska Kansas Colorado Bcstg. Corp. Req.: 1420 kc, 1 kw, D.

BP-13983 NEW Gold Beach, Ore.—Gold Beach Bcstg. Co. Req.: 1220 kc, 1 kw, D.

BP-13985 NEW Rehoboth Beach, Del.—Voice of Cape Henlopen Inc. Req.: 1520 kc, 250 w, D.

BP-13990 NEW Provo, Utah—Edwin A. Niehay. Req.: 1540 kc, 1 kw, D.

BP-13992 NEW Red Lodge, Mont.—Carbon County Bcstrs. Inc. Req.: 1450 kc, 250 w, 1 kw-LS, unl.

BP-13993 NEW Niles, Ohio—The Niles Broadcasting Co. Req.: 1540 kc, 500 w, DA, D.

BP-13994 KPLK Dallas, Ore.—Polk County Bcstrs. Inc. Has: 1460 kc, 1 kw, D. Req.: 1460 kc, 5 kw, D.

BP-13998 KIUN Pecos, Tex.—KIUN Inc. Has: 1400 kc, 250 w, unl. Req.: 1400 kc, 250 w, 1 kw-LS, unl.

Applications on which 309 (b) letters have been issued:

BP-13996 NEW Glasgow, Ky.—Barren County Bcstg. Co. Req.: 1440 kc, 1 kw, D.

BP-14002 NEW Cochran, Ga.—Frank Van Hobbs. Req.: 1310 kc, 500 w, D.

Application deleted from Public Notice of April 9, 1959

BP-11667 NEW Gloucester, Mass.—Simon Geller. Req.: 1410 kc, 500 w, D. (Assigned new file number: BP-14330).

License renewals

■ Following stations were granted renewal of license; Chrm. Minow not participating: KBTM KBTM-FM Jonesboro, Ark.; KDXE North Little Rock, Ark.; KJEF Jennings, La.; KLCN KLCN-FM Blytheville, Ark.; KOTN KOTN-FM Pine Bluff, Ark.; KPEL Lafayette, La.; KVOL Lafayette, La.; KVSA McGehee, Ark.; KWKH KWKH-FM Shreveport, La.; WCJU Columbia, Miss.; WCPC Houston, Miss.; WGRM Greenwood, Miss.; WONA Winona, Miss.; WRJW & aux. Picayune, Miss.; WVMI Biloxi, Miss.; KALB-TV Alexandria, La.; *KLSE (TV) Monroe, La.; WABG-TV Greenwood, Miss.; WBRZ (TV) Baton Rouge, La.; WDAM-TV Laurel, Miss.; WJTV (TV) Jackson, Miss.; KAAB & aux. Hot Springs, Ark.; KAOK Lake Charles, La.; KBCL Shreveport, La.; KHOZ Harrison, Ark.; KTIB Thibodaux, La.; WBOK New Orleans, La.; WXOK Baton Rouge, La.; WJBW New Orleans, La.; WLOX Biloxi, Miss.; KSLA-TV (main trans. & ant.) (aux. trans.) Shreveport, La.; WCBI-TV Columbus, Miss.; WSJC Magee, Miss.; WWL New Orleans, La.; WDSU & aux. WDSU-FM WDSU-TV New Orleans, La.; WAGF Dothan, Ala.; WFIS Fountain Inn, S. C.; WVOP Vidalia, Ga.; WAAY Huntsville, Ala.; WDWD Dawson, Ga.; WHRT Hartselle, Ala.; WGOK Mobile, Ala.; WAUC Wauchula, Fla.; WINT Winter Haven, Fla.; WCMA Corinth, Miss.

■ Following tv translator stations were granted renewal of license: K72AD Alturas, Calif.; K70BI, K76AP Big Lake, Tex.; K76AL Canby, Calif.; K71AQ Milton-Freewater, Ore.; K74AL Gold Beach, Ore.; K70BR Durango, Colo.; K70BJ, K74AV, Navajo Compressor Station, Ariz.; K71AI, K75AG, K79AC Evanston, Wyo.; K74AZ Gallup, N. M.; K76AE K80AK, La Grande, Ore.; K70AP Greenville, Calif.; K74BC Lihue, Kauai, Hawaii; K76BB Honohina, Hawaii; K74AC Bayfield & Ignacio, Colo.; K74AD Pagosa Springs, Colo.; K77AA Bayfield & Ignacio, Colo.; W79AA Claremont, N. H. K76AK, K80AM, Window Rock, Ariz.; K71AJ, K75AK, K81AD Wasco, Ore.; K80AJ San Sara, Tex.; K76AI Powers, Ore.; K72AZ, K74AK, K78AD Ukiah, Calif.; K72BA, K75AP, K78AM, K81AE St. James, Minn.; W79AC Clarks Summit, Dalton & Waverly, Pa.; K70BX Windom, Minn.; K79AK Milton-Freewater, Ore.; K70AW La Grande, Ore.; K77AB, K81AI Alpine & Marfa, Tex.; K72AP Window Rock, Ariz.; K77AF San Saba, Tex.; K70AU Cave Junction & Selma, Ore.; K71AO Wallowa Valley, Ore.

Petitions for rule makings

Petitions for Rule Making Filed

WBJA-TV Binghamton, New York—(5-3-61) Requests amendment of rules so as to allocate ch. 24 to Binghamton, N. Y. by making following proposed changes:

	Present	Proposed
Binghamton, N. Y.	12—, 40, *46—, 56+	12—, 24—, 40, *46+
Elmira, N. Y.	18+, 24—, 30	18+, 30, 56+

Further requests that WBJA-TV be ordered to show cause why its authorization should not be modified to specify operation on ch. 24. Ann. June 9.

Redding-Chico Tv Inc. Redding, Calif.—(6-1-61) Requests amendment of rules so as to allocate ch. *11—for non-commercial education tv use at Redding, Calif. Ann. June 9.

These men have flown the Atlantic 3 times in the last 3 hours

Every Air France jet crew begins final preparations at least three hours before every transatlantic flight. They begin to "fly the route" in the flight preparation room—on charts, with diagrams, and in their mind's eye. They make an average of three of these valuable and exacting "trips" before they ever leave the ground. Weather reports are thoroughly absorbed. Every detail of the flight is completely checked out, and then checked out again. Possible alternate courses are charted, and discussed. All to assure the swiftest, most dependable and comfortable route for every individual Air France flight. This meticulous advance planning explains why Air France holds the speed record from New York to Paris. Why every Air France flight is so effortless, relaxing and rewarding. Why Air France is the world's largest airline, with a 42-year record of achievement, flying experience and service.



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OUR RESPECTS to Robert Mermod Booth Jr., president, FCBA

He's busy putting out fires

It's not that being president of the Federal Communications Bar Assn. is a sinecure; it's simply that previous presidents could make it a job or not as they saw fit.

But Bob Booth never had a chance to decide how he wanted to play the role. He had no sooner become the head man of the communications bar than the New Frontier arrived—with Dean Landis at the White House wielding a surgical knife on the regulatory agencies and Newton Minow at the FCC with pruning shears at the ready to remake broadcasting.

As spokesman for the communications bar, Mr. Booth has had little time to relax and enjoy the honors that come as president of the FCBA; he's been too busy putting out fires.

"In the last few weeks," Mr. Booth said the other day, "I've spent at least 10 days on this FCC reorganization business, and there's more to come."

Which means that the brass key he has pounded for 33 years as a radio ham has been silent; his hi-fi stereo rig, not even monaurally excited, and his golf game (he shoots in the mid-80s) non-existent.

A Driver ▪ The hearty and bluff Mr. Booth is built like a football back (although actually he played baseball in high school) and is known as a driver. But he doesn't drive other people, he drives himself.

When he complains of his weariness with all the extra-curricular activity forced on him by the several bills and plans to revamp the Communications Act, his friends will nod sympathetically, but they don't believe him.

"Bob thrives on this kind of battle," they say.

For this man Booth is a battler. His tenacity, in radio cases, has been marked. In many instances he literally wears his opponents down.

Robert Mermod Booth Jr. is an engineer turned lawyer. The turning point came, he jestingly says, when he was in Washington attending an FCC hearing in the late 1930s when WLW Cincinnati was fighting to make its 500 kw power permanent.

"I saw those lawyers who knew nothing of engineering taking it so easy and earning so much money that I decided then and there that communications law was for me," he laughingly explains.

More seriously he remarks that his bent has always been for the more intangible, as against the practical and concrete he handled as an engineer.

It was while he was at WLW that he took night courses in law at what is now the Salmon P. Chase Law School. He received his law degree in 1941.

The engineering bent of young Booth comes naturally. His father was a consulting engineer and manufacturer's representative in Cincinnati. Young Booth went through high school in Cincinnati and received his engineering degree in 1933 from Purdue U.

He joined WLW and WSAI in Cincinnati immediately after graduation. At that time Crosley Broadcasting owned both stations (it divested itself of WSAI when the duopoly rule went into effect in 1941).

Radio Troubleshooter ▪ He had his hand in radio work even before that. From the summer before he entered college and for each summer thereafter until his graduation, young Booth worked at Crosley Radio Corp. in Cincinnati. He was a factory "troubleshooter." This meant he inspected radio sets rejected by production line supervisors to find out what was wrong. When he diagnosed the trouble, he repaired the receiver so it could be put back into the line for shipment to retailers.

It was while he was at Purdue that Mr. Booth's interest in radio broadcasting was stimulated. He became a radio "ham" in those years, and in his senior term he was president of the Purdue Radio Club. While at college he also worked at the university's radio station, WBAA, and also its experimental, mechanical-scanning, tv station, W3PS.



FCBA's Booth
Lawyer, engineer, broadcaster

Mr. Booth's ham rig today boasts a 200 w transmitter, using fone, am and cw.

At WLW the newly employed engineer soon found his niche. This was as a specialist in remotes. During his eight years at the Crosley station in Cincinnati, Mr. Booth was the engineer in charge when WLW took credit for two firsts in broadcasting: a pickup of a dance band from a moving, Ohio River excursion steamer, and a stomach jolting live broadcast from a roller coaster.

But his greatest enjoyment, he recalls now, was setting up remotes for local sports contests.

Navy Air ▪ In January 1941 Mr. Booth was called by the Navy. He had been an enlisted man and then an ensign in the engineering reserves since 1930. When he went into uniform for the duration he was a junior grade lieutenant; when he shed his blues he was a commander.

Mr. Booth spent most of four war years in Philadelphia at the Naval Air Experimental Station, where he was superintendent of the aeronautical radio and electrical lab. In the last year of the war he was a section chief in the electronics division of the Bureau of Aeronautics in Washington.

Upon his release from the Navy in 1945, he joined the late Herbert Bingham in Washington law practice.

He remained as a partner in the firm, Bingham, Collins, Porter & Kistler, until 1956 when he opened his own law office.

Mr. Booth was born in Rosiclair, Ill., on Oct. 16, 1911. He wears his big frame lightly (he's 6 feet one inch in height and 190 pounds in weight). He's fair skinned, and his sandy hair is thinning. He married the former Melva Ruehlmann of Cincinnati in 1941. They have two children, Pamela, 14, and Peter, 11.

He is a member of the bar and a registered professional engineer in Ohio and the District of Columbia. His professional memberships include those of the bar and of the slide rule: American Bar Assn. and D. C. Bar Assn. He is a senior member of the Institute of Radio Engineers. He's also a member of the Washington Exchange Club.

He's a broadcaster, too. He owns one third of WSAL Logansport, Ind., and 11% of WELL Battle Creek, Mich. He is president and director of a corporation which is buying WGSB Geneva, Ill. This corporation is one-third owned by WSAL.

"Not a very exciting guy," he said of himself the other day, "just a hard-working joe."

Clear channels—16 years later

WHAT the nation doesn't need most are more radio stations. This is not to say that reception everywhere is optimum. There are white areas but these are so isolated that broadcasters would be hard put to eke out a living.

Yet the FCC last week proposed to add new stations by breaking down half of the existing 24 clear channels to allow additional Class II (power up to 50 kw) stations to be licensed under "controlled conditions." What those conditions may be won't be known until the FCC releases its formal decision some weeks hence.

The FCC's decision was based on hearings held in 1945-46—16 years ago. Then there were fewer than 1,000 am radio stations in operation. There were some 50 fms and a half-dozen largely experimental tvs. Today there are more than 5,000 broadcast stations, of which nearly 4,000 are ams. Radio competition is so rigorous that some operators, illogically, forgetting about free enterprise, want the government to consider the economic ability of a community to support additional competition. FCC Commissioner Robert E. Lee even has suggested a freeze on new am stations.

This FCC inherited the clear channel problem from predecessor commissions. The membership—except for one, Commissioner Rosel H. Hyde—has turned over several times since 1946. Conditions today do not remotely resemble those of 16 years ago. There is no shortage of service in any metropolitan area.

Clear channels were created to serve rural and remote listeners by providing high power on channels protected from interference by other stations.

Clear channels still provide rural and remote service. But the extent of this service hasn't been audited since those 1945-46 hearings. The FCC proposes, for example, to duplicate all four of Chicago's clear channel stations in the heart of the nation's bread-basket. Does it know how many people in the middlewest will lose out when the nighttime coverage of these channels is curtailed by the addition of other stations? How would these rural folk be alerted in the event of a national emergency?

We think the FCC waited too long. It needs updating. We have suggested before and we urge again that the FCC schedule arguments or a short hearing to determine whether the new breakdowns are necessary or desirable. Spokesmen for the farmers and the ranchers, as well as the lawyers and engineers, should be heard. The stakes are too big. Moreover, we fear that these duplicated assignments, once the breakdown is final, will gravitate to the more populous metropolitan areas, already surfeited with service. It happened before.

Kingstree spree

THE more we think about the recent license-renewal hearing of WDKD Kingstree, S. C., the more disturbed we are by its implications of untidy administration of justice.

As readers of recent issues of this magazine will recall, WDKD's license renewal was set for hearing after the FCC received complaints about the uninhibited broadcasts of a disc jockey named Charlie Walker. Most of those readers would agree with us, we feel sure, that the color of Mr. Walker's comments ran toward the deeper tones of blue.

But no matter how distasteful Mr. Walker's performances may have been, the procedure chosen to judge them was equally distasteful—and just possibly more dangerous. At this point the wrong defendent is on trial in the wrong forum under the wrong law.

The man on trial is E. G. Robinson Jr., the station licensee. The FCC must decide whether it is in public interest, under the terms of the Communications Act, for him to continue to hold the license. If the FCC makes an adverse judgment, it must do so on the grounds that Mr. Robinson was derelict in his supervisory obligations in permitting Mr. Walker to broadcast. Of necessity, that judgment cannot be made until a prior judgment of the character of Mr. Walker's comments is made. It is in the making of that first judgment that the FCC is out of its place.

If the FCC were to decide that Mr. Walker's broadcasts were "obscene, indecent or profane," it would be judging him guilty of violating criminal law. A provision of the U.S. criminal code makes that kind of broadcast a crime punishable by a fine of $10,000 or imprisonment of two years or both. To be sure, the FCC would be powerless to invoke the punishment. Yet it is disturbing to think that an administrative agency would find itself wandering around at all in the area of criminal law. This is the preserve of the federal courts and the attorney general.

If the FCC were to avoid a decision that Mr. Walker had been "obscene, indecent or profane" and instead judge him guilty of some kind of smut falling short of those adjectives but serious enough to warrant punishment of his employer, it would be making a judgment of taste. At that point the commission would be straying into the area that is clearly marked off-limits by the First Amendment.

If the WDKD case warrants any kind of prosecution, it deserves to be tried by more orderly means than those the FCC has selected. If the FCC thinks Charlie Walker's performances were bad enough to justify consideration of taking his employer's station off the air, it ought to refer Mr. Walker's case to the Justice Dept. for prosecution under the section of the criminal code that was specifically designed to cover obscene, indecent or profane broadcasts. (Indeed that section was transferred to the criminal code from the Communications Act in 1948 and thus removed from the enforcement jurisdiction of the commission.)

If Mr. Walker, after proper trial in a proper court, were judged guilty, it would then be appropriate for the FCC to attack the problem of his employer's qualifications to hold a license. But the first step in this process—the judgment of Charlie Walker—would have been taken in the proper place. As matters now stand, the FCC wants to take both steps at once, and it may get its foot in its mouth in the process.



Drawn for BROADCASTING by Sid Hix

"I think we'll get more time for coffee breaks soon. I heard the boss talking about offering longer breaks!"

ELSA LANCHESTER

NAT "KING" COLE

PHYLLIS DILLER

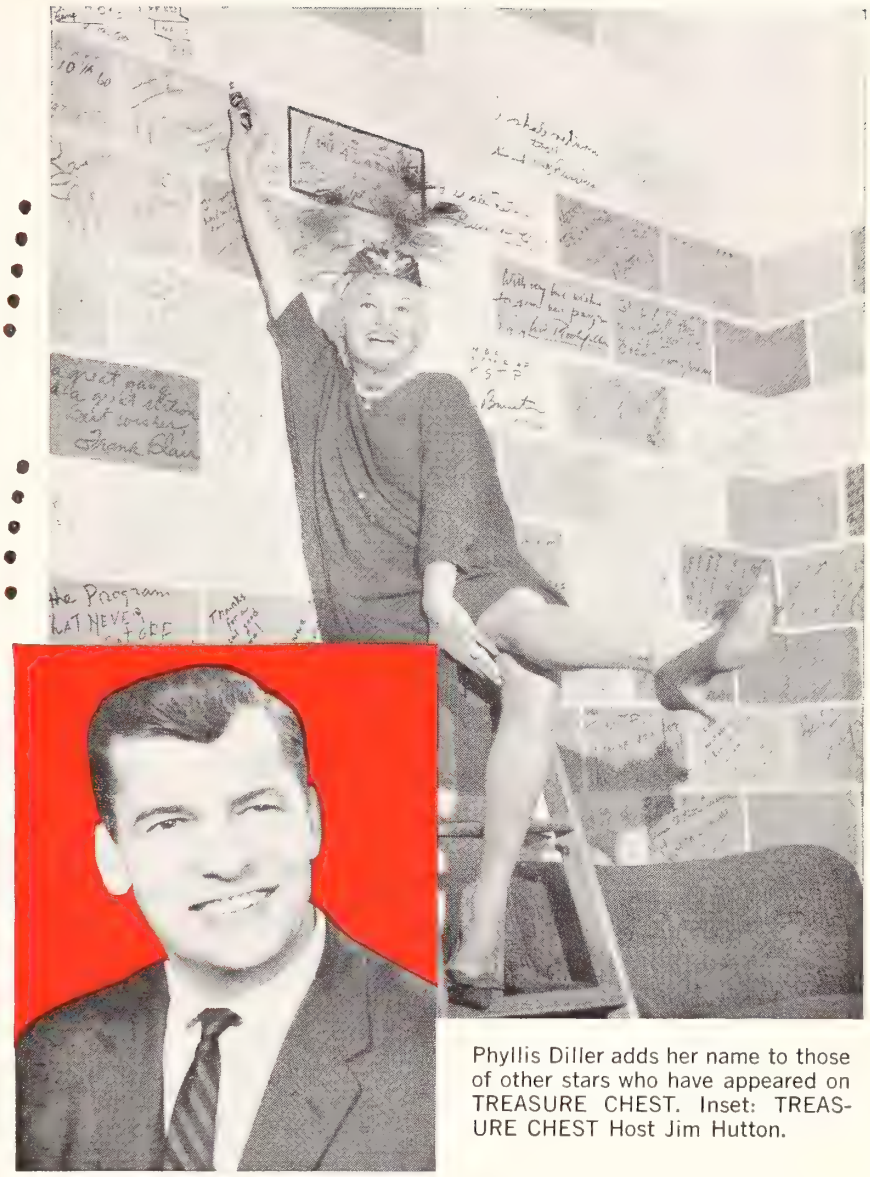
BUSTER KEATON

DODY GOODMAN

ALAN KING

DENISE DARCEL

ANDY WILLIAMS



Phyllis Diller adds her name to those of other stars who have appeared on TREASURE CHEST. Inset: TREASURE CHEST Host Jim Hutton.

These are just a few of the stars who – within the period of a single month – appeared on KSTP-TV's TREASURE CHEST SHOW (12:20-1:00 P.M., Monday thru Friday).

Now in its fifth highly successful year, TREASURE CHEST is an audience-participation show complete with games, contests, prizes and, of course, guest appearances by the nation's finest entertainers.

Hosted by genial Jim Hutton, TREASURE CHEST attracts an average of 150 guests per day with many groups coming in from as far away as Wisconsin, Iowa and the Dakotas.

Here's an opportunity to put this proven-successful, star-studded show to work for you. Contact a KSTP-TV representative or your nearest Petry office for information on availabilities.

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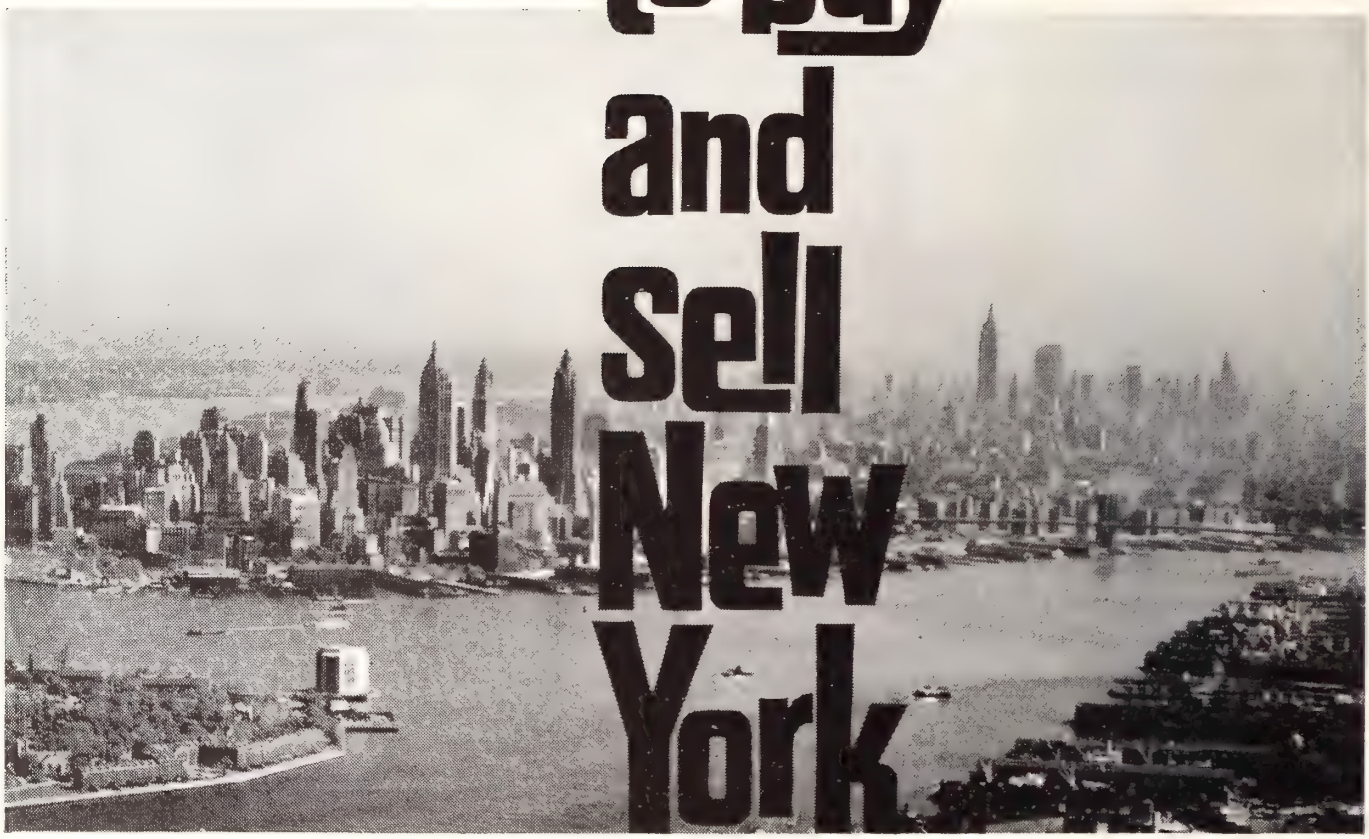
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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JUNE 26, 1961

Creative minds tell FCC what's wrong with tv and prescribe cures for its ills 27

How much will those new 40-second breaks cost the spot tv advertiser? 40

Catv operators still split—make no decision on pay television at NCTA meet. 60

ARB county-by-county breakdown pinpoints 47.9 million television homes 71

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ZOOMING OUT OF THE SKIES... A NEW BREED OF HEROES IN...

ZIV-UA's sensational new series . . .

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KVAL-TV Eugene
KJEO-TV Fresno
WINK-TV Ft. Myers
WLBT-TV Jackson
KLFY-TV Lafayette
KLAS-TV Las Vegas
KOB-TV Albuquerque
WCPO-TV Cincinnati
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WKRG-TV Mobile
WLOF-TV Orlando
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KCSJ-TV Pblo.-Colo. Spgs.
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KOLO-TV Reno
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KSL-TV Salt Lake City
KIRO-TV Seattle
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WCTV-TV Tallahassee
WTVT-TV Tampa
KSWS-TV Roswell, N.M.
WLOS-TV Ashvle.-Grnvle.-Sptnbrg.
KHSL Chico-Redding
KTVB Boise
KOIN-TV Portland, Ore.
WCYB-TV Brstl.-Jhsn. Cty.-Kgspt.
WLW-D Dayton
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CLOSED CIRCUIT®

Latin American mission

NAB Board of Directors tentatively has accepted invitation from Inter-American Assn. of Broadcasters for 30-day tour of Latin American nations early next year. Herbert Evans, president of Peoples Broadcasting Corp., U.S. delegate to IAAB, delivered invitation to NAB board at its meeting here fortnight ago. Plane entourage would leave following next board meeting in Sarasota, Fla., Jan. 28-Feb. 3. Wives of members of 43-man board also were invited.

NAB was host to IAAB Board of Directors which held its sessions in Washington during NAB convention last month. Latin American tour would include visits with heads of government and communications authorities of Latin American republics.

WMGM at bat

With two commissioners absent, FCC passed over application of Crowell-Collier to purchase WMGM New York for record figure of $11 million (CLOSED CIRCUIT, June 12) last week. Case is back on agenda for commission action this Wednesday. WMGM license renewal had been held up on payola charges but was renewed last month. Question now evolves around "over-all pattern" of operation of Crowell-Collier stations KDWB St. Paul, KEWB Oakland and KFWB Los Angeles (BROADCASTING, May 1).

FCC can (1) grant WMGM transfer which would, in effect, resolve C-C questions or (2) send licensee McFarland letter. If first course is taken, C-C qualifications would be deleted as hearing issue in its $1.5 million purchase of WGMS-AM-FM Washington as part of RKO-NBC package deals (BROADCASTING, June 12).

...and WINS sale

Also awaiting FCC action is Storer Broadcasting Co. $10-million purchase of WINS New York from J. Elroy McCaw. This, too, has been delayed because of payola issue involving WINS and has been subject of thorough investigation by FCC's Complaints & Compliance Branch. Both complaints and transfer branches are reported ready to present case to FCC for decision. In any event, FCC will consider both WMGM and WINS sales prior to July 10—when contracts in both expire—but may not necessarily take final action in either.

How to influence people

Some witnesses in current FCC hearings on tv practices may have lots of cajoling to do when they try to resume doing business with individuals and organizations against whom they have testified. Even such reluctant witness as Bill Goodson (Goodson-Todman) finally testified that talent agencies like MCA demand "right to sell" program rights in return for supplying talent. Similarly Producer David Susskind, having blasted practically every broadcasting institution in sight, may find it difficult to find friendly port in which to do business.

Footnote to Susskind's testimony: Truman tv series rights were being "peddled" to tv syndicators about one year ago. One syndicator says he turned it down then because (1) it would need network slot and because former president is so apt to become embroiled in controversy, firm was sure no network would take show, and (2) if syndicated to stations, advertiser limitations would make series nearly unsalable. Producer Susskind testified he couldn't find tv network customer for his projected 26 hour-long tv episodes based on Truman *(see story page 27).*

All-channel outlook

Set manufacturers will oppose passage of this year's all-channel receiver bill (S 2109) on primary ground that FCC is putting cart before horse —that it first should decide tv allocation policy. Measure was introduced last week by Chairman Magnuson of Senate Commerce Committee after Budget Bureau had cleared it for submission but without administration recommendation for approval. FCC, however, strongly endorsed bill, contending that all 82 channels (12 vhf and 70 uhf) are needed for adequate nationwide service and that deterrent has been lack of uhf receivers (only about 17% or 8.7 million out of 52 million receivers in use).

Position of Electronic Industries Assn., representing manufacturers, is that because of lack of demand, production of uhf-vhf sets had been cut back from original 20% of total in tv's early days to about 7.5%. They want FCC to decide whether all tv eventually will move to uhf or extent of deintermixture that will be ordered so manufacturers on long range basis can gear production to allocations time-table. Manufacturers say all-band receivers will cost $20 to $35 more for consumer at outset and even with mass production would be priced higher than vhf-only because extra tuner and other components are involved. Thus outlook for favorable action this session is regarded bleak.

Spotlight on spots

Advertising Council went into secret tizzy last week when it learned NAB tv code specified that public-service spots in peak hours are to be counted against increased four-minute commercial time allowance in half-hour, single sponsor programs. Council summoned emergency meeting of its Radio-Tv Commission, said to be first in two years. Several industry executives were invited. NAB has reassured council new code rule should not reduce availabilities for public-service spots.

Commercials and AAAA

New 40-second station-breaks and tightening of NAB commercial code have not gone unnoticed by American Assn. of Advertising Agencies, but don't look for formal action. Changes were discussed within past fortnight by two AAAA standing committees —Broadcast Media and Tv-Radio Administration—but authorities say discussions consisted primarily of briefings and exchange of views on these and many other topics and that no formal position is foreseeable. Both committees are headed by executives of Young & Rubicam, which has led agency fight on 40-second breaks: William E. (Pete) Matthews, Y&R media vp, heads Broadcast Media Committee, and David Miller, Y&R vp and general counsel, heads tv-am administration group. In addition, Ray Jones, Y&R Radio-Tv Spot Coordinator, participated in administration meeting as guest backgrounder.

Evans leaving Palmer

Ralph Evans, executive vice president of Palmer Enterprises, which include WHO-AM-FM-TV Des Moines, WOC-AM-FM-TV Davenport, terminates his 36-year tenure on June 30. Dr. David D. Palmer, son of Dr. B. J. Palmer, who died May 27 at 79, has succeeded to presidency of Palmer School of Chiropractic and as directing head of all Palmer Enterprises. He previously had served as vice president.

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MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

WEEK IN BRIEF

Those practitioners of the program arts—writers and producers—turned on tv last week. They mostly agreed tv is lousy but the pay is good. Ratings, networks, agencies, sponsors targets at FCC probe. See . . .

CREATORS TURN ON CREATED . . . 27

A new answer to one of advertising's toughest problems—how many tv homes are there? New 1961 figures prepared by American Research Bureau supply fresh data. A complete national county-by-county table. See . . .

47.9 MILLION TV HOMES . . . 71

Station reps, the men who know the national spot business best, are buzzing over two developments—NAB's ban on tv triple-spotting in peak hours and the 40-second chain breaks. A resume of what they're doing. See . . .

HOW WILL BREAKS BE PRICED? . . . 40

The ever-expanding group of community tv operators had a talkfest in San Francisco. There's not much they can do about such problems as pay tv and development of large groups except talk and watch Washington. See . . .

NCTA PONDERS PAY TV . . . 60

Whenever two researchers get together, they slaughter each other with the "apples and oranges" label. And that's the tag attached to a Nielsen tv-magazine comparison by TvB, which claims tv is short-changed. See . . .

APPLES AND ORANGES . . . 52

"Ladeez and genmuns! In person (and/or recorded) the most popular show since Cleopatra snared the innocent Anthony—Newt and Roy." A serious series involving basic American issues, featuring Colins and Minow. See . . .

ROY, NEWT AGREE, BUT . . . 65

Speaking of Gov. Collins, there's an undercurrent of concern in North Dakota over the way he criticized programming at the NAB convention. Bill Carlisle of NAB went to Bismarck last week to put out the fire. See . . .

FIREMAN SENT TO N. D. . . . 56

ABC-TV has made another move in its determined effort to keep abreast if not ahead of CBS-TV and NBC-TV. The latest action is a return to station spot representation for its five owned and operated stations. See . . .

ABC-TV BACK IN SPOT . . . 34

With all this reorganizing going on, the Federal Trade Commission isn't going to face the world in an old-fashioned administrative dress. Speedier prosecution of cases sought in extensive staff shakeup. See . . .

FTC IN REORGANIZATION . . . 89

Times are changing, especially in the field of distribution. Last week the nation's top marketing people met at Los Angeles to figure out ways of selling the goods to be produced in the affluent years ahead. See . . .

MARKETING OVERHAUL NEEDED . . . 46

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BROADCASTING

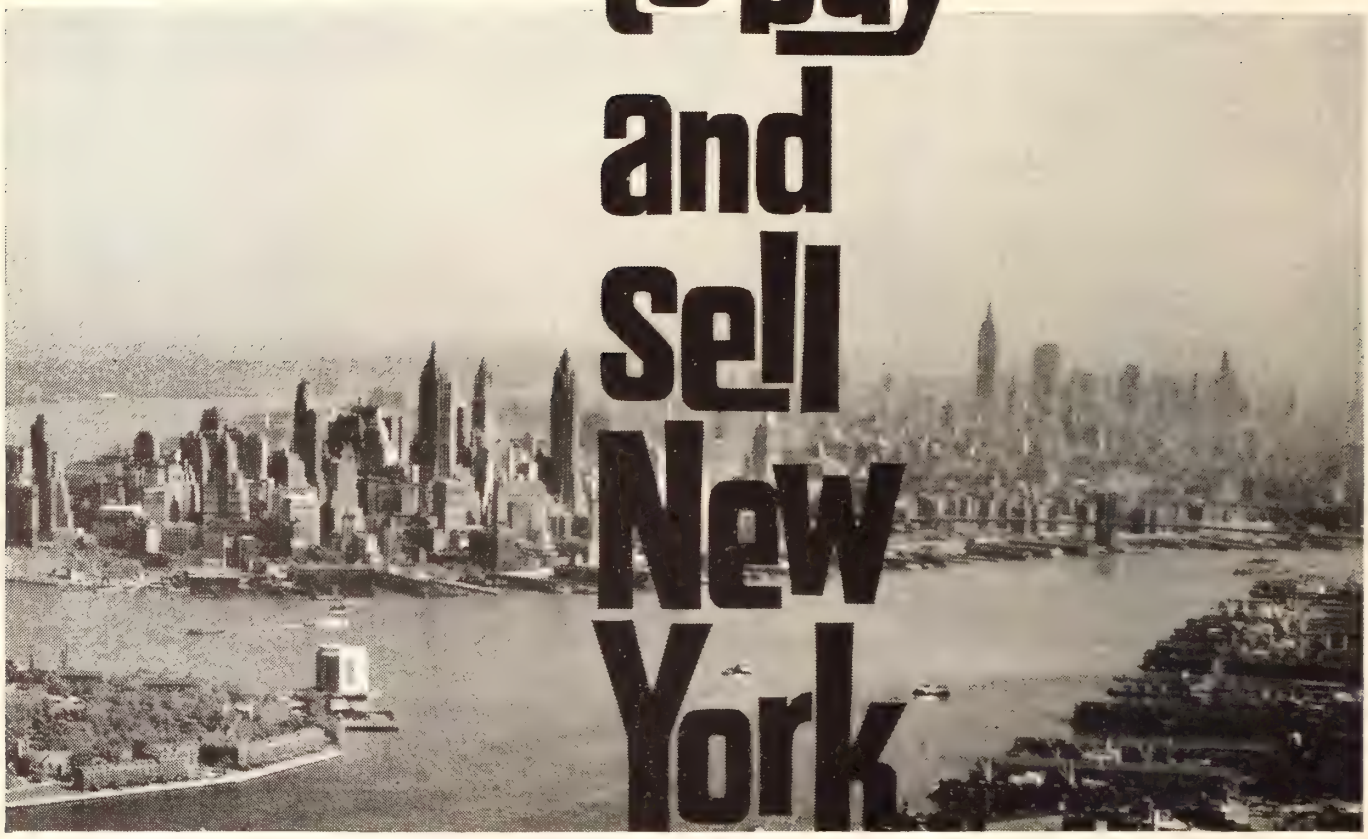
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how to buy and sell New York



Frankly, it's easy on WINS, and we deliver far more than you imagined. Not just New York City, but 24 counties in 3 states surrounding it. Not just homes and offices, but over 2,800,000 cars on the road, as well. Over 17 million people of all ages, interests and incomes whose annual purchases equal those of the next 3 markets combined. Examples? Over 6 billion on food, 2 billion on apparel, 2½ billion on cars and automotive products. Yes, you buy all this when you buy WINSland, the mammoth market reached by Radio WINS.
And summer brings you an extra bonus: 1 million radio-equipped boats that rely on WINS for official offshore weather and marine reports. Buy WINS to sell New York. It's as simple (and profitable) as that.

1010 WINS NEW YORK

Nationally Represented by The Katz Agency or call WINS, JU 2-7000

YOUR NO. 1 MEDIA BUY IN THE NO. 1 MARKET IN THE U. S.

TELEVISION BITES BACK AT PROBE

Ed Sullivan calls Susskind leading creator of tv flops

Television, three-day target of critics in FCC network program hearing in New York (see story page 27), got its first champion Friday (June 23) in testimony when tv star Ed Sullivan testified.

Mr. Sullivan defended tv as whipping boy, blamed movies for making violence prevalent in entertainment and parents for being "too lazy or too indifferent" to supervise children's program selections.

Ratings, he thought, accurately reflect what people like to see on tv, but warned some "wasteland" is inevitable because of need to fill 10,950 hours each year (compared to Broadway's 125 and movies' 600). Like newspapers, Mr. Sullivan said, "boiler plate material" in tv must fill "open space."

Commending tv's general week-to-week job, Mr. Sullivan singled out author Gore Vidal's (who testified earlier) feat of writing 20 plays for tv in one season, or one-fifth of lifetime work of Playwrights Eugene O'Neill, Robert Sherwood and Maxwell Anderson. In touching on David Susskind's testimony delivered earlier, Mr. Sullivan disagreed with much of it, commenting also, "Nobody has been given as many opportunities on tv . . . and nobody has had as many flops."

Bill Goodson, of Goodson-Todman Productions, said *The Rebel* (G-T packaged and financed) was aired on ABC-TV only after network got share of ownership and syndication rights. He said also that it's "general practice" for talent agency-packager to demand "right to sell" programs developed by independent packagers in "return for talent." Mr. Goodson was asked to file affidavit showing specific examples of this with study group at later date.

Bob Banner, president, Bob Productions, testified live drama shows have been disappearing from tv largely because their ratings do not approach those of film series. It was his opinion that successful shows must appeal both to children and adults, and pointed out that most drama programs do not attract children.

Others who appeared Friday and echoed views of other witnesses were William Todman, partner in Goodson-Todman productions and Vincent Donehue and Daniel Petrie, directors of tv drama programs.

Hearing resumes today (June 26) with these witnesses scheduled: George Schaefer, Compass Productions Ltd.; Irving Mansfield, IMPA Productions Ltd.; Irving Gitlin, NBC; H. William Fitelson, General Counsel, Theatre Guild, and Audrey Gellen, producer-writer, Talent Assoc.

Harris to unveil FCC overhaul

Rep. Oren Harris (D-Ark.) is expected to introduce, early this week, substitute measure for his own FCC reorganization bill (HR-7333).

New bill, which came out of executive session of Rep. Harris' Regulatory Agencies Subcommittee Friday, reportedly is patterned after reorganization bill (S-2034) introduced in Senate by Sen. John O. Pastore (D-R.I.).

Unlike HR-7333, new bill is said to provide for mandatory review of initial decisions in all except minor cases. Measure is also said to be stripped of provision authorizing chairman to assign work to commission personnel.

Although original Harris bill and Pastore measure were basically alike, Regulatory Agencies Subcommittee heard FCC, NAB and Federal Communications Bar Assn. representatives favor milder Senate bill (BROADCASTING, June 19). FCC is now expected to support new Harris measure.

Full House Commerce Committee is reported ready to go directly into executive session on new bill, without holding further hearings.

Senate Communications Subcommittee, headed by Sen. Pastore, will start hearing on his bill Wednesday.

KCKC goes on block

KCKC San Bernardino, Calif., is to be sold at public auction July 10, 10 a m. room 202 Blackstone Bldg., San Bernardino. Craig, Weller & Laugharn, Los Angeles law firm appointed by court as trustee in bankruptcy proceedings, puts book value of land, building equipment and furniture at $125,930, subject to liens of approximately $104,000, and estimates 1961 gross as $120,648. KCKC is on 1350 kc with 500 w, has application pending for 5 kw day, 500 w night.

More comments to FCC on anti-payola bills

Further comments on FCC rules to implement Congress' anti-payola legislation filed Friday at FCC by NBC, CBS and Alliance of Television Film Producers (early story page 88).

NBC, like film producers who filed earlier comment, believes portion of rule requiring licensees to ascertain there's no payola in theatrical films is "unrealistic and unfair" and not intended by Congress because licensee can't police economic policies of film-makers.

NBC and ATFP both asked FCC to clarify which parts of March 16, 1960 notice on payola are still applicable. FCC should supersede notice by revised Sec. 317 or should codify applicable parts, they held.

CBS and ATFP concurred with NBC and with film companies that provision for announcement in connection with theatrical films later shown on tv is unworkable and unnecessary and that no company would pay for tv mention possibly 10 years later in current films. CBS also questioned point at which announcement should be made for supplied cars and said it should be necessary only when cars were used for personal purposes. All three comments agreed with principle of anti-payola rules.

FTC's Sweeny urges use of truth test

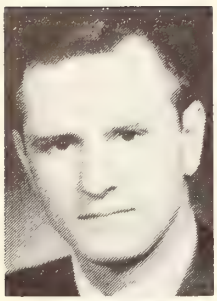
Broadcasters should apply "truth test" to their local spot announcements and demand proof of doubtful claims from advertisers, Charles A. Sweeny, in charge of Federal Trade Commission's radio-tv monitoring, told Maryland-D.C. Broadcasters Assn. Friday at Ocean City, Md., meeting (early story page 58).

FTC's four advertising monitors read about 50,000 scripts per month, he said, laying aside about 3,000 for further attention. He reminded that Internal Revenue Bureau has primary jurisdiction over advertising for alcoholic beverages.

Mr. Sweeny said FTC also does direct monitoring of broadcasts in Washington and gets reports from its men in field. He summed up FTC's concern this way, "We are very greatly concerned with advertising which induces your listeners to part with their money because of a false impression gained from your broadcasts."

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Gilbert

John O. Gilbert II, general manager of WXYZ Detroit, elected vp of WXYZ Inc., wholly-owned subsidiary of American Broadcasting-Paramount Theatres Inc. Mr. Gilbert, who joined Detroit station as general manager in 1960, previously had served as sales manager of WBZ Boston. Prior to that, he had been with Knorr Broadcasting Corp. for six years as salesman and sales manager of WKMH Detroit.

Herbert D. Strauss, executive vp and 22-year veteran with Grey Adv., elected agency's new president today (June 26). Arthur C. Fatt, president of firm he began with as office boy 40 years ago, elected board chairman and chief executive officer. **Lawrence Valenstein** continues to serve as executive committee chairman but gives up board chairmanship. Mr. Valenstein was founder-president of Grey in 1917, launching agency on $100 he borrowed. Agency now bills at rate of $58 million per year.

R. S. Gates, executive vp and director of Collins Radio Co., Cedar Rapids, Iowa, has resigned. With Collins since 1934, he was in charge of financial functions. In subsequent realignment of responsibilities for financial activities, Vice President **E. A. Williams** will assume central management responsibility for corporate controller and treasurer functions in addition to his present duties and Vice President. **J. B. Tuthill** will assume new responsibilities in the areas of financing and banking relations plus financial analysis. **R. J. Flynn,** financial vp of subsidiary Alpha Corp., becomes assistant vp of Collins and will direct financial accounting. **R. C. Mullaley,** assistant general manager of Collins Texas Div., becomes assistant vp of Collins with responsibility in general areas of cost control, pricing policy, contract administration, budgets and operations analysis.


Mr. Shaker


Mr. Jameson


Mr. Miller

Theodore F. Shaker, formerly director of network program sales at CBS-TV, to head new ABC-TV National Station Sales Inc. (station rep for ABC-TV's owned and operated stations, see story page 34) as vp. and general manager. **Edwin T. Jameson,** who was national director of NBC-TV Spot Sales, becomes general sales manager, and **D. Thomas Miller,** account executive for CBS-TV Spot Sales since 1954, will headquarter in Chicago as central division manager. Mr. Shaker joined CBS in December, 1951, as account executive in spot sales, served also with WXIX-TV Milwaukee, and at one time with The Katz Agency. Mr. Jameson has held sales managerial posts with NBC for several years and had been with Peters, Griffin, Woodward, as well as with Crosley Broadcasting Corp.

Louis Wolfson, vp of Wometco Enterprises, Miami, appointed director of company's broadcast interests (WTVJ [TV] Miami; WLOS-AM-FM-TV Asheville, N. C.; WFGA-TV Jacksonville, Fla.; KVOS-TV Bellingham, Wash.). Mr. Wolfson will report directly to parent Wometco Enterprises president and board directors. New move, it was reported, will centralize responsibility and increase efficiency of entire operation.


Mr. Bryan

Joseph M. Bryan, president and board member of Jefferson Standard Broadcasting Co. (WBT and WBTV [TV] Charlotte, N. C., and WBTW [TV] Florence, S. C.), retires as senior vp of parent Jefferson Standard Life Insurance Co. He will devote his time strictly to broadcasting activities. Mr. Bryan became associated with Jefferson Standard Life in 1931, was named vp in 1936 and president of broadcast arm in 1945.

For other personnel changes of the week see FATES & FORTUNES

Stanton sees gains in access to news

Freedom of accessibility to all news for photographers, as there is for reporters, was urged by Dr. Frank Stanton, CBS Inc. president, in speech before National Press Photographers Assn.'s awards banquet in Wichita, Kan., last Friday.

Dr. Stanton, who has had experience as photographer (see story, page 64), stressed this freedom would be gained only if association members continued to fight for right, and predicted that equal access to news would come "not easily but inevitably."

Dr. Stanton paid tribute to all phases of journalism as contributing to flow of information to peoples of world; he referred to Matthew Brady's photographs during Civil War and television news pictures of today as examples of significant role played by photography in communicating news of crucial events to world.

CBS-TV shifts symphony

CBS-TV-owned stations plan to program one in series *The International Hour,* new exchange program project, in prime time July 6. Episode—"Sir Thomas Beecham Presents Lollipops" initially taped in 1960—will preempt *Gunslinger* (9-10 p.m.). *International Hour* usually is telecast Sunday afternoons. Shift was made, CBS-TV noted Friday, to permit "wider viewing audience." Owned stations: WCBS-TV New York, KNXT (TV) Los Angeles, WCAU-TV Philadelphia, WBBM-TV Chicago and KMOX-TV St. Louis.

Commerce to use agency

U. S. Dept. of Commerce announced June 23 it will retain advertising agency and public relations firm to direct campaign promoting travel in this country by foreigners. Applications will be received until July 12.

Lehn & Fink to FSR

Lehn & Fink Div., Lehn & Fink Products., N.Y., is announcing June 26 appointment of Fuller & Smith & Ross, that city, as agency for four products—Stri-Dex medicated pads, Noreen color hair rinse, Hinds Honey & Almond Cream and Lysette. Total billing first year (all tv) will be $2 million, bringing FSR's overall broadcast billing rate to estimated $14 million. Account has been with Ted Bates.



Did you see something move in Milwaukee on April 2?

It sure did.

Namely, the ABC-TV program line-up. It moved to WITI-TV, new Milwaukee affiliate of the ABC Television Network. With the most resounding results.

The last ARB rating* *before* the switch gave WITI-TV a third-place 29.0 share of audience. The first ARB rating* *after* the switch gave WITI-TV a first-place share of 40.0. On our abacus that's a 38% move—up.

It should surprise no one. Milwaukee is but the latest of such happy trendings: as in Portland, Ore., Seattle-Tacoma, Salt Lake City, Boston—where, following the move to ABC-TV, average evening audience shares soared as much as 52%.

If you can't beat 'em, someone said, join 'em.

ABC Television

*Source: ARB, Network share of audience. Feb. 16—March 15, 1961 vs. April 19—May 16, 1961. Sunday through Saturday 6:30-10:00 PM.

This is what Marie Torre and Jack Gould, Kay Gardella, Bob Williams, John Griffin, Eleanor Robert, Arthur Fettridge, Anthony LaCamera, Percy Shain, Fred Remington,

Marie Torre
New York Herald Tribune

"Representing the first major effort to give late night viewers something other than Jack Paar and vintage movies, 'PM East' and 'PM West' arrived with a trio of attractive hosts ...Mr. O'Flaherty has an ingratiating manner...Miss Davidson is pretty and a competent interviewer...Wallace's interviews were first rate."

* * *

Jack Gould
The New York Times

"Terrence O'Flaherty is headed for a formidable distinction: the first TV critic to make a success of appearing in front of the cameras. Both he and his program seemed destined for the winning column...there is a freshness to his half-hour that could prove attractive indeed. He has both surprising aplomb and an infectious manner on the screen; not so surprising, he also boasts a turn of phrase."

* * *

Kay Gardella
New York Daily News

"A new door opened for televiewers last night. At the same time, clear fresh air swept through the stagnant, de-oxygenized late night atmosphere created by antiquated movies and Jack Paar's limited small talk with the same old rotating faces. The door was labeled 'PM East' and 'PM West,' a 60-minute New York segment hosted by Mike Wallace and Joyce Davidson, followed by a 30-minute San Francisco pickup, emceed by smooth, easy-to-take Terrence O'Flaherty... with care and direction, there's no reason why this divertissement shouldn't cut the late night audience right down the middle, leaving the other half for Paar and old movies to fight over." * * *

Bob Williams
New York Post

"From this chair the prospectus seemed inviting. The promise is the interview everybody else on television forgot to do. The only new and inviting development, 'PM East' and 'PM West' arrived as a little bit of luck for viewers in the beginning of network television's summer rerun-around."

* * *

John Griffin
New York Mirror

"Two thoughts are definite. One that Terrence O'Flaherty, host of 'PM West,' will be around your set for a long time to come. His appearance, personality and all around style come over just great! And Joyce Davidson makes a good hostess along with Mike Wallace for 'PM East'."

Eleanor Robert
Boston Traveler

"A tasty platter of smorgasbord. It was bright, informative, and held a definite appeal for viewers who have never found Jack Paar their cup of tea. The format is entirely different and far more solid, an hour and a half of fascinating and varied entertainment. It was a far different Mike Wallace, low key, pleasant, efficient. Miss Davidson proved that she's as bright and capable as she is attractive. As for Terrence O'Flaherty, he has that warm appealing quality and leprechaun spriteliness that will fast build fans."

* * *

Arthur E. Fettridge
Boston Herald

"Something very new, different and rather original has come to the Boston television scene. It's not a copy of the Jack Paar show. It combines a great deal of informative matter along with entertainment. Mike Wallace is a different Mike. Here we find a charming fellow, one you can like. Miss Davidson has a wonderful manner of speech and a delightful way of cocking her head to one side as she talks. This girl's got it. For the opener, 'PM East' and 'PM West' enticed us with tidbits from future shows. These excerpts gave us an excellent idea of what upcoming programs will be like and their widespread varie O'Flaherty is perfect as he introdu us to the various characters of t great and colorful California city. late viewers' sake and that of tele sion, we hope 'PM East' and 'PM We is a great success."

* * *

Anthony LaCamera
Boston American

" 'PM East' and 'PM West' repres a very different and highly ambitic brand of TV programming (with) th attractive people as regulars. M Wallace reveals himself a mellow more informal, much friendlier int viewer, while still maintaining f control as a take-charge personali Blonde Joyce Davidson seemed qu at home as his girl Friday. A pleas surprise was debonair Terren O'Flaherty. He shouldn't have mu trouble getting the lady viewers his side." * * *

Percy Shain
Boston Globe

"Packs the same impudent viewpo as the Paar session, but goes fart afield in search of ideas and exc ment...a briskly paced entertainm that was generally diverting and of laugh-provoking. With a mellower a more relaxed Mike Wallace assis by pretty Joyce Davidson, this port ranged lightly over ten categories

"PM EAST"&

Win Fanning, Cecil Smith, Pinky Herman, Jim Frankel, Barbara Delatiner & George Rosen have said about television's two big, new nighttime shows for grown-ups.

...arying moods, from serious to satiri...al. It's no longer just Paar or an old ...movie for insomniacs."

* * *

Fred Remington
Pittsburgh Press

"Everything is held short and kept bright and occasionally mildly signif...cant, as was the case of the William L. Shirer interview. Mr. Shirer's re...marks were brief and chilling. The New York end is handled by Mike Wallace, a deft man with an interview, and Joyce Davidson, an uncommonly pretty young woman with a soft-spoken competence and an admirable lack of gush. O'Flaherty has one of those Irish smiles which the song-writer must have had in mind when he said they're like a morn in spring. But content is the big criterion and the content here was, on the whole, first rate."

* * *

Win Fanning
Pittsburgh Post Gazette

"The Westinghouse Broadcasting Company did launch a rocket aimed squarely at challenging the Jack Paar sputnik. At last someone has come up with a place to turn to while Paar is pounding away at the old tear-washed NBC 'slave market.' We shall be hear...ing a lot more about 'PM East-West' in the months to come."

Cecil Smith
Los Angeles Times

"The most serious threat to Jack Paar's position turns up tonight. It's an excellent show, worth staying up to watch."

* * *

Pinky Herman
Motion Picture Daily

"A free and easy format with Terry and Mike, the results proved interesting and flavored with off-beat camera angles, unusual news slants, and geared to present a wide latitude of ideas and personalities. It appears that WBC has beat the two networks in coming up with a threat to the heretofore unchallenged domination of the national late spot by NBC's Jack Paar."

* * *

Jim Frankel
Cleveland Press

"If you want lively, scintillating TV, you'll have to wait until after 11:00 p.m. The most important program innovation in years is a nightly affair 'PM East' (60 minutes) and 'PM West' (30 minutes). Probably 9½ out of 10 televiewers don't care a rap who's producing a program. Both 'PM's' are unique because they represent the first nightly effort at national programming by an outfit other than a television network."

Barbara Delatiner
Newsday

"Just when Jack Paar was beginning to pale and late movies were becoming a drag, something new has been added to the wakeful watch to entice us from slumber. It's 'PM East/PM West'...the entry promises to be a winner."

* * *

George Rosen
Variety

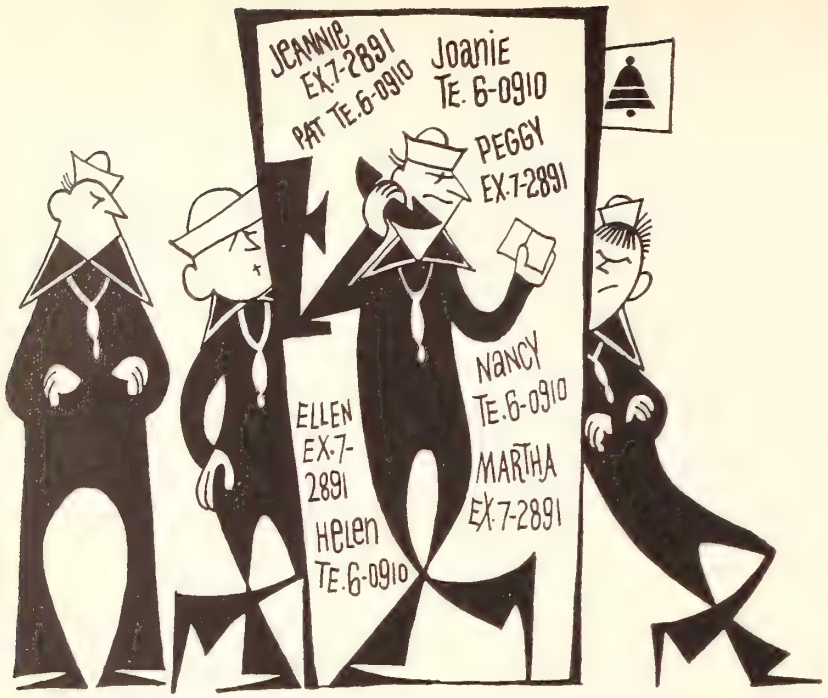
"PM East/PM West is far and away the most ambitious programming venture undertaken by the enterprising Westinghouse Broadcasting Co. Intra-tradewise, it adds up to the neatest (if not the most difficult) trick of the year, setting a new pace on the step-up of syndicated tapes. In an era of declining rating returns on the late and late late feature pix presentations, any such bold thrusts to reactivate live nocturnal programming merit commendation, enhancing its chances for receptivity by non-WBC stations. Polished, yes, and a 'new' Mike Wallace, warm and relaxed, to host the first hour 'East' portion of the 90 minutes. It also has going for it a gal out of Canadian TV, Joyce Davidson, who is definitely a cutie pie with a low-key register that enhances her attractiveness. As exposures pile up, it's a cinch so will Joyce Davidson fans. She's got that quality."

'PM East' is a sixty-minute program from New York City, starring MIKE WALLACE with Joyce Davidson—followed by 'PM West,' a thirty-minute program direct from San Francisco, featuring Terrence O'Flaherty. This is TV rich with humor and music...alive with magnetic vitality. It's TV that's fresh and new and worth looking into.

Mon. thru Fri. on the Westinghouse Broadcasting Company stations in: **Boston** WBZ-TV/**Baltimore** WJZ-TV **Pittsburgh** KDKA-TV/**San Francisco** KPIX/**Cleveland** KYW-TV.
Contact TvAR for spot availabilities.

Also in New York WNEW-TV/Chicago WGN-TV/Dallas WFAA-TV/Los Angeles KTTV/Washington WTTG-TV.
"PM East" & "PM West" are available for further syndication on a limited basis. Contact WBC Program Sales at MU 7-0808 for complete details.

"PM WEST"



WITH MEDIA SELECTION BECOMING INCREASINGLY MORE COMPLICATED . . .

YOUR NO. 1 BUY IS STILL

KEWB

national representatives: The Katz Agency, Inc.

In San Francisco, insure massive responsive audiences. Big buying evidenced in recent participation campaign in which KEWB offered to pay listeners' bills.

In three weeks, over a quarter-million dollars worth of bills poured in. Biggest single total, car payments. 'Way up are house payments, furniture, appliances. Even with only 91 seconds to respond after we announce winner's name, over 33% making it. (You'd listen carefully, too!)

CROWELL-COLLIER BROADCASTING CORPORATION

A SOUND CITIZEN OF THE BAY AREA

E PLURIBUS ULLMAN



E Pluribus Unum — 'Out of Many, One.' Marv (Octavius) Kempner, our exec v.p. knows this goes for SOUNDSMANSHIP too. The one complete program service created to give your station that unique but unique sound. Call your Ullman-Man or Octavius Kempner.

RICHARD H. ULLMAN, INC.
1271 Ave. of the Americas / N.Y. / PL 7-2197
a Division of
THE PETER FRANK ORGANIZATION, INC.
Hollywood / New York

OPEN MIKE ®

Ad criticisms wanted

EDITOR: The four-page insert about our ANA-AAAA Interchange of Opinion on Objectional Advertising (June 12) . . . was a splendid contribution by BROADCASTING. We hope your good readers will keep the Interchange in mind and let us know whenever they consider that an ad has overstepped the bounds of good taste or seems otherwise objectionable.

We will be glad to submit the criticism to the advertiser and agency people on our committee. If a majority agrees that the advertising seems objectionable, the votes and comments will be sent to the advertiser and agency concerned. *—Richard L. Scheidker, Secretary, The ANA-AAAA Committee for Improvement of Advertising Content, 420 Lexington Ave., New York 17.*

EDITOR: The four-page advertisement placed by the ANA-AAAA committee for improvement of advertising content is a good example of the interest of buyers of advertising to clean up objectionable advertising. All this activity should help.

But may I remind the broadcasters that the final responsibility is up to the media, and they must continue to strengthen the code and be tough in carrying it out. The buyers, as groups, can work to improve advertising but the final check and responsibility is the media's This takes strength of character. And from experience I can tell the broadcasters that you don't really lose business when you stick to your code and see that it is carried out. You save your business.*—Edgar Kobak, Business Consultant, 341 Park Ave., New York 22.*

In support of the clears

EDITOR: You are to be commended for the altogether objective and realistic editorial "Clear Channels—16 Years Later" (BROADCASTING, June 19). As one organization representing rural people, many in remote rural regions, we are vitally concerned about the possible nighttime loss of radio service resulting from decisions by the FCC to curtail the only radio coverage we have in many areas at night—the clear channel stations.*—Roy Battles, Asst. to the Master, National Grange, Washington, D. C.*

Gordon-Wagner plans

EDITOR: An important point was not covered in your story on Morton J. Wagner's new association with Gordon Broadcasting Co. [BROADCASTING, May 22]. Mort's own organization will remain in existence independently-owned



JAYARK

PRESENTS AN EXCITING NEW CONCEPT IN TV PROGRAMMING

HOLLYWOOD Hist-o-Rama

208 five-minute factuals—unique magazine portrayals of the greatest stars in the history of Hollywood:

★ TYRONE POWER ★ MARIE DRESSLER ★ CLARK GABLE ★ HUMPHREY BOGART

★ GARY COOPER ★ JOHN BARRYMORE ★ W. C. FIELDS ★ JEAN HARLOW

and 200 other stars

Hollywood Hist-O-Rama has an unlimited audience potential . . . men . . . women . . . teenagers . . . Everyone who has ever been exposed to the glow and glitter of the silver screen will be drawn to this star-laden attraction.

Hollywood Hist-O-Rama – produced in Hollywood about the greatest names in motion picture history using the newest pictorial techniques!

Now in production for fall delivery

JAYARK FILMS CORPORATION

Reub Kaufman, President

15 East 48th St., New York 17, N.Y. MUrray Hill 8-2636

Produced by: Julieart Productions, Inc.


Storer
TELEVISION
SALES INCORPORATED

Our shingle's out!

...announcing a new television station representative, dedicated to the Storer concept of quality that has been a broadcasting byword for over thirty years. Offices in all principal advertising centers are ready to provide you with complete service for the five important Storer television stations. In your area call...

In New York/Plaza 2-7600
In Chicago/Central 6-9550
In Detroit/873-2383
In San Francisco/Yukon 1-8860
In Los Angeles/Dunkirk 9-3138
In Atlanta/875-8576

Representing:
WAGA-TV ATLANTA, WITI-TV MILWAUKEE,
WJBK-TV DETROIT, WJW-TV CLEVELAND
and WSPD-TV TOLEDO



YOU'RE ONLY
HALF-COVERED
IN NEBRASKA

IF YOU DON'T USE KOLN-TV!



This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

KOLN-TV DELIVERS THE
MAXIMUM AUDIENCE IN NEBRASKA*

Gunsmoke	74,700 homes
Red Skelton	56,700 homes
6:00 p.m. News	40,300 homes
10:00 p.m. News	58,500 homes

*November Lincoln ARB

No matter how you slice it, you'll find there are just two big, "prime-cut" television markets in Nebraska — the extreme East and Lincoln-Land.

Three top TV stations split the Eastern market three ways as they battle for viewers' attention. But Lincoln-Land is different. Here one station completely dominates this big market—that's KOLN-TV!

During prime 6 to 9 p.m. viewing time, latest Nielsen reports more than 50,200 Lincoln-Land homes tune in KOLN-TV! See how this compares with any other Nebraska station.

Avery-Knodel has the full story on KOLN-TV — the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

The Fetzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

KOLN-TV
CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives

E PLURIBUS ULLMAN



Herb (Nero) Berman orates. Says it's only money — in the bank for you. Soundsmanship, that is. For example, take "The Big Sound." You'll get 8,886 coin producing program aids, shipped each month . . . and in mint condition of course. Don't fiddle. Call Nero Berman now.

RICHARD H. ULLMAN, INC.
1271 Ave. of the Americas / N.Y. / PL 7-2197
a Division of
THE PETER FRANK ORGANIZATION, INC.
Hollywood / New York

and controlled by Mr. Wagner. It is the mutual intention of Gordon Broadcasting and Wagner Associates to expand our station groups and diversify into other interests. All properties, present and future, will come under my banner for operational supervision and national promotion, with Mr. Wagner directing combined activities.—*Sherwood R. Gordon, President, The Gordon Group, San Francisco.*

Foe of triple spots

EDITOR: . . . I think the recommendations of the Code Committee [BROADCASTING, June 12] make sense.

You are probably aware that Lou Nelson, our vice president in charge of marketing, was the first media man to campaign against triple spotting. As a matter of fact, to this day, the Wade Agency will not buy spots in a triple-spot position.—*Paul McCluer, Executive VP, Wade Adv., Los Angeles.*

Auto Jockey in profile

EDITOR: . . . In the May 1 issue we received a nice notice of the equipment we would display at the NAB convention. Regardless, nothing was said [in the May 15 post-convention issue] about the only unit which uses many different ways to provide a radio station with automation. . . . The Auto Jockey of Aitken Communications differs from other systems. . . . No tones are required because of the exclusive use of an advance head which listens for the next announment or musical selection, thus the audio itself does its own cueing.

. . . Until the Auto Jockey all systems used a fixed run in time before stopping the turn table. The Auto Jockey runs the record in until sound has been reached and then backs the record up until the needle is a half turn ahead of the sound. In short, the Auto Jockey record unit cues records just like an operator. . . . The Auto Jockey included provisions for ten magazine segments.

An important feature was the special sequence system which was controlled by or started by a clock. The Auto Jockey had on display four different makes of playback equipment . . . an Alto Fonic continuous tape player, two Ampex tape decks, two Mackenzie program repeaters, and one Seeburg record changer. — *Kenneth Aitken, Aitken Communications Inc., Taft, Calif.*

Untracking detractors

EDITOR: During the barrage of spitballs, BROADCASTING's editorial pages have displayed a statesmanship and understanding of broadcasting's role in American life that our industry leaders either don't have or are afraid to express—*Tim Elliott, President, WICE Providence, R. I.*

THE QUALITY TOUCH



Not one but 5 AMPEX VIDEOTAPE MACHINES are at your disposal in our new "Communications Center"... 3 in our studios, 2 in our 40′ custom cruiser. Using our battery of Marconi 4½″ image orthicon cameras, your tape assignments get that *quality touch.* Duplicates are made and furnished to world-wide standards, using the latest interswitch equipment. Studio or on location, it will pay you to call on WFAA-TV for that next assignment!

Ask those who use WFAA-TV... you'll want to join the growing list!



WFAA-TV DALLAS FT. WORTH CHANNEL 8 abc

Represented by Edward Petry & Co., Inc.

The Original Station Representative

TELEVISION SERVICE OF THE DALLAS MORNING NEWS

"The Big Picture, From the Big Mountain that Blankets the Big Empire!"



"FIRST IN PRIME TIME SPOT RATINGS"
March '61 ARB

KXLY-TV . . 31
STATION B . . . 19
STATION C . . . 13

The most recent ARB taken in Spokane (March) gives KXLY-TV more firsts in homes reached in the "prime time" half hour breaks from 6:30 P.M. to 10:30 P.M. Sunday through Saturday! In over-all night-time viewing (6:00 P.M. to midnight) ARB gives KXLY-TV 4,800 more homes than station "B" and 5,500 more homes than station "C"!

"ARB GIVES KXLY-TV MOST HOMES"

KXLY-TV
Spokane, Wash.
REPRESENTATIVES:
H-R Television Inc.
Seattle . . Day & Wellington
Portland . . . H. S. Jacobson

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

JUNE

June 25-29 — **National Advertising Agency Network,** annual management conference Broadmoor Hotel, Colorado Springs, Colo.

June 25-29—**American Academy of Advertising,** annual convention. U. of Washington Seattle.

June 25-29—**Advertising Assn. of the West,** annual convention. Olympic Hotel, Seattle

June 25-30 — **First Advertising Agency Group,** annual conference. Theme: "The Agency of Tomorrow." King's Inn, San Diego, Calif.

June 25-30—**Telecourse Training Institute,** American U., Washington. Guidance in Bible telecourses in six cities, with Ella Harllee as director.

June 26-27 — **Washington State Assn. of Broadcasters,** spring conference. Olympia Hotel, Seattle.

June 26-28—**National Convention on Military Electronics.** Sponsored by Professional Group on Military Electronics, IRE. Shoreham Hotel. Washington, D. C.

*June 27—**Second American Tv Commercials Festival,** awards dinner and screening of winners. Sheraton Hotel, Chicago.

JULY

July 1—**Chicago Publicity Club,** 20th anniversary celebration. J. Leonard Reinsch, Cox Stations and radio-tv advisor to President Kennedy will be principal speaker. Mayfair Room, Sheraton-Blackstone Hotel, Chicago.

July 1—**UPI Broadcasters of Pennsylvania,** annual meeting. Penn-Harris Hotel, Harrisburg.

July 6—Deadline for comments on **FCC** proposal to reserve a vhf channel in New York and Los Angeles for educational use.

*July 9-13—**National Assn. of Tv & Radio Farm Directors,** summer meeting, Washington, D. C. Speakers include Agriculture Secretary Orville L. Freeman, NAB President LeRoy Collins, FCC Chairman Newton N. Minow and Commissioner George Larrick, Food & Drug Administration.

July 9-21—**NAB Seminar,** Harvard Graduate School of Business Administration, Harvard campus, Boston.

July 10-12—**National Assn. of Television & Radio Farm Directors convention,** Shoreham Hotel, Washington, D. C.

July 10-28—Three week summer workshop on Television in Education, **U. of California at Los Angeles.**

July 16-18—**South Carolina Assn. of Broadcasters,** summer convention. Ocean Forest Hotel, Myrtle Beach. Speakers include FCC Commissioner Robert T. Bartley and Howard G. Cowgill, former chief of the FCC Broadcast Bureau.

July 24—Deadline for submission of briefs to the **FCC** in Boston ch. 5 re-evaluation. This is the proceeding to reconsider the 1957 grant to WHDH Inc., due to *ex parte* contacts made by principals of WHDH Inc. and Massachusetts Bay Telecasters Inc. The third applicant is Greater Boston Television Corp. Reply comments are due 10 days after July 24. Oral argument before the FCC *en banc* is scheduled, but no date has been set.

July 30-Aug. 5—**American Women in Radio & Television,** first mid-career seminar. Syracuse U., Syracuse, N. Y.

AUGUST

Aug. 1-4—**Advertising Age Summer Workshop on Creativity in Advertising.** Palmer House, Chicago.

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U.S. Patent Office
Copyright 1961: Broadcasting Publications Inc.

All on a beam of light!

New Bell Telephone discoveries suggest light as a future carrier of vast numbers of telephone calls, TV shows, data messages!



Bell Telephone scientists recently transmitted the human voice for the first time on a beam of "coherent" infrared light.

To do this they used their new Optical Maser—a revolutionary device which may someday make light a new medium for telephone, TV and data communications.

Here's why:

Light waves vibrate tens of millions of times faster than ordinary radio waves. Because of these high frequencies, light beams have exciting possibilities for handling enormous amounts of information.

Ordinary light waves—the kind put out by your living room lamp—move like an unruly mob. Coherent light waves move like disciplined soldiers. Theoretically they can be controlled, directed and modulated just as radio waves are now.

The possibilities are breath-taking. Light beams might be transmitted through long pipes, or could someday be just what are needed for communications in space—for example, between space ships.

Many other uses for coherent light beams are being thought of as Bell Laboratories experiments go forward. Continuing research like this requires adequate telephone company profits so that we can bring you the latest service improvements at the earliest possible time and the lowest possible cost.



Bell Laboratories scientist adjusts new Optical Maser model, first such that operates continuously. Maser uses very little power, transmits narrowest light beam ever achieved. Name stands for "Microwave Amplification by Stimulated Emission of Radiation."

BELL TELEPHONE SYSTEM

MONDAY MEMO

from JOYCE HALL, president, Hallmark Cards Inc., Kansas City.

There were no guideposts along Hallmark's road

Thoughts and memories crowded my mind as I walked down the long aisle at the Ziegfeld Theatre the night of May 15. I was particularly struck with one idea. It seemed too bad dozens of us sponsors hadn't done our jobs well enough to merit a special award long before 1961 from the National Academy of Television Arts & Sciences.

Not that I felt an honor of this kind was particularly due. I was proud, yes, and especially proud for all the people who have worked so hard on the *Hall of Fame* since its beginning 10 years ago. But I also wished there had been many contenders for such an honor, instead of merely a handful.

Back in the early 1920's when I was first confronted with a radio loudspeaker, I thought, "This is it. This is the way the world is going to be changed. Knowledge can, through this medium, at long last belong to everyone." The ensuing years have not shaken my faith in the fundamental potential of electronic communications. Their capacities for accomplishment, I believe, are limitless. But as we all know, the full potential is still unrealized.

Who's To Blame? ▪ It is not enough to point an accusing finger at the ratings, or the advertising agencies, or the networks, or the sponsors, and say, "These are to blame." The problem is much more complex than that. Yet, underlying all of it seems to be a general reluctance, among many people involved with tv, to really try hard.

The prevailing style is to take the easy way out and to accept the first superficial conclusions that come to mind after glancing over the ratings and looking at the sales figures.

If those of us involved with the *Hallmark Hall of Fame* had always followed "expert" advice, or had let ratings dictate our planning, or had been panicked by adverse criticism or the many obstacles we have had to overcome, we would have deserved all the obscurity that by now probably would have been ours. The fact is that we had to try very hard, and think hard. Many times we have had to go against the grain. But it has always been worth it, no matter how unorthodox our decisions seemed at the time.

In the early days of the *Hall of Fame*, many of these decisions were made almost on the basis of intuition alone, because the road we were taking had no guideposts.

Since before World War II, I had been convinced of the power of advertising in creating a brand preference for our greeting cards. The advent of television seemed made to order for Hallmark. Like everyone else, we began with a weekly half-hour dramatic series, but we were not content with this rigid format.

Then opportunity knocked. We sponsored Gian-Carlo Menotti's original Christmas opera for television, "Amahl and the Night Visitors," on Christmas Eve 1951. The *New Yorker* called it "A lovely and wonderful thing to see and hear." It attracted so much attention from viewers and the press that we were to present it four times, and to pioneer the use of sponsored network color with the performance of "Amahl" on Dec. 20, 1953.

The Plunge ▪ Heartened by the success of the opera, we took the big plunge. On April 26, 1953, after a lightning decision made in a cab between Radio City and Grand Central Station, we produced "Hamlet," the first two-hour network "spectacular" and the first work of Shakespeare on tv.

Our experience with "Amahl" and "Hamlet" convinced us we had found a format ideally suited to our product and our corporate aims. We decided that television time should be bought when the sponsor most needs it (which in our case is just before our major selling seasons), rather than to fit an arbitrary series of weekly segments. We also concluded that a longer-than-usual dramatic show, produced with taste and quality, dominates the evening on which it appears, increases viewer anticipation, is remembered longer, and makes real news. Last and most important, "Hamlet" and "Amahl" confirmed our feeling that American television audiences are more than able to appreciate serious presentations.

Through the ensuing years, we established four standards for our properties: they must have weight and importance; they must lend balance and diversity to the entire season. Classic plays and long-run Broadway hits frequently appear on the *Hall of Fame* because they meet these requirements.

We have also produced our share of original works. The International Hallmark Teleplay Writing Contest, which drew a total of 1,573 entries from 19 countries, plus the success of shows such as "Little Moon of Alban" and "Give Us Barabbas," indicate the great potential in the field of original tv drama.

Commercials Policy ▪ Our policy on commercials is a simple one. We have always wanted them to be as entertaining as the show itself. We have insisted that they remain quiet and dignified, in keeping with the dignity of the greeting card custom and of the plays.

The rewards of producing the *Hall of Fame* over a decade have been many. We have seen Shakespeare's "The Tempest" attract an audience of over 40 million viewers. We have enjoyed much encouragement from the critics. Our fan mail indicates that we have built a loyal and discriminating audience of the kind of people we wish to reach—the upper masses, not merely the upper classes.

We think it is better to make 25 million good impressions rather than 50 million less favorable ones. We think it is better to make good things more popular. Finally, we have also had the extraordinary satisfaction of being able to present to the people of America a kind of entertainment that was unavailable 15 years ago.

If all sponsors faced their obligations head-on, not only to their businesses but to the public, I think they would reap many gratifying rewards, and television would gain the respect and influence it deserves.



Joyce C. Hall, president of Hallmark Cards Inc., founded his business 51 years ago with a box of post-cards stored under his bed at the YMCA in Kansas City, Mo. Within a few decades, he built Hallmark Cards into the world's leading greeting card firm, with branches throughout most of the free world. At this year's National Academy of Televison Arts & Sciences awards dinner, he was hailed as an outstanding tv advertiser and received the first Emmy ever awarded to a sponsor.



"Love those home town people!"

Outside honors are nice to win . . . but when the laurel wreaths come from the home community they're all the more appreciated.

That's why WFBM-TV is especially proud of its *first prize* award for the "outstanding quality and quantity of public service presentations." This recognition came from the Community Service Council of Metropolitan Indianapolis who also singled out WFBM-TV or members of its staff for 11 other special citations.

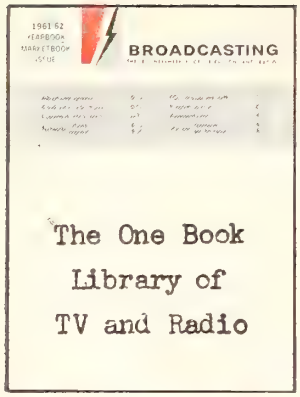
What's first with Hoosiers... is first with WFBM-TV.

CHANNEL 6 WFBM TV INDIANAPOLIS

12th Year of Leadership

Represented by the KATZ Agency

TIME-LIFE Station



THE JURY'S VERDICT

THESE TWELVE men and women, selected at random from the thousands of agency executives who make the wheels go 'round in broadcast advertising, all concur on one decision:

BROADCASTING Yearbook – whose 27th annual edition will be out September 1 – is the most essential single reference volume of its kind published anywhere. As you may read in their individual opinions, rendered below, certain key words are significantly repeated over and over – **"invaluable" . . . "most useful" . . . "great help" . . . "handy" . . .**

(Matter of fact, in a recent survey of decision-makers at the Top 50

JUROR #1



"SO MANY USEFUL FACTS"

"No other single volume, in my opinion, provides so many useful facts about the television and radio business as BROADCASTING Yearbook."

Lee Rich
Senior V.P.
in Charge of Media
& Programming
Benton & Bowles
New York

JUROR #2



"NO REFERENCE SOURCE HANDIER"

"There is no reference source I have found handier in my years in broadcasting. I always keep it in my desk and keep one at home because in a minute I get in touch with talent, packagers, network executives and other agency people I have known for a long time."

Jules Bundgus
Senior TV Supervisor
Ted Bates
New York

JUROR #5



"NOTHING LIKE BROADCASTING YEARBOOK"

"For fast, fast, fast relief when I need to know what's what or who's where in TV or radio, there's nothing like the BROADCASTING Yearbook."

Hildred Sanders
V.P. in Charge of
Radio & Television
Honig-Cooper &
Harrington
Los Angeles

JUROR #6

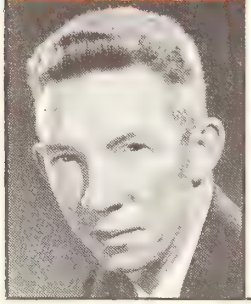


"ALWAYS WITHIN REACH"

"Over the past many years, I have come to rely on the BROADCASTING Yearbook as a source of industry information. My copy is always within reach and I constantly find the need to refer to this handy annual."

George A. Bolas
V.P., Director of
Media Activities
Tatham-Laird
Chicago

JUROR #9



"WEALTH OF DATA AND INFORMATION"

"The BROADCASTING Yearbook contains a wealth of data and information that is invaluable in conducting TV and radio business both on the network and local levels."

Harold A. Smith
V.P., Program & Merchandising Manager
Needham, Louis & Brorby
Chicago

JUROR #10



"KEEP AT HAND THROUGHOUT YEAR"

"We at BBDO find the BROADCASTING Yearbook an invaluable reference which we keep at hand throughout the year. By listing the facilities and other pertinent data for every radio and television station in every market it is helpful in our day-to-day buying activities."

Herb Maneloveg
V.P. & Media Director
Batten, Barton,
Durstine & Osborn
New York

PACKED (as usual) WITH MORE FACTS THAN ANY OTHER SOURCE BOOK

• Complete directory of all U.S. television and radio stations. • Lists of station and network personnel; ownership and facilities information. • Broadcast regulations, code. • Facts, figures, history of the broadcasting business. • Directory of TV-radio agencies, suppliers, services, trade associations, professional societies, allied organizations. • Data on Canadian, Mexican and Caribbean broadcasters, foreign language stations within the U.S. • "The Dimensions of Broadcasting"– key facts about television and radio.

AND hundreds of other reference sections covering virtually every up-to-date aspect of the broadcasting business – all assembled in a single definitive volume to answer thousands of basic questions for thousands of agency, advertiser and station users. In all, more than 600 pages crammed with current information! It's the ideal place to present your own facts, amplifying those which broadcasting's business people will be checking, month after month, in the 1962 BROADCASTING Yearbook.

IS UNANIMOUS...

gencies – where nearly 1½ billion dollars of TV and radio business is ransacted annually – BROADCASTING Yearbook is adjudged **first choice by more than 2-to-1** over the next-best reference yearbook of broadcast media facts! And **by 3½-to-1** over the No. 3 annual!)

BROADCASTING Yearbook for 1961-62 will again offer the most comprehensive round-up of information on today's broadcast media available anywhere. Like previous editions, it will enjoy a full and useful life in offices of agencies and advertisers throughout the nation . . . ending up dog-eared and thumbmarked 12 months later when next year's volume appears.

JUROR #3



"YEARBOOK OF GREAT HELP"

"BROADCASTING Yearbook is of great help in getting basic information about stations and other pertinent information regarding the overall broadcast field."

Edward Fitzgerald
Media Director
J. Walter Thompson
Chicago

JUROR #4



"EFFECTIVE COMBINATION"

"The week's news in BROADCASTING, the year's facts in the BROADCASTING Yearbook, together make an effective combination for keeping abreast with radio and TV developments throughout the nation..."

George W. Allen
Manager,
Hollywood Office
Guild, Bascom &
Bonfigli

JUROR #7



"GREAT USE IN UNCOVERING INFORMATION"

"I find the BROADCASTING Yearbook of great use in uncovering information about stations and their personnel, rate structure, and coverage potential."

Philip Archer
Media Supervisor
Knox-Reeves
Advertising
Minneapolis

JUROR #8



"INVALUABLE REFERENCE SERVICE"

"I find the BROADCASTING Yearbook an invaluable reference service in our business."

Arthur S. Pardoll
Associate
Media Director
Foote, Cone & Belding
New York

JUROR #11



"PERMANENT PART OF BUSINESS LIBRARY"

"I find the BROADCASTING Yearbook most useful in checking important station information. As a reference volume, it is a permanent part of my business library."

Harry K. Renfro
V.P. and Manager of
Radio & Media Dept.
D'Arcy Advertising
St. Louis

JUROR #12



"INDEED A VALUABLE REFERENCE TOOL"

"The BROADCASTING Yearbook furnishes vital information regarding stations as well as all aspects of the broadcast field. It is indeed a valuable reference tool."

Genevieve Lemper
Chief Broadcast
Buyer
Foote, Cone & Belding
Chicago

FOR CONTINUOUS PERFORMANCE and maximum exposure among the people who really count in TV-radio advertising, you can't find a better place than BROADCASTING Yearbook to tell your own story. This year's edition will be made even handier to use with special insert dividers between sections, tabbed for swifter reference.

Same rates, same page size, same space units prevail as for regular issues of BROADCASTING. **Guaranteed circulation:** 18,000 copies. **Final deadline for plates:** July 24. NOW is the time for action. Reserve the position you want — **TODAY** — before somebody else gets it!

BROADCASTING YEARBOOK

1735 DeSales Street, N.W., Washington 6, D. C.

New York—Chicago—Hollywood

AUDIENCE



GET 'EM WITH BOTH BARRELS ON W-I-T-H

BIGGEST AUDIENCE W-I-T-H hammers home your sales message to more people than any other radio station in Metropolitan Baltimore. That's a flat fact and the proof is in the chart below (Hooper, January through March, 1961, total rated time periods).

MOST MERCHANDISING In-store promotion with a healthy kick: CCA plus feature displays and bargain bars in chain stores, drug stores, hardware stores. Buy W-I-T-H, the station that knows what a commercial is *for!*

W-I-T-H	Station A	Station B	Station C	Station D	Station E	Station F	Station G	Station H	Station I
21.5	17.1	13.9	13.8	12.9	6.3	5.0	5.0	2.7	2.5

RADIO **WITH** PERSONALITY Baltimore

Tom Tinsley, President; R. C. Embry, Vice President; NATIONAL REPRESENTATIVES: SELECT STATION REPRESENTATIVES in New York, Baltimore, Washington and Philadelphia; ADAM YOUNG in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; JAMES S. AYERS in the South and Southwest.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
June 26, 1961 Vol. 60, No. 26

CREATORS TURN ON THE CREATED

■ Writers, producers blast contemporary television fare

■ They tell FCC work's easy, money's good, product's lousy

■ One widely-supported cure: FCC licensing of networks

Television programming was denounced, dissected and pronounced dead last week by some of the biggest, best-paid creative names it ever produced.

But the same critics also offered a wide range of restorative prescriptions that displayed the scope of their creative talents. The recommendations ranged from the creation of a complex of non-profit super-programmers to a system in which local-station program heads would be licensed like "barbers and dog-catchers."

The scene was an FCC hearing room in New York. The cast consisted largely of writers, plus a scattering of producers and performers. The story line traced the demise of creative programming, and in an inquest atmosphere the stars moved one after another to the witness chair to identify the body and testify as to the cause of death. The audience agreed that although nothing very new was said on this point, the lines were never better.



Robert Saudek proposes nine FCC-licensed program "authorities," one for each part of the broadcast day.

FCC counsel, clearly sympathetic, was told that although television started out with all the promise of a "golden age," it has been turned instead into "an artistic dead-end" from which virtually all "creative" writing talents have fled for want of opportunity to do anything creative.

Witnesses testified in succession that programs using original drama have all disappeared from the air, that programs today must be written to stereotyped specifications designed to attract mass audiences and offend nobody, that production in many cases today is handled by "sausage factories."

Good Pay ▪ But they acknowledged that although the work is frustrating, the pay is good. Said one: "Never in history have writers been paid so much for writing so badly."

In pinning the blame, the witnesses cited advertisers and agencies, program ratings, networks and talent agents as major culprits, and in some cases they also appeared to implicate elements of government, local broadcasters, and network salesmen who aren't more adept at selling "quality" programming.

In prescribing corrective measures, they offered recommendations reflecting a full play of imagination.

Among the suggestions was one advanced by producer Robert Saudek for the establishment of nine program "authorities"—one for each segment of the day at each of the three tv networks—which would be composed of people experienced in assembling talent and interested in good programming, which would be licensed by the FCC, would operate on a non-profit basis and would decide what should be programmed within the day-parts over which they had charge.

New York U. professor Robert Gessner would make local stations more directly responsible, would virtually eliminate networks as they are known, but would set up "district distributorships" where stations could preview and select the programs they want.

Producer Worthington Miner included among his suggestions the possibility of forming public corporations to produce "worth-while" programs.

Other suggestions offered as at least partial solutions included banning advertisers and agencies from any role in programming beyond saying what time block their commercials should appear in; getting sponsors to devote at least one program per season to a serious subject; investigating talent agents and their "strangle-hold on programming," licensing networks and easing their "death grip on programming," forbidding station ownership by legislators, government officials and newspapers; testing and licensing the program chiefs at local stations, and re-running "quality" shows to help amortize their cost as well as give them wider exposure.



David Susskind suggests, among other things, that the networks be placed under jurisdiction of the FCC.

Hearing Continues ▪ The hearing is part of the FCC's overall program inquiry, now more than two years old, and it is slated to continue in New York this week until approximately 30 witnesses scheduled to give testimony at this session have been heard. Twelve had testified by last Thursday night, the

end of the third day.

The hearing is being conducted before FCC Examiner James D. Cunningham, with Ashbrook P. Bryant and James Tierney as FCC counsel. Kenneth A. Cox, chief of the commission's Broadcast Bureau, was on hand for the opening session and noted that the overall investigation already has led to several FCC actions including its request for congressional authority to regulate networks and its proposed revision of broadcast application forms. Mr. Cox said the networks, who testified early in the investigation, would be called again "after we have had an opportunity to review and analyze the entire record."

A running account of last week's sessions follows (for Friday testimony see AT DEADLINE).

Artistic Dead-End ▪ Erik Barnouw, a Columbia U. professor with 30 years' background in television and radio writing, testified Tuesday morning that tv, which a few years ago promised to be a "golden age" for writers, has become "an artistic dead-end" instead. He said he could not remember a time in the past quarter-century when writers were as "bitter" and "disillusioned" as they are about their prospects in television today.

He said *U. S. Steel Hour*, for which he writes occasionally, is the only major program left that is open to creative writing—and that even it uses writers "on assignment." Instead of asking writers to "write a play," he said, television today tells them to write a vehicle for a particular actor in a particular type of situation.

He ventured that television could not develop another Paddy Chayefsky, one of the foremost writers of the so-called Golden Age, "unless he wanted to write for *Surfside Seven* (sic)."

Mr. Barnouw, who started in broadcasting as a writer with Erwin, Wasey & Co. and Compton Adv. in 1931-37, called for a system of programming and sponsorship in which the networks would hold control and the sponsor would have say-so only to specify the time block—8-11 p.m., for example—in which his commercial messages should appear.

He said "the real question" is whether tv programming should be "a by-product of advertising," and added: "I say we can't allow it."



Waiting to testify at the hearing in New York are professional tv writers (l. to r.) David Davidson, national chairman, Writers Guild of America; Ernest Kinoy, Writers Guild of America-East, and Pulitzer winner Tad Mosel.

Like English System ▪ Mr. Barnouw noted that the hands-off approach for advertisers was similar to the British system, but suggested that an equally good analogy might be found closer to home in the networks' handling of news and public affairs programs. Television journalism, which guards against advertiser influence, "continues to acquit itself with honor and distinction," he asserted.

Drama deals with "issues and ideas" just as news reporting does, he said in opposing advertiser and agency influence in this area. This influence, he said, is exercised both in the selection (or rejection) of subjects to be dealt with and in the development of action, lines and characterizations after the subject has been picked. "It is generally true that the television writer has very little control over the final form of his work," he declared.

This is true, he said, because in prime-time television today very few periods remain unsold, big shows are opposite big shows, the competition between advertisers is intense, and sponsors naturally want programs that will reach maximum audience. Even in network radio's most popular years head-to-head competition was less extensive and a number of programs, sustainers as well as commercial, offered opportunities for creative writing and also gave "balance" to the schedule, he recalled. But in television today, he said, the sponsor is less interested in "opening the eyes of the audience to the world around us" than in "providing a setting for a commercial."

Much for Little ▪ David Davidson, national chairman of the Writers Guild of America, a writer for 33 years and in television since 1950, said that "never in history have writers been paid so much for writing so badly."

There is "not one going market (in television) to which a writer can send an original play," he asserted.

One of the influences that "killed original drama," he said, was "sponsors' fear of an unknown quantity." He related his experience with a play about a government man: He said an ABC executive suggested the play and that after he finished it the sponsor, Elgin, paid for it but did not present it for fear of offending segments of the audience; that U. S. Steel also turned it down; that Alcoa eventually sponsored it—and that, instead of arousing objections, it produced requests from 23 companies, one government agency and a House committee, all of which wanted copies for various uses of their own.

Mr. Davidson assailed "assembly line" production in which dozens or scores of individuals must be consulted before a script is finally approved. He said major production firms like Revue, Ziv-UA, Four Star and Desilu are referred to as "sausage factories" and that in Hollywood the preferred practice for tv writers is to prepare a script, turn it in, "and get lost."

If the market for creative writing changes, he said, "it will have to be for the better, because it can't get worse."

Sitting Out Contract ▪ But the pay, he said, brings few complaints. He added that he has been sitting out a CBS contract and getting paid for doing nothing because CBS had nothing for him to do, and in addition has been "hiding out under another name in daytime television." By this, he said later, he meant he was writing television soap operas under a pseudonym.

Daytime television is the last tv market for creative writing, he said, and the pay is "lovely": "You can make $1,000 a week before lunch time."

As an example of the decline in creative-writing opportunities in television Mr. Davidson said that although membership in the Writers Guild is open to any writer who has placed one script,



FCC Examiner James D. Cunningham was in charge of the hearing at which some 30 tv writers will appear.

the number of members has become "stabilized" at about 3,000, of whom about 1,500 do virtually all the writing that is done for tv.

Like Playwright ▪ Ernest Kinoy, president of the Writers Guild of America-East, said that in the so-called "golden days" of tv, the writer's position was akin to that of the writer creating for Broadway.

"The author was considered the man who did the work and continued with it in a relatively respected position right on through rehearsals," Mr. Kinoy said. "His opinion was listened to with varying degrees of respect."

But even in those days, Mr. Kinoy added, it was his understanding that before a producer could accept a script, he had to get approval from the sponsor. The author had no direct contact with the sponsor.

Mr. Kinoy, who was an NBC staff writer for 12 years, said he could recall a number of times when producers battled with sponsors over script changes. He said he once did a play about an old-age home that was turned down by the *Alcoa-Goodyear Playhouse* because the sponsors felt that "old people are not box office."

On another occasion, Mr. Kinoy said he was asked to change a Negro character into a Mexican one because the sponsor thought this would make the play less controversial. Mr. Kinoy refused to make the change, but another writer made it and the program went on in altered form over his protests. Mr. Kinoy said he did not remember the sponsor of the program which was televised on CBS.

Some Limits Reasonable ▪ "Certain limitations" due to the nature of the medium and the possible effect it might have on young audiences are "reasonable," he said, but there is "extreme reluctance" by agencies and sponsors to handle plays which reflect unpopular or minority political opinion or social relations between people. Consequently, he said, the author's "range of social comment is limited."

Nowadays tv drama is "locked into handcuff formulas," Mr. Kinoy added. He told of being asked by Revue Productions in Hollywood to write for a tv series called *The Breakdown*. He said the two protagonists of the series were recognizable to any watchers of tv action-adventure dramas. They were dashing, drove sports cars and were fair game for beautiful women. "The difference was that these fellows were psychiatrists," he explained. He said he was told that each week's episode would deal with mental cases including "nymphomaniacs" and others exhibiting "extreme and bizarre hallucinatory behavior."

Mr. Kinoy said he felt that the idea was "appalling" and told the producer he would have nothing to with it, but that he understood that another writer took on the assignment.

Doubts etv Will Help ▪ When asked if he thought the development of educational tv might offer new opportunities to writers of original dramas, Mr. Kinoy said he doubted it. "A drama is an extremely expensive thing, and educational tv rarely can afford it," he explained.

Mr. Kinoy was followed to the witness stand by Tad Mosel, whose stage play *All the Way Home* won this year's Pulitzer Prize for drama. Mr. Mosel said that when he first started writing for tv in 1953, an author "could afford to fail because there was always next week. The picture has changed now," he said. "New writers can't find a place, and original work is not asked for."

The trouble, he continued, "is that everybody started trying to make tv look like movies."

When asked about limitations placed on his writing Mr. Mosel recalled that once he was asked to change a line in a script that had a woman character quoting from the Bible and giving her interpretation of the quote. According to Mr. Mosel, the sponsor didn't like the line and wanted to know "who was I to interpret the Bible."

Mr. Mosel commented that tv runs in cycles as much as any other medium, and speculated that people will "get just as sick of violence" as they did of panel, quiz and other once-popular show-types.

Ratings Blamed ▪ Robert Gessner, professor of tv, motion pictures and radio at New York U., blamed many of tv's ills on the rating system.

"The specter that is haunting commercial tv through every executive corridor and studio is the dictatorship of the ratings; the numbers monster feared by producers, performers and writers, but worshipped by account executives, network officers and sponsors," he declared.



The study staff which opened the network program hearing by the FCC in New York included (l. to r.) Ashbrook Bryant, Jim Tierney and Kenneth Cox. The hearing was held in the U.S. District Court Building in Foley Square.

Professor Gessner said the tv industry isn't going to reform itself into taking less profit, and doubted that congressmen who own stock or partnerships in their local stations will pass laws for more responsible programming. The educator also said that it would be naive to expect sponsors, agencies and networks "to self-regulate their profits."

Calling for a "drastic alteration" in the current programming setup, Professor Gessner discounted such variously proposed solutions as a fourth network ("It wouldn't do any more than cut the cake into small slices), pay tv ("it's far off"), or FCC Chairman Newton Minow's hope to increase local license responsibility through local hear-

ings on license renewal ("it won't work if the licensee can claim he's not responsible for programming, if his prime time is preempted by network").

Held Responsible ▪ Instead Mr. Gessner said, the solution is to hold the licensee "solely responsible for his own stewardship of the license."

Mr. Gessner said this solution would all but eliminate network programming as now known. In its place he proposed that there be "district distributors (similar to film exchanges), where local staffs may preview, or programs can be previewed over the long lines, or booked from catalogues." He claimed that this wouldn't present unmanageable problems because "95% of tv comes out of cans," and no legislation is needed.

Professor Gessner cited four basic fallacies of present-day tv dramas: "that force solves problems," "that violence is heroic," "that the good man always wins over the bad man," and that "sex means love."

He concluded his prepared statement by declaring that "tv should not be a public trust for private profit."

In later testimony, Professor Gessner disagreed with Mr. Mosel's theory that violence will eventually run its course on tv. There will always be an audience, youngsters mostly, who have not seen the original action-adventure programs and re-runs would present fresh violence to them, he said.

On Wednesday proceedings opened with Mr. Bryant reading a statement prepared by August Hecksher, president of the Twentieth Century Fund. Mr. Hecksher decried the lowering of cultural standards on television, and claimed that "third-rate and fourth-rate programs" have supplanted cultural shows, largely because the advertisers control television programming. He urged that standards be raised and added: "It is too easy to say that they (broadcasters) are giving the public what it wants."

Susskind Castigates ▪ The first witness Wednesday was David Susskind, executive vice president of Talent Assoc.-Paramount Ltd. He remained on the stand for four hours and, during this interval, castigated networks, advertising agencies, sponsors and talent agencies for contributing to what he called "the nadir of television in 1960-61."

At the outset, Mr. Susskind related, television operated in a "wonderful, artistic climate—it was daring, exciting experimental." He placed tv's "golden years" from 1949-54, explaining that during this period the networks presented an "infinitely more balanced and diversified diet" than today.

"But if we think this year marks the nadir of television, look at next year's schedule," he added. "It will make this year look like the golden age of tv. I tremble for next year as a viewer, as a father and as a practitioner in the industry. Public affairs programs constitute the only bright spot for next year.

"How did this happen?" Mr. Bryant asked.



Eric Barnouw suggests that networks control the programs and sponsors only specify the time block.

Mr. Susskind replied there were various considerations, but indicated that the television networks were largely to blame. He insisted that the networks have "a death grip on programming."

Sells Head Men ▪ "Now you must sell the three head men—and their minions—at the networks," Mr. Susskind testified. "In the past, you could sell programs to the agencies and advertisers."

Mr. Susskind, voluble and articulate, reeled off other reasons for what he called "the demise" of so-called quality programs on tv: the "mad race" for ratings that has "subverted" the medium; the "copy-cat" practices of networks that have resulted in "miserable imitations"; the spiralling costs of production, which have led advertisers to "pursue the biggest audiences irrespective of the quality of these audiences"; the rise of ABC-TV, which he said "trail-blazed the westerns, the 'private eyes' and the violent shows" in order to gain acceptance at stations throughout the country, and talent agencies, which seek "astronomical" fees for performers with "marquee value that the advertisers seem to want." (He drew a roar from the crowd when he quipped: "If you could get Marilyn Monroe just to sign for a show reading from the telephone book, that would be a tv spectacular.")

Mr. Susskind insisted that today sponsors do not want programs that are "too real and too mature" because they think these shows are 'downbeat.'" He reported that one agency executive had turned down a Talent Assoc.'s project with this explanation: "I want a happy show with happy people with happy problems."

Asks Examples ▪ Mr. Bryant asked him for specific shows on which he had encountered interference from the networks, advertisers and the agencies. Mr. Susskind mentioned several.

He dwelt at length on an Art Carney special dramatic show, *Call Me Back*, that Campbell-Ewald, Detroit, had bought on behalf of General Motors. The agency, Mr. Susskind said, objected to the program after reading the script and gave him this explanation: "We can't do this. The main character is a drunk; he's separated from his wife; he hasn't seen his children lately, and he takes sleeping pills." This program eventually went on the air, Mr. Susskind added, after he received permission from the agency and the advertiser to sell it to NBC-TV which obtained the Purex Corp. as a sponsor.

Mr. Susskind appeared aggrieved when he discussed his relationship with E. I. du Pont de Nemours & Co., which had sponsored the *Du Pont Show of the Month* for four years, of which Talent Assoc. was the producers. He acknowledged that on the whole, du Pont had been an "enlightened" advertiser but in the past year had urged him to produce "happier programs."

Another incident cited by Mr. Susskind dealt with a proposal he made to the General Electric Co. and its agency, BBDO, to place on television next fall a half-hour program presenting a repertory company of six performers each Sunday night. This program was suggested as a substitute for *General Electric Theatre*. Mr. Susskind reported that both BBDO and General Electric regarded the project favorably but said the reply from CBS-TV was: "No. We'll be fighting *Bonanza* on NBC-TV and *Bus Stop* on ABC-TV. We're going to need something with more action to fight the opposition." Under questioning, Mr. Susskind said he had discussed his repertory theater program with three executives at CBS-TV and identified them as James T. Aubrey, president; Oscar Katz, vice president in charge of network programming and Michael Dann, vice president, network programs, New York.

Specials 'A Bother' ▪ He recounted other "problems" with CBS-TV and other networks. He claimed that al-

"Charlotte's WSOC-TV... makes a real contributution to sales results" – Dick Jones



"We've found that WSOC-TV takes a sincere interest in the advertiser. This desire to assure the success of our advertising has made a real contribution to sales results for Strietmann products in the Charlotte market."

DICK JONES, Vice Pres.
Ralph H. Jones Company
Cincinnati

No lip service at WSOC-TV. Advertisers have learned that schedules on WSOC-TV receive the genuine interest of the station's staff. Active interest—the kind that helps promote products and contributes to sales successes. Here in America's 19th largest tv market, for the best of NBC and ABC, plus top local and regional service, Carolina viewers depend on WSOC-TV. One of the great area stations of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by **H-R**

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though Talent Assoc.'s *Family Classics* program, carried on CBS-TV this past winter, had won sponsor renewal from Breck Shampoo, the network declined to telecast it again in the fall. NBC-TV and ABC-TV also refused to carry it. Mr. Susskind said all three networks felt "the ratings weren't high enough and special programs are too much of a bother." Mr. Susskind also claimed that the *Way Out* program, carried on CBS-TV this spring and continuing through the summer, is packaged and produced by Talent Assoc.

"But in order to get it on the air, I had to give CBS-TV 50% ownership in it," Mr. Susskind testified.

He pointed out that he has been trying to place a new project on the air—a 26-hour-long historical program series featuring former President Harry S. Truman—and has been turned down by each of the three networks. Mr. Susskind added: "This show will go on the air, even if we have to sell it on a station by station basis."

Among the suggestions made by Mr. Susskind to improve tv programming were the following: suspend the licenses of stations which are not operating in the public interest; place the networks under the jurisdiction of the FCC; license the program heads of stations as "barbers and dog-catchers" are licensed, and give tests to determine their fitness; underwrite a scientific test of the rating services; ban legislators and government executives from owning radio and tv stations; prohibit newspapers from owning radio or tv stations and encourage the development of pay television and educational tv.

Tv Losing Writers ▪ Worthington (Tony) Miner, veteran tv producer, who served most recently as executive producer of *The Play of the Week*, estimated that "95% of the 'creative' writers, directors and producers are no longer in television." He placed the blame largely on advertising agencies, which, he said, started to exert more control over programming about 1954. This, Mr. Miner claimed, sounded "the death knell" for live dramatic production.

He was asked whether there is "diversity" and "balance" on network schedules today and replied: "There is none." The trend toward Hollywood film serials, Mr. Miner indicated, created "an imbalance."

He suggested that industry and the FCC explore "the stranglehold" of talent agencies on programming; the possibility of setting up corporations supported by the public that would produce "worthwhile" programs (not pay tv) and repeat showings of live-tape dramatic programs to amortize their costs.

Networks Blamed ▪ Paddy Chayefsky, a former television writer, blamed the networks for the "disappearance" of "quality" drama. He claimed that the networks pursue the "wrong" course for profit and called it "immoral." He commented: "We are talking about well-educated, responsible adults in this case. Yet, how can we look askance at kids who 'shave' points in a basketball game?"

George Jessel, a star entertainer for more than 30 years, on Thursday regaled the hearing with anecdotes, witticisms, and what he called "prepared material." When he wasn't entertaining the hearing room, Mr. Jessel was castigating the rating system and advertising. He charged that "ratings are the sole determining factor in program schedules," and that they are "grossly inaccurate" because they operate by "making a few phone calls vaguely around the country and they multiply that by 40 million."

The performer pictured advertising as the culprit behind the ratings. "In all my dealings with advertising, I never once heard the public mentioned," he said. "I've heard advertising people say this is what we want for the client, or this is what the client wants, but never a word about what the public wants."

Saudek's Responsibility ▪ The next witness was producer Robert Saudek, president of Robert Saudek Assoc., whose sober-toned testimony was in direct contrast to Mr. Jessel's spirited language. In reviewing his tv experience, he estimated that of 250,000 hours of programming carried on the networks in the 13 years of tv, he was responsible for 250 program hours in nine years, or one one-thousandth of network programming.

Mr. Saudek contended there was "never a so-called golden age of tv." He said that if "today's tv is projected into the future it would represent a betrayal of its own birthright." He charged that "the networks haven't discovered the meaning of public interest in 13 years."

He proposed that the networks be licensed by FCC as program distributors only. He said this would offer no more threat to free enterprise than a driving license. "It would just caution drivers not to drive recklessly."

Nine Authorities ▪ Mr. Saudek also proposed that the network program schedule be divided into three distinct segments—morning, afternoon and evening—and nine separate, non-profit authorities, licensed by the FCC, be set up to administer programming. These authorities would be responsible for all program decisions. He explained later that the nine authorities would consist of one for each of the three time segments at each of the three networks.

Mr. Saudek told BROADCASTING that by authority he did not mean a single person, but rather groups or organizations. He feels they should consist of "people who are used to bringing together and working with great talents," and people who are interested in and devoted to good programming. As examples of this kind of person he cited Brooks Atkinson, columnist for the *New York Times*, Walter Kerr, drama critic for the *New York Herald Tribune*, Broadway producer George Abbott and the head of the N. Y. Philharmonic Society, David M. Keiser. Mr. Saudek said that these people would apply for a license from the FCC "just as any broadcasting applicant does today." He stressed that they would operate on a non-profit basis. Under his setup, he said, "every one would make a profit except the ones where we have our conflict now—the people making the programming decisions."

The producer said that enactment of his proposals would "eliminate the conflict between public interest and profit," would give nine authorities responsibility for programming decisions instead of the current three networks, and that because of this there would be nine buyers of programming material.

In today's tv, business takes precedence over everything else, he charged.

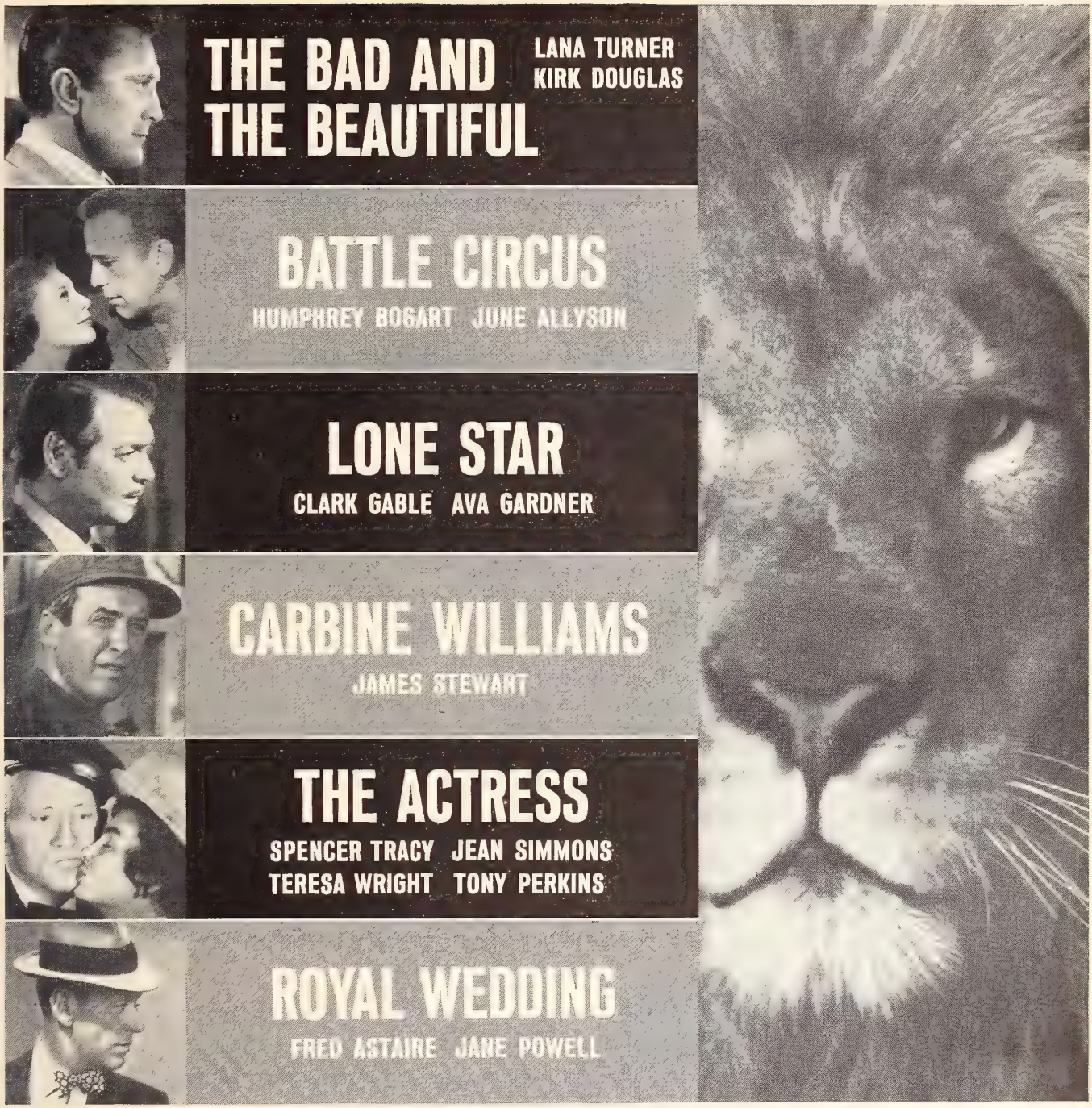
Through Mr. Saudek, FCC counsel introduced an exhibit showing how *Omnibus* time on the air had dwindled from 39 hours a year when the Ford Foundation was producing it, to about 28½ in 1957-58, its first year without Ford support, on down to 7 hours last year and the probability of zero in 1961-62.

Mr. Bryant also submitted data on *Omnibus* ratings, showing that 3% of the programs had Nielsen ratings above 30, 13% were above 25, 29% above 22, 43% above 20 and 58% above 18. After eliciting from Mr. Saudek an estimate that *Omnibus* probably had fewer than 10 million viewers, Mr. Bryant made the point that failure to present

Fraught with errors

In commenting on Mr. Susskind's testimony, James P. Aubrey, president of CBS-TV said: "Mr. Susskind's statements in regard to his relationship with CBS were fraught with errors and distortions." Mr. Aubrey added that he hoped he'd be given an opportunity to "set the record straight" when the FCC holds the next phase of its hearings.

NBC and ABC both said they had "no comment" to make on Mr. Susskind's testimony.



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the show during the coming season will mean "there are at least 10 million people who will not be served by this type of program this year."

Criticizes Ratings ▪ Under questioning by Examiner Cunningham, Mr. Saudek stressed that in his view—which he said is also the view of many others in television—ratings are "inadequate" and misused and that the philosophy of "giving the people what they want," as currently applied, is full of holes.

He called it "appalling" that some 1,400 homes should be deemed to represent the viewing habits of 46 million, as in the Nielsen rating sample. "I'm not a statistician," he said. "I simply don't believe it."

He thought the ratings might be reasonably accurate in the case of high-audience programs—those with a rating around 40, say—but felt that as the rating becomes smaller, its validity diminishes, too.

Mr. Saudek thought it "A rather juvenile way to go about programming" when people can decide the fate of a program merely by watching its ratings, rather than by watching the show itself.

If it is true that what the public wants should govern what it gets, Mr. Saudek said, then in the case of children it would be necessary to close all the schools in the country. Giving them what they want, rather than trying to help them, is contrary to some of society's basic institutions, he asserted.

Mrs. Mildred Freed Alberg, president of Milberg Enterprises Inc., New York, tv program production company, deplored the television fare offered today and said: "I look at the tv schedules each night and often there is nothing I can watch. I'm sure there must be millions of people like me."

Ratings a Crutch ▪ Mrs. Alberg, who has been executive producer for such dramatic programs as the *Hallmark Hall of Fame* and *Our American Heritage*, believes that too many program sellers use ratings as "a crutch" and prefer to make the "easy sale" by offering serials and other programs that garner high ratings.

Mrs. Alberg had a suggestion for getting more "quality" programs on tv. It was that each advertiser permit one program out of a total of 26 or 29 shows he sponsors during the year to be devoted to" one important cause or serious problem in the world today." She estimated that approximately 40 hours of programming could result from such a project and added: "and no one sponsor would take all the risk."

Gore Vidal, a tv stage and playwright, testified that "advertisers and agencies must stay out of tv programming." He characterized them as "timid, fearful people." Mr. Vidal said there was "some balance and some diversity" in television five or six years ago but claimed there was "absolutely none today."

Costs Mounting ▪ Robert Alan Aurthur, a tv writer and producer, echoed the views of other writers when he said there was "more freedom" in bygone years than today. He attributed the decline in the number of live dramatic programs substantially to increased costs, pointing out that as late as 1956, *Philco-Goodyear Theatre* was budgeted at about $34,000 weekly. Four years later, he said, the cost of a similar show, *Producers' Sunday Showcase*, was reported to be about $100,000 per week.

In speaking of the current era in tv, Mr. Aurthur said, "I guess you would call it the stone age." In part he blamed Robert L. Stone, NBC vice president and general manager, and a former vice president of ABC, for the current low state of tv drama on the network.

ABC Concepts ▪ "Mr. Stone," he said, "came over to NBC and brought ABC concepts with him." He defined "ABC concepts" as "don't spend any more money than there's a chance to get a return on." Mr. Authur recounted that in the time he was a producer of NBC-TV's *Producer's Showcase*, he was constantly told " 'Mr. Stone says no,' " everytime he wanted to do something that cost money or was of an experimental nature.

The witness, however, had lavish praise for another NBC vice president, David Levy, who's in charge of tv network programs and talent. Mr. Levy always gave him complete creative freedom, Mr. Aurthur said.

Also coming in for great praise from Mr. Aurthur were Hubbell Robinson, president of Hubbell Robinson Productions and formerly in charge of tv programming at CBS, and also Sylvester (Pat) Weaver, chairman and general manager of McCann-Erickson Corp. International and a former chairman of NBC. When these men were in charge of network programming, Mr. Aurthur said, creative people weren't afraid to try experimental things. "The support and money was there," he declared.

BROADCAST ADVERTISING

ABC-TV BACK IN SPOT SALES

New rep firm will handle spot business for five ABC-TV owned television stations

ABC-TV is coming back to the station spot sales business.

The move—formation of the new ABC-TV National Station Sales Inc.—should do two immediate things for the network:

1. Place it on an equal (that is in the number of stations) footing with CBS-TV and NBC-TV in station representation.

2. Permit it to "sell" those markets in which the network owns stations.

The new firm will represent ABC-TV's five owned and operated stations—WABC-TV New York, WBKB (TV) Chicago KGO-TV San Francisco, KABC-TV Los Angeles and WXYZ-TV Detroit—previously repped by either Blair-Tv or The Katz Agency.

Both CBS-TV and NBC-TV have been slimming down the list of stations represented by their spot sales units (BROADCASTING, May 29), a procedure that will place ABC-TV on an equal level. An FCC order requires the networks to stop representing tv affiliates in the national spot advertising field unless they own the stations.

Former Firm ▪ The former station rep firm owned by ABC was called ABC Spot Sales. It voluntarily closed in 1952.

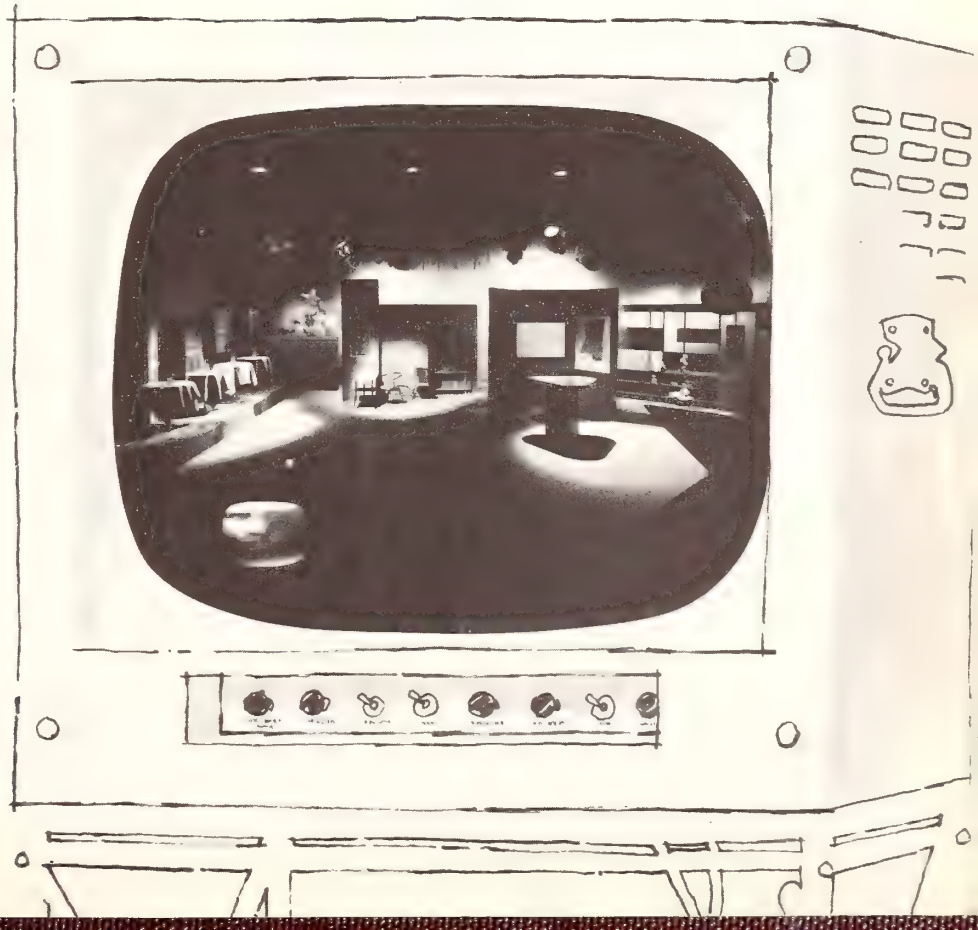
The new ABC sales arm which will come under the owned and operated wing of the company already has designated its top executives: Theodore F. Shaker as vice president and general manager, Edwin T. Jameson as general sales manager, and D. Thomas Miller as central division manager (see WEEKS HEADLINERS, page 10). Still other appointments will be made.

Simon B. Siegel, financial vice president of American Broadcasting-Paramount Theatres Inc. and also vice president and treasurer of ABC, announced the new firm's formation, and attributed the move to various reasons but chiefly to two things:

"The increasing importance of the ABC-TV Network" in those markets in which ABC-TV owns stations and in the expected improved competitive edge, the stations will have as the result of support from their own spot sales arm.

Mr. Siegel pointed up ABC's former relationship with Blair-Tv and The Katz Agency as "happy and fruitful".

When
it comes to
true importance
in a
women's show...
who's in the picture?



All these

important people

help make

MIDDAY on WDSU-TV

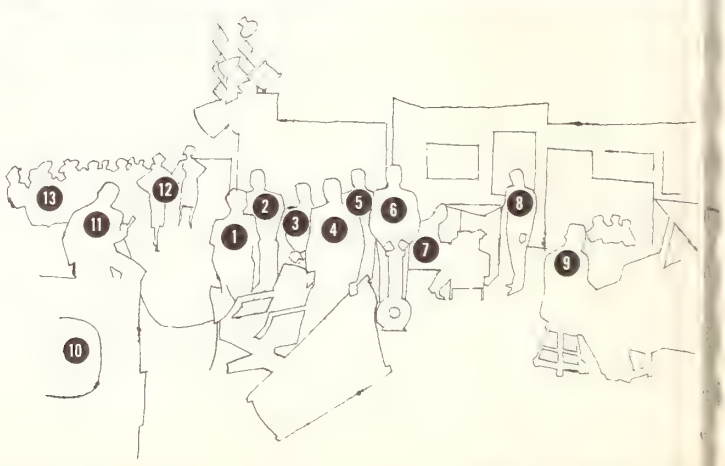
important to women

—and the women of

New Orleans make MIDDAY

important to you.







1. Terry Flettrich, WDSU-TV Woman's Editor, plans, coordinates, emcees and pulls together the MIDDAY show.
2. One of Louisiana's Congressmen frequently reports during the MIDDAY program on Washington matters affecting New Orleans.
3. James Barr, Better Business Bureau chief, warns women against the wiles of con artists and other skullduggery.
4. The Hon. deLesseps S. Morrison, Mayor, makes MIDDAY his weekly program for reporting to the women of New Orleans.
5. A doctor member of the Orleans Parish Medical Society brings women up to date on matters medical.
6. WDSU-TV's Nash Roberts, New Orleans' favorite weatherman, reports daily—via live remote from his weather laboratory.
7. Reviews of books, theatre and concert attractions are given daily. Here Al Shea prepares to discuss a Little Theatre program.
8. Alec Gifford, authoritative newscaster, starts off each program with important national, world and local news.
9. Pete Laudeman's quick fingers at the piano provide musical mood, punctuation and emphasis throughout MIDDAY.
10. Specials range far afield, even to Russia. Terry's recent trip was an important and fascinating television document.
11. Wayne Mack, the clever supporting personality on MIDDAY, works with wit and charm to elicit enthusiastic participation.
12. Fashion segments feature models and merchandise provided by New Orleans stores.
13. A loyal audience—generally less than 20 in the studio, generally more than 40,000 at home—makes MIDDAY one of the very few local live shows anywhere to compete successfully with network shows for audience ratings.

This mark tells you a product is made of modern, dependable Steel.



How cold is up? We know that outer space can never be colder than minus 459.72° Fahrenheit—that's absolute zero, the point at which all molecular motion ceases. We don't know what coldness like this will do to materials, but we're finding out. Scientists are using a heat exchanger to produce temperature as low as minus 443° Fahrenheit. They test materials in this extreme cold and see how they perform. Out of such testing have already come special grades of USS steels that retain much of their strength and toughness at −50° or below; steels like USS "T-1" Constructional Alloy Steel, TRI-TEN High Strength Steel, and our new 9% Nickel Steel for Cryogenics applications. And the heat exchanger to produce the −443° Fahrenheit is Stainless Steel! No other material could do the job as well. Look around. You'll see steel in a lot of places — getting ready for the future. USS, "T-1" and TRI-TEN are registered trademarks.

USS United States Steel

April tv network billings

Network Television Gross Time Billings
Source: TvB/LNA-BAR

	April			January-April		
	1960	1961	% Change	1960	1961	% Change
ABC-TV	$12,701,240	$15,791,220	+24.3	$52,125,820	$63,205,850	+21.3
CBS-TV	22,580,032	21,989,913	— 2.6	93,078,360	88,898,971	— 4.5
NBC-TV	20,642,038	22,012,410	+ 6.6	82,618,811	90,199,041	+ 9.2
Total	$55,923,310	$59,793,543	+ 6.9	$227,822,991	$242,303,862	+ 6.4

Month By Month 1961

	ABC	CBS	NBC	Total
January	$15,898,310	$22,894,855	$23,031,118	$61,824,283
February	14,939,180	20,928,850	21,203,055	57,071,085
March*	16,577,140	23,085,353	23,952,458	63,614,951
April	15,791,220	21,989,913	22,012,410	59,793,543

*March 1961 figures revised as of June 9, 1961

Network Television Gross Time Billings by Day Parts

	April			January-April		
	1960	1961	% Change	1960	1961	% Change
Daytime	$16,599,945	$19,143,816	+15.3	$68,636,269	$81,508,628	+18.8
Mon.-Fri.	13,629,439	15,778,354	+15.8	55,781,332	67,566,512	+21.1
Sat.-Sun.	2,970,506	3,365,462	+13.3	12,854,937	13,942,116	+ 8.5
Nighttime	39,323,365	40,649,727	+ 3.4	159,186,722	160,795,234	+ 1.0
Total	$55,923,310	59,793,543	+ 6.9	$227,822,991	$242,303,862	+ 6.4

Y&R picks up more Hunt Foods' billing

Hunt Foods & Industries is moving the advertising of its Wesson and Blue Plate divisions to Young & Rubicam, Los Angeles, on Jan. 1, 1962. The agency, which for the past 15 years has placed the Hunt Foods advertising (Hunt tomato products, Snider catsups, Ohio match products), will now handle the advertising for Wesson Oil, Snowdrift shortening and the Blue Plate line of staple groceries as well. The Wesson and Blue Plate advertising has been handled by Fitzgerald Adv., New Orleans.

In 1960, Hunt Foods & Industries combined advertising expenditures totaled about $13 million, of which $6.5 million went into tv spot. The company ranked 13th among all spot tv advertisers in the nation, 42nd among all national tv users. Of the total, Y&R placed about $4 million last year and will acquire the $9 million portion of the combined account.

Weir says tv not medium to sell women's fashions

Television is not a primary advertising medium for women's fashions, according to Walter Weir, chairman of the executive committee, Donahue & Coe, New York.

In an address before the Textile Group of the Assn. of National Advertisers in New York June 20, Mr. Weir pointed out women shoppers require more time to study the product than tv commercials allow. And, he noted, "you can't tear a television commercial off the screen and save it." Until a home-tape device becomes generally accessible, he said soft-goods advertisers probably would do better to put their money in other media.

In general, Mr. Weir felt that for an industry as large as soft goods, manufacturers were "niggardly" with their advertising dollars. However, he qualified this observation by analyzing the reason—the generosity of fibre-producers' advertising seems to have encouraged end-product manufacturers to do even less advertising in their own behalf, and instead to depend on business attracted by fibre makers.

Hanes moves account to tv-oriented DDB

After some 17 years of association, Hanes Hosiery Inc., New York, and the J. R. Flanagan Advertising Agency have severed connections. Effective Jan. 1, 1962, Doyle Dane Bernbach will take over the hosery manufacturer's more than $1 million in advertising billings.

No reason was given for the agency switch, but a company source intimated that an accelerated advertising schedule in spot and network tv is contemplated and this is at least partly responsible for the change. Hanes apparently feels that DDB is better equipped than Flanagan for tv campaigns. Last year Hanes gross network billings were only $36,000 and they spent another $93,200 in tv spots. This year they already spent more than $100,000 to sponsor CBS-TV's coverage of the Presidential Inaugural Ball.

RAB says radio may show gain in '61

Radio business in 1961 may show a gain over last year, in spite of a bad start for many stations. This observation is one of several made by Radio Advertising Bureau upon completing its annual series of area sales clinics.

RAB executives, who met with some 1,300 station salesmen in 42 cities during the past two months, have appraised current radio trends in their final report. Among their conclusions:

- January and February business was off in many markets but there was wide agreement among stations that the rapid acceleration which began in March will continue.
- Exceptions will be the stations which experienced good-to-excellent sales even during January and February and which look to 1961 as one of their most lucrative years.

A major agenda topic analyzed at the area clinics was RAB's "Department Store Challenge" study, which measured the pulling power of radio and newspapers for hundreds of department store items at the Higbee Co., Cleveland. Kevin B. Sweeney, RAB president, said "now that station salesmen have heard the total story in depth, they are better equipped to wrap up final department store sales for themselves. The "Challenge" study itself will continue to influence more department stores toward radio, as use of the material by the station becomes widespread."

Limits for non-prime time

A new set of commercial time standards operative under the NAB television code provides maximum limits for non-prime time periods ranging from 5 to 60 minutes. The standards were amended June 15 by the NAB Tv Board on recommendation of the association's tv code review board (BROADCASTING, June 19).

Through a printer's error the specified time periods were listed incorrectly in the text of code changes. The corrected table of time standards for advertising for individual sponsors in non-prime time follows:

Length of pgm. (in minutes)	5:00	10:00	15:00	30:00	45:00	60:00
Non-prime time	1:15	2:10	3:00	4:15	5:45	7:00

How will 40-second breaks be priced?

REPS URGE STATION DECISIONS; TELL ADVERTISERS OF ADVANTAGES

It would be difficult from a check of a cross-section of representative firms in New York to determine whether or not tv stations can expect to gain revenue by the networks' announced policy of expanding station breaks to 40 seconds in prime time next fall. Particularly is it difficult for these obvious reasons:

▪ Stations are far from certain as to how they will price that 40-second (or in the case of breaks between hour-long programs, 70-second) period. Because they don't know for certain how much the time will cost advertisers, it is not possible to determine the extent of revenue anticipated.

▪ Neither do stations—assuming compliance to the newly adopted NAB Tv Code policy of not permitting triple spotting—have the opportunity to pile up profits by squeezing in additional numbers of commercials within the break.

There would appear to be action, however, of station reps taking the lead in prodding stations to adopt new rate structures as needed, and, as in the case of Blair-Tv which held a briefing for newsmen in New York last week, spreading the word to advertisers as to how they might gain through expanded station breaks.

Blair-Tv is recommending that its stations institute a price policy whereby 10-second announcements will cost 50 percent of 20-second, and 30- and 40-seconds cost 150 percent and 200 percent respectively of the chainbreaks.

Blair-Tv held a news conference in New York last week to disclose the results of cost analyses of the extended time periods made by its research department. Edward F. Shurick, executive vice president, reported the company's research indicates advertisers using 20-second announcements in prime time probably will reach, on the average, "at least 10% more homes per dollar than in the previous years."

Homes Gained ▪ The increase in homes reached was explained by Blair-Tv this way: Currently there are 42 chainbreak 20's that can be accommodated on a station in a single week, but next fall an average of about 65 such announcements will become available each week. Since approximately two-thirds of 20-seconds have been of the non-pre-emptible type, there are currently about 28 such adjacencies sold. For next season, because of the expanded time breaks, the same number of advertisers can be fitted into 18 adjacencies and according to Blair-Tv, will be able to place their spots next to more highly-rated programs for an average increase of at least 10 percent more homes per dollar.

Mr. Shurick also expressed the belief the additional spots opened up by the network's new station-break policy will accelerate the trend toward "section 1" and "section 2" rate cards. He noted the Blair firm had proposed two rate cards for several years and said that about 100 stations have adopted its practice. (Section 1 rates are non-pre-emtible and flat; section 2 rates are lower but such spots can be pre-empted on two weeks notice by advertisers ordering them at section 1 rates.)

Mr. Shurick endorsed the extended time periods, pointing out that although tv circulation has risen, rates have gone down because of special plans engendered by "intense competition." He believes the new breaks will provide increased advertising flexibility, making possible new spot lengths—the 30's, the 40's, and even 60's at some station break points.

Bolling Urges Policy ▪ The Bolling Co., according to G. William Bolling, assistant to the president, has been counselling with stations, major advertisers and agencies, all of which are trying to arrive at some pricing policy.

"Many stations now price prime 20's at 80 percent of the minute rate but it gets thick when we consider running two 20's in a break and have 40-seconds cost 60 percent more than a minute. The solution apparently lies in special rate categories for 10, 20, 30 or 40-seconds in the extended break," Mr. Bolling said, adding: "Those advertisers overly concerned with the dilution of viewer impact due to more units in the extended period may well have to change their commercial approach or use longer spots to insure an effective selling job.

"We are now advising our stations in a special study of the situation."

Thomas J. White Jr., vice president, tv sales, Avery-Knodel, said his firm is advising stations informally on pricing but not on scheduling new station break time. "It depends largely on the type of service the advertiser wants." Personally he thinks there will be an interest in 30's but not in 40's. For the



Chevron's 'Hy Finn' buys a camera

The California Oil Co.'s cartoon spokesman, "Hy Finn," accepts a camera from a gas station operator selling the company's Chevron gasoline in a sequence from an animated commercial being shown on 57 stations in the East this summer. The campaign, which utilizes one-minute, 20-second and ID commercials, began last week. It hopes to win new customers for Chevron through the offer of a $4.25 Kodak Brownie Bullet for $2.25, plus a free coupon available at all Chevron gasoline stations. The agency is BBDO, New York.

Merchandising Break-through!



Until now...media merchandising has stopped **here**...

Now for the first time anywhere...
WIP introduces merchandising in the home...

Announcing **In-Home Merchandising** now available to **WIP** advertisers in addition to traditional in-store activities.

Only **WIP** carries your product physically into the home—in fact into 100 different homes every week. **WIP's** traveling hostess, Winnie Peters, distributes samples and coupons, surveys homemakers, demonstrates products and conducts **WIP's** exciting "Pick Products" promotion. Many marketers pay thousands of dollars for these merchandising activities, but they're free to qualifying **WIP** advertisers. Get the details from your Petry man or from **WIP, Philadelphia**

A Metropolitan Broadcasting Station, **Harvey L. Glascock**, V. P. & General Manager, Represented by **Petry**

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week June 15-21 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thurs., June 15	**The Untouchables** (9:30 p.m.)	ABC-TV	32.8
Fri., June 16	**The Flintstones** (8:30 p.m.)	ABC-TV	20.0
Sat., June 17	**Gunsmoke** (10 p.m.)	CBS-TV	21.0
Sun., June 18	**Candid Camera** (10 p.m.)	CBS-TV	26.1
Mon., June 19	***Danny Thomas Show** (9 p.m.)	CBS-TV	18.7
Tue., June 20	**Garry Moore** (10 p.m.)	CBS-TV	21.2
Wed., June 21	**Naked City** (10 p.m.)	ABC-TV	23.8

*Due to technical difficulties no ratings available for 9:30-10:30 p.m. periods.

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latter "the price is too high," he says.

Each Station Different ▪ John F. Dickinson, vice president in charge of business development, Harrington, Righter & Parsons said his firm has mostly made general recommendations, in memo form, to its stations on how they should price the newly extended station break time. However, he said, "the pricing of each station is different and thus there is no uniformity of ideas." He emphasized Harrington, Righter & Parsons is "advising" and not laying down "blanket policy." "What we are trying to do is suit each station's supply to its demand."

He feels there will be few 40-second spots scheduled, and that stations will "gravitate to back-to-back 20's in the better time periods and 30's and 10's in the lesser times."

Mr. Dickinson says he "thinks very strongly" about the station-break problem and wants to be sure also that "the advertiser is protected."

The Katz Agency has submitted this explanation to tv stations for their consideration and possible inclusion in rate cards: "30-40 second announcements—in positions that cannot accommodate full-minute announcements, the rate for a 40-second announcement is twice the 20-second rate; for a 30-second announcement the sum of the 20-second and 10-second announcement rates.

"In other positions 30-40 second announcements take the minute rate. 30-second and 40-second announcements count as single announcements for frequency and times-per-week."

Just a Suggestion ▪ But, Katz reminded, this is merely a suggestion and subject to many changes or interpretations. It is this rep also who is asking stations to honor ID commitments held by advertisers (BROADCASTING, June 19).

A CBS-owned-stations general policy statement covering 42-second station breaks, disclosed last week, follows in part: "The CBS-owned tv stations will decide their own individual sales policies governing the sale and pricing of the 42-second break, which in general, and subject to a few possible exceptions, will be along the following lines.

"Commercial announcements will be available in lengths of 10, 20, 30, and 40-seconds. The 10-second announcements between programs will be a full 10 seconds instead of the shared 10 seconds as in the past. An exception will be those which are on the 30-second breaks within network multi-sponsored programs and those at 7:30 p.m. Mon.-Fri.

Only Two Commercials ▪ "The stations will schedule a maximum of two commercial announcements in each break. If there is time remaining on the break . . . it will be used for informational services such as news, weather, time and temperature reports.

"Where there are two 20-second announcements within the break, they will be alternated in first and second position each week.

"Where there is a 30-second and a 10-second announcement within the break, the 30-second announcement shall precede the 10-second announcement.

"The 2-second station identification shall be at the end of each break to provide a pad for the upcoming network program.

"As in the past, all rates would be based upon the 20-second length as follows:

20-seconds—100 percent in firm positions,

10-second—50 percent in firm positions,

30-second—150 percent in firm positions,

40-seconds—200 percent in firm positions.

"Some of the stations will have certain availabilities at preemptible discounts.

"On the station breaks between programs, 20-second announcements will have preemptible rights over 10-second announcements. Current users of 10-second shared announcements will be given first refusal on those new 20-second availabilities in the station breaks where their 10-second copy is currently scheduled.

"30-second and 40-second announcements will not have preemptive rights over 20-second announcements in firm positions."

No Price Increases ▪ Martin Nierman, executive vice president, Edward Petry & Co., reported his firm is recommending to its stations that no price increases be instituted for 10- and 20-second spots, but that slight increases be put into effect for 30-, 40- and 60-second announcements in prime time. Mr. Nierman also believes the rates for 40- and 60-seconds be the same. He feels the doubling of a 20-second rate to arrive a 40-second rate cannot be justified to top advertisers.

Mr. Nierman said he envisions "no dramatic changes" in the methods of using spot tv. He believes there will be many opportunities for the advertisers who desire ID's or 20 seconds or 30 seconds.

Weed Television Corp., has submitted, in questionnaire form, three sample rate formulas for consideration by its stations. The suggested rate structures, compiled by Ed Metcalfe, vice president and general manager, and Marvin D. Melnikoff, director of marketing and research, are based on talks with Weed clients, stations represented by other firms, other representatives and station groups.

Formulas ▪ The suggested pricing formulas cover both the 30- and 40-second spot. The questionaire points up the variance in individual station rate structures and the difficulty of establishing pricing recommendations because of it.

Each of the three formulas include two recommendations—one for the 30-second rate and one for the 40. The first suggestion is a 30-second rate at one and a half times the 20-second, and a 40-second price at twice the 20; the second schedule involves a 30-second rate at 125 percent of the 20, and a 40-second spot at 175 percent of the 20; the third and final price schedule suggests the 30-second announcement be equal to the 60-second rate plus the 20, divided by 2, and a 40-second spot priced the same as the 60.

The questionnaire points out that under plans 1 and 2, the 30- and 40-second rate may be higher than the current 1-minute price, and an adjustment for the 1-minute "may be in order." It also notes the advantage to set the same rate for the 40-second and 1-minute spots (Plan 3) since there

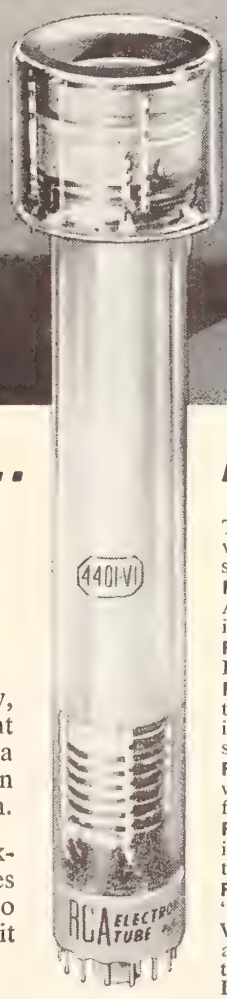


THE LIGHTS WENT OUT...

Thanks to the super-sensitivity of the RCA-4401-V1 Image Orthicon

One night last season at New York's Yonkers Raceway, halfway through a race, an entire bank of lights went out near the finish line. Yet with only a quick camera adjustment, TV pick-up of the rest of the race came in sharp and clear with the RCA-4401-V1 image orthicon.

So sensitive is the 4401-V1 that it produces an excellent picture of a difficult low-key subject (horses against a dark track) with an incident light level of no more than 20 footcandles on the track itself. And it could easily operate at half that amount of light!



BUT NOT THE PICTURE

The 4401-V1—expressly designed for remote B&W pickup at very low light levels—is but one of the broad RCA family of specialized image orthicons. Others include:

RCA-4401: For low-light level colorcasting—studio or outdoor. Available in matched sets of three for maximum performance in color cameras.

RCA-7513: Featuring special precision construction and new RCA field-mesh design for high quality color or B&W TV.

RCA-7293-A: A field mesh image orthicon having an image section designed to prevent highlight ghosts. Field mesh design to improve corner focus and prevent porthole effects. For B&W studio and outdoor pickup.

RCA-7295-A: A 4½ inch diameter field-mesh image orthicon with high resolution and very high signal-to-noise ratio, designed for tape and B&W studio broadcast use.

RCA-7389-A: A superior-quality field-mesh design 4½ inch image orthicon, with extremely high signal-to-noise ratio, for tape and exceptionally high-quality B&W studio pickup.

RCA-5820-A: For studio and outdoor pickup in B&W. The "standard" of broadcasting.

Whatever your station's requirements or special problems, there's an RCA image orthicon designed to meet them. For information on specific types, see your local RCA Industrial Tube Distributor.

RCA

The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA

will be fewer opportunities for 1-minute availabilities in the fall.

The questionnaire adds that if none of the suggested plans are acceptable to the stations, they insert the rates they plan to establish for these announcements. Aside from rate structure information, Weed asks its stations to report the number of commercials they will schedule in each break, whether they'll offer announcements on first- or second-position basis, and whether an order for a longer commercial will preempt an order of shorter length.

Big network tv campaign set for motion picture

Beginning this week Twentieth Century-Fox will spend $250,000 in a three-week tv campaign to promote "Voyage to the Bottom of the Sea," its latest big-budget movie. It is said to be one of the biggest single buys of network tv time in film history. The plans for the promotion were announced at an exhibitors, meeting in Philadelphia last week by Irwin Allen, producer of the film.

Mr. Allen said that the $250,000 is only part of a "$1 million expoitation kit" that includes print ads, equipment displays, and record tie-ins. The film has already premiered in Philadelphia and is set to open in New York next month.

Business briefly...

Kemper Insurance Co., Chicago, through Clinton Frank Inc., that city, signed for one-quarter sponsorship of *All Star Golf,* weekly hour program that switches this fall from ABC-TV to NBC-TV and starts Oct. 14, (5-6 p.m., Sat.) in full color. The five-year-old show is packaged by Henry Saperstein's Glenn Films. Reynolds Metals earlier renewed half-sponsorship through Lennen & Newell, N. Y.

Lanolin Plus Inc., Newark, N. J., has instituted a major network and spot tv campaign for its new Color Plus nail-strengthening enamel. The eight-week network schedule which begins July 8, includes participations in *Michael Shayne* (NBC-TV), and *Asphalt Jungle, Roaring Twenties, Cheyenne* and *Guestward Ho* (all ABC-TV). Reinforcing the network effort will be spot tv saturation in 100 to 125 markets in eight-week flights, using early and late evening minutes. Agency: Daniel & Charles Inc., N.Y.

Peter Paul Inc., Naugatuck, Conn., has bought into four ABC-TV nighttime shows, beginning in the fall, to add to ABC-TV daytime show schedule and in what is reported to be the heaviest network tv campaign ever conducted by the candy company. Peter Paul, which will use ABC-TV exclusively next season, will sponsor *Ozzie & Harriet, Maverick, The Roaring 20's* and *Leave It To Beaver.* Agency: Dancer-Fitzgerald-Sample Inc., N.Y.

Studebaker-Packard Corp. and **Dow Chemical Co.** will sponsor *Mr. Ed,* a situation comedy series debuting on CBS-TV next fall (Sun., 6:30-7 p.m. EDT). The series has been previously placed under Studebaker sponsorship, on a spot basis. Agencies: D'Arcy Adv., N.Y. (Studebaker), and Norman, Craig & Kummel, N.Y. (Dow).

Carling Brewing Co. and **R. J. Reynolds Co.** have bought the *College All-Star Football Game* on ABC-TV (Fri., Aug. 4, 10 p.m. EDT). Agencies: Lang, Fisher & Strashower, Cleveland, for Carling, and William Esty Co., New York, for Reynolds.

Agency appointments...

▪ Jeffrey Martin Labs, Newark, N. J., appoints Smith/Greenland Co. for its Mr. Sleep Tablets and other products.

▪ The Seth Thomas Div., General Time Corp., N. Y., appoints Hicks & Greist, that city, as agency to handle advertising and public relations.

▪ Bub Products Inc., Jenkintown, Pa., appoints J. M. Korn & Son, Philadelphia, to handle advertising, marketing, and merchandising for its Bub Bubble Soap.

▪ Mead Johnson of Canada Ltd. appoints Kenyon & Eckhardt Ltd., Toronto, as agency for Metrecal in Canada.

Smith-Corona Marchant seeks new ad agency

Smith-Corona Marchant Inc. is "reviewing the general advertising field" for a new agency after pulling its approximately $1.5 account from Cunningham & Walsh on June 15. C&W handled the account for the past 26 years.

In a tersely worded joint announcement, Smith-Corona and C&W said they "mutually agreed to sever relations due to differences in marketing planning." In 1960 only about $350,000 of the office products manufacturer's advertising billings went into broadcasting, but a 1961 first-quarter spring promotion on NBC-TV's *Today* show and in radio spot indicates increased broadcast billings this year. It's believed Smith-Corona will invite about six agencies to make presentations for the account.

ADVERTISING'S RESPONSIBILITIES

They'll be spotlighted at convention of western ad group

Advertising's responsibilities in the world of today—its responsibility to American business, to American government, to the American consumer and, not leastly, to advertising itself—form the theme of the 58th annual convention of the Advertising Assn. of the West, which opens today (June 26) at the Olympic Hotel in Seattle, Wash.

Roy Larsen, chairman of the executive committee of Time Inc., makes the keynote address this morning. His subject: "Advertising's Responsibility in Today's Era." And this afternoon, Don Frost, advertising manager of Bristol Myers Co., follows up with a speech on "What Adverising Is Doing About Its Responsibilities."

Tuesday morning, Don Belding, founder-partner and former West Coast head of Foote, Cone & Belding, will keynote a session on "What Should Advertising Expect from the Campus—and Vice-Versa?" with an address on "The New Need for Understanding." Don Warner of the U. of Washington and Billy I. Ross, national dean, American Academy of Advertising, U. of Houston, will also address this session on the mutual responsibilities of education and advertising.

On Wednesday, Emerson Foote, president, McCann-Erickson Adv., and George Head, manager of advertising and sales promotion, National Cash Register Co., will speak at a session on "Advertising's Responsibility to Itself." And that day's luncheon speaker, FCC Commissioner Frederick Ford, will answer the question: "What Can Advertising Expect of Government Today?"

Wednesday afternoon, final business session of the three-day convention, will be based on the theme, "Creativity in Advertising." John Cunningham, board chairman, Cunningham & Walsh, will speak and the "Best in the West" advertising awards in the AAW annual all-western advertising competitions will be presented by Walter Terry, Johnson & Lewis.

Edward E. Carlson, president, Western Hotels, will speak at Tuesday's luncheon. The convention will also allow time for "huddle groups" on education, legislation, advertising improvement, club programs, club finance and speaking-of-America. Don Ostensoe, AAW president for the past year, will preside at the convention, at the president's dinner and ball on Wednesday and at the meeting of the old and new AAW board members Thursday morning.

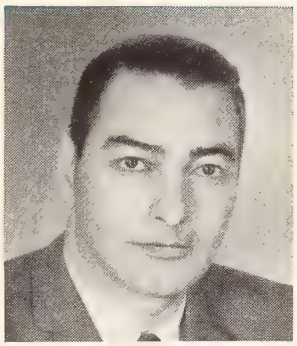
"We bought Seven Arts Volume II because

Warner's Films of the 50's OBLITERATED COMPETITION"

says Syd Grayson, President KSYD-TV, Wichita Falls, Texas

"These are the finest audience-gathering films ever put out. They were made for family appeal.

"We have done very, very well with Volume 1. In fact, so well that some nights the competition has had no audience at all!



Syd Grayson

"And our advertisers are ecstatic over these feature films. One, a long-time TV advertiser, selling Cadillacs, paid more to sponsor 'Springfield Rifle' than he'd ever paid before. But he told me he'd never in his life seen anything like the results he got... not just response, but sales results!

"So, of course, we've bought Volume 2. We've got to stay beyond all competition and we know they simply cannot buy any package to beat these Warner 'Films of the 50's'."

ARB—MARCH 1961

FRIDAY NIGHT 10:30-12:00	Rating	Share
KSYD-TV	16.8	71.5%
Station A	4.7	20.0%
Station B	2.0	8.5%
SATURDAY NIGHT 10:45-12:15		
KSYD-TV	18.4	76.6%
Station A	5.6	23.4%
Station B	less than .005	—
SUNDAY NIGHT 10:30-12:00		
KSYD-TV	12.5	80.6%
Station A	3.0	19.4%
Station B	less than .005	—

Warner's Films of the 50's... Money makers of the 60's

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
BEVERLY HILLS: 232 So. Reeves Drive GRanite 6-1564

For list of TV stations programming Warner's Films of the 50's see Third Cover SRDS (Spot TV Rates and Data)

The curse of sterotyped marketing

URGENCY FOR NEW TECHNIQUES DISCUSSED AT AMA CONFERENCE

The need for fresh thinking in creating new products, marketing, advertising and selling was repeatedly emphasized last week at the American Marketing Assn.'s 44th conference.

The gamut of the three-day session in Los Angeles ranged from the international problem of overseas competition and how to best solve it, to the domestic topics such as proper techniques for advertising to the U.S. farmer. Nearly 1,000 delegates attended the conference.

Chris J. Witting, vice president for the consumer products group of Westinghouse Electric Corp., told the marketing executives that to market effectively the goods American industry is expected to produce in the years ahead they will have to break with the traditional way of doing things. As Monday's keynote speaker to the official conference theme—Effective Marketing Coordination—Mr. Witting began by declaring that "yesterday's effective marketing is as out of date as yesterday's gas jet—and so are yesterday's effective marketers."

Reminding that West Germany, Japan, Italy, England and other free countries, "wastelands 15 years ago," are now "economic competitors, not only in their own homes, but in ours," Mr. Witting drove home his moral: "If we don't learn how to market hard goods competitively in the world market, we will ultimately lose our own markets at home."

Mr. Witting pointed out that "not so long ago, our industrial technology and complementary inventive genius allowed *us* to set the prices of our products abroad. Today . . . West Germany and Japan, with 87% of their machinery postwar while 80% of that in the U.S. is pre-1946, can "out-produce us at lower costs per unit, even without considering the disparity in labor rates."

Much to Sell ▪ With an $800 billion economy predicted for 1970, we can anticipate a logjam in new products, Bell & Howell President Peter G. Peterson told the AMA Tuesday luncheon session. And, he said, there's another prediction that 1970 "will find us with as much as $25 billion worth of advertising [which] the consumer will be expected to assimilate . . . with the same single pair of ears and eyes that he now has. With this volume of advertising, the greatest threat for a product could easily be not being heard at all."

Part of the answer, Mr. Peterson suggested, can come from "fresh thinking on how to sell selective or segmented markets [for] as the total market grows bigger, it obviously becomes economically feasible to tailor products and selling strategies to very small and as yet unsatisfied segments of the market. . . ."

"With the communication logjam that we can easily see developing in the 60's, the advertising area is one where segmented selling will probably be peculiarly appropriate. More than ever in the 60's one of the tragic errors will be to confuse *exposure* with *impact*."

Citing Bell & Howell's experience, Mr. Peterson said: "We decided a few years ago that it was a mistake with our limited budget to attempt to outentertain or out-reach a competitor with much larger advertising resources. Rather, we decided to put all of our budget into controversial public-service shows. We hoped that by making a deep impact on one segment of our market our sales would be higher than if we were to 'reach' a much larger segment of the market. Apparently it has worked out that way, since our share of market is at an all-time high."

A Free Hand Needed ▪ Marketing has an increasingly important role to play in maintaining our American way of life, James Cook, vice president for public relations at AT&T, told the AMA Wednesday luncheon session.

"We're living in an era in which some have concluded that to a large degree the American people really aren't too sure what's good for them," he said. "In other words, more bluntly, they say Americans are no longer competent to make their own decisions in a free market.

"Therefore, they say, it is the duty of the central government to play an ever-increasing role in supervising the distribution of goods and services. They advocate continued competition—but not too much. 'Reasonable competition' is what they call it, whatever that means. . . .

"What this means," Mr. Cook concluded, "is that marketing, in addition to overcoming its internal problems, must constantly demonstrate to the nation and the world at large that it plays a vital role in our free society and, indeed, that a free market is one of the principal elements of that society."

Government vs. Business ▪ Government and business, represented respectively by Federal Trade Commissioner Philip Elman and Charles R. Sligh Jr., executive vice president of the National Assn. of Manufacturers, on Tuesday afternoon battled out oratorically the amount of regulation business should have and can stand As expected, there was little agreement between the two.

Mr. Elman, citing the necessity for the "rule of law" in all phases of our national life, stated that "for the foreseeable future, at least, big government, like big business and big labor, is a fact of modern life. Government regulation in the public interest," he stated, "will not disappear from this land no matter how often it is decried as 'socialism.'"

Mr. Sligh, definitely one of those who



AMA President William O'Dell (center), of Facts Inc., and keynote speaker Chris J. Witting, of Westinghouse Electric Corp., listen to a news report from Bill McMillen, news director of KRLA Pasadena-Los Angeles. The digests were presented before each of the three luncheon sessions.

HELP WANTED! Today, as never before, industry's need for college-trained personnel desperately affects the nation's future. Yet by 1970 one out of three qualified students applying to Illinois state universities may be rejected. Reason: facilities inadequate to the demands of a soaring population. Despite this a College Bond referendum was twice defeated at the polls. As it approached its third vote, WBBM-TV saw that help was needed to jolt voters out of their apathy and pre-empted prime time to do it. The resulting documentary-editorial, "The Crisis in Education," was *local* television at its best: alert ... urgent ... *effective*. This time, the bond issue passed!

People who value their time find more worth watching on WBBM-TV. Which is why time is so valuable on Chicago's number one station in 72 consecutive Nielsen reports. **WBBM-TV**

TELEVISION 2, CHICAGO • CBS OWNED

HELP WANTED—MEN
— PROFESSIONS AND TRADES —

CHEMISTS

Chicago Interviews

CHEMISTS CHEMICAL ENGINEERS

Leading opportunities in the field of

FUEL CELL LABORATORY RESEARCH

Advance Product Design

Immediate openings for BS-MS-PhDs with experience in—

RESEARCH — electrochemistry, electrolyte and catalyst development, mechanism phenomenological investigations.

DESIGN—Materials compatibility and fabrication techniques, heat and mass transfer studies, life and reliability investigations, and preliminary systems de-

HELP WANTED—MEN
— PROFESSIONS AND TRADES —

ENGINEERS—

PRATT & WHITNEY AIRCRAFT

INTERVIEWS IN CHICAGO FOR ENGINEERING CAREERS IN CONNECTICUT OR FLA.

Pratt & Whitney is expanding operations at its EAST HARTFORD, CONNECTICUT FACILITY and FLORIDA RESEARCH AND DEVELOPMENT CENTER in advanced research and development projects and long-range product planning. Current programs include: the IR115—liquid hydrogen rocket engine for Centaur and Saturn and the J58—Mach 3 turbojet engine. Advanced Research and Development programs are exploring the fringe areas of technical knowledge in magnetohydrodynamics, thermionic and thermo-electric conversion, hypersonic propulsion, fuel cells and nuclear power for military, space and industrial applications. Openings exist at all levels of experience for engineers and scientists who want to work as part of a team dedicated to maintaining Pratt & Whitney's position of leadership in the future.

ADVANCED PROJECTS AND APPLIED RESEARCH GROUPS

For new research and development projects and long-range product planning in the fields of propulsion and power systems and their applications.

- Aero Thermo Engineers — for performance and optimization studies of all types of advanced power plant and vehicle systems including air and space craft, missile, aircraft, marine and ur-

HELP WANTED—MEN
—PROFESSIONS AND TRADES—

ENGINEERS—

Senior Systems Programmers

IMMEDIATE OPENINGS

in development of programming systems for military and commercial applications of Stored Logic computers.

At R-W, computer programmers participate in fundamental system design decisions, from the earliest phase of new products conception to the development of complete software packages for customer applications.

R-W's long-range plans for developing advanced commercial and military computers, Man-machine communication devices, and associated equipment have created select openings for experienced professionals who are capable of devising novel programming solutions to bridge the gap between machine language and natural human language.

HELP WANTED—MEN
— PROFESSIONS AND TRADES —

ENGINEERS

Chicago Interviews

MARKET Development Engineers (Sr.)

Immediate openings for engineers interested in considering SENIOR positions in the development of markets for aircraft accessory power equipment. Duties will include analysis of present and future markets for air turbine drives, starters, hydraulic drives, auxiliary power units, fuel pumps, etc., development of sales techniques, and providing leadership for proposals and integration of technical and administrative efforts in securing and building new business.

Salary—to $15,000 Year

Positions require a technical degree and related product design and sales experience plus ability to integrate organizational efforts. Familiarity with governmental and airframe procurement procedures and with contract administration is essential.

For interview phone

HELP WANTED—M
— PROFESSIONS AND TR

ENGINEE

Recent Gradu

Chemic Mechani

or

Civil Enginee

With good scholastic and orientation towar operations and desig needed for refinery eng with major oil company

Age to 28. Long range outlets are exceptionally tive.

Replies treated in confi

Write MCA 276

ENGINEERS

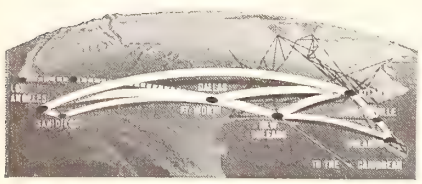
PROJEC

DELTA

announces a New Southern Transcontinental Jet Route linking California with the Southeast

Now 6 Jet flights daily between Los Angeles and Atlanta! Non-stop service in slightly more than 4 hours . . . other jet service links Los Angeles and Atlanta by way of Dallas / Ft. Worth and New Orleans. Plus new thruplane DC-7 service linking San Diego with Jacksonville and Orlando, via Dallas / Ft. Worth and New Orleans. Effective July 1, Delta service to Las Vegas.





Delta's new routes to the West Coast

DELTA

A New Southern Transcontinental Airline

find the FTC administered laws "burdensome and difficult to live with" stated that it is an insult to the American consumer, "the most sophisticated, discriminating, value-conscious buyer anywhere in the world today, . . . to say that he needs a government guardian to stand over his shoulder when he shops to make his choice for him." But, he declared, it's not the consumer who asks government protection, it's the businessman.

"The independent dealer sees an opportunity to create a small monopoly for himself and asks his congressman to pass a law that no manufacturer may open up his own store selling his own products. The consumer never would have thought of that. . . .

"It is time that we, in the business community, made a choice," Mr. Sligh stated. "Do we want the frail shelter of government protection or are we willing to compete in the marketplace against each other for the favor of the consumer?

The question of how best to prepare an advertising budget was discussed Tuesday morning by three experts who agreed that the task is made difficult largely because there are so many influences on sales and profits other than advertising. Albert W. Frey, Frey & Hummel, AMA president-elect, defined the ideal approach as one which "calls for adding dollar after dollar to the appropriation until the point is reached where the last dollar produced no increase in profit." But, he added, "This assumes that the sales effectiveness of any given expenditure is known and that relevant costs are applied. A few advertisers do claim to have this information to a remarkable degree but they are very much the exception."

Buyers' Needs ▪ A. C. Nielsen Jr., president, A. C. Nielsen Co., stated that the opportunity for profit in marketing today lies where it has always been: in a thorough knowledge of potential buyers' needs—in creating a product which achieves the proper balance between quality and price.

To achieve the greatest assurance of profits, he proposed a program including: "an effective marketing intelligence system which keeps management constantly in touch with consumer demand; a carefully administered program of controlled experimentation in which two or more plans are evaluated for their relative contribution to volume, sales share and ultimate profit; with the most effective program decided upon, a continuing series of controlled experiments to determine the optimum level of marketing expenditure, and a continuous study and analysis of the various components which make up the marketing program."

McCormick's Radio Formula ▪ The American farmer is no longer the operator of a small "family farm," E. H. Hodgson, president, Aubrey, Finlay, Marley & Hodgson, told a session on agricultural marketing. "He's quite a man, one that you neither treat lightly nor talk rubbish to," he said.

In advertising to the American farmer, the Chicago agency head stated, be forthright, specific, informative, local in the copy approach and, "by all means, be current in your message." He cited this example of current copy at its best:

"For a number of years, we have carried a year-around schedule of radio for a number of clients. This is not a spot program. We buy market, weather, news, or farm service programs ranging from five minutes to a half-hour in length, and from three to five days a week. On these programs, we feature local radio farm directors. The personality and the program are usually well-established before we buy in any given market. The commercials are just a part of ths marketing punch.

"These radio farm directors are contact men in the field. If unusual weather conditions affect the pattern of, say, hay machine sales in the Nashville area, Old John McDonald of WSM in Nashville is on the telephone right now, telling us what's happening and what we should say in our copy to solve the immediate problems of the farmers in his listening area. And, believe me, when Old John, like his 150 counterparts across the country, tells his listeners that the way to get that wet hay handled fast is to use the big capacity of a McCormick baler, they listen and act, this is the local message put to its most effective use."

Motivations of Buyers ▪ Opening a session on research in consumer motivation, Dr. Ernest Dichter, president, Institute for Motivational Research, cited need for practical translation of research on human behavior into action.

"It is this which I call the operational use of motivational research," he said. "It is this which really matters to the advertiser. He is not interested in knowing *per se* that cigarette smoking is an oral satisfaction or that people drive powerful cars to compensate for their insecurity. What he needs to know is how to use such an appeal and how to talk about it in his advertising and merchandising approach."

Dr. Dichter warned that human motivations don't always stand still. "In the automobile field," he said, "knowing that cars are status symbols seems like a fairly permanent knowledge . . . (but) it is not quite true any longer. Over the last few years the status rule of cars has been taken over by swimming pools and then has changed again to trips abroad.

A problem of operational use of MR is how far "one can and should go in



dayton sounds like this!

The staccato tattoo of air hammers bent on destruction. Busy bulldozers grunting and growling, changing the city's face. The clank of heavy steel beams, skeletal frameworks of buildings to come. Overhead, the window-rattling roar of low-flying SAC bombers from nearby Wright-Patterson Air Force Base and commercial jets homing-in on the new Dayton airport. The whirring crescendo of a growing industrial community. A chorus of cash registers jingling merrily. Children laughing. Men at work. Women wheeling groceries and golf carts —or baby carriages! People doing things!

These are the sounds of Dayton—sounds of things happening.

Keeping pace with the goings-on in this vigorous, button-popping community is the new sound of WHIO-TV—ever watchful of the changing information, education, and entertainment needs of this, Ohio's 3rd (and the nation's 34th) market.

Why not sound out George P. Hollingbery for additional data on WHIO-TV, WHIO-AM, and WHIO-FM?

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte, North Carolina

WHIO-TV CBS Channel 7 Dayton Ohio

covering up a true motivation," Dr. Dichter noted. "Although most women use Jello because it is a lazy dessert, does not necessitate much preparation and cannot easily be ruined, it would obviously be unwise to address oneself to all lazy women. Instead, the commercials talked about *busy* women who had no time to prepare a complex dessert."

Dr. Morris J. Gottlieb, Arthur D. Little Inc., commented that the "important advances in marketing will not be so much in learning more about consumer motivations as in learning how to apply this kind of knowledge usefully to marketing management decisions."

Dr. Joseph Weitz, New York U., noting that motivation research is aimed at finding out motives for buying or not buying certain products, asked if the findings bear any resemblance to reality and commented: "The validity of certain psychological methods is highly suspect . . . Don't accept a technique," he warned, "just because it is more psychologically sophisticated."

Consumer research techniques originated years ago in academic laboratory experiments, Dr. Peter Rossi, U. of Chicago, said. He urged that commercial market researchers put back some money into the colleges and universities to enable them to go on developing new techniques for them to use.

Other sessions of the 44th AMA conference dealt with public utility marketing, pharmaceutical marketing, marketing for finance and banking, forecasting techniques, attitude research, operations research and computers, management problems, new government data and its applications, marketing aspects of packaging, long range planning, marketing to the defense department, adjusting to changing conditions, meeting global competition and coordinating marketing research within the marketing function. The conference program also included several marketing management game sessions, utilizing the electronic computing machines at local universities.

SEC stops sales of Hazel Bishop stock

Hazel Bishop, New York cosmetic merchandising and distributing company, once a leading tv-spot advertiser, received no quarter from the Securities and Exchange Commission last week.

The SEC issued a stop order which renders illegal sale of any of 1,274,823 shares (about 60% of total outstanding) that the company sought to register in June 1960. Among grounds for the SEC action were charges that much of the stock was illegally sold, that the registration statement was false and misleading and that amendments offered by the company did not clear up the difficulties (BROADCASTING, Oct. 31, 1960).

The company agreed portions of its original registration statement were faulty when the SEC leveled charges in October 1960. The case was presented by stipulation—agreements by lawyers representing both parties—and in essence HB threw itself upon the mercy of the commission. In March 1961 it offered amendments to the statement designed to rectify the errors. But the decision written by Commissioner Byron D. Woodside said "the potentialities for violations of the law, witting or unwitting, on the part of those who are about to offer their stock on the basis stated are so grave that . . . they should be called to the attention of the selling stockholders, the issuer, the Exchange, the existing stockholders of Hazel Bishop and the general public."

Two of the reasons for the stop order stem from HB's television advertising. The prospectus showed a profit of $102,258 for the fiscal year ended Oct. 31, 1959. This profit, resulted in part from a failure to reflect certain adjustments, referred to only in a footnote, and in part from treating as a reduction of advertising costs the release of a claim by Television Industries Inc., totaling $1,110,619 for spot-tv time purchased by HB during 1958 and 1959. The spot time was given in a stock barter deal by Matthew M. Fox, president of Tv Industries, which specialized bartering tv films for spot time to be later resold. When the deal did not materialize, Tv Industries released HB from it in return for 150,000 shares of HB stock from Raymond Spector, who was then board chairman of HB.

The SEC ruled, as under stipulation by HB, that under proper accounting practice, only the difference between the value of the 150,000 shares and the amount of the claim could be treated as a reduction of advertising costs. On this basis HB suffered a loss of $707,996 for 1959 instead of the $102,258 profit shown.

The earnings summary for 10 months ended Aug 31, 1960 showed a net profit of $136,535 but the March amendment disclosed a loss of $354,538 for the year ended Oct. 31, 1960.

In the prospectus, HB claimed that tv was its principal advertising medium and that it spent about $30 million for network-television advertising during the past 10 years. The SEC deemed this inadequate disclosure because since 1957 there had been "a decided downward trend in expenditures for advertising" and that planned advertising expenses were at a further reduced level.

Also in advertising...

AAAA booklet ▪ The fourth edition of "The Advertising Business and Its Career opportunities," has been issued by AAAA, for the use of high school and college students interested in advertising careers. The text was written by Otto Kleppner, president of The Kleppner Co., N. Y., and author of the textbook, *Advertising Procedure.*

More information ▪ The N. C. Rorabaugh Co. announced last week that 18 additional stations have agreed to supply information on their spot television business for publication in the quarterly Rorabaugh Report. This raises the number of cooperating stations to 368. The Rorabaugh service produces competitive advertising reports for national advertisers and their agencies and all spot tv expenditure data released by the Television Bureau of Advertising.

Rep appointments...

▪ WEOK Poughkeepsie, N. Y.: Adam Young Inc., N. Y.

▪ WKST-TV Youngstown, Ohio: Young-TV, N. Y.

▪ WTTG (TV) Washington, D. C.: Blair Television Assoc., N. Y., as national representative, effective July 1.

▪ KULA Honolulu: Spot Time Sales Inc., N. Y., as national rep.

E PLURIBUS ULLMAN



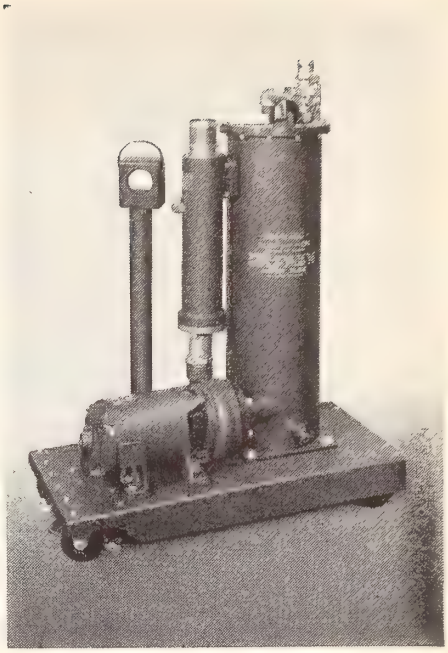
Et tu Buster.
That's Gene Daniels talking. Says you must hear the brand new BIG SOUND open end commercials. Use 'em as they come or we'll customize for any advertiser, from a used chariot dealer to a coliseum cleaner. Pax vobiscum sponsorius.

RICHARD H. ULLMAN, INC.
1271 Ave. of the Americas/N.Y./PL 7-2197
a Division of
THE PETER FRANK ORGANIZATION, INC.
Hollywood / New York

R-F LOADS and WATTMETERS

For high power VHF and UHF applications

These Loads and Wattmeters are designed for convenient and accurate measuring of TV transmitter r-f power. The load properly terminates the r-f output of the transmitter and gives a measurement of the average r-f power. Easily installed—occupies little space. A choice of ratings is available for frequencies between 54 mc and 890 mc and for many power levels. Used by leading stations for many years.



3 KW, 54 to 216 MC

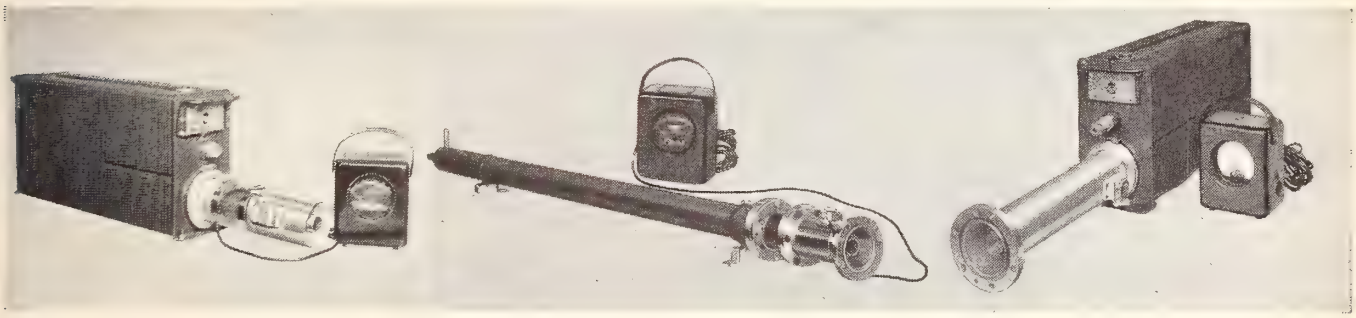
Designed for use to 5 KW of peak power. Termination type unit, supplied for operation in 54 to 216 mc frequency range. Water cooled. Designed for wall or rack mounting (not illustrated). Type MI-19024-A

50 KW, 54 to 216 MC

Supplied for operation in the 54 to 216 mc frequency range. Water cooled, it has an 84 KW peak power rating (not illustrated). Type MI-19191-L/H

25 KW, 54 to 216 MC

A water cooled termination type unit for operation in the 54 to 216 mc range. This unit has a 40 KW peak power capacity (shown above). Type MI-19193-L/H



1200 Watt, 54 to 216 MC

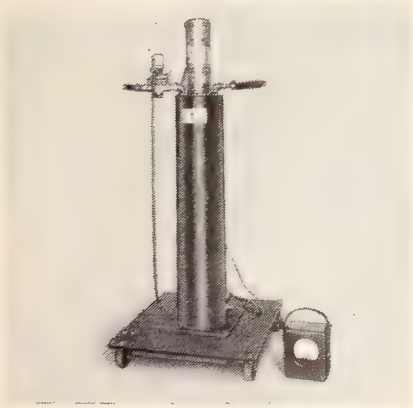
A natural air-convection-cooled portable unit. Type MI-19196-L/H. Has a peak rating of 2 KW.

25 KW, 470 to 890 MC

A column of tap water is used for power dissipation up to 40 KW on peaks in this termination type load. Type MI-19198-A2.

1200 Watt, 470 to 890 MC

The type MI-19197 is designed with a peak power rating of 2 KW. (Companion unit to the MI-19196 unit shown at extreme left.)



7.5 KW, 54 to 216 MC

A water-cooled, termination type unit, it has a peak rating of 10 KW. Type MI-27396.

R-F LOADS AND WATTMETERS

MI Number	Ratings	Avg. Power	Usable Range	Input Imped.*	Type of Cooling
19196-L/H	54-216 mc.	1200 W	0 to 1200 W	50/51.5 ohms	Natural Air Convector
19197	470-890 mc.	1200 W	0 to 1200 W	50 ohms	Natural Air Convector
19024-A	54-216 mc.	3 KW	1.0 to 5 KW	50/51.5 ohms	Tap Water (1 GPM)
27396	54-216 mc.	7.5 KW	1.0 to 7.5 KW	50/51.5 ohms	Tap Water (4 GPM)
19198-A2	470-890 mc.	25 KW	0.1 to 25 KW	50 ohms	Tap Water (5.5 GPM)
19193-L/H	54-216 mc.	25 KW	0 to 25 KW	50/51.5 ohms	Water & Pumped Coolant (10 GPM)
19191-L/H	54-216 mc.	50 KW	0 to 50 KW	50/51.5 ohms	Water & Pumped Coolant (20 GPM)

*Specify 50 or 51.5 ohms as required for 54 to 216 mc.

Special Loads can be supplied for other frequencies and power on a custom basis. For further particulars write to RCA, Broadcast and Television Equipment, Dept. WD-22, Building 15-5, Camden, New Jersey.

RCA®

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

APPLES AND ORANGES

TvB says Nielsen Media Service compares actual tv audience with magazine 'potential'

A. C. Nielsen Co.'s "apples-and-oranges" comparison of television and magazine audiences came under the fire of the Television Bureau of Advertising last week.

TvB's target is the relatively new Nielsen Media Service, which undertakes to measure and report on tv and magazine audiences in the same national panel. The purpose of NMS, according to Nielsen, is to help advertisers and agencies pick the advertising vehicle (program or magazine) or combination of vehicles or of media that best suits their specific needs.

TvB contended that in fact NMS compares the potential audience of magazine advertising with the actual audience of television advertising, and that this grossly short-changes television. Where "readership" of a magazine—the test applied by NMS—may exaggerate by four or five times the number of "readers" who actually read or even see a specific magazine ad, they contended, viewing of television commercials has been shown by research to run within 3 or 4% of the average-audience figures (also from Nielsen) for the program in which the commercials appear.

Audience Size ▪ Where NMS shows the size of the *advertiser's* audience in the case of television, TvB contends, it shows the size of the *publisher's* audience in the case of magazines.

TvB released a copy of a letter sent to the Nielsen organization by TvB President Norman E. Cash in April protesting that NMS is apt to undermine confidence in other Nielsen services. Mr. Cash said NMS gave the various Nielsen services a sort of "Dr. Jekyll and Mr. Hyde" relationship, and expressed fear that an attack on one might also damage the other.

"Nielsen data for television, for radio and for the food and drug fields have been a key part of our explanation to advertisers of the values of television," Mr. Cash wrote. "The reputation of the Nielsen company has been such that our presentations are seldom questioned, their objectivity accepted. Thus anything that hurts the name of Nielsen hurts us as well. When we see what's going on currently, however, we find ourselves trying to decide which is better: To have the Nielsen value reduced by our own attack or to have it reduced by what the Nielsen company is doing itself [through NMS] . . .

". . . Don't you injure confidence in all research by promoting a service that exists upon a premise that contradicts the foundation upon which broadcast research is based: the delivered audience *to the advertiser?* How can both be correct? And, if one is wrong, perhaps the other is too.

"We at TvB believe it is time this apparent division within the Nielsen company come to an end. We would dislike to see an established reputation destroyed, we would dislike to see an important advertiser aid destroyed. We at TvB will not sit quietly by and watch what may be the murder of Mr. Hyde through the suicide of Dr. Jekyll."

'Vital' Information ▪ TvB said that although it opposed NMS, it has found Nielsen tv information "vital" to the understanding of television and assumed that Nielsen magazine information was similarly valuable in understanding magazines—but that the two sets of information were not comparable to each other.

TvB authorities quoted some agency officials as saying they buy NMS not for its tv-magazine comparisons but as a "neutral" source of information on which to evaluate one magazine against other magazines. But TvB feared that buyers not intimately involved with audience research—for instance, top-level advertiser executives—would not be so discerning and hence would be misled by the NMS data.

TvB also protested Nielsen presentations for "this monster" which "show an advertiser what he might gain if he dropped Tv Program 'Y' and added Magazine 'Z'." Mr. Cash asked: "How about the missing other side of this story? What would happen if magazine 'Z' was replaced by Tv Program 'Y'? Or Program 'Q'? And what about that third alternative that's already being Nielsen-measured, spot television? There are at least three sides to this comparison . . . your [Nielsen] people are showing only one."

Nielsen did not answer the TvB attack—except indirectly, through an announcement that 11 new subscribers have signed for NMS during the last three months and that five additional magazines will be measured in the 1961 survey.

It was recalled that when NMS was first announced, Nielsen officials specifically recognized "the so-called apples-and-oranges aspects" but also pointed out that, no matter how big the problem of comparing media, agencies and advertisers do in fact make a comparison every time they decide to invest more money in one than in another (BROADCASTING, Sept. 26, 1960).

Not Sure-Fire Answer ▪ Nielsen authorities also noted at the outset that while NMS was not a sure-fire answer to all problems, it represented a first step toward helping buyers reach decisions and was developed after consultation with advertisers and agencies

TvB counters magazine circulation claims

The Television Bureau of Advertising last week drew a bead on magazine circulation claims. Object of its ire: a Magazine Advertising Bureau advertisement which claimed magazine circulations have grown faster than the population.
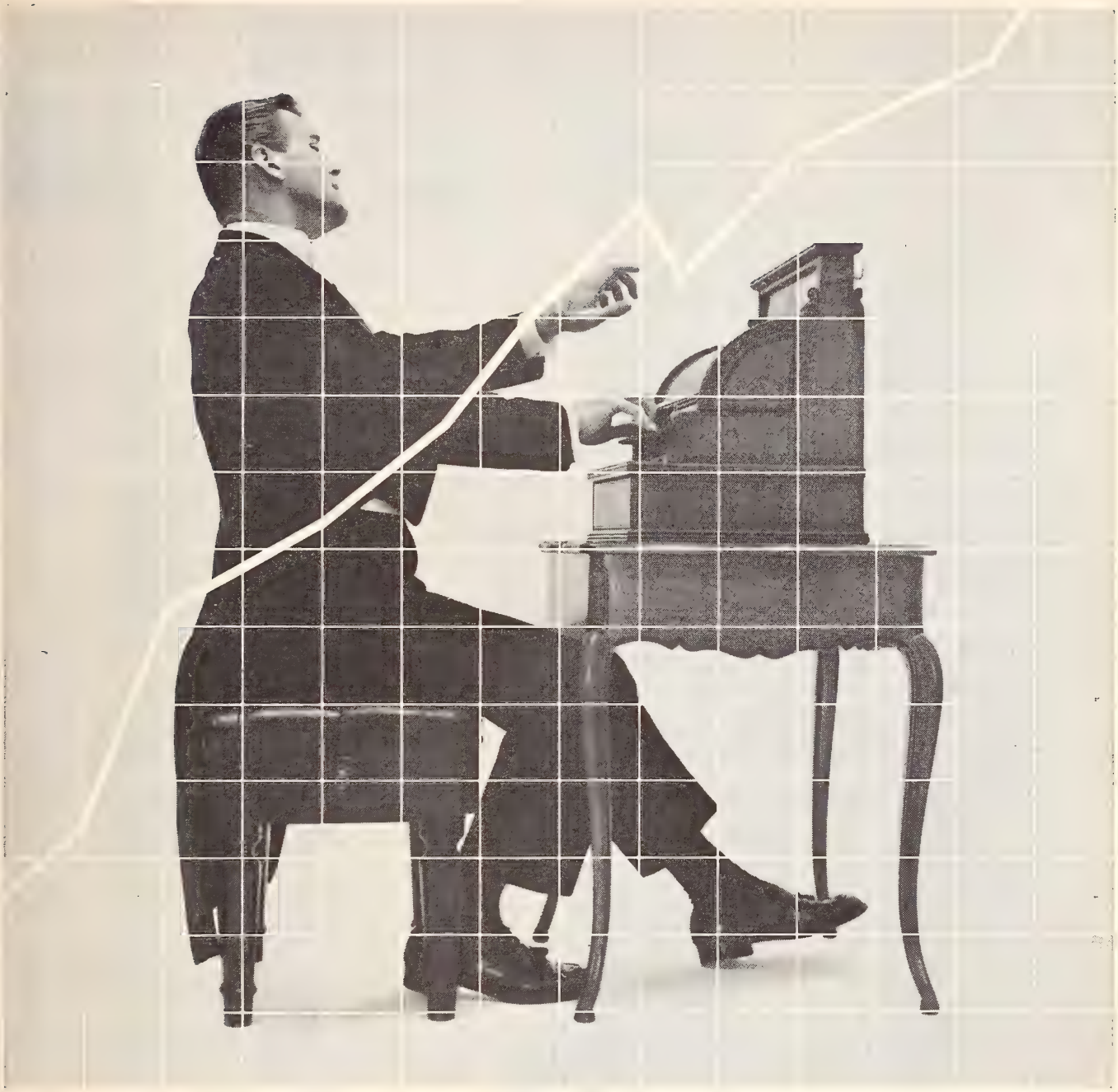
TvB's researchers have been quick to fire back at magazine claims made some weeks ago in what is generally considered a new anti-tv campaign (CLOSED CIRCUIT, May 22).

Last week's barrage was delivered at New Orleans by Norman E. Cash, TvB's president, who spoke at a sales clinic there. The U.S. adult population, Mr. Cash countered, has grown from 116.7 million in 1956 to 123 million in 1960, or an increase of 5.4%, while magazine circulation went from 185.7 million in 1956 to 190.4 million in 1960, only a 2.5% gain.

Mr. Cash acknowledged magazine growth through the 1940's but he said the trend in the last decade—the past five years in particular—"has been anything but a reading explosion." In the period of largest growth (1954-55) shown in the MAB advertisement, he continued, the *Reader's Digest* was audited for the first time, accounting for two-thirds of the growth, but its circulation before that time was not included in previous statistics.

The number of magazines per adult has been steady at 1.5 for the last nine years except for the peak years of 1955 and 1956 when it was 1.6, Mr. Cash reported, and the time spent with magazines remains at a relatively low level (12 minutes per day). He said also that in 1951, 247 magazines were competing for the reader's time while today the number has increased to 273.

The sales clinic in New Orleans was the last stop on this year's TvB swing. During the 18-clinic period more than 700 station executives attended. In 16 cities local advertiser sessions also were held—these attended by more than 1,500 advertisers.



Good Music* rings up sales in Southern California over KFAC AM and KFAC FM

*two stations for the one price



KFAC AM-FM

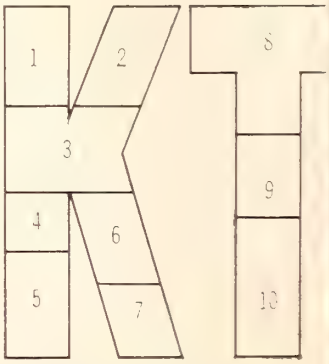
The Music Stations for Southern California
24-hour simultaneous AM-FM at one low cost
Represented by The Bolling Company, Inc.

PRUDENTIAL SQUARE • LOS ANGELES



A VERY "SPECIAL" STATION IN LOS ANGELES

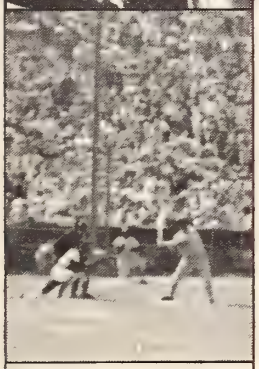
On this spread are twenty answers. Twenty answers to a knotty question: which station to use, in seven-channel Los Angeles? These are twenty special, extraordinary programs on KTTV in recent months. There were many more. You can't buy these programs. But you can buy what they generate: an attentive, above-average audience which gets more memorable television per second out of KTTV. That's the kind of station your spots, as well as your specials, should be on.



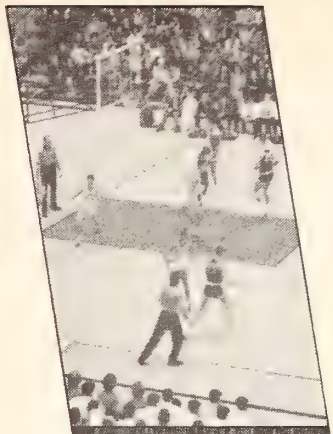
KTTV • TIMES-MIRROR BROADCASTING COMPANY, 5746 Sunset Boulevard, Los Angeles 28, California



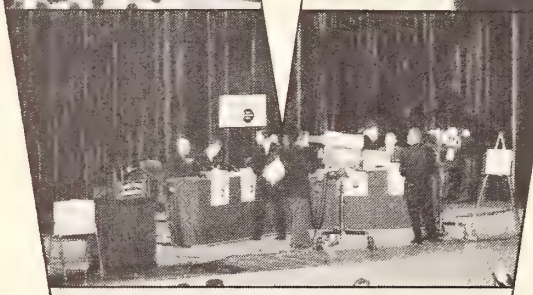


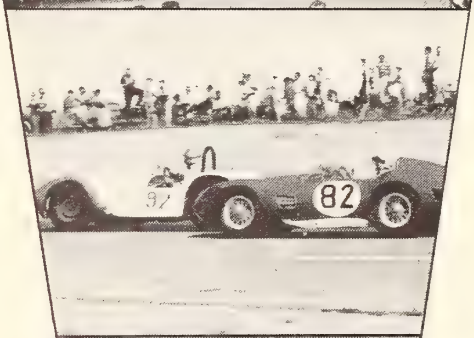


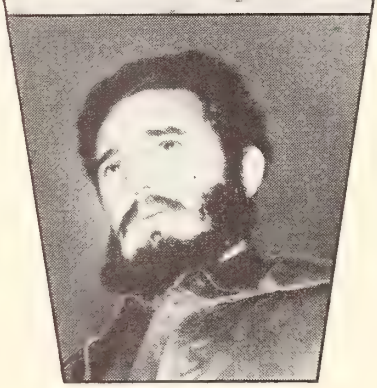


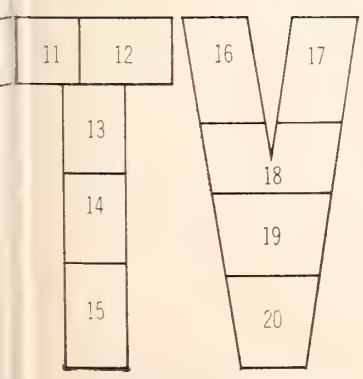












1 70 nations around the world send gorgeous delegates to the International Beauty Congress, two-week festival of pulchritude exclusively on KTTV. Inquire **now** for 1962 availabilities!

2 Top intersectional football clashes between nation's best college squads and USC and UCLA give KTTV autumn excitement.

3 Santa Claus comes to town—even in Hollywood. KTTV covers seasonal splendor of Santa Claus Lane Parade, as well as five other major community parades during the year.

4 Jack Kramer's touring tennis greats, including Pancho Gonzales and Barry McKay, display their top form before KTTV cameras.

5 Nat King Cole takes viewers on European tour in hour "special." KTTV was one of 60 stations chosen as members of "fourth network."

6 "Life in Moscow" revealed on "women's special" as Ben Hunter expands his KTTV daytime show to two hours for occasion.

7 Six years of telethons on KTTV have raised nearly a million dollars for the Arthritis and Rheumatism Foundation of Southern California. In other public service projects, KTTV annually telecasts such events as the George Putnam Youth Awards and the "television pep meeting" for Heart Fund volunteers; did a special show this year on Community Chest Awards to notable workers.

8 Los Angeles viewers have recently seen these and other important and controversial world figures in special programs, some produced on film or tape, many originated live by KTTV.

9 A KTTV tradition — Easter Sunrise Services from Hollywood Bowl. Another regular event, telecast from Salt Lake City, is Mormon Church Conference, with 275-voice Tabernacle Choir.

10 Gina Lollobrigida and 60 other famous movie stars titillated KTTV viewers on exclusive telecast of Golden Globe awards.

11 Tense and thrilling moments as top golfers vie for big prizes at the Los Angeles Open. KTTV covered for more than 10 hours.

12 Gala society event, "Headdress Ball," features Southern California social and cultural leaders in glittering charity fashion show.

13 "Project: Man In Space" features exclusive Russian footage on Soviet space program. Another instance where KTTV was selected as Los Angeles component of "fourth network."

14 For fourth straight year KTTV presents exclusive telecasts of the Los Angeles Dodger games. Expert camera crews and direction have made KTTV first choice to feed games to St. Louis, Cincinnati, San Francisco stations.

15 Five channels cover the Rose Parade New Year's Day, but KTTV regularly sweeps the field — twice as many viewers as closest competitor.

16 SC-UCLA live basketball, track and baseball is part of KTTV's powerful year-round Sports Special—most comprehensive local sports coverage done by any Los Angeles channel.

17 The TV debut of Ray Conniff's "Concert in Stereo" was accomplished by a 4-camera, 12-microphone telecast videotaped at Pasadena Civic Auditorium.

18 Authoritative forecast of Southern California business prospects by financial authorities received prime-time KTTV release.

19 Road Races from Los Angeles County Fairgrounds deliver spills and chills to big KTTV audience. Prime-time hour of film highlights of Indianapolis "500" is additional racing special this year.

20 "Castro, Cuba & Communism," powerful documentary study of Cuban crises, seen on West Coast for first time on KTTV.

concerning their needs. Moreover they insisted that what is being measured in both cases — tv and magazines — is audiences and that they "definitely" can be compared. The original NMS announcement also specified that NMS "does not evaluate these audiences" or the sales efficiency of either medium, and that "each magazine and each television program has its own attributes and qualities which must be considered, in addition to audience measurement, in any sound evaluation."

Nielsen officials attached no particular significance to the absence of broadcasters among NMS subscribers. Their position on this question has been that NMS is getting the support of media buyers and that, historically, when buyers support a service such as this, sellers eventually accept it, too.

The 11 new subscribers announced last week, bringing the total to 23, are BBDO; Foote, Cone & Belding; McCann-Erickson; Ogilvy, Benson & Mather; Young & Rubicam; Lever Bros.; *American Weekly, Better Homes & Gardens, Good Housekeeping, Look* and *Woman's Day*. The five magazines added to the list to be measured, bringing that total to 17, are *American Home, Family Circle, Parents, Redbook* and *Woman's Day*.

THE MEDIA

NAB SENDS FIREMAN TO NORTH DAKOTA

Carlisle urges broadcasters to give Collins 'a chance'

Which is it? Collins & Minow? Or Collins vs. Minow?

The latter, according to an official NAB spokesman dispatched to North Dakota last week to squelch what appeared to be incipient hostility to Gov. LeRoy Collins' conduct of the NAB presidency.

William Carlisle, NAB station relations manager, was sent to a June 24 meeting of the North Dakota Broadcasters Assn. at Bismarck. He was assigned the role of NAB fireman when the advance program said an association spokesman was being "put on the pan regarding Gov. Collins' remarks at the NAB convention and whether he is operating in the interest of broadcasters or in the interest of Mr. Minow's FCC administration."

Despite some similarity in their speeches, Gov. Collins and Chairman Minow hold widely different views on government regulation of broadcasting, Mr. Carlisle told the North Dakota broadcasters.

The two key figures appeared June 25 on the same radio-tv program but there was no exchange of views because the program was recorded in separate segments. Titled *Let's Look at Congress,* the program was heard on a statewide New York hookup. It is conducted by Sen. Kenneth B. Keating (R-N.Y.), who interviewed Gov. Collins June 21 and Chairman Minow the next day (see story page 68).

Guns Loaded ▪ In explaining Gov. Collins' leadership, Mr. Carlisle said in Bismarck that any broadcaster doubtful about the new president's regime should ask any of the 47 members of the NAB board of directors who met in Washington June 14-16. "They came to town with guns loaded," Mr. Carlisle said, adding they went home "happy with their leadership."

Going specifically into the Collins-Minow regulatory views, Mr. Carlisle said NAB's head openly told broadcasters about their weaknesses in his speeches since taking office last January. He said the president had pointed to excessive violence on tv and called for improvement.

"Is there really no wholesale trafficking of radio stations . . . and the public interest be damned?" Mr. Carlisle asked. "How about the guy who blats out the worst type of music, poorly and scratchily recorded, who cuts rates up and down main street, who pays so poorly that you can't understand his inept announcer, who never goes near the station himself and assumes absolutely no responsibility as a licensee? Or who allows smut on the air? Could he be improved? Of course he could and we all know it, or he should get out of our business."

The association's president isn't paid to be a family psychiatrist to the industry, he explained. "If you want somebody to whom you can pay a large annual salary in order that he may talk to you, soothe you, praise you, periodically psychoanalyze you, protect you from all criticism, and travel from state to state and meeting to meeting telling you how good you are and what an SOB the FCC chairman is, you don't want Collins," he said.

An Expert ▪ Mr. Carlisle described NAB's government activities, saying its

the sales we reject . . . prove our worth

In selling or buying a broadcast property, one of your greatest protections is Blackburn's often *demonstrated* willingness to reject a sale rather than risk our reputation. For our business is built on confidence, and no single commission can be worth as much as our good name. Why hazard the risks of negotiating without benefit of our knowledge of markets, of actual sales, of responsible contacts?

BLACKBURN *& Company, Inc.*

RADIO • TV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.	CHICAGO	ATLANTA	BEVERLY HILLS
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	Calif. Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Ave.	Robert M. Baird	9441 Wilshire Blvd.
RCA Building	Chicago, Illinois	John G. Williams	Beverly Hills, Calif.
FEderal 3-9270	FInancial 6-6460	JAckson 5-1576	CRestview 4-2770

effectiveness is increasing. As to Gov. Collins, he said, "You have a man of absolutely unquestioned integrity. You have a man who is one of the perhaps 10 or 11 most accomplished and persuasive orators in America today. You have a man who is an expert in government and governmental processes—one who knows how to work with government people in order to gain for those he represents things no outsider could obtain otherwise. Above all, you have a man who is a born leader."

Conceding he had heard criticism that Gov. Collins doesn't understand broadcasters and broadcasting, he said NAB's leader has "learned fantastically fast and very much."

He described the difference between Gov. Collins and Chairman Minow this way:

"Gov. Collins was saying, 'We all know we can improve.' So let's get off the dime and do it. We all know that we don't want government regulation. So let's get behind the codes and prove we can regulate ourselves.

"Chairman Minow, on the other hand, adopted a 'daddy will spank' attitude. It is one thing for the nominal head of your family at home to advise the rest of the family what is right, wrong, or susceptible to improvement. That's what Collins did. It is quite another thing for the chief of the police force to come to your house to try to coerce your family to do the same thing by threatening police action and perhaps loss of liberty. That's what Mr. Minow did."

"Give this man a chance," Mr. Carlisle urged.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ WEZN Elizabethtown, Pa.: Sold by Lowell Williams and Richard E. Burg to Ira Kaplan, a Washington, D. C., printing consultant, for $160,000. WEZN operates on 1600 kc with 500 w daytime. The broker was Blackburn & Co.

▪ WCBT Roanoke Rapids, N. C.: Sold by the estate of J. Winfield Crew Jr. (70%) and W. Lunsford Crew (30%) to Henry M. Best of Chapel Hill and Roy W. Davis of Durham, both North Carolina, for $100,000. WCBT operates on 1230 kc with 250 w. Blackburn & Co. was the broker.

▪ WFLB Fayetteville, N. C.: Sold by Fayetteville Broadcasters Inc. to Ostb Inc. for $95,000 not including real estate. President of seller is L. W. Allen, owner of ad agency. Principals in purchasers are Ogburn F. Stafford Jr., in insurance business in Greensboro, and Terrence R. Bane, manager of WCOG Greensboro, N. C. WFLB is on 1490 kc., 250 w fulltime. Paul H. Chapman was the broker.

▪ WJAN Ishpeming, Mich.: Sold by Tri-Cities Broadcasting Inc. (R. G. Blomquist and associates) to J. J. Beloungy, Walter D. Steben, Henry H. Schroeder and H. Walter Thompson (each 25%) for $50,000. Mr. Beloungy has interest in KLFD Litchfield, Minn., and formerly was employed by CBS. Messrs. Steben and Schroeder are CBS employes and Mr. Thompson owns Chicago closed-circuit telecasting firm. WJAN is 970 kc, 5 kw daytime. Broker was Blackburn & Co.

▪ WSFB Quitman, Ga.: Sold by J. E. Boyd to J. Thomas Rowland, William F. Hoopes and Danny E. Bailey all of Knoxville, Tenn., for $46,000. Mr. Hoopes is a former news director of WIVK Knoxville and Mr. Bailey formerly was a performer on *Grand Ol' Opry*. Station is a 250 watt daytimer on 1490 kc. Broker was Paul H. Chapman Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page 104).*

▪ KENO Las Vegas, Nev.: Sold by Nevada Broadcasting Inc. (Gordon B. Sherwood Sr. and family) to Paradise Broadcasting Inc., of which Maxwell Hurst is president for $275,000.

▪ KGAL Lebanon, KGAY Salem, both Oregon: Sold by W. Gordon Allen and associates to Radio Wonderful Williametteland Inc, for $268,260 (KGAL $150,000, KGAY $118,000). Glen M. Stadler, Radio Wonderful Williametteland president, owns 75% of KEED-AM-FM Springfield, Ore. FCC approval of the sale, from which Chairman Minow and Commissioner Ford dissented, is without prejudice to any action the commission may wish to take as a result of its present inquiry into the operations of Mr. Allen.

▪ WHRW Bowling Green, Ohio: Sold by Voice of The Miami Valley Inc. (controlled by Howard R. Ward) to WHRW Inc. for $250,000. WHRW Inc. (Rev. H. Max Good, president) is owned by The Memorial Foundation, Columbus, Ohio, which also owns WPAR Parkersburg, W. Va. Chairman Minow abstained from voting.

▪ WDCL Tarpon Springs, Fla.: Sold by Clearwater Broadcasting Corp. (Hodding Carter and family who also own WDDT Greenville, Miss.) to Consolidated Communities Corp., which owns WMBM Miami Beach, Fla., for $250,000 and agreement not to compete for five years. Buyers include Dorothy C.

3 Western States VHF TV Stations For Sale!

1. Major network TV affiliate plus fulltime radio station. Combined annual gross $170,000-plus. Absentee-owned. Sale includes two buildings and 50 acres of land. Total price $305,000 with $60,000 down and attractive terms.

2. Total price of $150,000 buys all fixed assets of single station market VHF. Possible financing help available on $100,000 down payment.

3. 60% of VHF station in market of over 100,000 available for $150,000 with $75,000 down and balance over five years.

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Joe A. Oswald
New Orleans

SAN FRANCISCO
John F. Hardesty
111 Sutter St.
EXbrook 2-5671
Don Searle
Los Angeles

NEGOTIATIONS • APPRAISALS • FINANCING

Margolis, 50%, son Alan Margolis, 20%, and Alexander Klein, 20%, vice president of WDAS Philadelphia.

▪ KXO El Centro, Calif.: Sold by Feldman Enterprises Inc. (Leonard Feldman and associates) to KXO Inc., consisting mostly of KXO employees for 242,296. Marco Hanan, KXO Inc. president (52.17%) and presently general manager of the station, has minority interests in KLIV San Jose and KXOA Sacramento, both California.

▪ WCMW Canton, Ohio: Sold by Stark Broadcasting Corp. (Geneva Gee, president) to Douglas Properties Corp. (Sidney J. Collins, president) for $230,000. Stark owns 91% of WARU Peru, Ind. Mr. Collins is an accountant.

▪ WOKJ Jackson, Miss.: Sold by Dixieland Broadcasting Co. to Ni-Mac Broadcasting Inc. for $90,000 and 900 shares of stock in Ni-Mac. James M. McLendon, Ni-Mac president, is half-owner of Dixieland and also has major interests in KOKY Little Rock, Ark., KOKA Shreveport, La. and WENN Birmingham, Ala. Chairman Minow not participating.

▪ WOHP Bellefontaine, Ohio: Sold by James T. Sandonato and Thomas W. Talbot to D. L. Rike & Co. (investments) for $100,291. John J. Cote is president of buyer which includes six stockholders each owning 16.66%. Mr. Talbot has majority interest in WJJL Niagara Falls, N. Y.

▪ WECL Eau Claire, Wis.: Sold by G. LaVerne Flambo to Robert Nelson, presently president of WECL, for $100,000.

Reeves registers debentures at SEC

Reeves Broadcasting & Development Corp., New York, has filed with the Securities & Exchange Commission seeking to register $2.5 million of convertible subordinated debentures to be offered to the public at 100% of principal amount. The offering will be made on an all or none basis through underwriters headed by Laird & Co.

Reeves owns WUSN-TV Charleston, S. C., WHTN-TV Huntington, W. Va., and KBAK-TV Bakersfield, Calif., the latter a uhf station. Broadcasting accounts for 32% of the company's gross operating revenue. Income from telecasting, sound recording and film development for the year ended Dec. 31, 1960 was $1,757,014, down from $1,790,850 for the comparable period of 1959. Operating expense in 1960 was $858,570 against $915,097 in 1959. Net income for 1960 for the corporation was $293,257 against $344,447 in 1959.

Hazard E. Reeves, president, owns 41.4% of the 1,403,893 outstanding shares of common stock. His annual salary is $30,400. Christiana Oil Corp. owns 13.3% of the stock and management officials as a group hold 49.5%.

Proceeds from the debenture issue will be used in development of VHF Inc., a New York tv-film producing company owned by Reeves Broadcasting & Development ($300,000); for investment in VeriVu Corp. to exploit a 3-D picture system ($75,000); to develop a resort in Brunswick County, S. C. ($300,000) and to repay bank loans ($1,050,00). The remainder will be added to working capital and used for general corporate purposes.

Time Inc. consolidates radio-tv in one company

Time Inc. last week consolidated its tv and radio broadcast activities under a single company called Time-Life Broadcast Inc. Weston C. Pullen Jr., a Time Inc. vice president, becomes president and a director of the new company. Vice presidents and directors include F. S. Gilbert, formerly general manager of *Time* magazine, and Sig Mickelson, formerly CBS News president.


Mr. Pullen

The organizational change was announced by Roy E. Larsen, chairman of the executive committee, Time Inc. Stations owned and operated by the newly formed company are KLZ-AM-TV Denver; WOOD-AM-TV Grand Rapids; WFBM-AM-FM-TV Indianapolis, and WTCN-AM-TV Minneapolis. The company produces *Topic A*, a radio news show, is developing several tv and radio program services, and is surveying broadcasting opportunities in other countries.

Codes termed only tool for self-regulation

Adherence to the industry's self-regulatory codes will provide the only way to convince those who would regulate broadcasting that regulation from within can be effective, according to Charles M. Stone, NAB Radio Code director.

Addressing the Maryland-District of Columbia Broadcasters Assn. at Ocean City, Md., June 23, Mr. Stone said it is imperative that a majority of the members of every state broadcasters association become code subscribers.

Since July 1, 1960 the radio code has acquired 1,275 subscribers, he said. But he said the figure represented only 28.7% of stations on the air, adding that only 113 or 5.4% of non-NAB station members are radio code subscribers.

Mr. Stone said the 31-year-old radio standards didn't work. "But the radio code represents self-imposed obligations, not the means by which a broadcaster can avoid individual responsibility," he said.

Lloyd W. Dennis Jr., WTOP-AM-FM Washington, association president, described progress of the group's move to promote self-regulation through subscription to the NAB radio and tv codes. Member stations should report code violations to the association's own code committee, he said. John McClay, WJZ-TV Baltimore, is chairman of the Md.-D. C. code committee.

Kenneth A. Cox, chief of the FCC broadcast bureau, discussed his personal experiences since assumption of the office early in the year.

Storz suit denied

Suit by Storz Broadcasting Co. (WDGY Minneapolis) to prevent Bill Bennett, announcer-d. j., from working at WLOL Minneapolis was denied June 13 in Hennepin County (Minn.) District Court. Judge Rolf Fosseen held WDGY could not interfere with or enjoin Mr. Bennett's employment by WLOL. The suit had been based on the ground Mr. Bennett had breached a restrictive covenant in his Storz employment agreement.

Judge Fosseen held Mr. Bennett had in effect been fired by WDGY when the station had reduced him to union scale.

E PLURIBUS ULLMAN



Take Bernius Edelman's toga. Used to have call letters of new FORMATIC RADIO clients on it. No more. Ran out of toga space—FORMATIC's selling so fast. For the swingingest station in each market, logos, theme, punctuators. Everything you need. Hail Bernius for data.

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THAT WCKY SURE

wakes up

CINCINNATI



But not just in the morning. Every minute of the day and night-from Will Lenay's bright-day-in-the-morning show to the jampacked allthruthenite Jamboree -WCKY's fresh new sixties-sound of music and service has given Cincinnati a get-up-and-go shot in the arm. New program ideas plus a new hullabalulu of promotion have perked up the whole Cincinnati Tri-State area, giving hundreds of thousands of Ohio River Valley listeners a new lease on life. But that's only half the story; the real eye-opener is that pennies-per-thousand cost. There's nothing new about that; any Nieisen or the salesman from AM Radio Sales can still prove that WCKY is some Cincinnati buy!

WCKY-RADIO IS SOME BUY!
50,000 WATTS—CINCINNATI

NCTA takes no stand on pay tv

LARGE OPERATORS FAVOR IT BUT SMALL OPERATORS ARE OPPOSED

Over 600 community-television operators met in San Francisco last week to equate their individual operating problems against the future of the video medium. But the 10th annual convention of National Community Television Assn. wound up its sessions Friday without taking a definite stand for or against pay tv though the subject was discussed at length.

NCTA's meeting had a close look at pay tv during a Wednesday afternoon panel discussion moderated by Larry Boggs, Vumore Co., Oklahoma. After the discussion it appeared that some of the large group operators of community tv systems figure they can do well with nationwide fee tv whereas many of the smaller operators, fearing they will be grabbed up, are opposed to the idea (BROADCASTING, June 19).

Participating in the pay-tv panel were M. William Adler, Weston (W. Va.) Television Cable Corp.; J. Seibert Worley, Shamrock (Tex.) Community Tv System; Gene W. Schneider, Community Tv Systems of Wyoming; Martin F. Malarkey, Transvideo-Hotel Operating Co.; William J. Calsam, Oneonta (N.Y.) Video Inc.; Irvin B. Kahn, TelePrompTer Inc., and George R. Morrell, Midwest Video.

At its Friday elections, NCTA named Glenn Flynn, Tv Cable Service, Tyler, Tex., as national chairman; Charles Clements, Clements Tv, Waterville, Wash., vice chairman; Frank Thompson, Rochester (Minn.) Video, vice chairman, and Mr. Adler, treasurer.

Sandford F. Randolph, of Charleston, W. Va., immediate past chairman, was named to continue as a member of the executive committee.

The Board ▪ Elected to the board were Mr. Kahn; Leon Papernow, H&B American Corp., Los Angeles; Carl Williams, Daniels & Assoc., Denver; John Walsonavich, Service Electric Co., Mahanoy City, Pa.; Ben Conroy Jr., Uvalde (Tex.) Television Cable Corp.; Archer Taylor, Missoula (Mont.) Tv Cable Co.; Ray V. Schneider, Williamsport (Pa.) Tv Cable Corp.; Virgil Evans, Alexandria, La.

In his keynote address June 20, NCTA President William Dalton criticized legislation that would empower the FCC to regulate "a situation that no longer exists."

Mr. Dalton said he couldn't figure out why NAB "seems to be hollering for such legislation." NAB, he said, contends there are a few areas where a clash exists between local broadcasters and catv systems. But there are "very few" such cases, he contended, adding: "The NAB and NCTA have a growing and improving relationship for public good which should serve both the broadcasters and our members effectively and profitably in the years ahead.

"But it's time that both broadcasters, who are calling for more freedom, and catvers, who deserve to grow also, should give some careful thought to what's ahead. It's time we join together on this freedom road instead of traveling separate and diametrically opposed paths."

Mr. Dalton contended any kind of original legislation for any industry "is the first foot in the door towards regulation forever." He asked, "Why do broadcasters want you to be regimented by regulation and resulting inspection for 'economic impact'? Don't they realize that such inspection calls for careful scrutiny of management, books and profits—for both sides?"

One Out of Sixty ▪ Catv systems serve one out of every 60 tv homes in the U.S., Mr. Dalton said, "keeping 3-million grateful viewers informed and happy." He said over a thousand catv systems are extending tv signals into homes.

NTCA delegates discussed a wide range of problems including the potential impact of boosters and microwave systems operated by broadcasters. Registration totaled 624, according to Thursday records.

The association's first award to a broadcaster was given to Mrs. Dorothy Mugford, WNEP-TV Scranton, Pa.

Other awards: to Lloyd Calhoun, Hobbs (N.M.) Tv, public relations award for 24-hour scientific weather service maintained on an extra channel; duplicate local advertising awards to Douglas Danser, General Television Systems, Naples, Fla., and Mr. Conroy.

NCTA's annual equipment exposition covered latest developments in the field. Jerrold Electronics Corp., Philadelphia, demonstrated new microwave equipment during the convention. It is available in the 6 kilomegacycle band and will be able to handle 600-line wide band video for closed circuit or community antenna systems, according to Milton J. Shapp, Jerrold president. Within a few months, he said, addition-



This territory is IMPORTANT
This territory is ACTIVE
This territory is DEMANDING

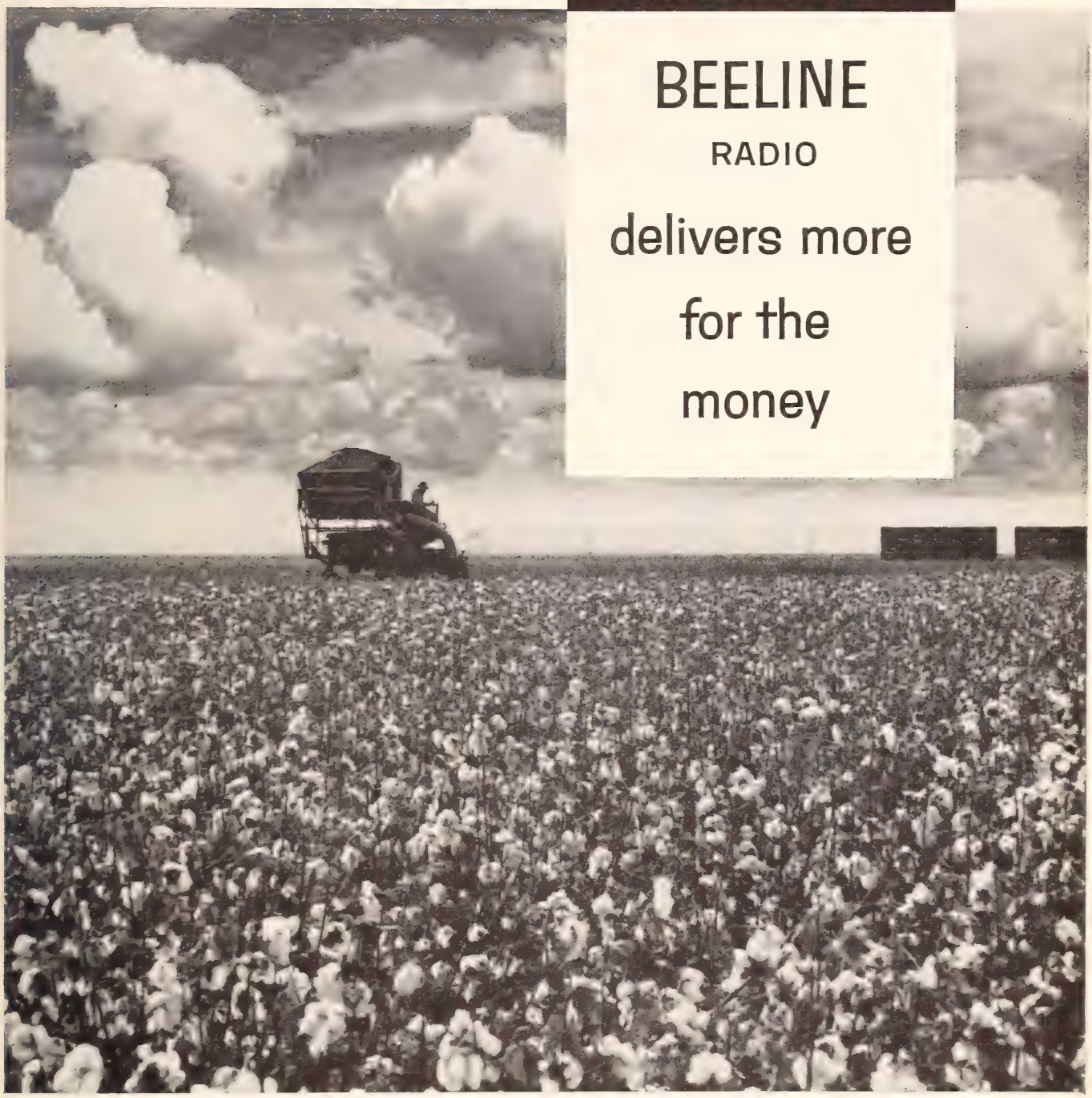
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Wherever a buying decision is made...
a WEED man IS THERE!

IN INLAND CALIFORNIA
(AND WESTERN NEVADA)

BEELINE
RADIO
delivers more for the money



Harvesting cotton in the fertile Central Valley of California.

Kern and Fresno counties — covered in depth by Beeline radio — are the two top cotton producing counties in the United States.*

This is an area that produces big and spends big. Beeline radio makes your product part of this prosperous scene. In fact, throughout Inland California and Western Nevada, the Beeline stations deliver more radio homes than any other combination of stations — and at the lowest cost per thousand. (Nielsen, SR&D)

**Source: 1959 Bureau of Census*

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

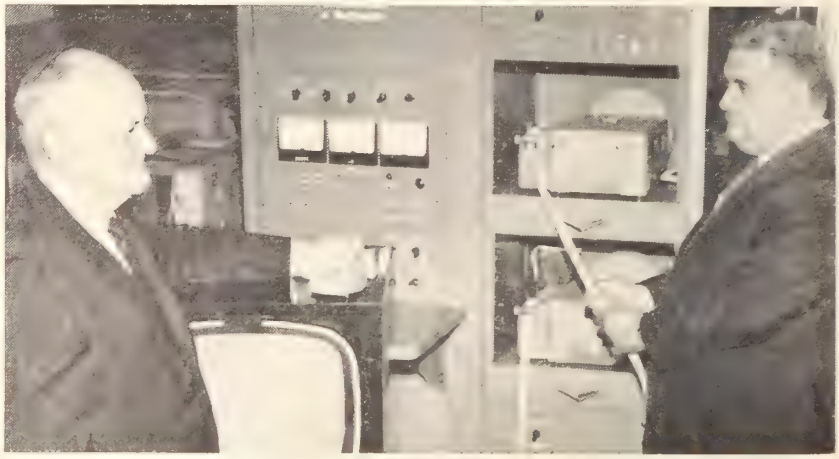


TelePrompTer plans Key Tv test

TelePrompTer Corp., New York, has begun field performance tests of the audience response features of its Key Tv pay television system, utilizing laboratory and cable facilities of the Western Union Co.

Irving B. Kahn, TelePrompTer president, said last week the company will launch a series of tests to determine the engineering performance of the system. The initial phase, now in progress, involves a five-mile cable circuit between the Western Union headquarters and Columbus Circle in Manhattan to test the system's accuracy. A later test will involve more than 12-miles of cable. These distances approximate the size of individual Key Tv installations served by a single station.

Once the cable requirements have been fully met, a TelePrompTer spokesman said, the company plans to set up a pilot installation to test the system under operational conditions. These experiments may be conducted in one or more of the nine community antenna tv systems it owns or in Hawaii Kai, where a subsidiary owned jointly by Henry J. Kaiser and TelePrompTer currently is installing a catv system.



Irving B. Kahn (r), president of TelePrompTer Corp., and Thomas F. McMains, vice president and assistant to the president of Western Union, discuss field-performance tests of TPT's Key Tv pay television system. Using Western Union laboratory and cable facilities, TelePrompTer is testing the accuracy of its system over a five-mile circuit.

al microwave equipment will be offered by Jerrold in the 12 kc band. He noted Jerrold heretofore specialized in tv-cable communications-systems packaging and electronics contracts, and said its entry into the microwave field will add "flexibility" in meeting communications systems needs.

Networks refuse time to Communist Party

The Communist Party in the U.S. has sought purchase of broadcast time on all networks but, according to a party spokesman, the time request was denied. Reportedly the time purchase was requested some time ago and was made of all three tv and all four radio networks.

The time would be used to protest the U.S. Supreme Court decision of June 5, 1961, which upheld by a close (5-4) vote, registration requirements under the McCarran and Smith acts.

The party spokesman said in New York that print advertisements had been placed in the *New York Times, The Washington Post,* the weekly *National Guardian* and other publications (the *Times* ad ran June 22), and that advertising, print or broadcast, would be placed also where possible through local party organizations. Last week Claude Lightfoot, head of the Illinois Communist Party said in Chicago he planned to buy local radio time and newspaper space in the campaign to fight the court decision. A check by BROADCASTING of the Chicago area stations, however, found none that would sell to the party. (The Illinois party numbers some 1,000 in membership, down from 8,000 peak in the last 1930s.)

In New York, the national headquarters said the matter of air-time refusal was in the hands of "our attorneys." Whether or not the matter would be brought before authorities (presumably the FCC among others) was left undecided.

McKenna wants realism on FCC renewal forms

The FCC should use a realistic approach in its appraisal of a radio station's service to its community rather than an archaic evaluation based on the types of programming devices employed, the Wisconsin Broadcasters Assn. was told June 22 by James A. McKenna Jr., of McKenna & Wilkinson, Washington law firm.

Radio must be appraised on a different basis than tv, he said noting the varied coverage patterns, division of income among a large number of stations and reliance on local programming.

The association held a two-day meeting at Wisconsin Dells. Speakers included FCC Commissioner Rosel H. Hyde.

In a resume of current regulatory problems, Mr. McKenna said neither radio nor tv "should be required to conform to any particular kind of programming straitjacket and neither should be expected to follow standards devised for and applicable mainly to the other." He suggested the average am station no longer has a large staff that can devote days and weeks to preparation of statistical and narrative data now re-

E PLURIBUS ULLMAN



Heads you win. Tails ditto. Charlie Grood will prove it with Ullman's ACTIVE RADIO package. High power 20 second jingles, lead-ins, open-end commercials with your station's call letters. For more coin of the realm call numismatist Charlie Grood.

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Hollywood / New York

New! from NBC Films

HENRY FONDA 'THE DEPUTY'



73 action-splashed half hours distinguished by: **MR. FONDA IN HIS FIRST TELEVISION SERIES**—*as Chief Marshal Fry, soft-spoken, friendly...but swift in action when danger threatens. Henry Fonda enjoys a TvQ performer popularity score 43% above average.* **ALLEN CASE, REFRESHING NEW TALENT**—*as deadshot Deputy Clay McCord who abhors violence. His TvQ ranking is 19% above average.* **THE DEPUTY** *had a network total average weekly audience in excess of 21,000,000... it provides Big Reach that delivers the sponsor's prime target of younger, large-family homes*...it assures extreme flexibility and long run, daytime or evening. Get the drop on your market now—with "THE DEPUTY" from NBC Films.*

NBC FILMS

*Source: NTI March-April, 1961, Age of Household Head (under 50) 20.7, Family size (5 or more) 22.4

quired for renewal applications.

Broadcasters should not look upon license application forms as a prescription for public interest programming, FCC Commissioner Rosel H. Hyde told WBA Broadcasters Assn. Friday (June 23). He said licensees should look upon their permits as a privilege to program for their listeners according to their own imagination, resources and determination of those needs.

Commissioner Hyde said broadcasters should not look to the commission for directions and prohibitions but must, on their own initiative, become positive forces in their communities. Referring to FCC plans for new program reporting forms, he expressed concern about the wisdom of an approach which might indicate an attempt to tell licensees what they should do.

WBA reported an all-time high of more than 100 broadcasters in attendance. They heard state senator William A. Draheim (R) assure them that they will be exempt from the state's proposed new sales tax program.

Carl J. Burkland of Television Information Office gave a slide presentation showing the conflicting viewpoints of newspapers and groups such as the PTA on programming. He pointed out the problems involved when a tv program may please one critic but displease another at the same time.

NBC-TV promotion men make plans for the fall

Advertising, publicity and promotion campaigns for the 1961-62 program schedule are among the topics to be discussed by promotion managers of NBC-TV affiliates when they meet in four cities the week of July 9. The one-day sessions will be conducted in New York on July 10, New Orleans on July 11, Chicago on July 12 and in Los Angeles on July 14.

The meetings will give stations ideas for campaigns with the "primary objective" of making each the best in its market, according to Sydney H. Eiges, NBC vice president.

Something for Stanton to fall back on

CBS President Frank Stanton's "bona-fides" for addressing the Press Photographers Assn. (see AT DEADLINE) go back to this 1928 picture —and beyond. As a junior in high school he got a job as assistant to a portrait photographer, made money by making pictures for the yearbook and local newspapers. As an undergraduate at Ohio Wesleyan he helped pay his college expenses by making yearbook pictures; as a graduate student he made pictures to illustrate textbooks.



On top of Ol' Smokey

Associates also credit collegian Stanton with resourceful use of a 16mm movie camera to photograph opposing football teams in action—first from a platform mounted on poles, later from the top of the football stadium—until the Ohio Assn. of Colleges caught up with him and blew the whistle on this now-thoroughly-orthdox scouting technique.

Dr. Stanton subsequently made two 16mm educational films which were described as highly successful ("Some Physiological Reactions to Emotional Stimuli" in 1932, and "Factors in Visual Depth Perception" in 1936). He has maintained a keen interest in still photography, often carries a subminiature camera in his pocket for quick enjoyment of his hobby. Experts have said he has an extraordinary eye for composition. Several pictures he made on a visit to India earlier this year were described by the managing editor of *Architectural Forum* as "masterpieces by all our standards." One of his pictures of the first Kennedy-Nixon tv-radio debate last summer was reproduced by *Television* magazine as the cover picture of its January 1961 issue.

Dr. Stanton also is a former member of the boards of the American Film Center and the Film Council of America. In the photo above he is shown, aged 20, atop Mt. Vesuvius during a tour the costs of which were paid, in part, by the Graflex he holds in his hand.

E PLURIBUS ULLMAN



Harry Sanger won't make any bad jokes about TARGET JINGLES hitting the you-know-what. But, friends and countrymen, lend Harry an ear and you'll praise 'em yourself. Jet Jingles; C 'n' W jingles; Top 40; Middle-of-the-road jingles. Styled your way. On Target. *Oops.*

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ABC-TV fall promotion swings into full gear

Plans for the local promotion of ABC-TV's fall schedule are swinging into high gear this week with clinics scheduled today and tomorrow in New York (June 26 and 27) and in Los Angeles Thursday and Friday. Promotion managers' conferences were held last week in New York and Chicago.

Representing the network at the meetings are Michael J. Foster, vice president, press information; Dean Linger, director of advertising and promotion; Sid Mesibov, director of exploitation and others.

ROY AND NEWT AGREE, BUT...

They differ on methods for eliminating excessive crime and violence on television

NAB President LeRoy Collins and FCC Chairman Newton N. Minow agreed last week that there is too much crime and violence on television. But they differed, in appearances before the Senate Juvenile Delinquency Subcommittee Monday, on how television could be improved.

Gov. Collins made a strong plea for letting the industry do its own policing, through its NAB Code. And he coupled this with a proposal that the broadcasters' association help underwrite a "massive" study of the "prime causes" of juvenile delinquency.

Mr. Minow indicated the FCC would be happy to see the NAB succeed in its self-improvement efforts. But he renewed the commission's recommendation for legislation permitting the FCC to regulate the networks. He also said licensees should be required to "see and hear in advance" the network programs they broadcast.

Consideration of whether Congress should require the licensing of networks or, alternatively, grant the FCC power to make rules affecting network programming, is one of three purposes of the hearing set forth by Subcommittee Chairman Thomas Dodd (D-Conn.).

The others, Sen. Dodd said, are to determine whether Congress should:

1. Amend the Communications Act to permit the FCC to formulate rules, "within the limits of the First Amendment" (freedom of speech), on programming by individual licensees.

2. Vote the FCC funds to conduct research on the relationship between tv crime and violence and the rising incidence of juvenile delinquency—the question the hearing was called to examine.

Let HEW Do It. ▪ Mr. Minow made it clear the FCC isn't interested in making the study suggested by Sen. Dodd. If the job were given to any federal agency, he said, it should be given to the Dept. of Health, Education & Welfare.

Messrs. Collins and Minow were the only witnesses at the hearing Monday which will probably be the last session this month. Sen. Dodd said the hearing would be in recess about two weeks. When it resumes, he said, HEW Secretary Abraham A. Ribicoff will be among those invited to testify.

Gov. Collins agreed, at the outset, that "some crime and violence" on television "is unnecessary an undeserving of broadcast," and said "such [programming] is offensive to simple good taste, seriously downgrades the television art, and should be eliminated."

But he said improvement of broadcasting should come through the industry itself, rather than "government dictation." NAB's television code has been "effective in raising programming standards" and can be made even more effective through tougher enforcement, he said.

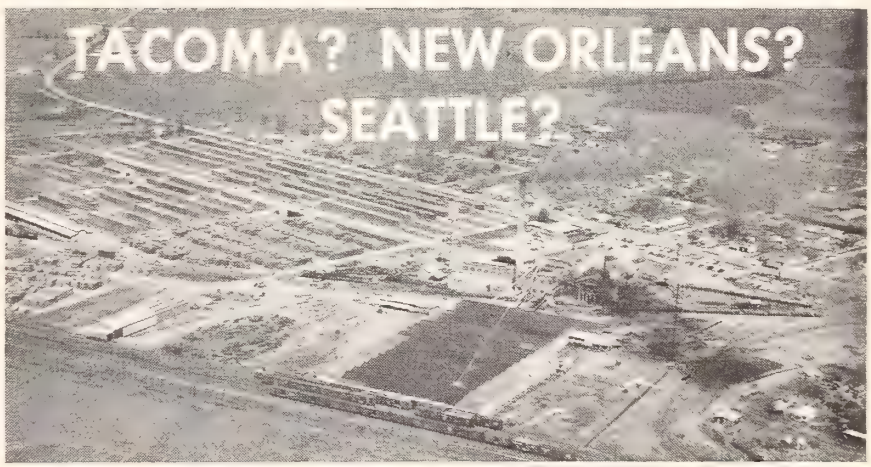
In this connection, he noted that NAB's board of directors has approved a "greatly stepped-up code activity" under a single administrator with considerable authority (BROADCASTING, June 19). He added that NAB's sanction for code violations—withdrawal of the code seal—is a "meaningful" and "effective" deterrent.

Talked to Bobby ▪ He also disclosed that he has conferred with Attorney General Robert Kennedy on how NAB could expand the scope of the code's application without violating the anti-trust laws. He said the attorney general had been "most cooperative," and

Minow for seven more

FCC Chairman Newton N. Minow, whose present term on the commission expires Friday (June 30), was sworn in last week for a brand new seven-year term of his own. Judge David L. Bazelon of the U.S. Court of Appeals, administered the oath.

Among those present were Chairman Minow's parents, Mr. & Mrs. Jay Minow of Milwaukee, the other commissioners, the chairman's wife and her mother and members of the chairman's personal staff. Mr. Minow, a Democrat, was appointed last winter for the unexpired term expiring this week and also for a full term running until June 30, 1968. He was confirmed for both appointments at the same time by the Senate last February.



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 71.7% SHARE OF AUDIENCE

According to March, 1961 ARB we average 71.7% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV

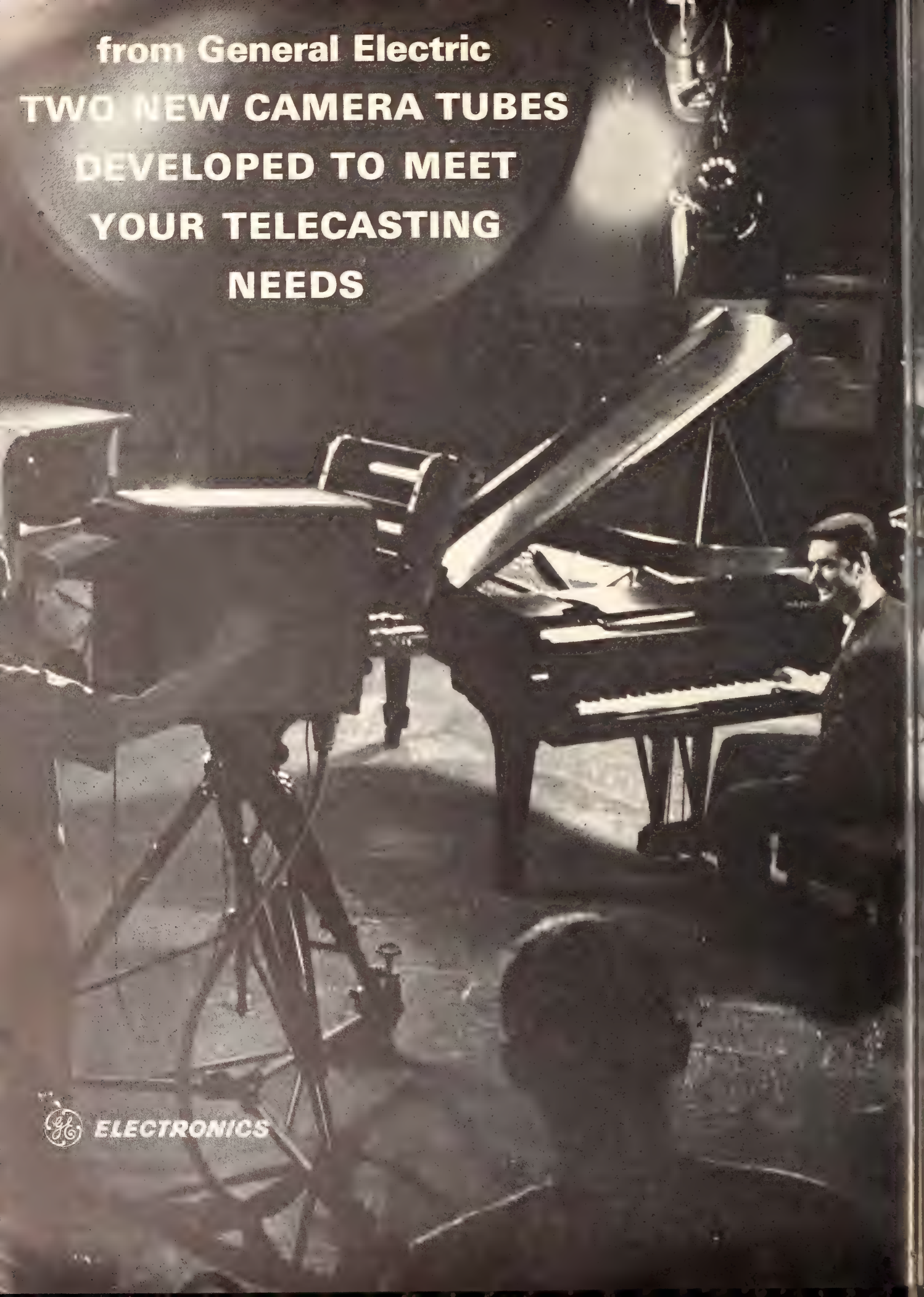
Channel 8
Monroe, Louisiana

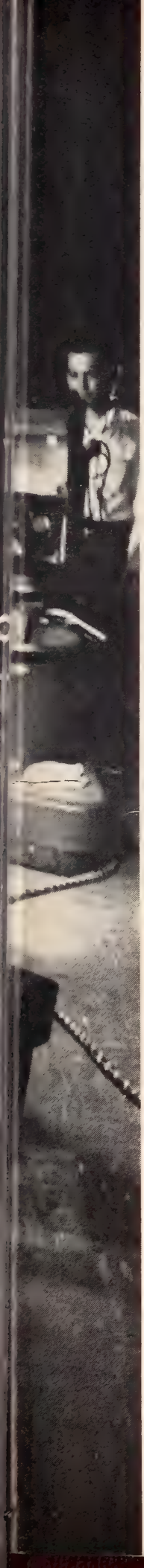
The only commercial TV station licensed to Monroe.

CBS • ABC

A James A. Noe Station
Represented by
H-R Television, Inc.

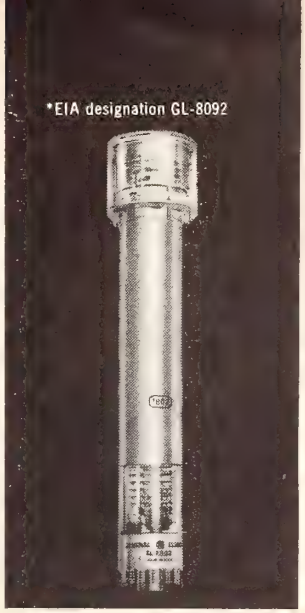
Photo: Tallulah division of Chicago Mill and Lumber Co., manufacturers of lumber, veneer, plywood and wooden packages for nation-wide sale—Tallulah, Louisiana.


from General Electric
TWO NEW CAMERA TUBES
DEVELOPED TO MEET
YOUR TELECASTING
NEEDS
ELECTRONICS



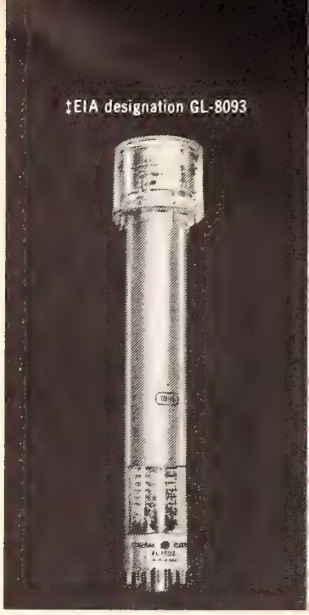
ZL-7802*

Supersensitive, Large Dynamic Range, Longer Life, Very High Resolution, Flatter Field, Reduced Beam-Bending, No Orth Spot



ZL-7803‡

High Signal-to-Noise Ratio, Improved Definition, Flatter Field, Reduced Beam-Bending, No Orth Spot



TV STATION-DESIGNED...

...for flexibility in your color and special telecast work

ZL-7802 represents a significant advance in image orthicon design. It will pay dividends every day in your studio and remote telecasting. A high-gain, thin-film semiconductor target is the key to ZL-7802 sensitivity and ability to handle wide ranges of scene illumination. This supersensitive target improves depth-of-focus, effectively reduces "stickiness," and permits pickup of dramatically lighted scenes with a minimum of set-up time. The thin-film target also provides excellent high-amplitude response, greatly reduces susceptibility to permanent burn-in damage, affords stable operation during life and eliminates raster burns.

The addition of a field mesh in the scanning section provides excellent landing, shading and dynamic match in color cameras using three image orthicons. Because of this field mesh, only simple adjustments are required and you save on set-up time.

ZL-7802 is interchangeable with the 7629, 7513, 7293, 7293A, 5820 and 5820A.

...for quality you require in critical video tape recording

ZL-7803 is specially designed for studio pickup service where you control lighting and demand high-quality performance. An improved target-mesh assembly assures you of a *high signal-to-noise ratio* (peak-to-peak signal vs. [RMS] noise —min.: 38, av.: 50). A special field-mesh in the scanning section enhances picture quality by providing sharp transition from black to white without spurious effect (white edges). This feature, by equalizing the decelerating field which the scanning beam encounters, causes the beam to strike the target in a more evenly perpendicular direction over the entire target area. This improves flatness of field and corner resolution . . . helps prevent distortion. The ZL-7803 will noticeably shorten your set-up time and reduce the need to compromise between sharpest focus and minimum background blemishes.

Now you don't have to use a costly color tube to achieve the quality you require in video taping. The ZL-7803 is competitively priced with standard camera tubes. Yet, the high signal-to-noise ratio provides premium video taping quality.

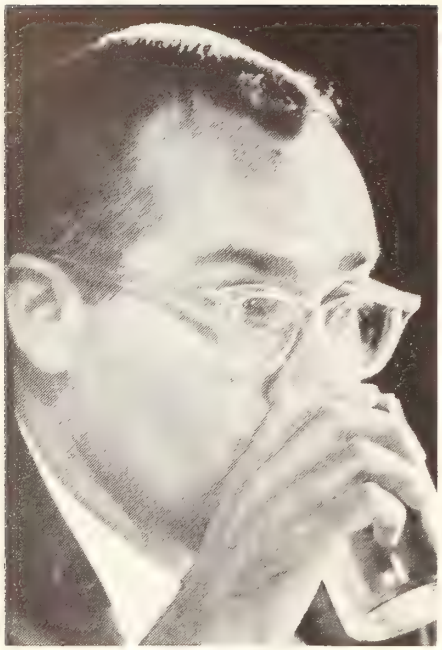
ZL-7803 is interchangeable with the 5820, 5820A, 7293, 7293A and 7513.

Try these new General Electric Image Orthicons in your own cameras. Put them on the tough jobs—for the ZL-7802, demanding special application, color, or low light-level work; for the ZL-7803, critical video taping or quality studio pickup service in black and white or color. You'll appreciate the way these tubes perform.

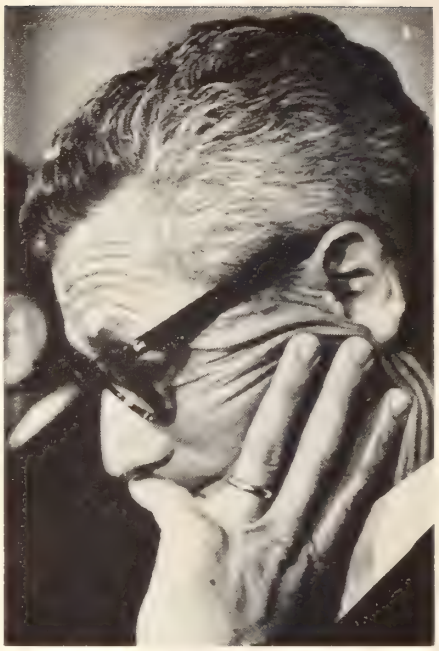
For additional information, call your General Electric industrial tube distributor or write for descriptive literature... ZL-7802 (ETR-2800) and ZL-7803 (ETR-2801)... to General Electric Company, Room 7249A, Owensboro, Kentucky.

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GENERAL ELECTRIC



A refreshing pause



A pause for thought

had promised "some definitive help and more specific clarification in the near future."

In proposing a broad-gauged study of delinquency, Gov. Collins said he had already discussed the matter with network representatives and was "confident" the networks would help finance the project. To help set up the study, he urged Sen. Dodd to call a conference of subcommittee members, representatives of all communications media, and Secretary Ribicoff.

He said the study should be a "massive" one—involving all potential causes of juvenile delinquency, not only television—and be conducted by social scientists under "impartial auspices." Sen. Dodd described the proposal as "excellent" and promised his cooperation at the conclusion of the hearing.

Sen. Dodd greeted the NAB head—a former Democratic governor of Florida—with exceptional warmth. But he didn't let pass unchallenged the governor's assertion that the weight of sociological evidence does not support charges linking television and juvenile delinquency—a position taken by a string of industry representatives who preceded Gov. Collins to the stand in the previous five days of the hearing.

Sen. Dodd said his own feeling is that the evidence presented at the hearing "is on the side of the conclusion theat there is a contributory causal relationship between tv crime and juvenile delinquency."

Applauds Efforts ▪ Mr. Minow said the commission is interested in the "increased activity" of NAB's Television Code Board and that it believes this intensified effort can lead to "substantial results" in improving programming.

But his testimony, for the most part, was sharply critical of present television fare, particularly that provided for children. Nowhere is television more "a wasteland" than in the area of programming aimed at children and young people, he said.

"Children will watch anything. And when a broadcaster uses crime and violence and other shoddy devices to monopolize a child's attention, it's worse than taking candy from a baby—it is taking precious time from the process of growing up."

He urged the adoption of legislation, previously recommended by the FCC and already introduced in Congress, authorizing the commission to regulate networks. He said the networks are responsible for a principal portion of the programs broadcast by most stations and that, as a result, the scope of the commission's regulatory power should be broadened to take this into account.

He also recommended that broadcast licensees be "required—or, perhaps empowered—" to preview the programs they broadcast. The broadcaster "is often just another member of the audience," Mr. Minow said, "as little aware of what comes next, as the children who watch in our homes."

Mr. Minow said the commission, under present authority, could help inspire "different and better programming" by encouraging development of educational television and by speeding its studies on the feasibility of uhf television. "The commission should do everything possible to increase the num-

Minow, Collins share program & some views

NEITHER SEE FCC FUNCTIONING AS RADIO-TV CENSOR

FCC Chairman Newton N. Minow and NAB President LeRoy Collins shared the same tv program and many of the same views over the weekend.

The two appeared on the *Let's Look at Congress* recorded radio-tv program carried on a group of 10 tv and 20 radio stations in New York State. Sen. Kenneth Keating (R-N. Y.) was m.c. of the program, heard Sunday on the stations by film and tape.

Both Chairman Minow and President Collins agreed it would be a good idea to broadcast sessions of Congress and committee hearings. And they were in accord on the desirability of broadcasting court trials in view of the progress in coverage techniques.

The program did not pit the two against each other. They were recorded at separate times without knowing what the other might be saying.

Gov. Collins said in response to a query by Sen. Keating that the FCC probably could use its power in a way that would amount to censorship but thus far he had seen no indication that the commission would use its power that way.

He flatly opposed pay tv; said tv decisions as to programming are to an important extent made by the three networks and the syndicated film producers, based on ratings; questioned the soundness of ratings interpretation and influence, though conceding there is less likelihood of error in national ratings; agreed there is too much crime and violence on the air; said the public can tell broadcasters and advertisers whether they like or dislike programs; called for more quality drama on tv.

Controlled Viewing ▪ Gov. Collins said the viewing of his 11-year-old daughter is controlled at home. He said he is watching tv more since assumption of the NAB presidency whereas Chairman Minow said he has cut down on his viewing since becoming head of the FCC because he has less time to watch.

NAB's president said NAB favors the consensus bill to reorganize the FCC rather than President Kennedy's proposal, feeling the approach to improved FCC efficiency should be through congressional act rather than executive order.

Chairman Minow said he felt Congress can solve the problem of equal time in political campaigns to keep out non-serious publicity seekers and preserve the rights of serious candidates. "I would hope very much that we would

ber of stations on the air—and as a result, the number of choices that viewers have," he said.

Calls For Public Action ▪ Mr. Minow added that the public itself can be effective. Broadcasting is receptive to criticism as well as to praise, he said, and "sponsors are especially sensitive to criticism." He said "viewer organizations should be encouraged . . . to contribute valuable suggestions and advice."

Gov. Collins also discussed the public's role in programming, declaring that viewers should not be "apathetic" but should make their views known to broadcasters and advertisers.

As an example of what he considered the weakness of present programming practices, Mr. Minow said that "one of the country's largest insurance companies" had tried, and failed, to buy network time this fall for a program dealing with American colleges and universities.

He said he was sure "most broadcasters" would want to present such a program to help youngsters and their parents decide on a choice of college. "Yet, today there is no room for such public service—fully paid for—on television," he said.

Mr. Minow's most crtical comments were contained in a statement he called "a personal point of view." In a statement submitted in behalf of the FCC, he said the commission has received complaints about crime and violence programs on both television and radio.

While the statement stressed the legal prohibitions against FCC censorship of programming, it added that the commission is authorized, through its licensing powers, to consider program policies and performances of licensees at license-renewal time.

Ratings to Blame ▪ Although Messrs. Collins and Minow differed in their suggestions as to how tv crime and violence might be eliminated, they agreed that ratings were the reason so many action-adventure shows are programmed. Both also expressed considerable doubt as to the validity of ratings in measuring public acceptance.

Gov. Collins used the hearing as a forum in which to boost his "blue-ribbon" programming concept. He cited, "as an example of television at its best," the recent *CBS Reports* program featuring columnist Walter Lippmann, whom Gov. Collins described as "one of the best-informed men in the world."

He noted, however, that while 135 of the network's 250 stations carried the program and CBS promoted it aggressively in advance, only 6.6% of the television sets in operation were tuned to the program. *The Untouchables* had 53% of the audience, and *Groucho Marx,* 23%, he added.

If all networks presented top-flight programs on different nights, there wouldn't be such a premium on efforts to attract mass audiences, he said, adding, each network should be prepared to take its "licking" in the interest of quality programming.

Tv quizzers sentenced

Two employes of defunct tv quiz show *Treasure Hunt* (NBC-TV) received one-year suspended sentences late June 15 in New York County Special Sessions Court. Defendants Bernard P. Martin and Artie Roberts, had pleaded guilty in May to accepting more than $6,000 in kickbacks from 75 persons who had appeared on show.

WXIX-TV criticizes AMST in comments to FCC

The Assn. of Maximum Service Telecasters was a main target in comments to the FCC last week on two different proposals which it had opposed.

WXIX-TV (ch. 18) Milwaukee, which wants to shift to ch. 8 there, said of the association that its "prime motivation is not the public interest but the preservation and maintenance of the status quo." The Committee for Competitive Television, a group of uhf stations that have asked the FCC to deintermix certain markets (BROADCASTING, June 12) said AMST is "irrevocably wedded to the perpetuation of vhf monopolies." AMST comprises some 150 stations mainly in major markets.

WXIX-TV also took sharp issue with the protests of Storer Broadcasting Co. to its proposal (BROADCASTING, April 24). It said Storer had picked unfair instances of WXIX-TV programming to submit to the FCC and retaliated with examples of Storer's Milwaukee station's programs (WITI [TV]). WXIX-TV also accused Storer of attempting "to discourage fair and equal competition by its opposition."

WXIX-TV said AMST also tried to discourage competition and the expansion of tv as a medium by its insistence on standard mileage separations and its opposition to vhf drop-ins.

Committee for Competitive Television charged that its opponents had advanced no specific solutions, save delaying tactics, to its proposal to make certain margets all-uhf. It said AMST has opposed every rulemaking proposal designed to strengthen uhf.

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lead eventually to a requirement of some mandatory free time for candidates," he said. "I know what it costs to buy television time and I hope that we will move toward giving candidates some amount of free time."

Asked about pay tv, Chairman Minow said the Hartford, Conn., test would be under way now but for court complications. He felt it should be given a trial to see if the public wants the service. He described communication satellites as "the most important matter we have in our agency at the moment." He said the government is experimenting now but predicted the eventual system will be operated by private enterprise.

The chairman agreed with Gov. Collins that too much stress is placed on program ratings. "What we have now is a tyranny of the ratings," he said. He, too, restricts the tv time of his children. Asked about his thoughts on program improvement, he said that recently one of the biggest insurance companies wanted to do a network program about American colleges but no network would take it. He said he did not believe the power of the FCC to deny license renewal amounts to indirect censorship, said failure to renew means someone else gets a chance to serve the public interest. "I don't think the FCC has ever been guilty of censorship, nor will it ever be guilty," he said.

Together again in August

Northwestern U. School of Law, Chicago, late Thursday announced that NAB President LeRoy Collins and FCC Chairman Newton N. Minow will be key speakers during the "National Symposium on Freedom and Responsibility in Broadcasting" to be held on the school's Chicago campus Aug. 3-4. Gov. Collins and Chairman Minow will speak at the only public session Thursday afternoon (Aug. 3). Other sessions both days will be private with only a small-select group of national mass communication leaders attending (AT DEADLINE, June 12).

Northwestern said it has been deluged with requests for participation but explained that the symposium is an invitation-only affair arranged by Chairman Minow and J. Leonard Reinsch, tv-radio advisor to President Kennedy and executive director of the Cox stations, both Northwestern graduates. Newsmen also are being excluded from the private meetings, but they will be briefed periodically at the special news headquarters to be established for the symposium. Earlier Northwestern said CBS Board Chairman William S. Paley would also be a key speaker but Mr. Paley will not be able to attend. John E. Coons, Northwestern law professor, is symposium director.

Minow says reorganization game isn't over

FCC Chairman Newton N. Minow last week admitted that his personality may have been a factor in the overwhelming House rejection of the President's FCC reorganization plan, but said he felt it was defeated mainly on the issues. He said the defeat was not "the end of the ball game" and that he felt confident Congress would untie some of the red tape the reorganization plan sought to eliminate.

The chairman's remarks were made on ABC's *Issues and Answers* June 18. Mr. Minow also covered ground he had been over previously but with no sign of backtracking.

He suggested that broadcasters should supply time to candidates for President and Vice President and perhaps for those seeking local offices. The Minow plan would reimburse the station for out-of-pocket expenses, such as line costs, but there would be no payment for the time used. Asked by Lewis Shollenberger, ABC Washington correspondent, why he would require this instead of allowing voluntary participation as with the Nixon-Kennedy debates, Chairman Minow said, "because some broadcasters are very responsible people and others are not. I can also show you instances—even in the 'Great Debates'—where some of our broadcast licensees didn't even carry them."

Mr. Minow again deplored the violence of the airwaves and gave as an example where a license might not be renewed: ". . . If a broadcaster did nothing but put on blood and violence day and night for three years. . . ." The FCC chairman also said that parents should exercise control over their children's viewing.

Four payola charges dropped by FTC

Continuing a policy of "calling off the dogs" on payola prosecutions (BROADCASTING, May 1), the Federal Trade Commission last week dismissed payola charges against four record-manufacturing and distributing companies.

Over 100 companies were originally cited by the FTC and all but a handful signed consent decrees—agreements not to engage in a practice which do not admit prior guilt.

The commission has said that in view of recent amendments to the Communications Act, making payola illegal and punishable by fine and imprisonment "the protection of the public interest is now fully assured" and that consent orders in these cases are unnecessary.

The companies against which the charges were dismissed: Columbia Record Sales Corp. and Columbia Record Distributors Inc., New York; Capitol Records Distributing Co., Hollywood; Dot Records Inc., Hollywood, and Interstate Electric Co., New Orleans.

WMPP hearing postponed

A public hearing on an FCC revocation order against WMPP Chicago Heights, Ill., originally scheduled for July 6, was postponed until Sept. 12 by Hearing Examiner Charles J. Frederick last week.

In granting the continuance, Mr. Frederick pointed out that WMPP has stated it may waive its right to a hearing and submit its case to the commission in writing. The WMPP permittee, Seaway Broadcasting Co., was cited by the commission for alleged misrepresentation, concealing of facts and an unauthorized transfer of control (BROADCASTING, April 17).

WLKY-TV gets ch. 32

Ch. 51 WLKY-TV Louisville received a lower uhf channel last week when the FCC finalized rulemaking by shifting ch. 32 to Louisville and assigning it to dark WLKY-TV. In making the change, the commission deleted ch. 51 from Louisville, ch. 32 from Richmond, Ind. (with ch. 26 assigned there), ch. 26 from Anderson, Ind. (which received ch. 83), ch. 32 from Oak Ridge, Tenn. (replaced with ch. 79), and ch. 25 from Madison, Ind., with ch. 66 reassigned to Madison.

The allocations reassignments were requested by Kentuckiana Tv Inc., which holds a permit for WLKY-TV.

FCC amends some rules

The FCC announced last week that certain of its am broadcasting rules have been amended, effective July 5, to conform with provisions of the NARBA and U.S.-Mexican broadcasting treaties. The Mexican agreement became effective June 9 (BROADCASTING, June 19) while the NARBA treaty went into effect April 19, 1960.

Many U. S. stations now operating on six Mexican clear channels stand to benefit most from the new rules through permissible power increases from 1 kw to 5 kw. The commission warned, however, that such increases are not automatic.

FCC plugola rule termed 'impossible'

If Shelley Berman does his telephone routine on a tv show (thus possibly "promoting" the use of the phone), does the station on which that routine appears have to make an announcement that its janitor has his lifesavings in 50 shares of AT&T (and thus has a "financial interest" in such promotion)?

This question and several similar ones absurd were posed to the FCC by the Washington law firm of Pierson, Ball & Dowd on behalf of 16 clients in response to the commission's proposed rule on plugola.

The law firm termed "impossible" the proposed FCC requirement that a station make an announcement if any of its officers, employes or 10% stockholders have financial interest in a product or service being promoted. To enforce the rule, a licensee would have to maintain a running chart on the investments of each person in these categories and would have to screen all material to make sure no enthusiastic endorsement could be construed as "promotion," PB&D maintained. In addition, all mutual funds held by station personnel would have to be broken down into categories to make sure that no product in the fund was mentioned unduly favorably.

If a secretary employed at a station also worked for a local moviehouse as a ticket seller and someone raved about the movie there, the station might be required to announce that she had a "financial interest" in the theatre, PB&D speculated.

"The definition of 'promotion' of a service or commodity under the proposed rule is, at best, litigious," the firm declared. It gave as an example a sports announcer's comments boosting the home baseball team. "One dreads to contemplate the task of determining the degree of hyperbole which sports announcers could be permitted without slipping over from the standard of 'ordinarily necessary' to the standard of 'promoting public patronage,' " it pointed out.

PB&D said that if the rule is confined to majority interest or outright ownership by a station's officers, employes or 10% stockholders in promoting a product, the rule might be feasible. As it stands however, the law firm considers it entirely impractical.

Deadline for comments on the FCC proposal has been extended to July 10 at the request of the NAB, which has stated that the FCC examples are subject to "multiple interpretative possibilities."

Government continues on page 87

Pinpointed: the 47.9 million tv homes

ARB RELEASES COUNTY-BY-COUNTY BREAKDOWN OF UNITED STATES

New tv saturation figures showing the 1961 set count for each county in the United States have been announced by American Research Bureau. The detailed county listings for the 49 states (Alaska excluded) as tabulated by ARB appear below:

ARB's new report shows total homes, ARB tv homes and ARB tv penetration (%).

In the 49-state tally, the tv penetration mark hit 90% with 47,886,600 television homes of the total 53,239,500 households.

Roger Cooper, ARB station relations manager, said the total homes estimates were obtained from the *Sales Management* Survey of Buying Power and are dated Jan. 1, 1961. "The tv ownership percentages are ARB estimates based on a growth rate applied to the ARB tv penetration estimates for 1960," he said. ARB's 1960 set count (BROADCASTING, June 20, 1960) was published jointly with figures developed by A. C. Nielsen Co. (see story on Nielson Co., page 73).

Mr. Cooper said ARB plans to produce a 1962 set count estimate for each county next spring. At that time the 1960 tv set count of the U.S. Census Bureau will be available for use as a check in evaluating ARB's own 1960 data.

At the Census Bureau it was stated that publication of individual state reports, county-by-county, will start in late August or early September. These tv home figures were compiled as part of the 1960 U. S. housing census but have not been released by statewide breakdowns.

"ARB's 1960 television set count was the first ever based on a major nationwide interview technique," Mr. Cooper said. "The measurement of tv homes was based on two nationwide sweeps conducted in November 1959 and March 1960, covering every county. A formula was developed to estimate tv ownership in non-telephone homes, providing a set count for each county. ARB believes this was the most accurate tv set count ever published. Other counts were based on groups of estimates pulled together rather than interviews in every county."

While ARB feels the accuracy of its estimates will be borne out by comparison of its 1960 figures with census data, it will change the formula if this is indicated.

The growth rate for each county has been derived from periodic Census Bureau sample surveys financed by the industry over a period of several years.

	Total homes	ARB tv homes	ARB tv penetration (%)
ALABAMA	**864,000**	**666,200**	**77**
Autauga	4,600	3,500	77
Baldwin	13,300	9,600	73
Barbour	6,000	4,400	73
Bibb	3,500	2,400	68
Blount	6,400	4,500	70
Bullock	3,300	2,200	67
Butler	5,800	4,300	74
Calhoun	25,400	20,300	80
Chambers	9,900	6,600	66
Cherokee	3,900	3,200	82
Chilton	6,600	4,800	72
Choctaw	4,300	3,500	80
Clarke	6,500	4,600	70
Clay	3,200	2,300	71
Cleburne	2,800	1,900	67
Coffee	7,800	5,600	72
Colbert	11,600	8,800	76
Conecuh	3,900	2,600	66
Coosa	2,600	1,700	67
Covington	8,600	6,200	72
Crenshaw	3,600	2,500	70
Cullman	11,200	8,200	73
Dale	8,300	5,700	69
Dallas	14,400	10,900	76
De Kalb	10,700	8,200	76
Elmore	7,600	5,400	71
Escambia	8,200	6,200	76
Etowah	25,800	19,900	77
Fayette	3,900	2,700	68
Franklin	5,500	3,700	67
Geneva	5,700	3,900	69
Greene	3,100	2,300	76
Hale	4,800	2,800	59
Henry	3,300	2,400	74
Houston	13,900	10,900	78
Jackson	8,800	6,300	71
Jefferson	180,000	151,200	84
Lamar	3,500	2,300	67
Lauderdale	16,700	12,800	77
Lawrence	5,800	3,900	67
Lee	12,000	9,000	75
Limestone	9,000	6,100	68
Lowndes	3,500	2,300	66
Macon	5,800	4,100	70
Madison	31,800	24,600	77
Marengo	6,800	4,700	69
Marion	5,300	3,800	72
Marshall	13,000	10,200	79
Mobile	94,000	76,700	82
Monroe	5,300	3,800	72
Montgomery	48,300	38,800	80
Morgan	16,700	12,400	74
Perry	3,900	2,500	64
Pickens	5,100	3,600	71
Pike	6,700	4,800	72
Randolph	4,800	3,500	73
Russell	11,700	9,000	77
Saint Clair	6,300	4,700	75
Shelby	8,000	5,900	74
Sumter	4,700	3,000	64
Talladega	16,000	12,900	81
Tallapoosa	8,900	6,700	76
Tuscaloosa	26,500	19,300	73
Walker	13,900	10,800	78
Washington	3,500	2,500	70
Wilcox	4,100	2,700	66
Winston	3,600	2,600	72

	Total homes	ARB tv homes	ARB tv penetration (%)
ARIZONA	**383,200**	**322,800**	**84**
Apache	5,700	3,400	60
Cochise	16,200	12,400	77
Coconino	11,000	8,700	79
Gila	7,100	5,700	81
Graham	3,600	2,700	74
Greenlee	2,900	2,200	76
Maricopa	198,400	172,300	87
Mohave	2,200	1,600	74
Navajo	9,400	6,900	74
Pima E	79,100	70,100	89
Pima W	6,300	4,200	67
Pinal	16,200	13,000	80
Santa Cruz	2,800	2,100	74
Yavapai	8,800	6,500	74
Yuma	13,500	11,000	81

	Total homes	ARB tv homes	ARB tv penetration (%)
ARKANSAS	**493,000**	**386,000**	**78**
Arkansas	6,700	5,400	80
Ashley	6,300	5,100	80
Baxter	2,700	2,000	73
Benton	11,300	8,000	71
Boone	4,800	3,900	81
Bradley	3,700	2,700	74
Calhoun	1,400	1,100	76
Carroll	3,700	2,700	74
Chicot	5,400	4,300	79
Clark	5,700	4,700	82
Clay	5,800	4,500	77
Cleburne	2,400	1,800	76
Cleveland	1,900	1,400	72
Columbia	7,200	6,100	85
Conway	4,000	3,100	77
Craighead	12,700	10,300	81
Crawford	6,000	4,500	75
Crittenden	12,300	9,400	77
Cross	5,000	3,800	76
Dallas	2,700	2,000	76
Desha	5,300	4,200	79
Drew	4,000	3,200	80
Faulkner	6,300	5,200	82
Franklin	2,800	1,700	62
Fulton	1,700	1,100	64
Garland	14,400	11,600	81
Grant	2,300	1,800	79
Greene	6,600	5,100	77
Hempstead	5,200	3,900	74
Hot Spring	5,800	4,300	74
Howard	2,900	2,200	76
Independence	5,600	4,400	78
Izard	1,800	1,300	71
Jackson	6,200	4,800	77
Jefferson	23,100	18,600	80
Johnson	3,700	2,600	71
Lafayette	2,700	2,100	77
Lawrence	4,500	3,000	66
Lee	5,300	3,700	71
Lincoln	3,700	2,800	75
Little River	2,500	2,000	79
Logan	4,200	2,900	69
Lonoke	6,500	5,200	80
Madison	2,100	1,300	63
Marion	1,600	1,000	64
Miller	9,200	7,600	82
Mississippi	18,000	14,400	80
Monroe	4,500	3,100	69
Montgomery	1,400	1,000	74
Nevada	2,800	2,100	74
Newton	1,400	1,000	73
Ouachita	8,700	7,000	80
Perry	1,200	900	73
Phillips	12,000	8,800	74
Pike	2,100	1,500	73
Poinsett	7,600	5,800	76
Polk	3,300	2,500	76
Pope	5,700	4,100	72
Prairie	2,600	1,900	74
Pulaski	72,100	60,500	84
Randolph	3,000	2,200	73
St. Francis	8,600	6,400	75
Saline	7,100	5,900	83
Scott	2,000	1,400	70
Searcy	2,200	1,600	71
Sebastian	20,300	17,100	84
Sevier	2,900	2,400	82
Sharp	1,600	1,100	70
Stone	1,600	1,200	73
Union	14,400	12,000	83
Van Buren	1,900	1,400	75
Washington	16,500	11,800	72
White	9,200	6,900	75
Woodruff	3,400	2,900	85
Yell	3,200	2,700	84

U.S. TELEVISION HOMES continued

	Total homes	ARB tv homes	ARB tv penetration (%)
CALIFORNIA	**5,215,100**	**4,837,600**	**93**
Alameda E	9,300	8,400	91
Alameda W	290.500	263,500	91
Alpine	100	100	75
Amador	3,300	2,900	87
Butte	28,400	24,600	87
Calaveras	3,400	2,900	84
Colusa	3,800	3,300	87
Contra Costa E	3,800	3,700	99
Contra Costa W	119,100	118,500	99
Del Norte	5,900	5,000	85
Eldorado	10,200	8,400	82
Fresno	114,200	106,600	93
Glenn	5,300	4,800	90
Humboldt	35,300	30,900	87
Imperial	19,900	16,200	81
Inyo	4,000	3,000	76
Kern	88,800	83,900	95
Kings	14,800	12,500	85
Lake	4,800	3,700	77
Lassen	4,100	3,100	75
Los Angeles	2,074,100	1,960,900	95
Madera	11,800	10,000	85
Marin	46,400	42,700	92
Mariposa	1,500	1,300	84
Mendocina	16,000	12,700	79
Merced	27,100	23,700	87
Modoc	2,500	1,900	76
Mono	700	600	83
Monterey	59,900	51,100	85
Napa	19,300	16,700	87
Nevada	7,400	5,500	74
Orange	250,000	235,600	94
Placer	17,700	15,100	85
Plumas	3,600	2,900	81
Riverside E.	6,100	5,500	91
Riverside W.	98,900	89,900	91
Sacramento	163,700	155,100	95
San Benito	4,800	4,200	87
San Bernardino E	3,800	3,400	90
San Bernardino W	162,800	146,800	90
San Diego	318,300	301,700	95
San Francisco	261,700	233,500	89
San Joaquin	79,900	74,400	93
San Luis Obispo	28,000	24,200	87
San Mateo	148,100	144,800	98
Santa Barbara	57,100	49,800	87
Santa Clara	207,900	195,000	94
Santa Cruz	31,800	28,200	89
Shasta	20,000	17,400	87
Sierra	600	500	79
Siskiyou	11,000	9,200	84
Solano	36,400	35,100	96
Sonoma	50,100	43,400	87
Stanislaus	48,600	42,300	87
Sutter	10,400	8,500	81
Tehama	8,500	7,100	84
Trinity	3,600	2,700	75
Tulare	50,700	44,300	87
Tuolumme	5,100	4,200	83
Ventura	59,500	53,300	90
Yolo	20,700	17,400	84
Yuba	10,000	9,000	90

	Total homes	ARB tv homes	ARB tv penetration (%)
COLORADO	**532,100**	**455,000**	**86**
Adams	33,100	27,600	83
Alamosa	2,600	2,100	81
Arapahoe	35,000	31,800	91
Archuleta	600	500	77
Baca	1,900	1,300	69
Bent	1,800	1,300	73
Boulder	23,000	20,800	90
Chaffee	2,700	2,200	81
Cheyenne	800	500	67
Clear Creek	800	700	81
Conejos	2,000	1,600	82
Costilla	800	600	73
Crowley	1,000	800	84
Custer	300	200	66
Delta	4,700	3,500	74
Denver	164,400	147,200	90
Dolores	500	400	72
Douglas	1,300	1,100	88
Eagle	1,300	800	59
Elbert	1,000	800	79
El Paso	40,200	35,500	88
Fremont	5,700	4,700	83
Garfield	3,700	2,600	69
Gilpin	200	200	83
Grand	1,100	700	67
Gunnison	1,600	1,200	72
Hinsdale	100	100	82
Huerfano	2,200	1,500	70
Jackson	500	400	74
Jefferson	38,900	31,400	81
Kiowa	600	400	63
Kit Carson	2,000	1,300	66
Lake	2,300	1,600	70
La Plata	5,500	4,500	83

	Total homes	ARB tv homes	ARB tv penetration (%)
Larimer	17,200	15,200	88
Las Animas	5,500	3,900	70
Lincoln	1,500	1,100	74
Logan	5,700	4,800	84
Mesa	15,800	13,200	84
Mineral	100	100	61
Moffat	2,200	1,500	68
Montezuma	4,000	3,000	75
Montrose	5,400	4,500	84
Morgan	6,200	5,700	92
Otero	6,900	5,700	82
Ouray	600	400	73
Park	500	400	76
Phillips	1,100	900	81
Pitkin	800	600	79
Prowers	3,600	2,400	66
Pueblo	34,300	30,300	88
Rio Blanco	1,500	1,000	63
Rio Grande	2,600	1,700	65
Routt	1,800	1,000	55
Saguache	1,100	900	78
San Juan	200	200	81
San Miguel	900	700	78
Sedgwick	1,200	1,000	87
Summit	700	500	77
Teller	800	600	80
Washington	1,900	1,500	78
Weld	21,100	18,300	87
Yuma	2,700	2,000	75

	Total homes	ARB tv homes	ARB tv penetration (%)
CONNECTICUT	**767,500**	**728,400**	**95**
Fairfield	198,500	191,600	97
Hartford	208,600	196,300	94
Litchfield	36,900	33,800	91
Middlesex	26,400	23,900	90
New Haven	201,100	193,700	96
New London	55,700	53,300	96
Tolland	19,500	17,100	88
Windham	20,800	18,700	90

	Total homes	ARB tv homes	ARB tv penetration (%)
DELAWARE	**132,500**	**123,500**	**93**
Kent	20,100	18,400	92
New Castle	89,600	85,600	96
Sussex	22,800	19,500	85

	Total homes	ARB tv homes	ARB tv penetration (%)
DIS. OF COLUMBIA	**220,900**	**196,500**	**89**
Washington	220,900	196,500	89

	Total homes	ARB tv homes	ARB tv penetration (%)
FLORIDA	**1,570,300**	**1,376,200**	**88**
Alachua	18,800	14,700	78
Baker	1,500	1,200	81
Bay	18,400	15,500	84
Bradford	3,000	2,400	79
Brevard	38,900	34,200	88
Broward	114,700	103,900	91
Calhoun	1,900	1,400	74
Charlotte	4,800	4,100	85
Citrus	2,600	2,000	78
Clay	4,700	4,000	85
Collier	5,000	3,900	78
Columbia	5,200	4,300	82
Dade	316,900	285,900	90
De Soto	3,100	2,600	83
Dixie	1,000	800	79
Duval	130,600	116,900	90
Escambia	48,100	41,000	85
Flagler	1,300	1,100	87
Franklin	1,900	1,400	72
Gadsden	10,100	7,800	77
Gilchrist	600	500	76
Glades	800	600	79
Gulf	2,700	2,300	85
Hamilton	1,900	1,400	76
Hardee	3,500	2,900	83
Hendry	2,500	2,100	83
Hernando	3,400	2,900	85
Highlands	7,100	6,000	84
Hillsborough	128,100	115,100	90
Holmes	2,500	1,800	72
Indian River	8,500	6,900	82
Jackson	8,700	6,800	78

	Total homes	ARB tv homes	ARB tv penetration (%)
Jefferson	2,400	1,900	80
Lafayette	700	500	71
Lake	17,400	14,800	85
Lee	18,200	15,600	86
Leon	18,700	15,200	81
Levy	2,700	1,900	71
Liberty	900	600	70
Madison	3,300	2,600	80
Manatee	22,400	20,100	90
Marion	14,900	12,900	86
Martin	5,900	5,000	85
Monroe	13,800	12,400	90
Nassau	4,200	3,600	86
Okaloosa	16,500	14,000	85
Okeechobee	1,900	1,600	84
Orange	88,400	79,800	90
Osceola	6,660	5,700	87
Palm Beach	78,400	68,200	87
Pasco	11,600	9,400	81
Pinellas	136,600	119,600	88
Polk	60,600	50,800	84
Putnam	9,000	7,700	85
St. Johns	8,400	7,400	88
St. Lucie	12,500	10,700	85
Santa Rosa	7,600	6,100	81
Sarasota	25,700	23,200	90
Seminole	16,300	14,500	89
Sumter	3,200	2,600	82
Suwannee	3,800	3,100	81
Taylor	3,600	2,900	81
Union	1,600	1,300	80
Volusia	41,700	36,200	87
Wakulla	1,300	1,000	76
Walton	3,900	3,000	78
Washington	2,800	1,900	68

	Total homes	ARB tv homes	ARB tv penetration (%)
GEORGIA	**1,064,700**	**902,700**	**85**
Appling	3,100	2,100	68
Atkinson	1,400	900	65
Bacon	2,100	1,500	71
Baker	1,000	800	77
Baldwin	8,600	6,800	79
Banks	1,600	1,200	77
Barrow	3,900	3,100	79
Bartow	7,100	6,100	85
Ben Hill	3,800	2,500	66
Berrien	2,800	2,100	73
Bibb	40,400	36,100	89
Bleckley	2,500	2,100	83
Brantley	1,200	800	68
Brooks	3,400	2,600	75
Bryan	1,400	1,100	79
Bulloch	6,100	5,400	89
Burke	5,100	3,900	77
Butts	2,200	1,700	78
Calhoun	1,800	1,400	75
Camden	2,900	2,300	81
Candler	1,700	1,400	81
Carroll	9,600	7,500	79
Catoosa	5,700	4,700	82
Charlton	1,400	1,100	80
Chatham	56,700	50,700	89
Chattahoochee	1,300	1,100	84
Chattooga	4,800	4,000	84
Cherokee	5,800	4,800	84
Clarke	11,800	10,200	86
Clay	1,300	1,000	73
Clayton	12,500	10,800	86
Clinch	1,700	1,300	77
Cobb	31,600	28,600	91
Coffee	5,200	4,100	79
Colquitt	8,700	6,900	79
Columbia	3,500	2,900	84
Cook	3,100	2,300	74
Coweta	7,700	6,800	88
Crawford	1,300	1,000	76
Crisp	5,400	4,300	79
Dade	1,800	1,300	71
Dawson	900	700	80
Decatur	7,000	5,800	83
De Kalb	79,000	71,000	90
Dodge	4,100	3,100	76
Dooly	2,800	2,100	76
Dougherty	22,400	19,300	86
Douglas	4,100	3,500	86
Early	3,200	2,400	76
Echols	300	200	80
Effingham	2,500	2,000	81
Elbert	4,500	3,700	81
Emanuel	4,400	3,300	76
Evans	1,800	1,500	85
Fannin	3,300	2,400	73
Fayette	2,100	1,600	77
Floyd	18,300	15,900	87
Forsyth	3,200	2,500	80
Franklin	3,300	2,700	81
Fulton	166,900	152,300	91
Gilmer	2,100	1,500	71
Glascock	500	400	75
Glynn	11,800	9,900	83
Gordon	5,000	4,100	82
Grady	4,600	3,700	80
Greene	2,800	2,000	73
Gwinnett	11,700	10,500	89
Habersham	4,600	3,600	79
Hall	13,400	11,300	84

	Total homes	ARB tv homes	ARB tv penetration (%)
Hancock	2,400	1,800	77
Haralson	3,700	3,200	85
Harris	2,800	1,900	69
Hart	3,900	3,100	79
Heard	1,300	1,000	75
Henry	4,300	3,600	84
Houston	9,200	8,200	89
Irwin	2,000	1,400	72
Jackson	4,600	3,600	79
Jasper	1,500	1,200	79
Jeff Davis	2,300	1,500	65
Jefferson	4,400	3,300	75
Jenkins	2,300	1,800	80
Johnson	2,100	1,500	71
Jones	2,200	1,700	77
Lamar	2,700	2,200	81
Lanier	1,400	1,000	74
Laurens	8,100	6,400	79
Lee	1,600	1,200	78
Liberty	3,700	2,900	79
Lincoln	1,400	1,100	80
Long	1,000	800	77
Lowndes	13,300	10,900	82
Lumpkin	1,600	1,100	71
McDuffie	3,200	2,600	82
McIntosh	1,500	1,100	73
Macon	3,300	2,400	71
Madison	2,600	1,900	73
Marion	1,200	900	78
Meriwether	5,000	3,800	75
Miller	1,600	1,100	71
Mitchell	4,700	3,700	78
Monroe	2,700	2,300	85
Montgomery	1,400	1,000	69
Morgan	2,600	2,000	78
Murray	2,500	1,800	72
Muscogee	43,300	38,100	88
Newton	5,300	4,400	83
Oconee Co.	1,500	1,100	77
Oglethorpe Co.	2,000	1,500	75
Paulding	3,400	2,800	82
Peach	3,700	2,900	78
Pickens	2,300	1,700	75
Pierce	2,300	1,900	81
Pike	1,700	1,400	81
Polk	7,100	5,800	82
Pulaski	2,200	1,800	80
Putnam	1,900	1,500	80
Quitman	600	500	77
Rabun	1,800	1,400	79
Randolph	2,600	2,000	76
Richmond	35,800	31,800	89
Rockdale	2,700	2,200	82
Schley	800	600	77
Screven	3,700	3,000	81
Seminole	1,700	1,400	82
Spaulding	9,600	8,500	89
Stephens	4,800	4,000	83
Stewart	1,800	1,300	72
Sumter	6,700	5,300	79
Talbot	1,800	1,400	77
Taliaferro	800	600	74
Tattnall	3,800	2,900	77
Taylor	2,100	1,600	77
Telfair	2,800	2,000	72
Terrell	3,000	2,200	73
Thomas	9,000	7,400	83
Tift	600	4,600	76
Toombs	4,100	3,100	75
Towns	1,100	800	70
Treutlen	1,500	1,100	71
Troup	12,800	11,200	87
Turner	2,000	1,600	79
Twiggs	1,900	1,500	79
Union	1,500	1,200	80
Upson	6,200	5,300	86
Walker	12,600	11,300	90
Walton	5,200	4,200	81
Ware	8,800	7,800	88
Warren	1,800	1,300	72
Washington	4,600	3,300	71
Wayne	4,500	3,500	77
Webster	600	500	76
Wheeler	1,300	800	64
White	1,700	1,300	77
Whitfield	11,300	9,600	85
Wilcox	1,900	1,500	78
Wilkes	2,800	2,100	76
Wilkinson	2,300	1,900	82
Worth	3,900	2,900	74

	Total homes	ARB tv homes	ARB tv penetration (%)
IDAHO	**193,200**	**165,800**	**86**
Ada	29,800	26,300	88
Adams	900	600	71
Bannock	14,200	12,600	89
Bear Lake	1,900	1,700	89
Benewah	1,700	1,400	84
Bingham	7,000	6,100	87
Blaine	1,300	1,100	84
Boise	500	400	82
Bonner	4,800	3,900	81
Bonneville	14,000	12,600	90
Boundary	1,600	1,100	71
Butte	800	700	84
Camas	100	100	78
Canyon	17,000	14,600	86

No Nielsen figures until October

Although ARB and A. C. Nielsen Co. were only two weeks apart last year in their respective estimates of the county-by-county tv home population (BROADCASTING, June 20, 1960), the coincidence will not be repeated this year. Nielsen will base its report on the 1960 U. S. Census and is still waiting for the Census Bureau to break out the necessary data.

Nielsen's Chicago headquarters last Wednesday said the census material for both tv and radio homes, country-by-country, had been expected by July 1 but processing delays in Washington now will push the date back possibly several months. Nielsen will include the census tv and radio homes data in its "NCS 1961," reporting tv and radio coverage of all stations, and had hoped to have its report by August. One unofficial guess now is October.

	Total homes	ARB tv homes	ARB tv penetration (%)
Caribou	1,600	1,300	83
Cassia	4,400	3,700	85
Clark	200	200	89
Clearwater	2,500	2,000	79
Custer	900	700	74
Elmore	4,500	3,600	80
Franklin	2,100	1,700	82
Fremont	2,300	2,000	89
Gem	2,800	2,500	88
Gooding	2,700	2,200	83
Idaho	3,900	3,000	77
Jefferson	2,600	2,300	88
Jerome	3,100	2,800	89
Kootenai	9,300	8,200	88
Latah	5,800	4,900	84
Lemhi	1,800	1,200	68
Lewis	1,300	1,100	82
Lincoln	1,100	900	85
Madison	2,200	1,900	86
Minidoka	3,900	3,400	88
Nez Perce	8,000	6,800	86
Oneida	800	700	85
Owyhee	1,700	1,500	89
Payette	3,600	3,000	82
Power	1,100	1,000	89
Shoshone	6,300	5,400	86
Teton	700	600	89
Twin Falls	12,900	11,100	86
Valley	1,000	900	88
Washington	2,500	2,000	82

	Total homes	ARB tv homes	ARB tv penetration (%)
ILLINOIS	**3,185,300**	**2,939,700**	**92**
Adams	22,000	19,700	90
Alexander	5,100	4,200	82
Bond	4,500	3,700	82
Boone	6,100	5,400	89
Brown	2,000	1,700	84
Bureau	12,100	10,700	88
Calhoun	1,700	1,300	78
Carroll	6,400	5,700	89
Cass	4,400	3,800	85
Champaign	36,200	29,700	82
Christian	12,200	11,000	90
Clark	5,300	4,500	85
Clay	5,000	4,000	81
Clinton	6,600	5,600	85
Coles	13,900	12,500	90
Cook	1,645,100	1,551,000	94
Crawford	6,700	5,800	87
Cumberland	3,000	2,200	74
De Kalb	15,500	14,200	92
De Witt	5,600	4,700	84
Douglas	6,000	5,300	88
Du Page	98,200	93,700	95
Edgar	7,400	6,500	88
Edwards	2,400	1,900	80
Effingham	6,900	5,700	83
Fayette	6,400	5,100	80
Ford	5,100	4,800	94
Franklin	12,800	10,100	79
Fulton	13,900	11,900	86
Gallatin	2,200	1,800	81
Greene	5,600	4,800	86
Grundy	6,600	5,700	87
Hamilton	3,100	2,300	75
Hancock	8,000	7,100	89
Hardin	1,700	1,300	79
Henderson	2,400	2,100	87
Henry	15,900	13,900	87
Iroquois	10,400	8,900	86
Jackson	13,500	11,400	84
Jasper	3,500	2,700	78
Jefferson	10,200	8,200	81
Jersey	5,200	4,200	81
Jo Daviess	6,600	5,700	86
Johnson	2,000	1,500	77
Kane	63,700	62,800	99

	Total homes	ARB tv homes	ARB tv penetration (%)
Kankakee	23,900	21,800	91
Kendall	5,300	4,900	92
Knox	20,300	17,900	88
Lake	86,100	83,100	97
La Salle	35,100	32,900	94
Lawrence	5,700	4,600	81
Lee	10,700	9,400	87
Livingston	12,200	10,200	84
Logan	9,100	7,700	84
McDonough	9,200	7,900	85
McHenry	26,900	26,600	99
McLean	26,200	23,300	89
Macon	38,500	36,400	95
Macoupin	14,300	12,200	85
Madison	71,600	66,500	93
Marion	12,800	11,200	87
Marshall	4,200	3,600	87
Mason	5,000	4,200	85
Massac	4,800	3,900	81
Menard	2,700	2,400	88
Mercer	5,300	4,800	90
Monroe	4,800	4,300	90
Montgomery	10,300	9,300	90
Morgan	10,400	8,700	83
Moultrie	4,200	3,500	83
Ogle	12,400	11,200	90
Peoria	58,800	54,300	92
Perry	5,700	4,800	84
Piatt	4,800	4,300	90
Pike	6,600	5,300	81
Pope	1,200	900	75
Pulaski	3,100	2,400	78
Putnam	1,300	1,100	85
Randolph	8,400	7,200	85
Richland	5,600	4,400	79
Rock Island	47,400	44,800	94
St. Clair	81,400	74,300	91
Saline	8,400	7,300	87
Sangamon	48,000	42,800	89
Schuyler	2,800	2,400	84
Scott	2,000	1,600	81
Shelby	7,600	6,600	87
Stark	2,500	2,200	89
Stephenson	15,000	13,100	87
Tazewell	31,900	29,200	92
Union	4,900	3,900	80
Vermilion	31,100	27,000	87
Wabash	4,100	3,400	84
Warren	6,700	5,900	88
Washington	4,300	3,300	77
Wayne	6,000	4,500	74
White	6,000	5,100	84
Whiteside	19,300	17,500	91
Will	57,700	52,900	92
Williamson	15,600	13,000	83
Winnebago	68,600	64,700	94
Woodford	7,400	6,200	83

	Total homes	ARB tv homes	ARB tv penetration (%)
INDIANA	**1,441,400**	**1,282,700**	**89**
Adams	7,200	6,400	89
Allen	73,800	68,000	92
Bartholomew	14,900	13,200	89
Benton	3,500	3,000	86
Blackford	4,500	3,900	86
Boone	9,000	8,200	91
Brown	1,800	1,400	76
Carroll	5,400	4,600	86
Cass	12,100	9,800	81
Clark	18,900	17,200	91
Clay	7,900	6,700	85
Clinton	10,100	8,400	84
Crawford	2,400	1,900	77
Daviess	7,900	6,400	81
Dearborn	8,500	7,200	85
Decatur	6,000	5,200	86
Dekalb	8,900	8,100	91
Delaware	35,400	32,700	93

HOME OF THE GODS: RENT-$1 A YEAR



High on a beautiful hilltop over Cincinnati—silhouetted against the clouds . . . stands historic Mt. Olympus. It is the modern "home of the gods" . . . of learning and imagination and wisdom. It is the home of WCET Educational Television Station.

Mt. Olympus includes one of the world's largest and finest TV studios with a giant TV tower built by the Crosley Broadcasting Corporation at a cost of $500,000—but these telecasting facilities are now rented as a public service to WCET for only $1 a year.



the dynamic
WLW stations

WLW-T
Television
Cincinnati

WLW-A
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Atlanta

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WLW-D
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Dayton

WLW-C
Television
Columbus

W L W
Radio

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WCET, which was the first Educational TV Station licensed in the U. S., is operated by the Greater Cincinnati TV Educational Foundation composed of 52 school systems, colleges, and universities. This year the educational programs of WCET are being viewed in 28,000 homes and in over 400 schools by thousands of students throughout the Cincinnati area.

So the Crosley Broadcasting Corporation considers it an honor to rent its half-million-dollar Mt. Olympus facilities to WCET for $1 a year. **Our pride and our privilege.**

	Total homes	ARB tv homes	ARB tv penetration (%)
Dubois	7,600	6,600	87
Elkhart	34,000	27,600	81
Fayette	7,200	6,400	89
Floyd	16,300	15,000	92
Fountain	6,200	5,400	88
Franklin	4,400	3,400	78
Fulton	5,500	4,300	78
Gibson	9,300	7,900	85
Grant	23,600	19,800	84
Greene	8,700	7,400	85
Hamilton	13,000	11,700	90
Hancock	8,700	7,600	88
Harrison	5,400	4,200	78
Hendricks	12,800	11,700	91
Henry	14,600	12,900	89
Howard	22,000	20,100	91
Huntington	10,900	9,800	90
Jackson	9,400	8,300	88
Jasper	5,400	4,400	82
Jay	7,100	5,400	76
Jefferson	6,700	5,800	87
Jennings	4,500	3,800	84
Johnson	13,900	12,700	91
Knox	13,000	10,900	84
Kosciusko	13,100	11,600	88
Lagrange	4,800	3,600	76
Lake	151,500	137,400	91
La Porte	28,700	25,900	90
Lawrence	11,200	9,600	85
Madison	40,200	36,800	92
Marion	224,700	209,200	93
Marshall	10,000	8,600	86
Martin	3,100	2,400	76
Miami	12,700	9,900	78
Monroe	15,000	13,000	87
Montgomery	10,600	9,500	89
Morgan	10,600	9,500	90
Newton	3,500	3,100	89
Noble	8,700	7,400	86
Ohio	1,100	1,000	90
Orange	5,100	4,100	80
Owen	3,500	2,800	79
Parke	4,600	4,100	88
Perry	4,900	4,000	81
Pike	3,900	3,200	81
Porter	17,800	15,400	87
Posey	5,600	4,900	87
Pulaski	3,800	2,700	72
Putnam	7,200	6,100	85
Randolph	9,300	8,400	90
Ripley	6,300	5,200	82
Rush	6,100	5,500	90
St. Joseph	72,000	67,100	93
Scott	4,600	3,700	81
Shelby	11,100	10,100	91
Spencer	4,600	3,600	77
Starke	5,400	4,400	82
Steuben	5,200	4,700	89
Sullivan	7,100	6,100	86
Switzerland	2,100	1,800	87
Tippecanoe	25,500	20,900	82
Tipton	4,700	3,900	82
Union	1,900	1,600	82
Vanderburgh	52,200	46,700	90
Vermillion	5,600	4,800	85
Vigo	35,600	33,900	95
Wabash	10,300	9,100	89
Warren	2,600	2,100	82
Warrick	7,200	6,100	85
Washington	5,300	4,300	81
Wayne	22,500	20,100	89
Wells	6,600	5,600	85
White	6,400	5,600	88
Whitley	6,900	6,200	91

	Total homes	ARB tv homes	ARB tv penetration (%)
Dallas	7,900	7,100	90
Davis	2,900	2,600	88
Decatur	3,200	2,500	77
Delaware	5,400	4,800	88
Des Moines	14,400	12,900	90
Dickinson	3,800	3,400	89
Dubuque	21,600	19,400	90
Emmet	4,500	3,800	84
Fayette	8,500	7,600	90
Floyd	6,600	5,900	89
Franklin	4,700	4,200	89
Fremont	3,000	2,600	87
Greene	4,500	4,400	97
Grundy	4,400	4,100	93
Guthrie	4,000	3,800	95
Hamilton	6,600	5,900	90
Hancock	4,100	3,600	87
Hardin	7,600	7,400	97
Harrison	5,300	4,800	90
Henry	5,400	5,000	92
Howard	3,600	3,200	90
Humboldt	4,100	3,100	74
Ida	3,200	2,900	90
Iowa	5,200	4,800	91
Jackson	6,200	5,300	85
Jasper	11,300	9,600	85
Jefferson	5,100	4,800	94
Johnson	14,600	12,900	89
Jones	6,200	5,500	89
Keokuk	5,000	4,500	90
Kossuth	7,100	6,100	86
Lee	13,600	12,400	91
Linn	45,000	42,500	95
Louisa	3,100	2,900	93
Lucas	3,400	3,100	90
Lyon	4,100	3,400	84
Madison	3,900	3,600	92
Mahaska	7,500	6,700	89
Marion	7,700	6,400	83
Marshall	11,900	8,400	71
Mills	3,300	3,100	93
Mitchell	4,200	3,900	93
Monona	4,300	3,700	87
Monroe	2,900	2,500	86
Montgomery	4,800	3,900	81
Muscatine	10,600	9,800	92
Obrien	6,000	5,300	88
Osceola	2,800	2,500	88
Page	6,500	5,800	89
Palo Alto	4,200	3,700	89
Plymouth	7,000	6,500	93
Pocahontas	4,000	3,500	89
Polk	87,500	82,000	94
Pottawattamie	26,000	24,400	94
Powes Hiek	5,600	5,300	95
Ringgold	2,500	2,200	87
Sac	5,200	4,600	88
Scott	37,100	33,800	91
Shelby	4,700	3,400	72
Sioux	7,300	6,600	90
Story	13,800	12,500	90
Tama	6,700	6,000	89
Taylor	3,300	2,300	69
Union	4,500	3,900	87
Van Buren	3,300	3,000	90
Wapello	14,800	13,300	90
Warren	6,600	5,900	89
Washington	6,200	5,500	90
Wayne	3,200	2,700	86
Webster	14,800	13,900	94
Winnebago	3,700	2,700	74
Winneshiek	6,300	5,300	83
Woodbury	34,200	31,700	93
Worth	3,000	2,700	90
Wright	6,000	5,300	88

	Total homes	ARB tv homes	ARB tv penetration (%)
Edwards	1,600	1,300	79
Elk	1,600	1,300	78
Ellis	5,500	4,700	86
Ellsworth	2,200	1,900	86
Finney	4,600	3,900	85
Ford	6,600	5,800	88
Franklin	6,300	5,500	88
Geary	10,100	8,100	80
Gove	1,000	700	70
Graham	1,300	1,100	81
Grant	1,500	1,200	77
Gray	1,100	900	86
Greeley	600	400	63
Greenwood	3,400	2,900	86
Hamilton	800	600	70
Harper	2,900	2,600	89
Harvey	8,000	6,200	77
Haskell	800	700	85
Hodgeman	900	800	85
Jackson	3,300	3,000	91
Jefferson	3,600	2,900	80
Jewell	2,200	1,700	79
Johnson	46,300	43,100	93
Kearny	1,000	800	79
Kingman	3,000	2,600	88
Kiowa	1,300	1,000	76
Labette	8,600	7,000	81
Lane	900	7,000	82
Leavenworth	13,200	10,600	80
Lincoln	1,700	1,300	74
Linn	2,600	2,000	76
Logan	1,100	700	65
Lyon	8,500	7,000	82
McPherson	7,700	6,000	78
Marion	4,800	3,900	82
Marshall	4,800	3,900	81
Meade	1,700	1,400	81
Miami	6,100	5,200	85
Mitchell	2,600	2,200	85
Montgomery	15,600	13,300	86
Morris	2,200	1,800	82
Morton	1,000	700	73
Nemaha	3,800	3,000	79
Neosho	6,200	5,600	90
Ness	1,600	1,400	85
Norton	2,400	1,800	74
Osage	4,300	3,800	88
Osborne	2,200	1,700	77
Ottawa	2,200	1,800	80
Pawnee	2,500	2,200	89
Phillips	3,000	2,500	85
Pottawatomie	3,700	3,300	89
Pratt	3,800	3,400	91
Rawlins	1,600	1,300	79
Reno	19,500	17,500	90
Republic	3,300	2,600	79
Rice	4,400	3,800	86
Riley	9,900	8,300	84
Rooks	3,000	2,600	88
Rush	1,800	1,500	84
Russell	3,400	2,900	86
Saline	15,700	13,700	87
Scott	1,400	1,100	78
Sedgwick	116,700	106,200	91
Seward	4,500	3,500	77
Shawnee	46,000	42,000	91
Sheridan	1,100	800	76
Sherman	2,100	1,700	80
Smith	2,500	2,100	84
Stafford	2,100	1,900	89
Stanton	600	500	81
Stevens	1,200	1,000	84
Sumner	8,400	7,300	87
Thomas	2,300	2,100	91
Trego	1,500	1,300	84
Wabaunsee	2,200	1,900	88
Wallace	600	400	72
Washington	3,300	2,800	84
Wichita	800	600	72
Wilson	4,300	3,500	82
Woodson	1,800	1,300	73
Wyandotte	58,200	53,100	91

IOWA	**849,300**	**767,500**	**90**
Adair	3,500	3,000	85
Adams	2,200	2,000	89
Allamakee	4,500	4,000	89
Appanoose	5,300	4,400	83
Audubon	3,200	2,900	89
Benton	7,500	7,000	93
Black Hawk	37,600	35,200	94
Boone	8,400	7,700	92
Bremer	6,300	5,500	87
Buchanan	6,000	5,600	93
Buena Vista	6,800	6,400	94
Butler	5,300	4,600	87
Calhoun	5,000	4,500	90
Carroll	6,700	6,000	89
Cass	5,900	5,500	93
Cedar	5,300	4,900	92
Cerro Gordo	15,700	14,400	91
Cherokee	5,100	4,600	90
Chickasaw	4,400	3,700	84
Clarke	2,700	2,300	83
Clay	5,600	5,000	89
Clayton	6,600	5,960	89
Clinton	17,200	16,400	95
Crawford	5,400	4,900	90

KANSAS	**689,700**	**597,100**	**87**
Allen	5,300	4,300	81
Anderson	2,800	2,200	80
Atchison	6,200	5,400	87
Barber	2,800	2,300	83
Barton	10,100	9,000	89
Bourbon	5,500	4,600	83
Brown	4,400	3,700	85
Butler	12,900	10,400	81
Chase	1,200	900	74
Chautauqua	2,000	1,600	82
Cherokee	7,200	5,900	82
Cheyenne	1,400	1,200	83
Clark	1,100	900	80
Clay	3,500	2,900	83
Cloud	4,700	3,500	75
Coffey	2,500	1,900	76
Comanche	1,000	800	80
Cowley	12,500	10,000	80
Crawford	12,800	10,900	85
Decatur	1,900	1,500	80
Dickinson	7,100	6,200	88
Doniphan	2,900	2,500	86
Douglas	13,400	11,300	84

KENTUCKY	**824,400**	**639,600**	**78**
Adair	3,700	2,300	62
Allen	3,600	2,700	75
Anderson	2,400	2,000	82
Ballard	2,500	2,000	80
Barren	8,200	5,700	70
Bath	2,400	1,500	64
Bell	8,200	5,700	70
Boone	6,400	5,200	81
Bourbon	5,200	3,900	75
Boyd	14,400	11,900	83
Boyle	5,800	4,800	83
Bracken	2,200	1,600	75
Breathitt	3,100	1,600	53
Breckinridge	4,200	3,000	72
Bullitt	4,500	3,600	80
Butler	2,200	1,700	79
Caldwell	4,000	3,100	78
Calloway	6,200	4,500	73
Campbell	27,200	20,600	76
Carlisle	1,500	1,100	75
Carroll	2,400	1,900	79

	Total homes	ARB tv homes	ARB tv penetration (%)
Carter	4,900	3,600	73
Casey	3,300	2,100	65
Christian	9,200	7,600	83
Clarx	6,100	4,700	77
Clay	4,100	2,800	67
Clinton	2,000	1,300	67
Crittenden	2,400	1,400	57
Cumberland	2,000	1,300	65
Daviess	20,300	17,600	87
Edmonson	2,000	1,300	63
Elliott	1,300	900	72
Estill	3,200	1,900	59
Fayette	38,600	30,400	79
Fleming	3,000	2,100	70
Floyd	8,900	6,800	77
Franklin	8,300	7,100	86
Fulton	3,100	2,500	82
Gallatin	1,200	1,000	82
Garrard	2,500	1,600	65
Grant	2,700	2,300	86
Graves	9,500	7,100	75
Grayson	4,300	3,000	69
Green	3,300	2,200	66
Greenup	7,400	5,400	73
Hancock	1,600	1,100	69
Hardin	12,200	9,200	76
Harlan	11,700	8,400	72
Harrison	4,200	3,500	82
Hart	3,900	2,700	69
Henderson	10,200	8,400	82
Henry	3,400	2,600	75
Hickman	2,000	1,500	73
Hopkins	11,200	8,500	76
Jackson	2,400	1,000	43
Jefferson	185,900	164,300	88
Jassamine	4,000	2,700	68
Johnson	4,600	3,400	74
Kenton	38,100	28,500	75
Knott	3,400	2,100	62
Knox	5,900	3,800	64
Larue	2,800	2,100	73
Laurel	6,100	4,200	69
Lawrence	3,000	2,000	65
Lee	1,700	1,000	58
Leslie	2,100	1,200	58
Letcher	6,500	4,100	63
Lewis	3,100	2,200	71
Lincoln	4,200	2,500	61
Livingston	2,100	1,400	66
Logan	5,600	4,400	79
Lyon	1,400	1,000	73
McCracken	17,800	14,300	80
McCreary	2,600	1,800	68
McLean	2,500	1,700	69
Madison	9,300	6,500	70
Magoffin	2,400	1,500	64
Marion	3,900	3,000	77
Marshall	5,100	4,100	79
Martin	2,000	1,400	71
Mason	5,200	4,200	80
Meade	3,800	2,600	68
Menifee	800	500	63
Mercer	4,200	3,300	79
Metcalfe	2,100	1,300	61
Monroe	3,000	2,100	70
Montgomery	2,900	2,200	75
Morgan	2,600	1,800	68
Muhlenberg	7,400	5,800	78
Nelson	5,500	4,400	79
Nicholas	2,100	1,500	73
Ohio	4,900	3,600	73
Oldham	3,200	2,700	85
Owen	2,500	1,800	72
Owsley	1,100	600	59
Pendleton	3,100	2,500	80
Perry	7,400	4,700	64
Pike	15,200	10,900	72
Powell	1,500	800	51
Pulaski	9,000	5,900	66
Robertson	700	500	68
Rockcastle	2,800	1,800	65
Rowan	3,200	2,400	74
Russell	2,700	1,800	65
Scott	4,400	3,000	69
Shelby	5,300	4,400	84
Simpson	3,400	2,700	79
Spencer	1,400	1,100	78
Taylor	4,600	3,300	72
Todd	3,200	2,500	78
Trigg	2,300	1,800	76
Trimble	1,500	1,100	76
Union	4,000	3,300	82
Warren	12,600	10,300	82
Washington	2,900	2,200	76
Wayne	3,400	2,200	66
Webster	4,500	3,400	75
Whitley	6,200	4,900	79
Wolfe	1,500	800	53
Woodford	3,500	2,400	70

	Total homes	ARB tv homes	ARB tv penetration (%)
LOUISIANA	**904,400**	**765,700**	**85**
Acadia	13,300	10,800	81
Alien	5,500	4,500	81
Ascension	7,200	6,100	84
Assumption	4,400	3,400	78
Avoyelles	10,200	8,500	83
Beauregard	5,200	3,700	71
Bienville	4,300	3,500	82
Bossier	14,100	10,600	75
Caddo	65,900	58,600	89
Calcasieu	49,300	43,100	87
Caldwell	2,400	1,800	75
Cameron	1,800	1,500	84
Catahoula	2,900	2,100	72
Claiborne	5,100	3,900	76
Concordia	5,500	4,000	73
De Soto	6,200	4,600	74
E. Baton Rouge	65,200	57,100	88
East Carroll	3,600	2,500	70
E. Feliciana	3,400	2,500	74
Evangeline	8,300	6,200	75
Franklin	6,400	4,500	70
Grant	3,300	2,600	79
Iberia	14,000	12,100	86
Iberville	8,000	6,500	82
Jackson	4,000	3,400	84
Jefferson	60,800	50,800	84
Jeff Davis	8,000	6,700	84
Lafayette	22,400	19,100	85
Lafourche	13,700	11,300	83
La Salle	3,600	2,700	76
Lincoln	7,300	6,100	84
Livingston	7,100	5,400	76
Madison	4,300	3,000	70
Morehouse	8,600	7,200	83
Natchitoches	9,100	6,700	73
Orleans	188,500	172,900	92
Ouachita	29,600	25,400	86
Plaquemines	5,500	4,600	84
Pointe Coupee	5,700	4,500	79
Rapides	30,300	25,500	84
Red River	2,500	2,000	79
Richland	6,000	4,600	77
Sabine	4,800	3,200	67
St. Bernard	8,000	6,600	82
St. Charles	5,300	4,600	87
St. Helena	2,300	1,700	75
St. James	4,200	3,400	80
St. John	4,500	3,700	82
St. Landry	19,900	15,800	80
St. Martin	6,800	5,500	81
St. Mary	13,100	10,600	81
St. Tammany	11,200	9,500	85
Tangipahoa	16,300	13,200	81
Tensas	3,100	2,200	72
Terrebonne	15,200	13,000	86
Union	4,500	3,400	76
Vermilion	10,900	9,000	82
Vernon	5,100	3,600	71
Washington	12,000	9,600	80
Webster	10,900	9,200	84
W. Baton Rouge	3,900	3,500	90
West Carroll	3,300	2,500	76
W. Feliciana	2,300	1,900	81
Winn	4,300	3,400	79

	Total homes	ARB tv homes	ARB tv penetration (%)
MAINE	**277,400**	**248,300**	**90**
Androscoggin	24,900	23,400	94
Aroostook	25,900	22,200	86
Cumberland	54,100	51,200	95
Franklin	5,500	4,800	87
Hancock	10,400	8,800	85
Kennebec	25,100	22,500	90
Knox	9,000	7,700	85
Lincoln	5,600	4,900	88
Oxford	12,600	11,000	87
Penobscot	34,600	30,800	89
Piscataquis	5,300	4,700	89
Sagadahoc	6,200	5,500	88
Somerset	11,800	10,100	85
Waldo	6,900	5,900	86
Washington	9,900	8,400	85
York	29,600	26,400	89

	Total homes	ARB tv homes	ARB tv penetration (%)
MARYLAND	**878,700**	**797,500**	**91**
Allegany	24,100	20,500	85
Anne Arundel	57,200	52,200	91
Baltimore	412,000	380,500	92
Calvert	3,800	3,400	90
Caroline	5,800	5,100	88
Carroll	13,600	12,400	91
Cecil	12,700	11,600	91
Charles	7,600	6,800	90
Dorchester	8,500	7,300	86
Frederick	19,400	16,800	87
Garrett	5,000	3,900	79
Harford	20,600	18,600	90
Howard	9,400	8,500	90
Kent	4,400	4,100	93
Montgomery	103,300	93,900	91
Prince Georges	98,200	89,900	92
Queen Annes	4,800	4,100	85
St. Marys	8,400	7,100	84
Somerset	5,600	4,400	78
Talbot	6,500	5,700	88
Washington	26,100	21,800	84
Wicomico	14,900	13,400	90
Worcester	6,800	5,500	81

	Total homes	ARB tv homes	ARB tv penetration (%)
MASSACHUSETTS	**1,526,100**	**1,456,100**	**95**
Barnstable	23,600	22,700	96
Berkshire	43,000	40,700	95
Bristol	121,900	117,200	96
Dukes	1,800	1,600	88
Essex	176,100	156,000	89
Franklin	17,600	15,600	89
Hampden	130,900	126,700	97
Hampshire	28,400	26,400	93
Middlesex	357,400	348,300	97
Nantucket	1,000	800	83
Norfolk	150,500	150,200	100
Plymouth	79,400	78,300	99
Suffolk	223,100	212,600	95
Worcester	171,400	159,000	93

	Total homes	ARB tv homes	ARB tv penetration (%)
MICHIGAN	**2,320,900**	**2,167,800**	**93**
Alcona	1,000	700	74
Alger	2,700	2,400	88
Allegan	17,300	15,200	88
Alpena	8,200	6,800	83
Antrim	2,900	2,500	87
Arenac	2,800	2,400	87
Baraga	2,100	1,800	83
Barry	10,100	8,800	87
Bay	31,200	29,000	93
Benzie	2,200	1,900	88
Berrien	47,300	42,700	90
Branch	10,400	9,100	88
Calhoun	40,500	37,500	92
Cass	12,000	10,200	85
Charlevoix	3,800	3,400	90
Cheboygan	4,100	3,500	85
Chippewa	9,500	8,300	88
Clare	3,500	3,200	90
Clinton	10,900	9,900	91
Crawford	1,300	1,100	83
Delta	10,100	9,100	90
Dickinson	7,500	6,800	90
Eaton	15,500	14,500	93
Emmet	4,500	3,800	84
Genesee	114,300	107,800	94
Gladwin	3,000	2,600	88
Gogebic	7,400	6,800	92
Grand Traverse	9,200	8,300	90
Gratiot	11,000	9,500	86
Hillsdale	10,900	9,700	89
Houghton	10,800	9,700	90
Huron	9,300	7,800	84
Ingham	63,200	58,600	93
Ionia	12,400	11,200	90
Iosco	5,100	4,600	90
Iron	5,300	4,700	89
Isabella	9,700	8,200	84
Jackson	39,300	36,100	92
Kalamazoo	52,300	49,400	94
Kalkaska	1,200	1,000	82
Kent	113,400	106,200	94
Keweenaw	600	500	81
Lake	1,600	1,400	87
Lapeer	10,900	9,500	87
Leelanau	2,500	2,000	80
Lenawee	23,400	20,900	89
Livingston	11,700	10,700	92
Luce	1,600	1,300	83
Mackinac	3,100	2,400	78
Macomb	120,900	116,800	97
Manistee	5,800	5,200	90
Marquette	16,400	14,800	90
Mason	6,900	5,600	82
Mecosta	6,600	5,600	85
Menominee	7,000	6,300	91
Midland	15,000	13,800	92
Missaukee	1,800	1,400	76
Monroe	29,500	26,600	90
Montcalm	11,400	9,900	87
Montmorency	1,200	900	77
Muskegon	45,500	41,300	91
Newaygo	7,100	5,900	83
Oakland	210,200	204,300	97
Oceana	4,700	3,900	84
Ogemaw	2,600	2,400	90
Ontonagon	3,100	2,400	77
Osceola	3,700	3,200	87
Oscoda	900	700	82
Otsego	2,000	1,700	83
Ottawa	30,100	28,200	94
Presque Isle	3,100	2,200	72
Roscommon	2,300	1,900	84
Saginaw	56,200	52,300	93

	Total homes	ARB tv homes	ARB tv penetration (%)
St. Clair	32,400	29,300	90
St. Joseph	14,000	12,600	90
Sanilac	9,500	8,500	90
Schoolcraft	2,500	2,200	88
Shiawassee	16,400	14,400	88
Tuscola	12,400	10,800	87
Van Buren	16,000	14,500	90
Washtenaw	48,800	45,300	93
Wayne	774,900	742,500	96
Wexford	5,400	4,900	90

	Total homes	ARB tv homes	ARB tv penetration (%)
MINNESOTA	**993,500**	**892,400**	**90**
Aitkin	3,500	2,800	81
Anoka	22,100	20,700	94
Becker	6,600	5,600	84
Beltrami	6,500	4,000	61
Benton	4,500	3,400	77
Big Stone	2,300	2,100	89
Blue Earth	13,000	11,700	90
Brown	7,900	5,900	74
Carlton	7,400	6,700	90
Carver	5,900	5,300	90
Cass	4,500	2,700	61
Chippewa	4,600	4,000	87
Chisago	4,000	3,700	93
Clay	10,500	9,400	89
Clearwater	2,400	1,600	65
Cook	1,100	900	83
Cottonwood	4,700	3,600	77
Crow Wing	9,700	7,400	76
Dakota	22,100	20,300	92
Dodge	3,700	3,300	90
Douglas	6,200	5,100	82
Faribault	6,800	5,900	86
Fillmore	6,9000	6,000	86
Freeborn	11,100	10,000	90
Goodhue	9,700	8,600	89
Grant	2,500	2,000	80
Hennepin	259,700	247,700	95
Houston	4,800	4,200	87
Hubbard	2,800	1,900	66
Isanti	3,400	3,000	89
Itasca	11,200	9,500	85
Jackson	4,400	3,500	79
Kanabec	2,600	2,100	80
Kandiyohi	7,900	6,800	86
Kittson	2,300	1,700	75
Koochiching	5,200	3,700	71
Lac Qui Parle	3,600	3,000	83
Lake	4,800	4,400	93
Lake of Woods	1,200	700	62
Le Sueur	5,800	5,000	87
Lincoln	2,800	2,200	77
Lyon	6,500	5,400	83
McLeod	7,000	6,400	92
Mahnoman	1,400	1,100	78
Marshall	3,700	3,200	85
Martin	7,800	7,000	90
Meeker	5,200	4,600	88
Mille Lacs	4,100	3,500	84
Morrison	6,900	5,800	84
Mower	13,900	13,300	96
Murray	3,900	3,500	90
Nicollet	5,500	4,700	86
Nobles	6,500	5,700	88
Norman	2,900	2,500	87
Olmstead	18,800	16,900	90
Otter Tail	13,200	9,600	73
Pennington	3,300	2,700	83
Pine	4,800	3,900	81
Pipestone	3,700	3,300	90
Polk	10,100	9,100	90
Pope	3,300	2,900	87
Ramsey	131,100	124,200	95
Red Lake	1,400	1,100	79
Redwood	6,000	4,600	76
Renville	6,500	4,800	74
Rice	9,400	8,800	94
Rock	3,500	3,100	89
Roseau	3,200	2,100	65
St. Louis	72,400	68,000	94
Scott	5,900	5,200	88
Sherburne	3,400	3,000	87
Sibley	4,400	3,700	85
Stearns	19,300	17,300	90
Steele	7,300	6,500	89
Stevens	2,900	2,300	79
Swift	4,100	3,600	87
Todd	6,200	4,400	72
Traverse	2,100	1,700	83
Wabasha	4,800	4,300	90
Wadena	3,200	2,100	66
Waseca	4,700	3,900	83
Washington	15,100	13,600	90
Watonwan	4,200	3,500	83
Wilkin	2,800	2,300	83
Winona	11,700	10,100	86
Wright	8,300	7,300	88
Yellow Medicine	4,400	3,700	85

	Total homes	ARB tv homes	ARB tv penetration (%)
MISSISSIPPI	**571,500**	**476,000**	**83**
Adams	9,900	8,000	81
Alcorn	7,100	5,700	80
Amite	3,700	3,200	86
Attala	5,100	4,300	84
Benton	1,800	1,400	79
Bolivar	14,300	10,100	71
Calhoun	4,000	3,100	79
Carroll	2,700	2,000	73
Chickasaw	4,200	3,200	76
Choctaw	2,100	1,500	73
Claiborne	2,600	2,100	79
Clarke	4,100	3,400	83
Clay	4,700	3,600	77
Coahoma	12,700	10,500	83
Copiah	7,100	6,100	86
Covington	3,200	2,700	83
De Soto	5,800	4,800	84
Forrest	15,300	13,600	89
Franklin	2,400	1,900	80
George	2,600	2,200	85
Greene	2,000	1,500	77
Grenada	4,700	3,800	81
Hancock	3,800	3,200	83
Harrison	34,400	30,000	87
Hinds	53,000	47,500	90
Holmes	6,500	5,100	78
Humphreys	4,600	3,800	82
Issaquena	900	800	85
Itawamba	3,800	3,000	80
Jackson	51,700	14,000	89
Jasper	3,900	3,300	85
Jefferson	2,500	1,900	77
Jeff Davis	3,200	2,700	83
Jones	16,000	13,500	85
Kemper	2,700	2,200	81
Lafayette	5,200	4,300	82
Lamar	3,500	2,900	84
Lauderdale	19,700	17,200	88
Lawrence	2,400	1,900	80
Leake	4,600	3,700	80
Lee	11,500	9,700	85
Leflore	12,500	10,100	81
Lincoln	7,000	6,100	87
Lowndes	12,300	10,300	84
Madison	7,900	6,900	87
Marion	6,000	5,200	87
Marshall	5,600	4,800	85
Monroe	9,100	7,400	82
Montgomery	3,400	2,500	74
Neshoba	5,300	4,400	84
Newton	4,900	4,100	84
Noxubee	3,800	3,200	84
Oktibbeha	6,500	5,000	78
Panola	7,200	5,800	81
Pearl River	6,100	5,200	86
Perry	2,300	2,000	85
Pike	9,400	7,800	83
Pontotoc	4,500	3,700	83
Prentiss	4,700	3,800	81
Quitman	5,200	4,100	79
Rankin	7,300	6,200	85
Scott	5,200	4,300	83
Sharkey	2,500	2,000	81
Simpson	5,100	4,400	86
Smith	3,400	2,900	86
Stone	1,800	1,400	75
Sunflower	11,000	8,900	81
Tallahatchie	6,000	4,800	81
Tate	4,500	4,000	89
Tippah	3,600	2,800	79
Tishomingo	3,600	2,600	73
Tunica	4,300	3,600	85
Union	5,300	4,400	83
Walthall	3,200	2,600	82
Warren	13,300	11,200	84
Washington	22,400	17,300	77
Wayne	3,800	3,200	84
Webster	2,600	2,000	76
Wilkinson	3,000	2,500	85
Winston	4,800	4,200	88
Yalobusha	3,200	2,300	71
Yazoo	7,900	6,600	84

	Total homes	ARB tv homes	ARB tv penetration (%)
MISSOURI	**1,363,300**	**1,188,300**	**87**
Adair	6,800	5,300	77
Andrew	3,600	3,100	87
Atchison	2,700	2,300	86
Audrain	8,600	7,700	89
Barry	5,600	4,000	72
Barton	3,600	2,700	76
Bates	5,600	4,800	86
Benton	2,700	2,200	83
Bollinger	2,500	1,900	75
Boone	13,700	11,500	84
Buchanan	28,400	24,900	88
Butler	9,800	7,400	76
Caldwell	3,200	2,800	86
Callaway	6,800	5,800	85

	Total homes	ARB tv homes	ARB tv penetration (%)
Camden	2,500	1,700	67
Cape Girardeau	12,800	11,200	88
Carroll	4,400	3,700	83
Carter	1,200	800	70
Cass	10,400	8,900	85
Cedar	3,000	2,200	74
Chariton	4,100	3,200	79
Christian	3,800	3,100	82
Clark	2,700	2,200	81
Clay	30,400	28,100	92
Clinton	3,800	3,400	90
Cole	11,100	10,100	91
Cooper	4,800	4,100	84
Crawford	3,700	2,700	72
Dade	2,300	1,700	74
Dallas	2,800	2,100	75
Daviess	3,100	2,100	69
De Kalb	2,300	2,000	87
Dent	3,100	2,000	63
Douglas	2,700	1,900	70
Dunklin	10,900	8,500	78
Franklin	13,900	10,700	77
Gasconade	3,800	3,100	83
Gentry	2,700	2,300	86
Greene	42,500	38,400	90
Grundy	4,100	3,500	85
Harrison	3,700	2,900	79
Henry	6,700	5,500	81
Hickory	1,600	1,100	67
Holt	2,400	2,100	89
Howard	3,300	2,700	82
Howell	6,600	4,100	62
Iron	2,000	1,400	71
Jackson	213,900	197,100	92
Jasper	27,200	23,300	86
Jefferson	21,000	18,600	89
Johnson	8,800	7,000	79
Knox	2,300	1,800	78
Laclede	5,400	4,500	83
Lafayette	8,000	7,000	87
Lawrence	7,600	6,100	81
Lewis	3,600	3,200	88
Lincoln	5,200	4,300	83
Linn	5,800	4,900	84
Livingston	5,000	4,000	81
McDonald	3,400	2,500	73
Macon	5,600	4,700	83
Madison	2,700	1,800	67
Maries	2,200	1,700	75
Marion	9,800	8,700	88
Mercer	1,900	1,300	70
Miller	4,300	3,300	78
Mississippi	5,400	4,400	81
Moniteau	3,400	3,000	89
Monroe	3,500	3,000	86
Montgomery	3,700	3,000	81
Morgan	3,000	2,500	82
New Madrid	7,800	5,700	74
Newton	9,300	7,400	80
Nodaway	6,800	5,800	85
Oregon	2,700	1,500	56
Osage	2,900	2,400	83
Ozark	1,700	1,100	67
Pemiscot	10,100	7,500	74
Perry	4,000	3,300	82
Pettis	12,200	10,600	87
Phelps	7,300	6,300	86
Pike	5,800	4,700	82
Platte	7,300	6,500	90
Polk	4,300	3,400	79
Pulaski	14,300	11,100	77
Putnam	2,300	1,700	75
Ralls	2,300	1,700	75
Randolph	7,600	6,300	82
Ray	5,700	4,800	84
Reynolds	1,400	1,000	69
Ripley	2,700	1,800	66
St. Charles	16,100	14,300	89
St. Clair	2,700	2,000	73
St. Francois	10,900	9,500	87
St. Louis	454,000	417,200	92
Ste. Genevieve	3,200	2,900	87
Saline	7,700	6,400	83
Schuyler	1,800	1,500	81
Scotland	2,200	1,900	85
Scott	9,300	7,800	84
Shannon	1,900	900	47
Shelby	3,200	2,700	84
Stoddard	8,000	6,200	78
Stone	2,300	1,700	74
Sullivan	2,800	2,100	76
Taney	3,000	2,100	72
Texas	5,300	3,700	69
Vernon	6,200	4,900	79
Warren	2,800	2,300	80
Washington	3,900	2,900	75
Wayne	2,200	2,000	92
Webster	4,100	3,100	75
Worth	1,300	1,100	83
Wright	4,400	3,000	68

	Total homes	ARB tv homes	ARB tv penetration (%)
MONTANA	**211,500**	**172,000**	**81**
Beaverhead	2,900	2,200	75
Big Horn	2,700	1,900	70
Blaine	2,500	1,700	67
Broadwater	900	700	75

	Total homes	ARB tv homes	ARB tv penetration (%)
Carbon	2,500	1,900	76
Carter	800	400	46
Cascade	23,100	20,300	88
Chouteau	2,300	1,900	82
Custer	4,300	3,200	73
Daniels	900	700	77
Dawson	3,600	3,200	88
Deer Lodge	5,100	4,600	90
Fallon	1,200	900	73
Fergus	4,600	3,400	74
Flathead	10,600	9,000	85
Gallatin	8,400	6,500	77
Garfield	600	400	72
Glacier	3,300	2,600	79
Golden Valley	300	200	72
Granite	1,000	800	76
Hill	5,700	4,600	80
Jefferson	1,000	800	77
Judith Basin	800	600	79
Lake	3,700	2,500	68
Lewis Clark	9,700	8,100	83
Liberty	500	400	78
Lincoln	3,900	3,100	80
McCone	1,000	600	61
Madison	1,600	1,300	80
Meagher	1,000	600	65
Mineral	1,000	700	74
Missoula	14,900	11,700	79
Musselshell	1,500	1,300	86
Park	3,500	2,800	81
Petroleum	300	200	77
Phillips	1,900	1,300	71
Pondera	2,100	1,700	79
Powder River	800	400	52
Powell	2,000	1,700	85
Prairie	600	300	43
Ravalli	3,900	3,200	82
Richland	2,800	2,300	82
Roosevelt	3,200	2,800	88
Rosebud	1,800	1,200	69
Sanders	2,100	1,600	74
Sheridan	1,700	1,300	79
Silver Bow	16,700	14,300	86
Stillwater	1,700	1,300	75
Sweet Grass	900	600	62
Teton	2,200	1,800	84
Toole	2,500	2,000	82
Treasure	300	200	75
Valley	5,100	3,900	76
Wheatland	900	700	76
Wibaux	400	300	70
Yellowstone	26,200	23,300	89

	Total homes	ARB tv homes	ARB tv penetration (%)
NEBRASKA	**433,400**	**383,600**	**89**
Adams	8,500	7,500	88
Antelope	3,200	2,500	77
Arthur	200	100	72
Banner	400	300	82
Blaine	200	200	85
Boone	2,600	2,200	84
Box Butte	3,400	2,800	82
Boyd	1,300	1,000	77
Brown	1,300	1,000	74
Buffalo	8,300	7,000	84
Burt	3,100	2,800	91
Butler	3,100	2,700	87
Cass	5,700	5,100	90
Cedar	3,600	3,100	87
Chase	1,200	1,000	85
Cherry	2,400	1,800	77
Cheyenne	4,500	3,900	87
Clay	2,900	2,600	89
Colfax	3,000	2,700	91
Cuming	3,500	2,800	81
Custer	5,000	4,000	80
Dakota	3,500	3,100	90
Dawes	2,900	2,200	75
Dawson	6,000	5,300	89
Deuel	900	800	88
Dixon	2,400	2,100	87
Dodge	10,800	9,800	91
Douglas	107,400	103,100	96
Dundy	1,000	800	83
Fillmore	3,300	2,800	86
Franklin	1,700	1,400	82
Frontier	1,100	1,000	91
Furnas	2,500	2,000	78
Gage	8,000	6,800	85
Garden	1,100	900	84
Garfield	800	600	81
Gosper	700	600	87
Grant	200	200	76
Greeley	1,300	1,100	82
Hall	11,400	10,200	89
Hamilton	2,900	2,700	92
Harlan	1,500	1,300	84
Hayes	400	300	77
Hitchcock	1,400	1,200	83
Holt	3,800	2,900	76
Hooker	300	200	71
Howard	2,200	1,700	79
Jefferson	3,700	3,200	86
Johnson	1,900	1,500	79
Kearney	2,100	1,900	90

	Total homes	ARB tv homes	ARB tv penetration (%)
Keith	2,600	2,300	89
Keya Paha	300	200	79
Kimball	2,300	2,000	86
Knox	3,900	3,100	80
Lancaster	50,000	45,600	91
Lincoln	8,600	7,000	81
Logan	400	300	77
Loup	400	200	60
McPherson	100	100	78
Madison	7,700	6,400	84
Merrick	2,700	2,300	85
Morrill	2,000	1,500	75
Nance	1,600	1,300	81
Nemaha	2,700	2,400	87
Nuckolls	2,300	2,000	87
Otoe	5,300	4,900	92
Pawnee	1,800	1,400	75
Perkins	1,100	900	81
Phelps	3,200	2,800	88
Pierce	2,600	2,200	84
Platte	7,200	6,200	86
Polk	2,300	2,100	90
Redwillow	4,000	3,400	85
Richardson	4,400	3,600	81
Rock	700	500	71
Saline	4,200	3,800	90
Sarpy	7,600	6,800	89
Saunders	5,600	4,700	84
Scotts Bluff	10,100	8,900	88
Seward	4,300	3,400	78
Sheridan	2,700	2,300	85
Sherman	1,400	1,100	82
Sioux	700	500	68
Stanton	1,700	1,300	77
Thayer	2,800	2,200	78
Thomas	400	300	77
Thurston	2,000	1,700	85
Valley	1,900	1,600	83
Washington	3,800	3,400	89
Wayne	2,800	2,600	92
Webster	2,000	1,600	81
Wheeler	300	200	79
York	4,300	3,700	85

	Total homes	ARB tv homes	ARB tv penetration (%)
NEVADA	**93,200**	**81,000**	**87**
Churchill	2,500	2,200	90
Clark	42,300	37,000	87
Douglas	800	700	90
Elko	3,600	2,600	73
Esmeralda	200		
Eureka	200	200	81
Humboldt	1,700	1,400	83
Lander	400	300	79
Lincoln	600	400	72
Lyon	1,900	1,800	93
Mineral	1,900	1,600	83
Nye	1,600	1,100	67
Ormsby	2,400	2,200	90
Pershing	900	700	80
Storey	200	100	65
Washoe	29,100	26,200	90
White Pine	2,900	2,500	86

	Total homes	ARB tv homes	ARB tv penetration (%)
NEW HAMPSHIRE	**181,400**	**162,500**	**90**
Belknap	8,700	8,300	95
Carroll	4,800	4,300	90
Cheshire	13,100	10,900	83
Coos	10,500	9,900	94
Grafton	13,800	11,000	79
Hillsborough	54,100	51,100	94
Merrimack	19,500	17,500	90
Rockingham	31,200	27,300	87
Strafford	17,200	15,000	87
Sullivan	8,500	7,200	84

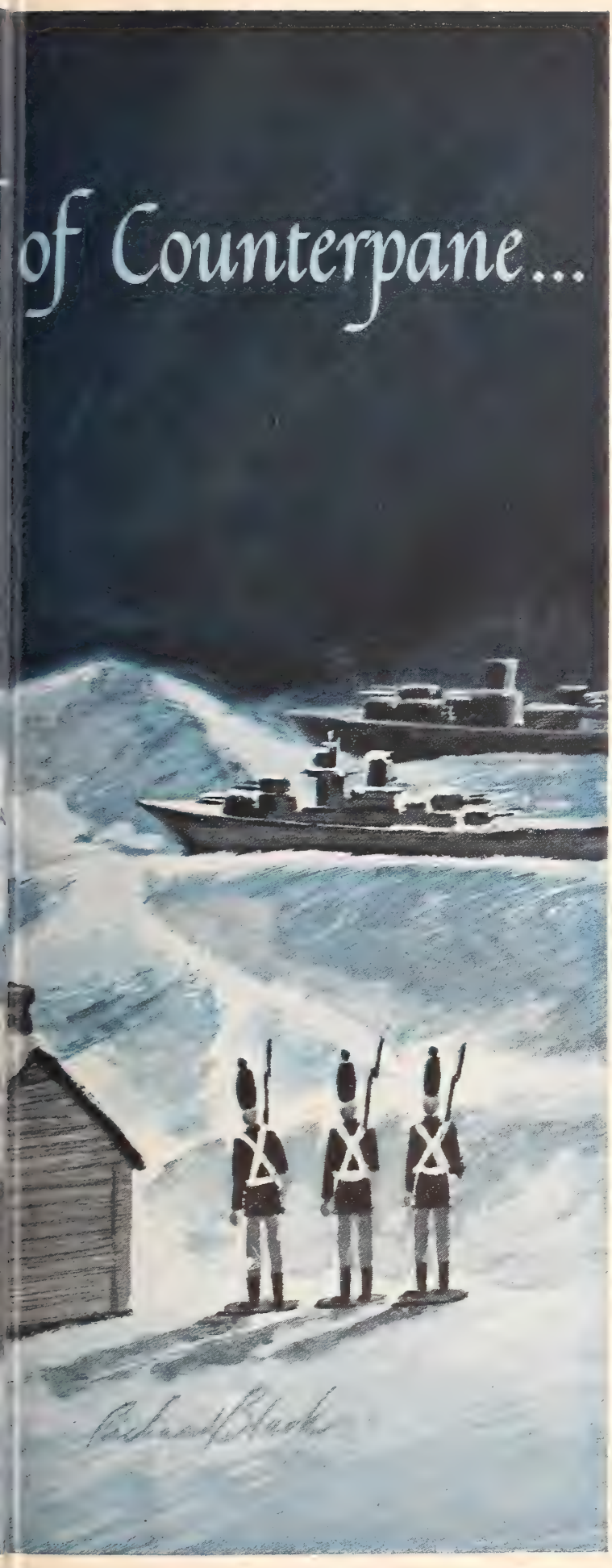
	Total homes	ARB tv homes	ARB tv penetration (%)
NEW JERSEY	**1,828,200**	**1,771,900**	**97**
Atlantic	48,400	44,600	92
Bergen	244,800	239,000	98
Burlington	60,400	58,500	97
Camden	118,500	116,600	98
Cape May	16,200	13,900	86
Cumberland	32,000	28,700	90
Essex	277,200	271,100	98
Gloucester	41,500	40,800	98
Hudson	176,000	171,100	97
Hunterdon	16,800	15,200	90
Mercer	72,900	71,700	98
Middlesex	131,400	128,000	97
Monmouth	103,800	96,200	93
Morris	76,000	74,600	98
Ocean	37,700	36,900	98
Passaic	130,200	127,800	98

	Total homes	ARB tv homes	ARB tv penetration (%)
Salem	18,000	17,400	97
Somerset	41,300	40,200	97
Sussex	15,400	14,600	95
Union	150,000	146,300	98
Warren	19,700	18,700	95

	Total homes	ARB tv homes	ARB tv penetration (%)
NEW MEXICO	**252,800**	**208,700**	**83**
Bernalillo	75,500	65,600	87
Catron	600	200	37
Chaves	16,500	14,200	86
Colfax	3,500	2,400	68
Curry	9,200	7,900	85
De Baca	1,000	800	78
Dona Ana	15,900	13,000	82
Eddy	14,400	12,300	86
Grant	4,600	3,200	70
Guadalupe	1,200	900	76
Harding	300	200	63
Hidalgo	1,200	900	78
Lea	16,100	13,800	86
Lincoln	1,900	1,600	84
Los Alamos	3,400	2,700	78
Luna	2,700	2,200	80
McKinley	8,200	6,100	74
Mora	1,400	1,000	69
Otero	9,700	8,200	85
Quay	3,500	2,700	76
Rio Arriba	5,300	4,000	75
Roosevelt	4,000	3,100	79
Sandoval	3,000	2,300	77
San Juan	12,900	10,300	80
San Miguel	5,200	4,000	77
Santa Fe	11,900	10,100	85
Sierra	2,100	1,600	78
Socorra	2,500	2,000	79
Taos	3,300	2,100	63
Torrance	1,500	1,100	74
Union	1,700	1,200	68
Valencia	8,600	7,000	81

	Total homes	ARB tv homes	ARB tv penetration (%)
NEW YORK	**5,155,200**	**4,855,000**	**94**
Albany	87,200	82,100	94
Allegany	12,900	11,600	90
Bronx	438,700	427,700	97
Broome	64,600	61,300	95
Cattaraugus	24,000	21,600	90
Cayuga	22,100	20,800	94
Chautauqua	46,600	41,700	90
Chemung	30,900	27,300	88
Chenango	13,100	11,200	85
Clinton	17,600	15,900	90
Columbia	14,800	14,100	95
Cortland	12,400	11,700	94
Delaware	13,100	10,700	82
Dutchess	47,400	42,600	90
Erie	316,600	304,400	96
Essex	10,400	9,200	89
Franklin	12,300	11,000	90
Fulton	17,100	15,700	92
Genesee	15,900	14,800	93
Greene	9,600	8,600	90
Hamilton	1,400	1,100	78
Herkimer	20,500	19,800	97
Jefferson	26,900	24,500	91
Kings	804,800	754,300	94
Lewis	6,600	5,600	85
Livingston	12,000	10,800	90
Madison	16,100	15,200	95
Monroe	183,600	175,800	96
Montgomery	17,900	16,300	91
Nassau	396,500	390,500	98
New York Co.	567,900	499,600	88
Niagara	72,800	71,400	98
Oneida	78,400	75,400	96
Onondaga	128,000	121,200	95
Ontario	19,800	18,500	93
Orange	56,100	50,700	90
Orleans	10,500	9,900	94
Oswego	25,400	24,500	97
Otsego	16,400	14,700	90
Putnam	9,400	9,400	100
Queens	574,600	550,300	96
Rensselaer	43,700	40,800	93
Richmond	63,100	58,900	93
Rockland	36,000	35,500	99
St. Lawrence	30,500	26,500	87
Saratoga	27,200	26,200	96
Schenectady	48,500	46,900	97
Schoharie	6,800	6,000	88
Schuyler	4,500	3,800	85
Seneca	7,700	7,200	94
Steuben	29,100	26,200	90
Suffolk	196,100	185,600	95
Sullivan	14,200	12,800	90
Tioga	11,900	10,700	90
Tompkins	16,600	14,200	86
Ulster	38,100	33,700	88
Warren	13,900	12,300	88
Washington	14,100	12,600	90
Wayne	20,200	18,900	93
Westchester	244,800	239,000	98


The Land



When I was sick and lay a-bed,
I had two pillows at my head,
And all my toys beside me lay
To keep me happy all the day.

And sometimes for an hour or so
I watched my leaden soldiers go,
With different uniforms and drills
Among the bedclothes, through the hills;

And sometimes sent my ships in fleets
All up and down amid the sheets;
Or brought my trees and houses out,
And planted cities all about.

I was the giant great and still
That sits upon the pillow-hill,
And sees before him, dale and plain,
The pleasant land of counterpane.

— Robert Louis Stevenson

Maybe it's leaden soldiers . . . or ships in fleets . . . or little toy cities . . . sent by the WLW Stations to children in hospitals that help keep them "happy all the day."

We hope so. Over the past nineteen years, the Crosley Broadcasting Corporation Ruth Lyons Annual Fund has collected almost two million dollars for children in thirty-four hospitals, with last year's record contribution of over $315,000.00.

This is more than the policy . . . this is the spirit of the WLW Stations — to serve their communities in every way, especially to remember those who are forgotten . . . like the little "giant great and still that sits upon the pillow-hill."

Naturally, we are proud of our reputation in the communications industry. But we are most proud when our ratings and statistics, when our business and technology are pleasantly lost for priceless moments in such lands of counterpane.

Yes, this is our pride — but also our privilege.



Crosley Broadcasting Corporation,
a division of **Avco**

U.S. TELEVISION HOMES continued

	Total homes	ARB tv homes	ARB tv penetration (%)
Wyoming	9,500	8,600	90
Yates	5,800	5,100	88

	Total homes	ARB tv homes	ARB tv penetration (%)
NORTH CAROLINA	**1,124,800**	**954,900**	**85**
Alamance	22,700	20,300	90
Alexander	3,700	3,100	85
Alleghany	2,100	1,700	83
Anson	5,900	4,900	83
Ashe	4,500	3,700	83
Avery	2,900	2,300	78
Beaufort	8,600	7,200	84
Bertie	5,400	4,400	81
Bladen	6,300	4,900	78
Brunswick	4,400	3,600	82
Buncombe	34,700	28,900	83
Burke	12,500	10,800	86
Cabarrus	18,000	14,900	83
Caldwell	12,200	10,800	88
Camden	1,500	1,300	86
Carteret	8,000	6,500	81
Caswell	4,200	3,300	78
Catawba	19,500	17,600	90
Chatham	6,600	5,600	84
Cherokee	3,700	2,900	79
Chowan	2,700	2,100	79
Clay	1,200	900	77
Cleveland	16,000	14,000	87
Columbus	11,200	8,700	78
Craven	13,800	11,600	84
Cumberland	33,600	28,600	85
Currituck	1,900	1,500	78
Dare	1,500	1,200	82
Davidson	21,200	17,700	84
Davie	4,200	3,400	82
Duplin	9,400	7,400	79
Durham	28,700	24,900	87
Edgecombe	12,300	11,300	92
Forsyth	52,500	47,100	90
Franklin	6,600	5,300	80
Gaston	32,600	29,400	90
Gates	2,200	1,800	84
Graham	1,400	1,100	78
Granville	6,900	5,600	81
Greene	3,300	2,600	78
Guilford	66,900	61,700	92
Halifax	13,900	11,200	81
Harnett	11,200	9,400	84
Haywood	10,100	8,500	84
Henderson	10,200	8,100	80
Hertford	5,000	4,000	80
Hoke	3,400	2,700	81
Hyde	1,400	1,100	78
Iredell	16,300	13,900	85
Jackson	4,100	3,200	78
Johnston	15,100	12,100	80
Jones	2,500	2,000	80
Lee	6,500	5,400	82
Lenoir	13,900	11,500	83
Lincoln	7,000	6,000	86
McDowell	6,600	5,300	81
Macon	3,500	2,700	78
Madison	3,800	3,000	79
Martin	5,700	4,900	86
Mecklenberg	75,800	68,300	90
Mitchell	3,300	2,500	75
Montgomery	4,600	3,700	81
Moore	9,200	7,500	82
Nash	15,500	12,100	78
New Hanover	20,100	18,300	91
Northampton	5,600	4,300	77
Onslow	8,500	6,900	81
Orange	9,900	7,500	76
Pamlico	2,300	1,900	81
Pasquotank	6,600	5,900	90
Pender	4,300	3,400	80
Perquimans	2,400	1,900	81
Person	6,100	5,100	83
Pitt	16,200	13,500	84
Polk	3,000	2,300	75
Randolph	16,300	13,600	84
Richmond	9,500	8,100	85
Robeson	19,100	15,300	80
Rockingham	18,100	16,000	89
Rowan	22,600	19,700	87
Rutherford	11,400	9,400	82
Sampson	11,000	8,700	79
Scotland	5,600	4,700	84
Stanly	10,900	8,500	78
Stokes	5,400	4,300	80
Surry	12,000	9,400	78
Swain	1,900	1,300	69
Transylvania	3,600	3,000	84
Tyrrell	1,000	800	82
Union	10,800	8,000	74
Vance	7,700	6,600	86
Wake	42,900	37,600	88
Warren	4,000	3,300	82
Washington	3,000	2,500	82
Watauga	3,900	3,200	82
Wayne	19,300	16,700	86
Wilkes	10,700	8,900	83

	Total homes	ARB tv homes	ARB tv penetration (%)
Wilson	14,400	12,100	84
Yadin	5,500	4,100	75
Yancey	3,100	2,400	77

	Total homes	ARB tv homes	ARB tv penetration (%)
NORTH DAKOTA	**170,800**	**144,000**	**84**
Adams	1,300	1,200	89
Barnes	4,600	4,000	88
Benson	2,400	1,800	77
Billings	300	200	65
Bottineau	3,000	2,400	79
Bowman	1,100	1,000	87
Burke	1,800	1,400	78
Burleigh	9,700	8,800	90
Cass	19,100	17,300	90
Cavalier	2,500	1,800	74
Dickey	2,300	1,900	82
Divide	1,500	1,100	72
Dunn	1,600	1,100	69
Eddy	1,300	1,100	85
Emmons	2,100	1,600	78
Foster	1,500	1,300	84
Golden Valley	1,000	900	88
Grand Forks	13,500	11,900	88
Grant	1,600	1,200	72
Griggs	1,500	1,300	84
Hettinger	1,700	1,400	83
Kidder	1,300	1,000	78
La Moure	2,200	1,800	84
Logan	1,100	900	79
McHenry	2,800	2,300	83
McIntosh	1,700	1,300	78
McKenzie	2,300	1,700	75
McLean	3,600	2,800	77
Mercer	1,800	1,400	76
Morton	5,400	4,800	90
Mountrail	3,000	2,300	75
Nelson	1,800	1,500	84
Oliver	500	400	80
Pembina	3,400	2,800	82
Pierce	1,900	1,500	81
Ramsey	3,300	3,000	92
Ransom	2,100	1,700	80
Renville	1,200	1,000	83
Richland	5,200	4,500	87
Rolette	2,400	1,800	75
Sargent	1,800	1,600	87
Sheridan	1,100	900	84
Sioux	800	600	76
Slope	400	300	72
Stark	4,800	4,000	84
Steele	1,300	1,100	85
Stutsman	6,700	5,400	81
Towner	1,400	1,100	80
Traill	2,800	2,500	89
Walsh	4,400	4,000	90
Ward	13,700	12,000	87
Wells	2,500	1,900	77
Williams	6,700	5,400	81

	Total homes	ARB tv homes	ARB tv penetration (%)
OHIO	**2,966,200**	**2,754,500**	**93**
Adams	6,100	4,400	73
Allen	31,500	28,500	91
Ashland	12,400	11,200	90
Ashtabula	29,000	25,000	86
Athens	12,200	10,300	85
Auglaize	11,100	9,600	86
Belmont	25,100	23,400	93
Brown	7,900	6,800	86
Butler	59,000	56,900	96
Carroll	6,100	5,100	84
Champaign	9,100	8,100	89
Clark	40,500	39,700	98
Clermont	24,800	24,400	98
Clinton	9,300	8,300	89
Columbiana	32,700	28,900	88
Coshocton	10,000	8,500	85
Crawford	15,100	13,400	89
Cuyahoga	517,700	494,600	96
Darke	14,100	11,900	84
Defiance	9,600	7,900	82
Delaware	10,300	9,300	90
Erie	21,400	19,200	90
Fairfield	19,600	17,500	89
Fayette	7,800	6,900	88
Franklin	208,700	202,100	97
Fulton	8,800	7,300	83
Gallia	6,900	6,000	87
Geauga	13,800	12,600	91
Greene	27,600	25,400	92
Guernsey	11,200	9,100	81
Hamilton	277,300	261,900	94
Hancock	17,800	15,900	89
Hardin	9,000	7,700	85
Harrison	5,300	4,500	86
Henry	7,700	6,900	90
Highland	9,300	7,800	84
Hocking	5,800	5,000	86
Holmes	5,800	4,700	81

	Total homes	ARB tv homes	ARB tv penetration (%)
Huron	14,100	13,200	94
Jackson	8,200	6,800	82
Jefferson	28,100	25,500	91
Knox	12,000	10,500	88
Lake	47,400	45,600	96
Lawrence	15,800	14,200	90
Licking	28,700	25,900	90
Logan	11,200	10,200	91
Lorain	65,700	62,500	95
Lucas	140,500	136,100	97
Madison	7,200	6,500	91
Mahoning	85,900	80,700	94
Marion	18,900	17,000	90
Medina	21,100	18,900	90
Meigs	6,600	5,500	84
Mercer	9,200	7,500	82
Miami	23,100	20,900	90
Monroe	4,400	3,700	83
Montgomery	159,800	153,300	96
Morgan	4,000	3,500	86
Morrow	5,600	4,600	82
Muskingum	24,000	21,100	88
Noble	3,300	2,900	88
Ottawa	11,000	10,300	94
Paulding	5,100	4,100	81
Perry	7,900	6,700	85
Pickaway	9,400	8,300	88
Pike	5,400	4,400	82
Portage	26,800	23,300	87
Preble	9,600	8,500	88
Putnam	8,100	7,200	89
Richland	35,000	30,800	88
Ross	17,200	15,000	87
Sandusky	18,900	16,900	90
Scioto	24,600	19,900	81
Seneca	17,600	16,500	94
Shelby	9,800	8,500	87
Stark	101,100	93,300	92
Summit	157,100	149,300	95
Trumbull	61,500	58,400	95
Tuscarawas	23,700	19,900	84
Union	7,000	5,900	85
Vanwert	9,200	7,800	85
Vinton	2,500	2,000	78
Warren	19,900	17,800	90
Washington	16,200	13,800	85
Wayne	21,900	19,800	90
Williams	9,600	8,500	89
Wood	21,400	18,700	88
Wyandot	6,500	5,600	86

	Total homes	ARB tv homes	ARB tv penetration (%)
OKLAHOMA	**691,400**	**595,800**	**86**
Adair	3,300	2,600	79
Alfalfa	2,600	2,200	84
Atoka	2,600	2,000	76
Beaver	2,000	1,500	77
Beckham	5,000	4,100	82
Blaine	3,500	3,200	90
Bryan	6,900	5,500	80
Caddo	8,200	6,800	83
Canadian	7,100	6,100	85
Carter	12,100	9,900	82
Cherokee	4,600	3,500	77
Choctaw	4,200	2,900	68
Cimarron	1,300	900	73
Cleveland	11,900	10,100	85
Coal	1,300	1,100	82
Comanche	23,300	20,600	88
Cotton	2,300	1,900	83
Craig	4,100	3,400	82
Creek	12,300	10,500	86
Custer	6,500	5,700	88
Delaware	3,600	2,700	76
Dewey	1,500	1,300	85
Ellis	1,600	1,100	67
Garfield	15,700	14,100	90
Garvin	8,000	6,700	83
Grady	8,800	7,300	83
Grant	2,300	2,000	87
Greer	2,600	2,100	81
Harmon	1,500	1,200	80
Harper	1,700	1,400	81
Haskell	2,100	1,500	70
Hughes	4,300	3,600	83
Jackson	8,500	6,700	79
Jefferson	2,300	1,900	84
Johnston	2,100	1,600	78
Kay	16,200	14,100	87
Kingfisher	3,100	2,800	89
Kiowa	4,400	3,600	81
Latimer	2,000	1,400	68
Le Flore	7,800	6,000	76
Lincoln	5,500	4,600	84
Logan	5,700	5,000	87
Love	1,400	1,200	82
McClain	3,600	3,100	86
McCurtain	6,600	5,100	77
McIntosh	3,100	2,400	79
Major	2,200	1,700	75
Marshall	2,100	1,700	83
Mayes	5,500	4,600	83
Murray	3,200	2,700	84
Muskogee	17,100	14,100	82
Noble	3,200	2,900	91
Nowata	3,200	2,800	86
Okfuskee	3,100	2,500	80
Oklahoma	143,600	130,300	91

	Total homes	ARB tv homes	ARB tv penetration (%)
Okmulgee	10,500	8,800	84
Osage	9,400	8,300	88
Ottawa	8,600	7,300	85
Pawnee	3,200	2,800	89
Payne	12,600	10,600	84
Pittsburg	9,300	7,200	77
Pontotoc	8,000	7,100	89
Pottawatomie	12,300	10,700	87
Pushmataha	2,300	1,600	69
Roger Mills	1,300	900	72
Rogers	5,900	5,000	85
Seminole	7,700	6,600	86
Sequoyah	4,400	3,400	78
Stephens	11,500	9,900	86
Texas	3,900	2,800	71
Tillman	4,200	3,500	84
Tulsa	111,700	100,600	90
Wagoner	4,300	3,500	81
Washington	13,500	12,500	93
Washita	5,200	4,500	86
Woods	3,500	2,900	84
Woodward	3,800	3,000	78

	Total homes	ARB tv homes	ARB tv penetration (%)
OREGON	**578,700**	**514,700**	**89**
Baker	5,800	4,700	80
Benton	11,400	9,500	83
Clackamas	36,600	34,200	94
Clatsop	9,000	8,100	90
Columbia	7,000	6,100	87
Coos	18,800	14,500	77
Crook	2,600	2,300	89
Curry	5,000	3,900	79
Deschutes	7,400	6,500	87
Douglas	21,300	18,700	88
Gilliam	1,000	700	75
Grant	2,300	1,700	75
Harney	2,000	1,900	93
Hood River	4,100	3,500	84
Jackson	24,400	22,000	90
Jefferson	2,100	1,700	80
Josephine	10,000	7,800	78
Klamath	15,000	13,500	90
Lake	2,200	1,900	84
Lane	52,000	46,800	90
Lincoln	8,600	7,500	87
Linn	17,500	15,600	89
Malheur	6,400	5,800	91
Marion	37,100	34,500	93
Morrow	1,300	1,100	85
Multnomah	182,200	166,800	92
Polk	8,300	7,300	88
Sherman	800	700	86
Tillamook	6,000	4,600	77
Umatilla	14,100	11,400	81
Union	5,800	4,300	75
Wallowa	2,300	1,700	75
Wasco	6,900	6,000	88
Washington	30,100	27,500	91
Wheeler	1,000	900	89
Yamhill	10,300	9,000	87

	Total homes	ARB tv homes	ARB tv penetration (%)
PENNSYLVANIA	**3,282,300**	**3,083,000**	**94**
Adams	14,600	12,100	83
Allegheny	477,000	464,400	97
Armstrong	22,700	19,600	86
Beaver	59,000	56,600	96
Bedford	11,900	9,600	81
Berks	82,500	75,600	92
Blair	40,100	37,400	93
Bradford	16,500	14,100	85
Bucks	98,800	92,400	94
Butler	32,500	28,600	88
Cambria	54,100	51,900	96
Cameron	2,100	2,000	95
Carbon	15,000	13,400	89
Centre	20,100	17,100	85
Chester	56,900	55,700	98
Clarion	10,300	9,200	90
Clearfield	23,000	19,700	86
Clinton	10,800	9,500	88
Columbia	15,900	13,900	87
Crawford	22,600	18,900	84
Cumberland	37,700	34,800	92
Dauphin	66,300	61,000	92
Delaware	162,400	158,100	97
Elk	10,300	9,300	90
Erie	73,800	70,100	95
Fayette	46,500	39,800	86
Forest	1,200	1,000	86
Franklin	25,400	19,800	78
Fulton	2,800	2,100	74
Greene	10,700	9,200	86
Huntingdon	10,900	9,100	84
Indiana	20,700	17,700	86
Jefferson	13,600	12,100	89
Juniata	4,500	3,600	79
Lackawanna	67,100	64,500	96
Lancaster	81,000	71,300	88
Lawrence	33,200	29,700	90
Lebanon	26,300	23,100	88

	Total homes	ARB tv homes	ARB tv penetration (%)
Lehigh	66,700	63,500	95
Luzerne	96,800	91,600	95
Lycoming	33,400	29,000	87
McKean	16,600	14,800	89
Mercer	37,000	36,000	97
Mifflin	12,700	11,300	89
Monroe	11,900	10,700	90
Montgomery	149,900	147,300	98
Montour	3,700	3,400	91
Northampton	58,800	56,800	97
Northumberland	30,200	26,100	87
Perry	7,600	6,400	84
Philadelphia	583,300	569,500	98
Pike	3,200	2,600	82
Potter	4,900	4,300	87
Schuylkill	48,600	41,700	86
Snyder	7,100	5,600	79
Somerset	21,400	19,400	91
Sullivan	1,800	1,500	82
Susquehanna	9,300	8,100	87
Tioga	10,900	9,100	84
Union	6,200	5,100	82
Venango	18,500	16,500	89
Warren	12,900	10,900	85
Washington	62,400	60,400	97
Wayne	8,000	6,700	84
Westmoreland	100,200	95,500	95
Wyoming	4,900	4,200	85
York	72,600	67,000	92

	Total homes	ARB tv homes	ARB tv penetration (%)
RHODE ISLAND	**255,900**	**250,400**	**98**
Bristol	10,800	10,600	98
Kent	34,500	34,100	99
Newport	21,500	21,400	100
Providence	172,500	168,000	97
Washington	16,600	16,300	98

	Total homes	ARB tv homes	ARB tv penetration (%)
SOUTH CAROLINA	**588,800**	**489,600**	**83**
Abbeville	5,400	4,300	80
Aiken	22,100	19,100	86
Allendale	2,400	1,700	69
Anderson	25,700	21,600	84
Bamberg	4,000	3,200	80
Barnwell	4,300	3,300	76
Beaufort	10,900	8,700	80
Berkeley	8,400	6,600	79
Calhoun	2,900	2,300	78
Charleston	60,000	53,000	88
Cherokee	8,700	7,100	82
Chester	7,400	6,300	85
Chesterfield	7,600	6,000	79
Clarendon	6,000	4,700	78
Colleton	7,000	5,400	77
Darlington	12,800	10,200	80
Dillon	6,600	5,000	75
Dorchester	5,700	4,700	82
Edgefield	3,800	3,100	83
Fairfield	5,000	3,800	76
Florence	20,600	16,700	81
Georgetown	8,500	6,800	80
Greenville	58,700	52,500	89
Greenwood	11,900	10,600	89
Hampton	4,100	3,100	76
Horry	14,800	11,700	79
Jasper	3,000	2,400	80
Kershaw	8,100	6,400	80
Lancaster	9,400	7,400	79
Laurens	11,600	9,500	82
Lee	4,600	3,500	77
Lexington	16,100	12,100	75
McCormick	2,000	1,600	78
Marion	7,200	6,000	83
Marlboro	6,700	5,200	77
Newberry	7,500	6,200	82
Oconee	9,600	8,100	85
Orangeburg	15,800	12,200	77
Pickens	12,000	10,100	85
Richland	44,400	39,400	89
Saluda	3,500	2,700	78
Spartanburg	41,300	34,400	83
Sumter	15,800	12,400	79
Union	7,400	6,100	83
Williamsburg	8,100	5,900	73
York	19,400	16,500	85

	Total homes	ARB tv homes	ARB tv penetration (%)
SOUTH DAKOTA	**196,500**	**165,600**	**84**
Aurora	1,300	1,200	89
Beadle	6,700	5,800	87
Bennett	700	600	81
Bon Homme	2,700	2,100	78
Brookings	5,800	4,700	80
Brown	10,300	8,700	84
Brule	1,900	1,600	84
Buffalo	400	300	81
Butte	2,700	2,300	86

	Total homes	ARB tv homes	ARB tv penetration (%)
Campbell	900	700	77
Charles Mix	3,300	2,400	74
Clark	2,000	1,700	85
Clay	3,200	2,500	77
Codington	6,000	5,100	86
Corson	1,300	1,000	74
Custer	1,400	1,100	75
Davison	5,100	4,300	85
Day	3,100	2,500	82
Deuel	1,600	1,100	71
Dewey	1,200	800	68
Douglas	1,300	900	71
Edmunds	1,500	1,200	77
Fall River	3,000	2,500	83
Faulk	1,200	1,000	83
Grant	2,800	2,300	82
Gregory	2,200	1,900	85
Haakon	900	300	87
Hamlin	1,800	1,500	81
Hand	1,900	1,600	82
Hanson	1,200	1,100	88
Harding	700	500	72
Hughes	3,600	3,400	94
Hutchinson	3,200	2,500	78
Hyde	800	600	79
Jackson	500	400	80
Jerauld	1,100	900	83
Jones	500	400	74
Kingsbury	2,900	2,400	84
Lake	3,200	2,800	88
Lawrence	5,500	4,800	87
Lincoln	3,800	3,200	85
Lyman	1,000	800	84
McCook	2,400	1,900	81
McPherson	1,600	1,100	66
Marshall	2,000	1,700	83
Meade	1,900	1,600	82
Mellette	600	400	72
Miner	1,600	1,400	85
Minnehaha	27,100	24,900	92
Moody	2,500	2,100	85
Pennington	18,900	16,000	85
Perkins	1,600	1,400	90
Potter	1,400	1,100	80
Roberts	3,300	2,700	81
Sanborn	1,400	1,100	82
Shannon	1,200	1,000	79
Spink	3,200	2,800	86
Stanley	1,000	900	92
Sully	800	600	75
Todd	1,100	800	73
Tripp	2,500	2,100	85
Turner	3,100	2,700	86
Union	3,100	2,900	93
Walworth	2,400	1,700	72
Washabaugh	200	200	81
Yankton	4,800	4,000	83
Ziebach	600	500	82

	Total homes	ARB tv homes	ARB tv penetration (%)
TENNESSEE	**966,200**	**785,900**	**81**
Anderson	15,700	12,800	81
Bedford	6,400	5,300	82
Benton	2,800	1,900	69
Bledsoe	1,600	1,000	60
Blount	15,000	12,200	81
Bradley	10,100	8,900	88
Campbell	6,300	4,500	72
Cannon	2,100	1,400	66
Carroll	6,700	4,800	72
Carter	10,300	8,100	79
Cheatham	2,500	1,900	76
Chester	2,500	1,800	71
Claiborne	4,400	3,300	75
Clay	1,700	1,100	64
Cocke	5,900	4,400	74
Coffee	8,100	6,500	80
Crockett	3,900	2,900	75
Cumberland	4,440	3,200	73
Davidson	115,000	99,800	87
Decatur	2,100	1,500	70
De Kalb	2,600	2,100	80
Dickson	5,100	4,100	81
Dyer	8,100	6,700	82
Fayette	5,600	4,300	78
Fentress	2,800	1,600	56
Franklin	6,400	4,800	76
Gibson	13,200	10,700	81
Giles	6,000	4,400	73
Grainger	3,000	2,300	76
Greene	11,300	7,800	69
Grundy	2,600	1,800	70
Hamblen	8,900	7,000	79
Hamilton	68,600	58,900	86
Hancock	1,900	1,200	64
Hardeman	4,900	3,300	67
Hardin	4,300	2,900	67
Hawkins	7,300	5,500	75
Haywood	5,600	4,100	72
Henderson	4,200	3,100	75
Henry	6,600	5,400	81
Hickman	2,800	2,100	74
Houston	1,300	900	71
Humphreys	3,200	2,300	72
Jackson	2,100	1,400	69
Jefferson	5,700	4,600	80
Johnson	2,500	1,800	72
Knox	69,000	57,800	84

U.S. TELEVISION HOMES
continued

	Total homes	ARB tv homes	ARB tv penetration (%)
Lake	2,400	1,700	73
Lauderdale	5,600	4,400	79
Lawrence	7,300	5,500	75
Lewis	1,500	1,100	75
Lincoln	6,300	4,900	78
Loudon	6,100	4,800	78
McMinn	8,800	7,200	82
McNairy	4,700	3,200	68
Macon	3,300	2,400	73
Madison	17,000	13,900	82
Marion	5,000	4,000	81
Marshall	4,800	3,800	79
Maury	11,800	9,600	82
Meigs	1,100	800	75
Monroe	5,700	4,500	80
Montgomery	13,600	11,600	85
Moore	900	600	69
Morgan	3,000	2,100	69
Obion	8,000	6,200	77
Overton	3,500	2,500	72
Perry	1,400	1,100	75
Pickett	1,000	700	70
Polk	2,900	2,300	80
Putnam	7,600	5,600	73
Rhea	4,100	3,100	76
Roane	10,300	8,400	82
Robertson	7,600	6,100	81
Rutherford	14,200	12,300	87
Scott	3,400	2,000	59
Sequatchie	1,100	800	73
Sevier	6,100	4,200	69
Shelby	180,700	155,700	86
Smith	3,300	2,500	75
Stewart	2,000	1,400	70
Sullivan	30,900	26,000	84
Sumner	10,100	8,100	81
Tipton	7,100	5,000	71
Trousdale	1,100	800	75
Unicoi	3,600	2,900	81
Union	1,900	1,200	64
Van Buren	700	500	76
Warren	6,400	4,800	75
Washington	16,800	14,000	83
Wayne	3,000	2,000	65
Weakley	7,000	4,800	69
White	3,900	3,000	76
Williamson	6,600	5,400	82
Wilson	7,900	6,200	78
TEXAS	**2,777,900**	**2,401,000**	**86**
Anderson	7,800	6,100	78
Andrews	4,000	3,500	86
Angelina	11,700	9,600	82
Aransas	2,100	1,800	86
Archer	1,700	1,500	87
Armstrong	400	300	87
Atascosa	4,600	3,700	79
Austin	4,200	3,100	75
Bailey	2,400	1,800	76
Bandera	1,200	1,000	82
Bastrop	4,800	3,800	80
Baylor	1,500	1,300	84
Bee	5,800	4,900	84
Bell	22,700	19,400	85
Bexar	198,000	175,300	89
Blanco	1,100	800	74
Borden	200	100	60
Bosque	3,400	2,900	85
Bowie	17,900	15,000	84
Brazoria	21,300	18,500	87
Brazos	12,300	10,300	83
Brewster	1,700	1,200	71
Briscoe	900	700	82
Brooks	2,300	1,800	80
Brown	7,500	5,900	79
Burleson	3,000	2,400	80
Burnet	2,700	2,300	84
Caldwell	4,700	3,800	80
Calhoun	5,000	3,800	77
Callahan	2,200	1,700	76
Cameron	38,200	30,900	81
Camp	2,300	1,900	84
Carson	2,300	1,900	84
Cass	6,300	5,200	83
Castro	2,300	2,000	87
Chambers	3,000	2,600	87
Cherokee	8,600	7,100	83
Childress	2,400	1,800	74
Clay	2,400	2,000	85
Cochran	1,400	1,100	80
Coke	1,000	800	80
Coleman	3,700	2,900	78
Collin	12,400	10,400	84
Collingsworth	1,600	1,300	78
Colorado	5,400	4,300	79
Comal	5,700	4,800	84
Comanche	3,400	2,500	72
Concho	1,000	800	78
Cooke	6,600	5,500	83
Coryell	7,500	6,300	84
Cottle	1,000	700	70
Crane	1,400	1,200	88
Crockett	1,100	800	73
Crosby	3,000	2,600	86
Culberson	800	600	78
Dallam	1,800	1,600	89
Dallas	305,900	281,200	92
Dawson	5,800	4,700	82
Deaf Smith	3,800	3,200	86
Delta	1,700	1,400	82
Denton	13,000	11,000	85
De Witt	5,900	4,600	78
Dickens	1,300	1,100	85
Dimmit	2,100	1,300	64
Donley	1,300	1,100	83
Duval	3,000	2,300	77
Eastland	6,300	5,100	81
Ector	27,800	24,800	89
Edwards	600	400	75
Ellis	12,600	10,800	86
El Paso	85,500	74,700	87
Erath	4,900	4,000	83
Falls	5,800	4,500	78
Fannin	7,100	5,600	79
Fayette	6,000	4,500	75
Fisher	2,000	1,700	87
Floyd	3,500	3,100	90
Foard	900	700	80
Fort Bend	10,200	9,100	89
Franklin	1,400	1,100	78
Freestone	3,500	2,600	75
Frio	2,400	1,700	72
Gaines	3,400	2,800	84
Galveston	42,300	37,900	89
Garza	1,600	1,400	86
Gillespie	3,200	2,300	70
Glasscock	300	300	84
Goliad	1,500	1,100	72
Gonzales	4,600	3,600	78
Gray	9,700	8,700	90
Grayson	22,700	20,000	88
Gregg	19,900	17,500	88
Grimes	3,700	3,000	81
Guadalupe	8,200	6,900	84
Hale	10,200	9,100	89
Hall	2,000	1,400	70
Hamilton	2,500	2,000	80
Hansford	1,500	1,300	85
Hardeman	2,600	2,100	80
Hardin	6,900	5,600	81
Harris	378,300	337,400	89
Harrison	12,100	10,200	84
Hartley	700	600	84
Haskell	3,000	2,400	81
Hays	4,900	4,100	84
Hemphill	900	700	73
Henderson	6,200	5,100	82
Hidalgo N.	33,800	27,000	80
Hidalgo S.	10,000	8,000	80
Hill	7,000	6,000	86
Hockley	6,000	4,900	82
Hood	1,600	1,400	90
Hopkins	5,500	3,900	71
Houston	5,300	4,300	81
Howard	11,100	9,500	86
Hudspeth	700	500	76
Hunt	12,100	10,300	85
Hutchinson	9,700	8,600	88
Irion	300	200	75
Jack	2,300	2,100	90
Jackson	3,800	3,000	79
Jasper	5,700	4,600	80
Jeff Davis	300	200	79
Jefferson	72,400	66,500	92
Jim Hogg	1,200	800	66
Jim Wells	8,400	7,100	84
Johnson	11,100	9,400	85
Jones	5,800	4,900	84
Karnes	3,700	2,900	78
Kaufman	8,000	6,800	85
Kendall	1,800	1,400	78
Kenedy	100		
Kent	500	400	87
Kerr	4,800	3,800	78
Kimble	1,100	700	63
King	100	100	86
Kinney	600	300	48
Kleberg	7,700	6,300	81
Knox	2,200	1,800	80
Lamar	10,000	6,800	68
Lamb	6,100	5,200	85
Lampasas	3,000	2,500	84
La Salle	1,400	1,000	72
Lavaca	5,800	3,900	67
Lee	2,300	1,600	72
Leon	2,800	2,200	77
Liberty	8,800	7,400	84
Limestone	5,700	4,500	79
Lipscomb	1,100	800	75
Live Oak	1,900	1,400	76
Llano	1,600	1,300	81
Loving	100	100	87
Lubbock	44,100	38,500	87
Lynn	3,000	2,600	86
McCulloch	2,500	1,700	68
McLennan	44,100	38,800	88
McMullen	200	200	81
Madison	1,900	1,400	72
Marion	2,000	1,700	83
Martin	1,200	1,000	80
Mason	1,100	700	68
Matagorda	7,100	5,400	76
Maverick	4,300	1,900	44
Medina	4,900	4,100	84
Menard	800	500	58
Midland	21,400	19,500	91
Milam	6,600	5,000	76
Mills	1,300	1,000	75
Mitchell	3,100	2,700	86
Montague	4,600	4,000	87
Montgomery	7,900	6,400	80
Moore	4,000	3,300	83
Morris	3,500	2,900	84
Motley	900	500	59
Nacogdoches	7,500	5,900	79
Navarro	10,100	8,800	87
Newton	2,700	2,100	77
Nolan	5,800	5,100	88
Nueces	61,000	54,000	89
Ochiltree	2,900	2,400	84
Oldham	600	600	93
Orange	17,100	14,700	86
Palo Pinto	6,600	5,900	89
Panola	4,200	3,500	83
Parker	7,000	6,000	86
Parmer	2,600	2,200	84
Pecos	3,100	2,500	81
Polk	3,700	2,700	72
Potter	38,100	35,500	93
Presidio	1,300	800	63
Rains	700	500	75
Randall	10,600	8,600	81
Reagan	900	800	91
Real	500	300	58
Red River	4,400	3,200	73
Reeves	5,200	4,500	86
Refugio	3,000	2,500	83
Roberts	300	200	82
Robertson	4,300	3,600	84
Rockwall	1,600	1,400	90
Runnels	4,200	3,600	85
Rusk	10,100	8,400	83
Sabine	1,800	1,300	73
San Augustine	1,900	1,600	85
San Jacinto	1,600	1,200	77
San Patricio	11,100	9,600	87
San Saba	1,900	1,300	69
Schleicher	700	600	85
Scurry	6,000	5,100	85
Shackelford	1,100	1,000	88
Shelby	5,900	4,400	74
Sherman	800	700	86
Smith	24,800	21,800	88
Somervell	900	700	83
Starr	3,500	2,500	72
Stephens	2,700	2,300	86
Sterling	200	200	80
Stonewall	800	700	86
Sutton	900	700	77
Swisher	2,900	2,500	85
Tarrant	165,400	148,700	90
Taylor	31,400	28,100	90
Terrell	800	500	59
Terry	4,300	3,600	83
Throckmorton	700	600	81
Titus	4,600	3,700	81
Tom Green	18,800	15,900	85
Travis	60,500	52,700	87
Trinity	2,100	1,500	71
Tyler	2,700	2,200	83
Upshur	5,500	4,100	75
Upton	1,900	1,600	84
Uvalde	4,500	3,500	78
Val Verde	7,200	5,000	70
Van Zandt	5,700	4,600	80
Victoria	13,500	11,100	82
Walker	5,600	4,600	83
Waller	3,100	2,500	82
Ward	4,000	3,400	84
Washington	5,600	4,200	75
Webb	16,900	13,700	81
Wharton	10,400	8,700	84
Wheeler	2,000	1,500	76
Wichita	34,300	30,600	89
Wilbarger	4,900	4,100	85
Willacy	4,700	3,700	78
Williamson	9,900	8,500	86
Wilson	3,200	2,600	82
Winkler	4,100	3,500	86
Wise	5,100	4,300	84
Wood	5,200	4,300	82
Yoakum	2,100	1,800	87
Young	5,300	4,800	90
Zapata	900	600	62
Zavala	2,700	1,800	66
UTAH	**246,400**	**221,400**	**90**
Beaver	1,000	900	88
Box Elder	6,500	5,900	90
Cache	9,600	8,100	84
Carbon	5,600	4,500	81
Daggett	300	100	41
Davis	17,300	15,600	90
Duchesne	1,600	1,200	76
Emery	1,400	1,100	80
Garfield	800	600	80
Grand	1,700	900	55
Iron	2,900	2,200	77
Juab	1,200	1,100	90
Kane	600	500	76
Millard	1,900	1,400	75
Morgan	700	600	87
Piute	200	200	76
Rich	400	300	73
Salt Lake	111,800	104,000	93
San Juan	1,700	1,300	75
Sanpete	2,900	2,600	90

YOU CAN QUOTE ME...

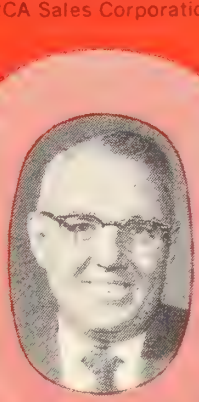
"RCA Victor distributors tell me they select the WLW Television Stations to advertise RCA Victor Color sets because they're among the Colorcasting leaders in the nation . . . with their Color TV engineering skills, wonderful Color programming, and Color selling power."

Jack M. Williams, Vice Pres
Advertising and
Sales Promotion
RCA Sales Corporation

I'LL SAY THIS...

"WLW Television Stations have gone all out to sell RCA Victor Color TV sets in the grand tradition of the Crosley Broadcasting group . . . covering store fronts and home fronts to really mean business for RCA Victor. Advertisers have a pot of gold waiting for them at the end of the WLW Television Color rainbow!"

Raymond W. Saxon, Vice Pres.
Marketing
RCA Sales Corporation





COLOR TV



Call your WLW Representative . . . you'll be glad you did!

the dynamic Crosley Stations

WLW-C Television Columbus

WLW-T Television Cincinnati

WLW-A Television Atlanta

WLW-I Television Indianapolis

WLW-D Television Dayton

WLW Radio

Crosley Broadcasting Corporation, a division of Avco

U.S. TELEVISION HOMES
continued

	Total homes	ARB tv homes	ARB tv penetration (%)
Sevier	2,600	2,300	90
Summit	1,300	1,200	90
Tooele	5,100	4,300	85
Uintah	2,800	2,400	86
Utah	27,800	24,700	89
Wasatch	1,300	1,100	85
Washington	2,700	1,900	70
Wayne	300	300	96
Weber	32,400	30,100	93
VERMONT	**109,300**	**942,200**	**86**
Addison	5,200	4,300	83
Bennington	7,600	6,200	81
Caledonia	6,600	5,700	87
Chittenden	20,000	17,800	89
Essex	1,700	1,500	89
Franklin	7,900	7,100	90
Grand Isle	700	700	94
Lamoille	2,900	2,700	92
Orange	4,400	3,600	82
Orleans	5,400	4,500	82
Rutland	13,600	11,600	85
Washington	12,000	10,700	90
Windham	8,600	7,100	82
Windsor	12,700	10,700	84
VIRGINIA	**1,038,500**	**885,400**	**85**
Accomack	8,800	7,400	84
Albemarle	15,300	11,500	75
Alleghany	7,300	6,100	83
Amelia	1,600	1,200	77
Amherst	5,200	3,900	74
Appomattox	2,000	1,500	77
Arlington	76,700	71,400	93
Augusta	20,000	14,900	74
Bath	1,300	900	72
Bedford	7,700	6,100	79
Bland	1,300	1,000	80
Botetourt	4,000	3,400	86
Brunswick	3,600	3,000	83
Buchanan	7,300	5,600	77
Buckingham	2,300	1,700	75
Campbell	23,500	19,500	83
Caroline	2,800	2,400	87
Carroll	7,000	5,500	79
Charles City	1,100	900	78
Charlotte	3,100	2,500	80
Chesterfield	17,900	17,000	95
Clarke	2,100	1,600	78
Craig	800	700	85
Culpeper	3,600	3,000	84
Cumberland	1,400	1,100	81
Dickenson	4,200	3,400	82
Dinwiddie	14,700	12,400	85
Essex	1,600	1,300	80
Fairfax	81,600	73,200	90
Fauquier	6,000	5,300	88
Floyd	2,400	1,800	76
Fluvanna	1,900	1,500	78
Franklin	6,000	4,700	78
Frederick	10,400	8,500	82
Giles	4,000	3,400	84
Gloucester	3,200	2,800	88
Goochland	1,800	1,600	88
Grayson	4,400	3,300	74
Greene	1,000	600	65
Greensville	3,600	3,000	84
Halifax	8,900	7,100	80
Hanover	6,500	5,400	84
Henrico	94,100	81,500	87
Henry	14,400	12,400	86
Highland	600	500	79
Isle of Wight	4,000	3,400	84
James City	3,400	2,900	86
King and Queen	1,200	900	74
King George	1,800	1,500	82
King William	1,800	1,600	86
Lancaster	2,500	2,200	87
Lee	5,500	4,400	80
Loudoun	5,900	4,900	82
Louisa	3,200	2,400	76
Lunenburg	3,000	2,400	80
Madison	1,900	1,300	67
Mathews	1,900	1,700	88
Mecklenburg	7,200	5,700	79
Middlesex	1,700	1,400	84
Montgomery	10,300	8,800	86
Nansemond	11,300	9,500	84
Nelson	2,900	2,400	83
New Kent	1,100	900	79
Norfolk	139,900	120,500	86
Northampton	4,400	3,700	84
Northumberland	2,600	2,200	84
Nottoway	3,800	3,200	83
Orange	3,100	2,500	81
Page	4,000	3,500	87
Patrick	3,500	2,700	78
Pittsylvania	26,700	21,500	81
Powhatan	1,400	1,200	83
Prince Edward	3,300	2,400	74
Prince George	11,900	9,800	82
Princess Anne	23,500	20,300	86
Prince William	13,000	11,700	90
Pulaski	6,900	6,000	87
Rappahannock	1,200	1,000	85
Richmond	1,600	1,300	84
Roanoke	43,500	39,700	91
Rockbridge	7,300	6,000	83
Rockingham	13,600	10,600	78
Russell	5,900	4,500	75
Scott	6,100	4,700	77
Shenandoah	5,800	4,900	84
Smyth	7,100	5,800	82
Southampton	6,400	5,600	87
Spotsylvania	7,000	5,800	83
Stafford	4,500	3,500	77
Surry	1,400	1,100	78
Sussex	2,700	2,300	85
Tazewell	10,100	8,200	81
Warren	3,700	3,000	80
Warwick	55,000	48,200	88
Washington	13,000	10,600	81
Westmoreland	2,800	2,300	82
Wise	11,100	9,700	88
Wythe	5,400	4,700	87
York	5,700	4,900	86
WASHINGTON	**935,100**	**851,800**	**91**
Adams	3,100	2,900	93
Asotin	4,200	3,600	85
Benton	19,200	16,200	84
Chelan	13,500	10,800	80
Clallam	9,700	8,400	86
Clark	30,000	27,800	93
Columbia	1,500	1,300	85
Cowlitz	18,400	16,700	91
Douglas	4,700	3,900	84
Ferry	1,000	800	79
Franklin	5,800	4,900	85
Garfield	800	700	88
Grant	13,800	12,000	87
Grays Harbor	18,400	15,700	85
Island	6,300	5,700	90
Jefferson	2,700	2,300	86
King	323,000	302,600	94
Kitsap	27,800	25,600	92
Kittitas	6,200	5,200	84
Klickitat	4,500	3,600	79
Lewis	13,900	11,600	84
Lincoln	3,500	3,100	89
Mason	5,200	4,900	93
Okanogan	7,600	6,300	83
Pacific	4,900	4,100	84
Pend Oreille	2,100	1,800	85
Pierce	96,900	91,700	95
San Juan	900	800	88
Skagit	16,400	14,500	88
Skamania	1,700	1,400	84
Snohomish	59,200	52,100	88
Spokane	92,300	87,100	94
Stevens	5,500	4,300	78
Thurston	18,900	18,100	96
Wahkiakum	900	800	86
Walla Walla	12,800	10,900	85
Whatcom	23,600	20,700	88
Whitman	9,000	7,600	84
Yakima	45,200	39,300	87
WEST VIRGINIA	**481,300**	**413,400**	**86**
Barbour	3,800	2,800	73
Berkeley	9,400	8,300	88
Boone	6,400	5,400	85
Braxton	3,600	2,800	76
Brooke	7,900	7,100	90
Cabell	32,800	29,700	91
Calhoun	1,800	1,300	73
Clay	2,800	2,200	78
Doddridge	1,700	1,200	70
Fayette	14,900	12,200	82
Gilmer	1,900	1,400	72
Grant	2,200	1,500	70
Greenbrier	8,400	6,800	81
Hampshire	2,800	2,300	83
Hancock	10,400	9,300	90
Hardy	2,200	1,600	71
Harrison	21,500	19,400	90
Jackson	4,600	4,000	87
Jefferson	4,900	4,300	88
Kanawha	69,500	62,800	90
Lewis	4,800	4,100	86
Lincoln	4,600	3,700	81
Logan	13,800	11,900	86
McDowell	16,000	13,000	81
Marion	18,200	16,200	89
Marshall	10,600	9,300	88
Mason	6,400	5,500	85
Mercer	17,200	14,700	86
Mineral	6,200	5,000	81
Mingo	8,900	7,400	83
Monongalia	14,200	12,300	87
Monroe	2,800	2,100	75
Morgan	2,300	1,900	84
Nicholas	6,000	4,800	80
Ohio	20,100	19,500	97
Pendleton	2,000	1,400	69
Pleasants	1,700	1,500	91
Pocahontas	2,400	1,700	71
Preston	6,600	5,600	85
Putnam	5,900	4,800	82
Raleigh	18,900	16,000	85
Randolph	6,500	4,800	74
Ritchie	2,900	2,300	79
Roane	3,600	2,800	78
Summers	3,900	3,100	79
Taylor	4,000	3,300	83
Tucker	1,800	1,500	83
Tyler	2,800	2,200	78
Upshur	4,800	3,400	71
Wayne	8,000	6,700	84
Webster	3,200	2,300	73
Wetzel	5,100	4,500	87
Wirt	1,200	900	77
Wood	22,800	20,500	90
Wyoming	7,600	6,300	82
WISCONSIN	**1,160,700**	**1,054,600**	**91**
Adams	2,400	1,800	74
Ashland	4,700	4,200	89
Barron	10,000	8,400	84
Bayfield	3,500	3,000	85
Brown	34,700	33,100	95
Buffalo	4,000	3,000	75
Burnett	2,800	2,100	77
Calumet	6,300	5,600	89
Chippewa	12,100	10,200	84
Clark	8,900	7,200	81
Columbia	11,300	9,600	85
Crawford	4,400	3,500	80
Dane	64,300	58,100	90
Dodge	18,200	15,100	83
Door	6,200	5,300	85
Douglas	13,600	12,700	93
Dunn	7,300	6,300	86
Eau Claire	17,200	14,800	86
Florence	800	600	76
Fond du Lac	21,800	19,800	91
Forest	2,000	1,500	76
Grant	13,000	11,400	88
Green	7,800	6,500	83
Green Lake	4,600	4,000	87
Iowa	5,600	4,700	84
Iron	2,500	2,200	90
Jackson	4,400	3,700	85
Jefferson	14,900	13,200	89
Juneau	4,900	3,900	80
Kenosha	31,200	29,600	95
Kewaunee	4,800	4,100	86
La Crosse	20,800	18,600	90
Lafayette	5,200	4,300	82
Langlade	5,500	4,900	88
Lincoln	6,500	5,700	88
Manitowoc	22,000	19,800	90
Marathon	24,600	21,400	87
Marinette	10,000	8,700	87
Marquette	2,400	1,900	81
Milwaukee	313,400	299,800	96
Monroe	8,300	7,100	86
Oconto	7,100	6,000	85
Oneida	6,800	6,000	88
Outagamie	28,700	26,800	94
Ozaukee	11,400	10,400	91
Pepin	2,000	1,700	85
Pierce	6,500	5,900	90
Polk	7,600	6,700	89
Portage	9,700	8,800	90
Price	4,200	3,500	82
Racine	43,400	41,300	95
Richland	4,700	4,000	85
Rock	35,300	31,800	90
Rusk	4,100	3,200	79
St. Croix	8,500	7,900	92
Sauk	10,600	8,600	81
Sawyer	2,800	2,300	82
Shawano	9,200	7,900	86
Sheboygan	26,200	23,600	90
Taylor	4,700	4,100	88
Trempealeau	6,500	5,600	86
Vernon	7,300	6,200	85
Vilas	2,700	2,000	74
Walworth	16,500	15,100	92
Washburn	3,000	2,400	79
Washington	13,600	12,000	88
Waukesha	45,600	43,300	95
Waupaca	10,300	8,900	87
Waushara	4,000	3,300	83
Winnebago	32,300	29,200	90
Wood	16,500	14,700	89
WYOMING	**97,900**	**80,100**	**82**
Albany	6,100	5,000	82
Big Horn	3,300	2,500	77
Campbell	1,900	1,300	68
Carbon	4,500	3,300	73
Converse	1,800	1,500	82
Crook	1,500	1,100	70
Fremont	7,900	6,300	79
Goshen	3,500	3,000	86
Hot Springs	2,100	1,700	83
Johnson	1,700	1,300	79
Laramie	17,500	15,700	90
Lincoln	2,700	2,000	73
Natrona	14,500	12,400	86
Niobrara	1,200	1,000	84
Park	5,300	4,200	78
Platte	2,200	1,500	69
Sheridan	5,900	4,700	80
Sublette	1,300	900	68
Sweetwater	5,200	4,100	78
Teton	900	700	81
Uinta	2,000	1,800	92
Washakie	2,400	2,000	85
Weston	2,500	2,100	83
HAWAII	**152,700**	**132,200**	**87**
Hawaii	16,600	14,400	87
Honolulu	115,900	104,700	90
Kauai	8,300	4,200	51
Maui	11,900	8,900	75
U. S. TOTAL	**53,239,500**	**47,886,600**	**90**

Way cleared for grant of New Orleans ch. 12

The long-pending contest for ch. 12 New Orleans neared decision last week as FCC Chief Hearing Examiner James D. Cunningham granted a joint request by the remaining two applicants to merge. The two applicants, Coastal Television Co. and Supreme Broadcasting Co., both have been found qualified in financial and other respects to operate on the channel. Under the merger agreement, Supreme stockholders will become a 40% partner of Coastal.

The two companies have been operating ch. 13 New Orleans (WVUE [TV]) jointly under a temporary authorization until that channel should be assigned to Biloxi, Miss. An initial decision looking toward that move was issued last month. In the interim Supreme has held a construction permit for WJMR-TV (ch. 20) New Orleans.

The merger agreement was drawn in January 1959, at which time a third applicant, Oklahoma Television Corp., withdrew and was paid $75,000 for expenses.

In approving the merger, Mr. Cunningham dismissed the Supreme application and returned the amended Coastal application to hearing status before Examiner Charles J. Frederick. An air hazard issue is still to be determined, although indications are that this obstacle will be overcome.

Dumont stresses need for fourth tv network

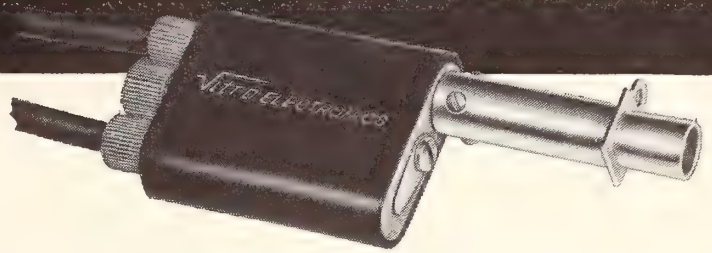
Dr. Allen B. DuMont, one of the pioneers of the television industry, said last week FCC Chairman Newton N. Minow is swinging at the wrong target in his fight with broadcasters over programming.

He said the only way to solve the programming problems of present-day television is for the government to sponsor a fourth nationwide network, which would be devoted to non-commercial, intellectual, and informative type programming.

He pleaded for a "few million dollars," of the more than $40 billion now being spent on defense, armaments and space, and for "men with guts to bring culture and information" to tv. Addressing himself to Mr. Minow, Dr. DuMont said he couldn't drop the programming problem "in the lap of the commercial broadcasters," or "solve the problem through fear and pressure" because "the economics of the industry are against it."

"Instead of threatening the industry," Dr. DuMont said, Mr. Minow should

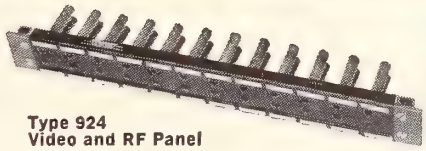
SELF-NORMALLING JACK
NEMS-CLARKE TYPE 999*



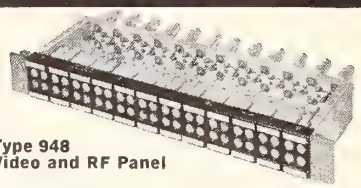
This self-normalling jack is for use in applications where a "normal-through" condition is known to be of a semi-permanent nature. It accepts a Nems-Clarke 966-A or 967 series patch cord plug for sampling or temporary re-routing. So used, the rear jack connection is automatically terminated to 70 or 50 ohm impedance. Removal of plug or patch card automatically restores "normal-through" condition. VSWR of less than 1.25:1 at frequencies up to 260 mc. is guaranteed. Minimum interload capacitance is achieved by wide electrical separation of parallel conductors, bringing the figure well below 60 db down at 260 mc.

*Patent applied for.

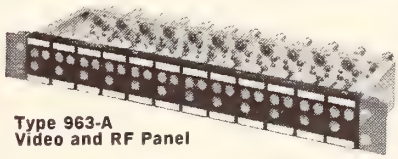
NEMS-CLARKE AUDIO, VIDEO & RF
JACK PANELS FOR 70 OHM AND 50 OHM LINES



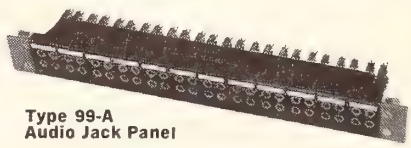
Type 924
Video and RF Panel



Type 948
Video and RF Panel



Type 963-A
Video and RF Panel



Type 99-A
Audio Jack Panel

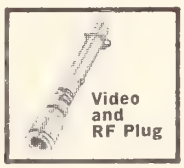
Featuring high quality construction and compact design to conserve rack space, Nems-Clarke Jack Panels can be supplied for use with either RCA or Western Electric equipment.

In Video and RF Jack Panels, subchassis can be furnished with provision for 12, 18 or 24 Amphenol connectors and plugs to permit disconnection of long lines when necessary. Heat-treated beryllium copper spring contacts assure long, maintenance-free service.

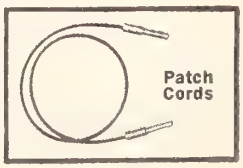
Silver and gold flash types available.

Audio Jack Panel contacts are of coin silver, with nickel plated steel jacks spaced to eliminate possibility of splitting circuits.

Patch cords and looping plugs also available.



Video and RF Plug



Patch Cords

Vitro ELECTRONICS A DIVISION OF VITRO CORPORATION OF AMERICA
PRODUCERS OF NEMS-CLARKE EQUIPMENT
919 JESUP-BLAIR DRIVE, SILVER SPRING, MARYLAND / 2301 PONTIUS AVENUE, LOS ANGELES 64, CALIFORNIA

work within the FCC to make the necessary channels available and start lobbying in Congress and the White House to obtain the necessary funds.

Dr. DuMont, founder of the Allen B. DuMont Laboratories, now a division of Fairchild Camera & Instrument Corp., made his remarks at the annual summer meeting of the American Institute of Electrical Engineers in Ithaca, N. Y. The institute awarded him an honorary membership, its highest honor for a non-member.

'LICENSE NETWORKS'

Rep. Moss sees that as cure-all for tv's ills

There's not much wrong with television that licensing of networks and, possibly, option-time regulation wouldn't cure. That was the burden of remarks by Rep. John E. Moss (D-Calif.) on CBS Radio's *The Leading Question* last week.

Rep. William Springer (R-Ill.), who also appeared on the program, which dealt with government's role in broadcasting, was more sympathetic to the industry on most counts. He felt networks are sufficiently regulated already and that option time is necessary to their functioning. Both congressmen are members of the House Commerce Committee and its Regulatory Agencies Subcommittee.

Rep. Moss' main complaint was that viewers are restricted in their choice of programs during prime-evening time because of a "lack of diversity in programming." He blamed this on network concern for providing shows with mass-audience appeal.

This, in turn, led him into a criticism of ratings. "Sampling devices, upon evaluation, appear more puzzling than convincing," he said. He observed that the recent study of rating systems by the American Statistical Assn. (BROADCASTING, March 27) provides support for both pro-and-con positions regarding the reliability of ratings.

Unless the industry acts quickly to provide greater program balance, he said, "the government is going to have to give direction."

"I think the networks should be licensed, and I think the [FCC] should give far more consideration to the regulation of option time," he added.

He said the present use of option time hurts local merchants, who are unable to advertise on television "to the extent they might like," and discourages "responsible and imaginative programming" on the local level. Yet, "the whole objective of broadcasting is primarily one of service to the area where the channel frequency is assigned, he said.

Rep. Springer said he disagreed with FCC Chairman Newton N. Minow's "wasteland" description of television programming. He said the industry is doing a good job.

He also said the problem of trying to provide programming sufficiently diversified to satisfy an entire community is complicated by the fact that the system is financed through advertising.

He said the FCC has enough control over networks now, through its licensing authority over network owned-and-operaed sattions.

He and Rep. Moss were in full agreement on one question, however—that involving license transfers. Both said parties securing licenses through transfer should be subjected to the same scrutiny by the FCC as any original license applicant.

Storer asks pre-hours notice

Storer Broadcasting Co. has asked the FCC to amend commission rules to require regional (Class III) daytime stations to give notice before beginning pre-sunrise operation—permitted under present rules. Pre-sunrise operation of such stations has caused a "most chaotic" interference problem, Storer said. Such a rule change can be adopted without rulemaking, the petition held.

Movie producers hit anti-payola proposals

Eight leading producers of theatrical films sharply protested proposed FCC rules which would include all motion pictures in its anti-payola amendments on the grounds it should be assumed such films will eventually be on tv.

The producers held that theatrical films should specifically be exempted, that this was Congress' intent while passing the anti-payola criminal statutes. The producers pointed out that theatrical films are released to tv only after "an appreciable lapse of time" and that it is "inherently improbable that consideration would be paid for a highly conjectural television exposure which would take place at a time when the product or model involved might be obsolete or no longer on the market."

Since the statute comes under cirminal law, the producers said, it is illegal for the FCC to establish intent (that the film was intended for tv exposure) by administrative fiat, i.e., merely incorporating such a premise into the Communications Act.

Comments were submitted by Allied Artists, Columbia Pictures, Metro-Goldwyn Mayer, Paramount Pictures, 20th Century-Fox, United Artists, Walt Disney Productions and Warner Bros.

Westinghouse Broadcasting Co. and the Triangle stations supported the FCCs proposed new rules implementing the anti-payola legislation. In comments filed with the commission, Triangle urged that the new rules be adopted in any "reasonable form which will offer protection against deguised advertising."

Such rules, Triangle said, will enhance public confidence in broadcasting and to achieve maximum value the FCC should rescind its March 1960 order covering the subject (BROADCASTING, March 21, 1960).

Westinghouse, too, asked the FCC to revoke the 1960 order and incorporate those examples of payola cited then which are not specifically covered into the new rules. WBC added four examples of its own to those situations enumerated by the commission as not requiring sponsorship identification and asked that they be incorporated into the final order. Comments in the rulemaking were due June 22.

While not objecting to the provisions of the rules as far as they go, some 20 stations represented by Covington & Burling, Washington law firm, asked for clarification of the proposals and for further examples of what is permissible under Secs. 317 and 508 of the Communications Act. The firm said the original examples cited by the FCC when Congress was considering payola leave too many ambiguous situations. It said there were not enough

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
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name title/position*
company name
address
city zone state
Send to home address——

* Occupation Required

subsequent FCC examples.

The C&B clients asked for a fuller explanation of the meaning of the "reasonable diligence" a licensee must exercise to prevent paid mentions from being broadcast on his station unannounced.

USIA FUNDS

Murrow urges $9.5 million for 'cold war' program

Edward R. Murrow, U.S. Information Agency director, asked the Senate last week for additional funds to step up Voice of America and other USIA activities in Latin America, Africa and other cold war crisis areas.

Appearing before a Senate Appropriations Subcommittee, he urged restoration of $9.5 million of the $14 million the House cut from the agency's budget. USIA had originally requested $141, 230, 000.

He said if the funds are restored, the Voice of America would boost its Spanish-language broadcasts to Latin America from six to 18 hours weekly and begin broadcasting four hours weekly in Portuguese.

This increased activity, he said, is needed to support President Kennedy's "Alliance for Progress" program and to counter "the Castro-Communist offensive in Latin America."

Included in his request was $398,000 needed, he said, for completion of "Project North," a $4 million radio transmitting facility in England.

Another Request Coming ▪ Mr. Murrow indicated he wasn't through asking for funds. He said he would shortly send Congress a request for a supplemental $2.4 million for an intensified effort in Latin America and Asia.

Mr. Murrow ran into some sharp questioning from Sen. Allen Ellender (D-La.), who demanded to know whether he had brought "new blood" into the agency and was abandoning old tactics which have "failed."

The USIA chief said no large personnel changes were contemplated and that existing policies would not be dropped but, rather, "improved."

Senate group okays Reinsch

The Senate last Thursday unanimously confirmed the nomination of J. Leonard Reinsch, executive director of the Cox stations, to be a member of the U. S. Advisory Commission on Information. The action came shortly after the Senate Foreign Relations Committee favorably reported the appointment.

Still awaiting committee action is the nomination of Jonathan W. Daniels, editor of the *Raleigh* (N.C.) *News* and *Observer,* who was named to a similar position.

FTC IN DRASTIC REORGANIZATION

Revision would strengthen chairman, speed up backlog

The Federal Trade Commission yesterday (June 25) announced a drastic revision of its table of organization that is designed to speed prosecutions and reduce an 18-month backlog of investigations.

The commission's reshuffling of personnel and reshaping of functions—which becomes effective July 1—leaves Charles A. Sweeney in charge of monitoring radio and television. Mr. Sweeney, who has been with the commission since 1939, has performed this job since 1958 as legal advisor on deceptive practices.

In the new table of organization, he will be in charge of policing advertising claims for food, drugs, cosmetics and devices, as well as heading the radio-tv monitoring unit. He will operate within a new Deceptive Practices Bureau, headed by Daniel J. Murphy, presently assistant director of the Litigation Bureau for Deceptive Practices.

One of the major innovations will see individual attorneys in the Deceptive Practices and Restraint of Trade bureaus given responsibility for riding herd on cases from the time they come in until they are completed.

President's Plan ▪ Meanwhile, the House, last Tuesday, approved the President's plan to reorganize the FTC by permitting the commission to delegate decision-making authority to lower-echelon personnel and increase the power of the chairman. The vote—virtually along party lines—was 221 to 178. A similar plan to reorganize the Civil Aeronautics Board was approved the same day by an almost identical vote.

Both, however, may run into trouble in the Senate. A plan to reorganize the Securities & Exchange Commission, previously approved by the House, was vetoed by the Senate Wednesday by a vote of 52 to 38.

Senate objections to the SEC plan, voiced largely by Republicans, were that the proposal would permit the delegation of power to individuals who had not been appointed by the President and confirmed by the Senate. The same argument could be made against the FTC and CAB plans.

Under the Reorganization Act, a Presidential plan goes into effect unless either house turns it down within 60 days. Senate rejection of the SEC proposal followed by less than a week the House's thumping, 323-77 vote disapproval of JFK's FCC reorganization plan (BROADCASTING, June 19).

Frank finally gets okay for ch. 12 New Bern

Nathan Frank, who received an FCC grant for a vhf station in New Bern, N. C., in 1955, finally won approval to put his station, WNBE-TV, on the air.

WNBE-TV originally was granted ch. 13 but the commission subsequently shifted that frequency to Norfolk and modified Mr. Frank's permit to specify ch. 12 in May 1957. The station's proposed transmitter site, however, was opposed by the Federal Aviation Agency and the Navy.

WNBE-TV amended its application to specify a site on the Neuse River which faced objections from ch. 12 WRVA-TV Richmond, Va. The new WNBE-TV site was only 165.19 miles from WRVA-TV, short of the required 170-miles co-channel separation.

Consequently, the commission set the amended application for hearing and made WRVA-TV a party. WNBE-TV subsequently amended its application to reduce power from 233 kw to 200 kw and won a removal of WRVA-TV's objection to the proposed New Bern operation.

In its action last week, the FCC rescinded its hearing order and granted a rule waiver to permit the reduced-mileage separation.

E PLURIBUS ULLMAN



You don't have to beware the Ides of any month when you talk to Barry Winton about ONE-DERFUL RADIO. What sounds! BIG orchestra. BIG chorus. Jingles. Instrumentals. Your logo to a jam session. Old Latin saying: You can be sure if it's Winton. Call him.

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MaCarTa to market automatic tape gear

NEW COMPANY TO FEATURE CARTRIDGE-EXCHANGE PLAN

Formation of MaCarTa Inc., Des Moines, and its appointment as the exclusive national marketing organization for the complete line of continuous-loop automatic tape-cartridge recording and playback equipment of Moulic Specialties Co., Bloomington, Ill., was announced last week by principals of the two companies.

MaCarTa will be the brand name of the new equipment line that will be sold, traded or leased and which also will feature a cartridge-exchange plan where any continuous-loop Fidelipac or CATM cartridge that becomes non-usable for any reason may be shipped to MaCarTa and exchanged for a factory-rebuilt cartridge "at a substantial savings in cost over new cartridges."

Moulic claims that it has manufactured 90% of the automatic-tape units now in operation and said that these have been sold under a variety of brand names to broadcasters. Moulic will continue custom contracting to private brand specifications.

Both Moulic and MaCarTa spokesmen said that the new MaCarTa line is a "heavy-duty 1961 version" of the earlier Moulic models sold under other names and first introduced at the NAB convention in Chicago in 1959.

Robert Moulic, partner in Moulic Specialties, is 25% owner and vice president of MaCarTa Inc., which has established headquarters at 820 Hubbell Bldg., Des Moines (phone Atlantic 3-1709). MaCarTa president is G. D. Andrews, formerly president of Conley Industries Corp., Skokie, Ill. which made the CATM cartridge (Conley Automatic Tape Magazine). Remaining interest in MaCarTa Inc. is held by Mr. Andrews and three others: Crawford Hubbell, vice president of the Bankers Trust Co., Des Moines; Donald Running, Des Moines attorney and counsel to Moulic, and Richard H. Nelson, Nelson Adv., Des Moines.

MaCarTa said its new machines are "fully compatible" with most automatic equipment now in use. Both single and double-cue tone gear are available. The MaCarTa recording model 450 is priced at $375 and model 1005 playback is priced at $545. Recording model 455 includes an auxiliary-tone system to permit automatic switching of additional equipment at the end of taped material (before end of normal-tape-loop-cue signal) and is priced at $410 with corresponding playback model 1008 at $635. Other models feature mixing microphone-input amplifiers. MaCarTa is offering a full line of tape cartridges and supplies in addition to its new cartridge-exchange plan.

Technical topics...

Adds two contracts ▪ Crosby Electronics Corp., Syosset, N. Y., has received two contracts totaling over $250,000, to manufacture fm multiplex adapters. The adapters will be used in the new line of Grundig-Majestic and Blaupunkt stereo fm receivers. What is believed to be the first actual shipment of commercially produced multiplex adapters was made last month by Crosby to Allied Radio Stores in Chicago.

Larger speaker systems ▪ Altec Lansing Corp. foresees the return of larger speaker systems in its new stereo hi-fi catalog, "ALTEC the True Sound of Music." Various stereo-tuner and tuner-amplifier systems are featured, each having built-in multiplex switching controls and output to facilitate FCC approved stereo systems. For further information: Altec Lansing Corp., 1515 S. Manchester Ave., Anaheim, Calif.

GEL takes over Rust ▪ General Electronic Labs. has taken over Rust Industrial Co., Manchester, N. H., and will include the Rust line of remote control systems in the GEL line (fm transmitters, multiplex systems). Details of the acquisition were not announced. A month before, GEL acquired Lincoln Manufacturing Co., producer of physics-teaching devices for the school market.

Name changed ▪ Scott, a brand name used by Annapolis Electroacoustic Corp., for its phonographs and tv sets, will be changed to Ravenswood as the result of a name conflict with the H. H. Scott Co.

Tv-radio set production drops in January-April

Tv and radio set production, and tv sales, for the first four months of 1961 dropped below production and sales for the comparable period last year.

Only radio sales in the first third of 1961 managed to be increased, up less than 100,000 over the four months last year.

Electronic Industries Assn. reported the following for January-April this year:

Period	Television	Radio
PRODUCTION		
Jan.-Apr. 1961	1,715,619*	4,714,078**
Jan.-Apr. 1960	2,001,998	5,096,029
SALES		
Jan.-Apr. 1961	1,760,453	2,704,218***
Jan.-Apr. 1960	1,951,583	2,627,147

*Includes 90,409 tv receivers with uhf.

**Includes 1,454,906 auto radios and 218,082 fm radios.

***Excluding auto radios.

NBC betters pickup gear

NBC has placed into operation in New York its newly-designed video picture translator, which facilitates and improves tv pickups from remote points, it was announced last week by William H. Trevarthen, vice president, operations and engineering, tv network.

The equipment is portable and makes possible the integration of program originations from widely-separated points through dissolves, inserts, split screen and other special effects, Mr. Trevarthen said. He added that program originations may be on tape, film or live, and may be switched around the network without discontinuity or vertical roll. A second translator, now under construction, will be available by mid-summer.



PHONE COMPANY TARIFF FOR PAY TV

Southwest Bell offers proposal at Little Rock hearing

A proposed tariff for the operation of a wired pay-tv system was submitted last week by the Southwestern (Arkansas) Bell Telephone Co., an affiliate of the American Telephone & Telegraph Co. It was said to be the first time a telephone company in the U. S. took such action in connection with a pay-tv operation. The tariff was presented at a hearing in Little Rock resuming before the public service commission of Arkansas on the petition of Midwest Video, holders of a pay tv franchise from International Telemeterico, that the telephone company provide cable facilities and set equitable rates for a wired system.

The telephone company proposed, among other things, that the minimum charge for the pay-tv system, which would include 10-route miles of distributing and equipment facilities, be $2,000 a month, along with a 10-year termination charge of $68,000. The company also asked $28 a month and a 10-year termination charge of $885 be set for each additional route mile or fraction thereof of distribution facilities added to the original system. For channel terminals or tap-offs connecting the home to the pay-tv cable, the telephone company would charge $20 for the initial construction and 35 cents a month maintenance for each.

Warren E. Bray, vice president and general manager of Southwestern Bell, while emphasizing his company took no position in regard to the matter, said that it would furnish the necessary cable service if the commission ruled pay tv was in the public interest.

Earlier in the two-day hearing, Paul Leird, vice president of Midwest Video, said his organization was willing to post bond and make other commitments to protect both the telephone company and the public in constructing facilities.

Opposition Voiced ▪ Philip F. Harling, chairman of The Theatre Owners of America Anti-Pay Tv Committee, and Walter Reade Jr., appeared at the hearings on behalf of the Independent Theatre Owners of Arkansas, an affiliate of TOA, and Rowley United Theatres, respectively. Both testified that they were unequivocably opposed to pay tv in the home because it creates great competition with theatre owners for product and talent (AT DEADLINE, June 19).

Mr. Harling warned it would not be possible for theatres to operate successfully against pay-tv and consequently many motion-picture houses would disappear. He added pay tv represents the type of competition theatres can't meet."

The hearing was concluded on Tuesday (June 20). The commission gave all participants until June 30 to file additional briefs or information before rendering a decision.

L.A. 'Eddy' awards

"Eddy" awards for teachers of Los Angeles city and county schools and Los Angeles State College for their contributions to educational television throughout the year on KCOP (TV) Los Angeles were presented June 7 in a live prime time (8:30 p.m.) telecast on KCOP. In addition, a special "Eddy" went to KCOP from the educational officials for its schedule of 21 half-hours of educational programs each week, which reach 57 school districts with more than 1,000 schools and over 200,000 students in actual classrooms.

Desilu net lags; bigger plans cited

Desilu Productions had a gross income of $19,845,513 for the fiscal year ended April 29 and net profits of $319,146, or 28 cents a share of common stock, President Desi Arnaz said in his annual report to stockholders. Gross for the previous fiscal year was $23,406,100, with a net of $811,559, or 70 cents per share. He attributed the decline largely to the writers' strike which tied up production in the first half of 1960, increased operating costs as a result of new union contracts, write offs of program development costs for shows not yet on the air and "substantial reduction in the production of syndicated shows for direct sale to local sponsors and stations."

Mr. Arnaz said that the board did not declare a dividend at its May meeting, but conserved the company assets for use in creating top quality tv shows. Desilu has contracted for another season of *The Untouchables* on ABC-TV, Mr. Arnaz reported, and has completed pilots of two new series.

There also are a number of new properties in preparation and negotiation with the three tv networks and several national advertisers for the selling season early in 1961. Desilu "is negotiating with a major talent-sales agency to handle full-time sales rep-



KBIG sells to more adults per minute, per dollar in all 8 Southern California counties than any other radio station.

JOHN POOLE BROADCASTING COMPANY, INC.
6540 Sunset Blvd., Los Angeles 28, Calif.
HOllywood 3-3205
National Representative: Weed Radio Corp.

KSLA TV
ARKANSAS
TEXAS
LOUISIANA
SHREVEPORT

HARRINGTON, RIGHTER & PARSONS, INC.
national representatives

resentation for Desilu shows on a national basis," he said.

Desilu is negotiating for faster and wider distribution of its programs in non-network and foreign areas, Mr. Arnaz reported. *The Untouchables,* he said, is now being seen in Canada, Australia and England and plans are complete to present it in West Germany and Japan.

Annual stockholders meeting will be held July 18 at Desilu's Gower Ave. Studios in Hollywood.

TO BUSINESSMEN ONLY

New program to be tv version of business-financial papers

It's expected that some of the nation's largest manufacturers will be tapped to take part in sponsorship of a new hour-long, 52-week program created for an estimated weekly audience of three million business and government leaders. The program starts next season on ABC-TV.

American Business Briefing will fill two "gaps" in tv, according to three former agency executives who have formed American Business Briefing Co., New York, which produces the tv series and a follow-up weekly newsletter. The two gaps: no tv network has previously offered a regular program comparable to a newspaper's business-financial section or business publications such as *Fortune* and *U. S. News and World Report.* Many advertisers in business publications have not had the opportunity to reach a similar audience through the "more powerful sales medium" of television.

Briefing, with a $70,000 weekly production budget, starts Oct. 22 on ABC-TV (Sun. 12:30-1:30 p.m. NYT). The program is being offered on a participating basis. Under the conditions of sale, no advertiser may buy more than three minutes of time for each broadcast. The cost to the advertiser is $15,000 per one-minute participation for an order of six or more minutes. Charter advertisers who buy six participations or more in each 13-week period will receive protection on three products and on a specific corporate category. The program also carries a $5,000 weekly budget for advertising and publicity.

Founders ▪ Principals in American Business Briefing Co. (27 Washington Square, N; telephone: Gramercy 7-6720) are Hendrik Booraem Jr., who recently resigned as vice president in charge of broadcasting, Ogilvy, Benson & Mather Inc.; Sidney W. Dean Jr., formerly vice president, McCann-Erickson Inc. (1950-61), and Adrian Samish, formerly ABC vice president and director of programs. Three economists will serve as ABB's editorial board. They are Dr. Neil H. Jacoby, Dr. J. Frederick Dewhurst and Dr. Arthur Upgren.

ABB's program production policy is based on the belief that "business is not a dry statistic," but made of people and drama. The show will use films or tapes to depict the week's news with interviews, candid sequences to illustrate trends and special features. It will have a chief editor and four reporters seated at separate desks with a rear projection screen behind each.

Industrialists in New York, Cleveland and Chicago previewed the program on simultaneous closed circuit telecast. ABC produced the showing for clients of Fuller & Smith & Ross Inc. The agency also will show tapes of the preview to its clients in Pittsburgh, Los Angeles and San Francisco. FSR's eight offices serve such firms as Aluminum Co. of America, Raytheon Co., Remington Rand Univac, West Virginia Pulp & Paper Co., National Gypsum Co., Thompson Ramo Wooldridge Co., Transamerica Corp., Matson Lines., A. B. Dick Co., Diamond Alkali Co., Libby-Owens-Ford Glass Co. and Mellon National Bank & Trust Co.

The *American Business Newsletter* will be published weekly. It will cost subscribers $24 a year, but will be available at cost to the program's advertisers for distribution in quantities of not more than 5,000 per advertiser.

ABB also plans to index its programs like a business magazine, using starting times for each feature instead of page numbers. For example, a busy viewer at the start of the program may find exactly the time he should tune in for a report from Washington that may involve his business. Mr. Booraem said the index plan should not alarm the program's advertisers because the producers believe that once businessmen start watching the show they will become "too interested" to leave the set.

ABC-TV plans changes in daytime programming

ABC-TV expects to effect a revision in its network daytime programming, presumably to take effect in the fall.

This was indicated last week by John F. Dille Jr., WSJV(TV) South Bend-Elkhart, chairman of the board of governors of ABC-TV Affiliates Assn. His statement followed a meeting of the association with network executives June 22 in New York.

Among other topics discussed were future plans for news programming, and an exchange of information between network and affiliates on product protection.

In attendance at the meeting with the board members were Oliver Treyz, ABC-TV president; Julius Barnathan, ABC vice president for affiliated tv stations, and Simon B. Siegel, financial vice president of AB-PT and vice president-treasurer, ABC and other ABC executives.

Film sales...

Post '48 films (Screen Gems, N. Y.) sold to WBTV (TV) Charlotte, N. C.

14 Special Features Vol. II (Seven Arts Associated) sold to WJAR-TV Providence.

Films of the 50's Vol. II (Seven Arts Associated, N. Y.) sold to WJAR-TV Providence; WSB-TV Atlanta; KLRJ-TV Las Vegas and KSYD-TV Wichita Falls, Tex.

61 For '61 (NTA): Sold to WMTW-TV Portland-Poland Spring, Me.

A Way Of Thinking (Banner Films, N. Y.): sold to WAVE-TV Louisville, Ky.; WWL-TV New Orleans; WTMJ-TV Milwaukee; KRLD-TV Dallas; KPRC-TV Houston and WBTV (TV) Charlotte, N. C. Now in 16 markets.

Full-hour off-network programs (MCA-TV): sold to WXYZ-TV Detroit; WSJV (TV) Elkhart, Ind.; KFDA-TV

CAN YOU TAKE A JOKE??

Well, then I must confess that it's not exactly yours for the *taking,* but I DO offer—at reasonable rates—a weekly script service consisting of stories, satires, humorous comments on the passing scene—40 separate pieces of various length, designed to put the light touch to your programming. It's the kind of material which, for the past ten years has stood this country boy in good stead in the big city. It would, of course, be EXCLUSIVE to you within your coverage area!

If interested—and I hope you are—write for sample script and details to:

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Amarillo; KFYR-TV Bismarck, N. D.; WBAP-TV Ft. Worth and KTUL-TV Tulsa. Now in 50 markets.

Bozo the Clown (Jayark Films): Sold to WABI-TV Bangor, Me.; WAGM-TV Presque Isle, Me.; WCNY (TV) Watertown, N. Y.; WDSM-TV Superior, Wis.; WISN-TV Milwaukee; WNCT (TV) Greenville, N.C.; KLFY-TV Lafayette, La.; WALA-TV Mobile; WHEN-TV Syracuse, N. Y.; KHSL-TV Chico, Calif.; WRAL-TV Raleigh, N. C., and WOAY-TV Oak Hill, W. Va. Now in 157 U. S. markets. Licensing agreements have been completed in Saudi Arabia and Virgin Islands, bringing worldwide *Bozo* market total to 198.

Holiday Playhouse (Flamingo Films, N. Y.): Sold to WNBC-TV New York; KFBB-TV Great Falls, Mont.; KRCA-TV Los Angeles,; WMT-TV Cedar Rapids, Iowa; KSL-TV Salt Lake City; WHIO-TV Dayton; WWL-TV New Orleans; KXGN-TV Glendive, Mont.; KOMU-TV Columbia, Mo.; KIFI-TV Idaho Falls; WFBM-TV Indianapolis; WSJV (TV) South Bend; KCTV (TV) San Angelo and KATV (TV) Pine Bluff, Ark. Now in 14 markets.

Ripcord (Ziv-UA) sold to Standard Oil of Texas for Albuquerque and Roswell, New Mexico; Amarillo, El Paso, San Angelo, Lubbock, Midland-Odessa, Wichita Falls and Abilene, Texas. Also sold to: WRGB (TV) Schenectady-Albany; WLWD (TV) Dayton; WTVH (TV) Peoria, Ill.; WTVM (TV) Columbus, Ga.; KMTV (TV) Omaha; KOLO-TV Reno and WINK-TV Fort Myers, Fla. Now in 78 markets.

Films of the 50's, Vol.'s I and II (Seven Arts Associated Corp.): sold to WTAE (TV) Pittsburgh. Now on 11 stations.

Shannon (Screen Gems, N. Y.): Sold to WTVJ (TV) Miami; WDSU-TV New Orleans; KSTP-TV Minneapolis; WKRG-TV Mobile, Ala.; KLZ-TV Denver; KHVH-TV Honolulu; KJEO (TV) Fresno, Calif.; KERO-TV Bakersfield, Calif.; WCSC-TV Charleston, S. C.; WCSH-TV Portland, Me.; KKTV (TV) Colorado Springs, Colo. and KTSM-TV El Paso. Now in 51 markets.

The Robert Herridge Theatre (CBS Films): Sold to RAI-Radiotelevisione Italiana, Reduffusion Hong Kong Ltd. Now in 10 foreign markets.

Grid tape replays dropped

ABC-TV will not televise, as previously announced, taped replays of American Football League games, according to Oliver Treyz, network president.

After investigating college football schedules, ABC-TV decided to cancel the AFL replays, because, in many cases, they would conflict with actual playing of Saturday college games. Mr. Treyz noted the network would "do its part to avoid a reduction in the gate of college football at the hands of professional football on television."

Radio-tv help for the 'scientifically illiterate'

A proposal that the government "take over complete jurisdiction of the 8-9 p.m. slot on radio and television," to improve the nation's scientific and intellectual understanding" was made last week by a leading U.S. scientific official.



Dr. Kaplan

Dr. Joseph Kaplan, chairman of the U.S. National Committee for the International Geophysical Year and professor of physics at UCLA, told the 10th annual meeting of the Albert Einstein Medical Center in Philadelphia that under his plan the government "would buy the time at the going commercial rate" and would "invite" the best artists, writers, scholars and scientists to fill these hours with the kind of programming that would benefit the nation.

Though his intention, he said, was not to criticize the television networks, Dr. Kaplan nevertheless lashed out at them for "relegating scientific programs to a time when the most desirable audience is either asleep or on the playgrounds or at a baseball game." Giving time on Saturday afternoon at 1:30 p.m. is hardly a notable contribution to public enlightenment, he added.

He suggested that his government controlled plan would give some hope to "scientifically-illiterate people" in the technological race with Russia.

NBC-TV adds Rose Bowl to its color schedule

NBC-TV has added the annual Rose Bowl Game to its growing schedule of color programs for the 1961-62 season, Don Durgin, vice president, NBC Television Network Sales, told a meeting of television manufacturers in Chicago Wednesday.

NBC Board Chairman Robert W. Sarnoff was host to the executives of the leading tv-set manufacturers during the June Home Furnishings Market at the Merchandise Mart and American Furniture Mart. Electronic Industry Assn. officials also attended the preview of NBC-TV's fall color schedule.

Mr. Durgin said NBC-TV will offer 1,630 hours of color during the coming season, a gain of 60 hours over last year. Mr. Sarnoff cited color as "an important new market for broadcasters, advertisers and manufacturers, a fresh stimulus for the whole economy and a great new service for the public." Representatives of 20 set makers attended the meeting.

Program notes...

Announces winners ▪ Eight young American student composers will share the $5,000 prize in the annual Student Composers Awards (SCA), sponsored by Broadcast Music Inc.

Houston murders ▪ KHOU-TV Houston will present a special news documentary Thursday (June 29), "Seventeen Murders in May," a true account of what actually happened there in that

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ill-fated month. Various city officials will participate and also will attempt to account for Houston's 59 murders since 1961 began. The documentary was written by Bob Levy, directed by Rod Whisenant with narration by Dan Rather, all members of KHOU-TV's public affairs department.

New firm ▪ Albert J. Cohen, producer at Universal-International Studios, Hollywood, has announced formation of Albert Jay Productions, that city, to produce features and programs for television. Offices will be at Red Skelton Studios.

Aussie athletes ▪ CBS-TV Sports commissioned Amalgamated Television Services of Australia to produce the first Australian originated network tv program to be seen nationally in the U.S. The program, "Sports Down Under," presenting Australia's most popular athletic events, was seen June 22 on CBS-TV's *Summer Sports Spectacular* series (Thur., 7:30-8:30 p.m. EDT).

Canadian cartoon ▪ Crawley Films Ltd., Ottawa, has been signed by Videocraft International, New York, to produce *Tales of the Wizard of Oz,* a series of 260 five-minute color cartoons for world television release. It is believed that this is the first large scale animated cartoon series to be produced in Canada.

'Silver' in color ▪ The Teledynamics Corp., N. Y., has acquired distribution rights to 26 episodes in color of the *Long John Silver* half-hour adventure tv series and has sold it to WNBC-TV New York, WNBQ (TV) Chicago and CKLW Windsor-Detroit. Teledynamics plans to sell series only in color and has 16 mm color prints available. Company officials claim that *Long John Silver* and Independent Television Corp.'s *The Best of the Post* are the only half-hour dramatic series available in color. *Silver* was distributed in black and white through CBS Films from 1955-57. The program series is Teledynamics' initial offering in the tv film distribution business.



CCA for Australia

Community Club Awards, Westport, Conn., has announced completion of negotiations for its exclusive representation in Australia through Crawford Productions Pty. Ltd. Here, Hector Crawford (seated), managing director of the firm bearing his name, and Phillip Peterson (standing), vice president of Community Club Awards, conclude the arrangements.

Giant size ▪ CBS Films Inc., New York, announces the availability of *World of Giants,* a 13-episode series co-starring Marshall Thompson and Arthur Franz. Produced by CBS-TV, the series is in the science-fiction category and has Mr. Thompson cast as a man six-inches tall.

Cartoon series ▪ UPA Pictures new $2 million five-minute animated cartoon series, *Dick Tracy Show,* has started on 29 tv stations, according to Henry G. Saperstein, UPA president. The series has been bought by stations in more than 50 markets, he said, noting that General Foods' Post Cereals Div. has made commitments to buy spots on the programs in many markets.

Spy knocks again ▪ "The Spy Next Door," a dramatization of Soviet spy operations which originally had a difficult time getting network exposure, is scheduled to be rebroadcast on CBS-TV's *Armstrong Circle Theatre,* Wednesday, July 5 (10-11 p.m., EDT). CBS last January cancelled the program four days before air date because the network thought it was not in the best interests of Soviet-U.S. relations at that time. The decision later was reversed.

Covered in full ▪ KATZ St. Louis, devoted its full-time facilities last week to cover the four-day public sessions of the International Convention of the Baptist National Sunday School and Training Union in St. Louis. Among national Negro leaders who addressed the meeting were the Rev. Martin Luther King and Dr. Mordecai Johnson. Tapes of their speeches were offered to all interested out-of-town stations.

Jazz series ▪ *Anatomy of Jazz,* ten-week series of half-hour programs dealing with the origin and evolution of various types of jazz, began on KING-AM-FM-TV Seattle, Wash., June 18. The series is conducted by Dr. Leroy Ostransky and the University of Puget Sound in Tacoma. Dr. Ostransky is author of the book, *Anatomy of Jazz.*

Religious films ▪ Six CBS-TV *Look Up and Live* programs will be put into non-theatrical 16 mm distribution by Carousel Films Inc., New York. The programs, all made in cooperation with The National Council of Churches, will be offered to denominational and commercial film libraries.

'Playboy' encore ▪ A second series of 26 one-hour episodes of *Playboy's Penthouse* is being produced for distribution by Official Films Inc., N. Y. Format of the taped tv series will continue in the pattern of an informal party-type atmosphere with name guests, according to Seymour Reed, president of Official. The new series will be available to tv stations by next January. The current series now is in 22 top markets. Host of the series is Hugh M. Hefner, editor-publisher of *Playboy* magazine.

New film series ▪ *Hollywood Hist-O-Rama,* a library of biographical portraits of renowned Hollywood figures from the early days of the silent screen to the present, consisting of 208 five-

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COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).
NBC-TV

June 26-30, July 3-5 (10:30-11 a.m.) **Play Your Hunch**, part.

June 26-30, July 3-5 (11-11:30 a.m.) **The Price Is Right**, part.

June 26-30, July 3-5 (12:30-12:55 p.m.) **It Could Be You**, part.

June 26-30, July 3-5 (2-2:30 p.m.) **The Jan Murray Show**, part.

June 26-30, July 3-5 (11:15 p.m.-1 a.m.) **The Jack Paar Show**, part.

June 26, July 3 (9:30-10 p.m.) **Concentration**, P. Lorillard through Lennen & Newell.

June 28, July 5 (8:30-9 p.m.) **The Price Is Right**, Lever through Ogilvy, Benson & Mather, Speidel through Norman, Craig & Kummel.

June 28, July 5 (10-10:30 p.m.) **It Could Be You**, Procter & Gamble through Benton & Bowles.

June 29 (9:30-10 p.m.) **The Ford Show**, Ford through J. Walter Thompson.

June 30 (8:30-9 p.m.) **Five Star Jubilee**, Massey-Ferguson through Needham, Louis & Brorby.

July 1 (9:30-10 a.m.) **Pip The Piper**, Gen. Mills through Dancer-Fitzgerald-Sample.

July 1 (10-10:30 a.m.) **The Shari Lewis Show**, Nabisco through Kenyon & Eckhardt.

July 1 (10:30-11 a.m.) **King Leonardo and His Short Subjects**, General Mills through Dancer-Fitzgerald-Sample.

July 1 (7:30-8:30 p.m.) **Bonanza**, RCA through J. Walter Thompson.

July 2 (6-6:30 p.m.) **Meet the Press**, co-op.

July 2 (7-8 p.m.) **The Shirley Temple Show**, Nabisco through Kenyon & Eckhardt.

July 2 (9-10 p.m.) **The NBC Mystery Theatre**, Dumas-Milner through Gordon Best.

minute segments, is being offered tv stations by Jayark Films Corp., N. Y.

Summer show ▪ *Great Ghost Tales*, live dramatic versions of classic tales of horror, will make its debut live and in color on July 6, 9:30 p.m. (EDT) on NBC-TV. The new series will replace *The Ford Show*, occupant of this time slot for five years. Talent Assoc., N. Y., is producer.

On-location ▪ *At The Source*, a series of on-location news programs, will be televised by CBS-TV beginning June 29 (10-10:30 p.m.). Each of the programs will be broadcast from a place where the guests make their decisions on vital issues of the day. Sec. of State Dean Rusk will be the guest on the initial program.

Uses Canadian facilities ▪ Videocraft International, N. Y., will use facilities of the Crawley Studios of Canada to film 260 color episodes of its new series, *Tales of The Wizard of Oz*.

Producer signed ▪ Charles Andrews will produce the new *Steve Allen Show* series, which debuts Sept. 27 on ABC-TV (Wednesdays, 7:30-8:30 p.m.). Mr. Andrews has been executive producer of Arthur Godfrey Enterprises for the past four years, during which time he produced and wrote all the Godfrey shows.

Western expansion ▪ Music Makers Inc., Los Angeles, has moved to larger quarters at 9015 Wilshire Blvd. The commercial music producer hopes to acquire office and studio space in San Francisco before the end of this year.

Live programming ▪ During the current two-week period, WIBW-AM-TV Topeka, Kan., will originate 60 hours of live tv programming and extensive radio programming from the World Food Fair and "Kansas Story" pageant that are climaxing the state's centennial celebration at the Mid-America Fairgrounds, that city. A two-hour special event coverage of the Meredith Willson-Wayne Dailard Pageant that has a cast of 1,000 was telecast June 12. WIBW stations expect that a two-week remote operation will boost local sales this month by at least 20%.

Community profiles ▪ Compact profiles of surrounding communities will be aired this summer by WIND Chicago, in prime time, as part of the Westinghouse station's effort to serve community needs. General manager Edward Wallis said interviews with representatives of the local government and industry would be taped for the series.

Musical effects ▪ SESAC Inc., New York, has announced the release of "Musical Sales Effects," an album featuring 52 individually written and produced effects designed to equal on-the-spot sounds. Music and sounds are intermingled and matched on the disc for various programming situations. "Musical Sales Effects" is offered on an outright basis, exclusive to one station in a market.

Merged operations ▪ Ashley-Steiner Inc., New York, personal agent, has purchased literary agency Herb Jaffe Assoc. The merged operation's significance for tv is that Ashley-Steiner will represent a stable of top tv writers to add to its several star tv performers, indications being that the firm may package tv series and specials around the newly-expanded list.

Religious tv series ▪ *Davey and Goliath*, a color-animated religious tv series for children, now is on 159 tv stations in the U. S. and 16 in Canada. This is reportedly the largest station line-up for a children's religious series. United Lutheran Church is producer of the programs. The series, consisting of 13 15-minute episodes produced on a $500,000 budget, tells the story of God through the adventures of a boy and his dog.

Here's 'Africa Now' ▪ Official Films Inc., N. Y., is producing a first-run documentary series on Africa that will be distributed to tv stations on a monthly basis. Titled *Africa Now*, the 13-episode, half-hour series will be produced on location for Official by William Alexander. Films on Nigeria and Mauritania already have been completed and production has begun on a segment on Sierra Leone.

Ready to sell ▪ Brass Dolphin Inc., N. Y., appoints Tv Marketeers, N. Y., as sales representative for all programs to be produced by Brass Dolphin. The tv program and film packaging company is preparing a tv program based on Dr. Lester L. Coleman's book, *Freedom From Fear*, and a half-hour weekly series, *Swing Out, Sweet Land*, with Skitch Henderson and Frank Luther collaborating on the music score.

Army on location ▪ The U.S. Army Band and Chorus will be featured in a forthcoming half-hour film presentation of the *Big Picture* series. The program, to be televised this fall, will be entitled the "Army's Music Men," and

What's the big news from Hicks & Greist?

We're hopelessly prejudiced, but we like to think the most exciting news coming out of Hicks & Greist these days is the way their commercials are moving spaghetti products in and around Providence.

Don't smirk. People around here have over $2 billion to spend. $2 billion can buy a lot of spaghetti. Just ask the fellows at H & G.

Better yet, ask us at WICE. We won't snow you with our Pulse (though gosh knows we could). We'll simply show you how WICE got to be the live wire station in Providence.

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will present music down through the years of American history. Filmed in and around the nation's capital by Norwood Studios of Washington, the program will be narrated by Alexander Scourby.

Space show ▪ KCDA-TV Douglas, Ariz., each Saturday (7:15 p.m. MST) presents *Romance of Space*, a live show dealing with outer space and its involvement with the earth. The show is hosted by Dr. Daniel W. Fry, noted author on the subject and vice president of Crescent Engineering & Research Co., El Monte, Calif. The station reports that public participation has been encouraging with many viewers writing in comments or asking questions.

Humble Oil underwrites 'Age of Kings' on NET

The National Educational Television & Radio Center, New York, announced last week that the Humble Oil & Refining Co., Houston, has made a $150,000 grant to the center to underwrite the presentation of the 15-part Shakespeare series, *An Age of Kings*, on 51 NET stations throughout the country, starting this fall.

The stipend covers $90,000 to be paid to the BBC, producer of the series, for the North American rights and $60,000 for promotional and advertising expenses, including instructional booklets on each program. The series consists of eight Shakespeare plays. Thirteen of the programs run 60 minutes each and two 75 minutes each.

INTERNATIONAL

BBG MULLS PROGRAM EDICTS

Two-hour radio period minus commercials studied; Canadian percent rule for tv may be relaxed

Regulations to establish two hours of radio broadcasting during any day without commercials are understood to be under study by Canada's Board of Broadcast Governors. The two hours without commercials would not be a solid period, but would be broken up into quarter, half or one-hour periods during the day. The proposal is to be discussed in private with Canadian broadcasters and to be reported on at the August public hearings of the BBG. BBG hopes to help broadcasters improve audience, rather than impede sale of commercials.

BBG is also understood to be considering some relaxation or changes in the 45% Canadian program content regulations which went into effect for television stations on April 1, and are due to go up to 55% Canadian program next April 1. BBG has been advised by numerous stations about difficulties in meeting these requirements.

BBG is considering asking radio stations to make annual reports on what they are doing to promote greater use of Canadian talent. There are no Canadian program content percentage regulations in force for radio stations.

BBG chairman Dr. Andrew Stewart stated before the Pariamentary Committee on Broadcasting at Ottawa on June 13 that independent tv stations, affiliated with the CBC tv network, should not be prevented from taking programs from the new private CTV network in non-reserved time. He favored a change in the legislation which now gives the CBC veto power over temporary links with other networks by CBC affiliates. Two CBC affiliates, CHCH-TV Hamilton, Ont., and CJSS-TV Cornwall, Ont., have asked permission to drop their CBC tv network affiliation (see page 97).

Quick ratings system to begin in Toronto

Early in July McDonald Research Ltd., Toronto, Ont., will start its newly developed Synchronous Audience Measurements (SAM) system in that city, which will enable a sponsor to know almost immediately how many viewers are tuned to his tv program at a given time.

The system was developed by George Johnson, president of Eastern Geophysics Ltd., Toronto, and sole world rights belong to McDonald Research. An electronic computer will be wired to a sample of about 300 tv receivers in the Toronto area and about 45 non-tv homes by telephone lines. The connection is made to the station selection switch in each tv receiver, the connecting equipment being powered by a long-life battery, and fed to a telephone line.

Every 60 seconds the computer will receive from the telephone-line storing stations a report as to how many tv sets are turned on, and to what stations they are tuned. The computer will total these reports, type them out on an electric typewriter, and supply the data to a sponsor or its advertising agency. The collecting process takes 15 seconds. The computer will operate 24 hours a day and when no tv sets are turned on in any area will so report for each channel.

It is planned to install the system later at Montreal, Winnipeg, Ottawa and Hamilton, Ont.

Canadian government spent $67 million on CBC

Canadian Broadcasting Corp. cost the Canadian government $67.2 million in the fiscal year ending March 31, 1961, according to estimates of receipts and expenditures announced in the Canadian House of Commons. The previous fiscal year CBC expenditures from the national treasury amounted to $63.9 million.

The regulatory Board of Broadcast Governors the past fiscal year was allotted $300,000, up from $200,000 the previous year, according to figures released at Ottawa.

Revenue totals announced included $16 million from special taxes on television sets, radio receivers, tubes, and phonographs, down from $17.8 million in the 1959-60 fiscal year.

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Abroad in brief...

Andes window opens ▪ HCJB-TV Quito, Ecuador, is on the air operating on a 10-year contract with the government which authorizes it to telecast three nights weekly on ch 2, and after six months, for six nights a week. The non-commercial station, Quito's first tv, calls itself la Ventana de los Andes (the window of the Andes), and produces 85% of its programs in its Quito studios.

New French tv ▪ Plans have been announced for the formation of a second tv network in France with opening operations scheduled for early 1962. Speculation is that with the second network, transmitting in the beginning from Paris, Northern France and Marseille, French tv will be converted from the current 819-line standard to 625-lines.

Belgian fm buildup ▪ A network of 14 fm transmitters is now under construction in Belgium. Already one of the 14, which will eventually carry a "third program" produced by Belgium's two broadcasting organizations, is operating at Liege. Additional plans announced by Radio-Television Belge provide for the construction of television relay stations in that country. Up to now, tv programs originating in other parts of Europe have been relayed to Belgium by a transmitter in Holland.

UER plans tv relay ▪ Member organizations of the UER (European Broadcasting Union) are studying plans for the construction of a permanent tv relay network throughout Europe. The proposed network would serve as a link between continental tv centers, and could be used both for live hookups and the exchange of filmed or taped material. Now, European stations can only rent relay links for limited segments.

German uhf scores ▪ Tv stations in Germany are supplementing their standard vhf operations with uhf programming, thus initiating a "second" network. The sudden increase in importance of German uhf has spurred many local groups to make plans for the introduction of new uhf stations leading eventually, they hope, to a third, entirely uhf network. Following the German pattern, new stations of the second and third networks will be state-owned, semi-commercial operations.

Agency appointment ▪ Helene Curtis Ltd., Montreal, Que., named Stanfield, Johnson & Hill Ltd., Montreal, as advertising agency, and plans radio and television campaign for first time in Canada.

Network's agency ▪ CTV Television Network, Toronto, Canada's second tv network has announced the appointment of MacLaren Adv., that city, to direct the network's advertising program. Regular network broadcasts on a full schedule are slated to begin in early September, according to Spence Caldwell, president of CTV.

Audience Data ▪ All-Canada Radio & Television Ltd., Toronto, Ont., station representative firm, has released a spiral-bound book with data on audience of the 22 television stations across Canada which it represents. The figures used in the brochure are those of the spring 1961 survey of the Bureau of Broadcast Measurement, Toronto.

Lebanese rep. ▪ Exclusive representation in the U. S. for Lebanses Television of Beirut, Lebanon, was announced last week by Intercontinental Services Ltd., N. Y. Lebanses Television broadcasts in French and English on ch. 9 and in Arabic on ch. 7. The station has been in operation since July 1959.

Canadian national ads

Canadian radio stations realized $1,079,197 in national advertising in January 1961 and television stations $3,595,731, according to a survey made by Elliott-Haynes Ltd., Toronto, Ont. The largest single group of national advertisers to use radio: food and food product advertisers with $323,244; drug and toilet goods advertisers followed with $277,701. On tv the largest national advertisers were reversed, drug and toilet goods advertisers accounting for $931,467 and food and food products advertisers $915,395, followed by laundry soap and household supplies advertisers with $542,660.

Tv critics answered

A leading London educator has attacked the theory that television has an adverse effect on children. "The idea that tv is turning kids into saucer-eyed monsters is ridiculous," said Dr. Abraham Oppenheim, a member of a committee which recently completed a nationwide study on television and the child.

However, Dr. Oppenheim added, tv does tend to frighten some older girls to the "extent that they do not want to grow up." He alluded to the fact that in some television shows the woman often is driven off a cliff, butchered by a maniac or meets with some other misfortune.

CJSS-TV wants to drop CBC

CJSS-TV Cornwall, Ont., is the second station to request permission from the Board of Broadcast Governors to leave the Canadian Broadcasting Corp. network. Previously CHCH-TV Hamilton, Ont., had asked to drop its affiliation with the CBC and operate independently. Ernest Bushnell, a joint owner of CJSS-TV and also of CJOH-TV Ottawa, Ont., wants CJSS-TV to be free to join a three-station network with CFCF-TV Montreal, and also the CTV network. At present there are eight stations on the CTV network, which begins operations in August.

Canadian fm stereo asked

Recommendations for fm multiplex stereo broadcasting have been submitted to the Canadian Department of Transport, Ottawa, by the radio industry's Canadian Radio Technical Planning Board. The recommendations are understood to be under study and an early announcement is expected from the Department of Transport. This will enable the Board of Broadcast Governors to recommend that CHFI-FM and CFRB-FM Toronto, be licensed to use stereo broadcasting. No date has been announced when equipment will be available for such broadcasting.

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KALB-TV's psychological campaign

KALB-TV Alexandria, La., has embarked on a psychological business campaign aimed to inject positive thinking in the business populace of the 25 counties it serves. To dramatize the event, KALB-TV began a teaser campaign with all of its personalities wearing Nassau and Caribbean hats with the letters B I G emblazoned across their fronts.

Using the BIG theme, KALB-TV visited various agencies, advertisers, organization leaders and city officials. Guests on its shows were asked what does BIG mean? Willard L. Cobb, KALB-TV's general manager, even invaded New Orleans with the same pitch. The venture, he reports, was successful. In photo, Mr. Cobb (center) gives the low-down to E. Boyd Seghers (left) and Abbott Davis (right), broadcast media supervisor and associate media director, respectively, at Fitzgerald Adv., New Orleans.

Now its 'Ambassador' Mighty Mouse

CARTOON CHARACTER TO PROMOTE FUNDS FOR UNICEF

Mighty Mouse, star of CBS-TV's *Mighty Mouse Playhouse,* has been named official ambassador of the U. S. Committee for UNICEF (United Nations Children's Fund) during its 1961 fund drive.

The famous mouse, whose regular show is seen Saturday, 10:30-11 a. m. EDT, will appear in special animated tv announcements as well as radio spots and posters designed to aid the drive.

The campaign, which will urge American youngsters to contribute their Halloween trick-or-treat earnings to UNICEF, will be backed up by CBS-TV and Radio, as well as by CBS Films' cartoon subsidiary, Terrytoons.

From the last week in September to the corresponding week in October, CBS-TV affiliates' local kiddie personalities will invite their viewers to Mighty Mouse-UNICEF parties. At the same time, Mighty Mouse, assisted by Deputy Dawg, star of the Terrytoons syndicated series, will prepare a 15-minute radio feature, to be broadcast by Radio affiliates during "Mighty Mouse-UNICEF Month."

Mighty Mouse, who celebrates his sixth anniversary in conjunction with the fund drive, has been on the air longer than any other network cartoon series. The programs are produced under the supervision of William Weiss, vice president of Terrytoons.

Portable radio promotion

Who is your favorite radio personality?

New York area consumers were asked this question in the annual Portable Radio Month promotion to stimulate peak season sales. The contest was sponsored jointly by Emerson Radio Corp. and Eveready batteries, in cooperation with local radio outlets.

A. L. Scheinberg, general sales manager of Emerson Radio Assoc., New York, notes this is the first such cooperative promotion between product manufacturer (Emerson), power supply producer (Eveready), and medium (radio stations).

Shoppers were asked to place their "favorite personality" votes in ballot boxes in radio and record stores throughout New York before the June 23 contest closing date.

Promotional support was added through station spot announcements and news publicity.

KQED (TV) auction sets new record

An all-time record high of $84,700 was netted by KQED (TV), San Francisco educational station, in its seventh annual television auction, the funds of which help to defray its expenses. The five-day fund-raising event doubled last year's take and exceeded by $20,000 this year's most optimistic estimate.

The annual affair, spurred by merchants' donations of an estimated $100,000 in merchandise, platoons of volunteer workers and overall public spirit, is the single-most important factor in helping KQED to meet its $375,000 budget.

Some of the more interesting sales included two autographed copies of President Kennedy's *Profiles in Courage,* which went for $350 each, and the necktie worn by the auctioneer (Gov. Edmund [Pat] Brown) which sold for $100. A San Francisco couple, got the most "far out" bargain—a $2,800 trip for two to Tahiti for $2,400.

WTRF-TV's new spot plan

WTRF-TV Wheeling, W. Va., last week unveiled a merchandising program for its spot advertisers that will provide promotional tie-ins with area trade papers, supermarket chains, retailers and jobbers, newspaper ads and direct mailings.

The program includes in-store displays and banners, window banners and other promotions in 43 A & P stores in the Wheeling area, as well as displays in Kroger, M & K, IGA, By-Rite, and State Food stores.

Additional promotional support for the station's merchandising plan will be provided by WTRF-TV's live program, *The Woman's Side,* by on-the-air merchandising spots, personal calls and mailings to retailers, jobbers and wholesalers, contest participation for prod-

ucts, and tie-in ads in trade and consumer papers and magazines in the area.

Drumbeats...

Operation destruction ▪ Alcoa used an unusual campaign to acquaint dealers and consumers with Lodi Garage Doors, a user of Alcoa aluminum, in conjunction with the *Owen Spann Show* on KCBS San Francisco. To the five listeners who best stated "Why I Want Owen Spann to Chop Down My Garage Door" in a similarly named contest, went a new over-head aluminum door. Alcoa has a heavy schedule on KCBS, running 30-spots weekly for 39 weeks. A company spokesman said Alcoa wanted to promote its new product in an "interesting" way.

Want to be a cop? ▪ WCBS New York last week launched a drive to help recruit 940 members for the New York Police Dept. Sam Slate, WCBS general manager, offered the station's facilities for a two-week campaign of special recruiting announcements.

Tapes and lunch ▪ Approximately 85 timebuyers in New York attended a special "sound" story June 14 of the all-news station, XTRA Tijuana, operated by the McLendon stations. W. S. Morgan Jr., vice president and national sales manager, acted as host, along with Ralph Guild, vice president and general sales manager of the Daren F. McGavren Co., station representative, at a luncheon presentation of tapes. XTRA is just across the Mexican border near San Diego, Calif.

Successful telethon ▪ WFGA-TV Jacksonville, Fla., netted over $100,000 in a telethon for the United Cerebral Palsy fund. The 18-hour, 60-act show was emceed by Dale (*Wells Fargo*) Robertson, who headed an all-star cast. The station reported that more than 12,000 persons visited the auditorium during the show.

Internship ▪ WWDC Washington has announced an internship program in conjunction with American U., that city, whereby a junior radio-tv-journalism student will work in the station's news department for a year for various credits toward a degree and for pay. Because so many qualified applicants applied for the internship, WWDC selected two.

Competition congrats ▪ The Henderson, Ky., *Gleaner & Journal* congratulated WSON-AM-FM, that city, its competitor, on its anniversary and for its fine programs of music, news information and sports coverage.

FATES & FORTUNES

BROADCAST ADVERTISING


Mr. Kanner

Bern Kanner, associate media director at Benton & Bowles, N.Y., elected vp. Mr. Kanner is one of two associate media directors to also hold vice presidency. He joined agency in 1952 in mailroom, became broadcast buyer year later and in 1956 was advanced to assistant media director. Mr. Kanner handles Maxwell House Instant Coffee account among others.

Richard Carter, vp of Cleary-Strauss-Irwin & Goodman, Los Angeles, international pr firm, named to board of directors. **Henri Bollinger,** formerly with KTLA, that city, named vp.

Robert J. McMahon, vp and director of marketing at Fuller & Smith & Ross, Pittsburgh, named vp and manager of newly-opened Boston office.

Mira Berman, pr director of Lavenson Bureau of Advertising, Philadelphia, elected vp. Prior to joining Lavenson two years ago, Miss Berman was pr and fashion director at Snellenberg's department store, that city.

Eugene J. McCarthy, media supervisor of Young & Rubicam, San Francisco, appointed media director of McCann-Erickson, Los Angeles, succeeding **William Belcher,** who resigned.

Howard P. Almon, manager of BBDO's Los Angeles liaison-marketing department, will retire July 1. Mr. Almon formerly held account executive and copywriter posts in San Francisco offices of McCann-Erickson and Botsford, Constantine & Gardner.

John Rigor, formerly with Grey Adv., N.Y., joins Sullivan, Stauffer, Colwell & Bayles as account supervisor, that city.

Les Sholty Sr., for 25 years vp and general manager of Maxon Inc., Chicago, joins Les Sholty Adv., Los Angeles agency recently started by his son, Les Sholty Jr., as senior consultant and plans director.

Robert H. Weiss, formerly account executive at Harry M. Frost Agency, Boston, named advertising assistant to John W. Colpitts, advertising manager of Salada-Junket Div., Salada-Shirriff-Horsey, Woburn, Mass.

Joseph Denny, formerly advertising research supervisor, Marplan Div., McCann-Erickson, N.Y., and **Bernard M. Keyt,** formerly sales research analyst, Bristol-Myers, that city, join research department of Lennen & Newell, N.Y. They became manager of creative research section and research project director, respectively.

Franklin Bell, formerly advertising manager of Sun Maid Raisin Growers, N.Y., and **Stuart Peabody,** formerly assistant vp for advertising and pr at The Borden Co., that city, become members of marketing board at Daniel & Charles, N.Y.

Alec MacLachlan, formerly copy group supervisor at N. W. Ayer & Son, N.Y., joins BBDO as account executive on New York Telephone Co.

Salvatore Pappalardo, formerly president of Hobbins Assoc., Baltimore, named account executive at Kenyon & Eckhardt, Boston.

Frank J. Randol joins Hicks & Greist, N.Y., as account executive on Endicott-Johnson Corp. account. Mr. Randol was assistant director of Leather Industries of America and at the same time, director of Sole Leather Bureau.

Arnold Midlash joins MacFarland, Aveyard & Co., Chicago, as radio-tv writer and producer. Mr. Midlash formerly wrote and produced audio-visuals for Illinois Bell.

Robert E. Harris joins The Bresnick Co., Boston, as account executive.

John E. Franks, marketing director of John C. Dowd Inc., Boston, promoted to director of media and marketing.

Perry Thomas, formerly on Frigidaire account at Foote, Cone & Belding, Chicago, to Olian & Bronner, that city, as account executive and administrative assistant to agency president M. H. Bronner.

Clover Jenkins, Gena Artino and

President Betty

Betty Furness has been elected president of New York chapter of Academy of Television Arts & Sciences, succeeding **Henry S. White,** general manager of WNTA-TV New York. Miss Furness is group's first woman president in its five year history.

Others elected: **Bob Banner,** president of Bob Banner & Assoc., first vp; **Larry Lowenstein,** pr director of NTA, second vp; **Evelyn F. Burkey,** executive director of Writers Guild of America, East, secretary; **Arthur Kent,** studio technician at ABC-TV, treasurer. Miss Furness, formerly Westinghous commercial spokeswoman, now is tv m.c. She is secretary of parent National Academy.

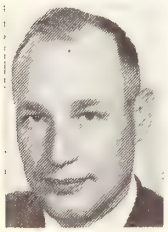
Carole Knicky join Kahn Adv., Cleveland. Firm also announces move to larger quarters at 1836 Euclid Ave.

John Strandberg, formerly marketing manager at Eljer Div., Murray Corp. of America, joins McCann-Erickson, N.Y., as account executive on Corning Glass.

J. Richard Burke, formerly assistant secretary for Action Inc., N.Y., joins Assn. of National Advertisers as staff executive.

Lorrie Carson, formerly with McCann-Erickson, to Lillienfield & Co., Chicago, as timebuyer.

THE MEDIA


Mr. Rice

Roger D. Rice named vp in charge of sales for WIIC (TV) Pittsburgh. Mr. Rice joined station as sales manager in 1955 after serving as station manager for KTVW (TV) Tacoma, Wash. Earlier he served as vp in charge of sales for Beatty Adv.

Joe Kranz appointed sales manager of KCSR Chadron, Neb., effective July 1. Mr. Kranz was salesman for WJAG Norfolk, Neb. **Glen Hixon** promoted to program director, effective July 1, replacing **Gerry Hoard,** who switched to WJAG. Mr. Hixon was salesman-announcer for KCSR.

Robert F. S. Whiteley named local sales manager at WMAL-AM-FM Washington, D.C. He had been account executive.

Dan Shannon appointed operations manager of KING-FM Seattle, Wash. He has been announcer and program director of KISW-FM, that city.

James D. Paulis, general manager of WKWK Wheeling, W. Va., resigns to enter broadcast consultancy field. He has been appointed managing consultant for WNAK Wilkes-Barre, Pa.

William T. Watrous named program director at WYAK-FM Sarasota, Fla. Other appointments: **David J. Bender,** commercial manager; **James J. Rinehart,** chief announcer.

Felix Adams appointed national sales manager of KRAK-AM-FM Stockton, Calif. Mr. Adams formerly was assistant to general manager and in charge of merchandising at KGMS Sacramento, Calif.

Rex Goad, manager of NBC news, named director of news. Other appointments at NBC News include: **Leonard Allen,** foreign news manager, replacing Mr. Goad as news manager; **Donald Meaney,** national news manager, appointed special news programs manager and **Eugene Juster,** manager of news film, named director of news film.

GAB growing

Membership of Georgia Assn. of Broadcasters reached the 100 mark last week, making it the fourth largest state association in the U. S., according to George Patton, WBML Macon, GAB president. A spectacular increase occurred when GAB set up a new central office in Atlanta with a fulltime staff headed by **Jack Williams,** assistant professor of journalism at Georgia State College.

When the office was opened April 15 GAB had 70 members, with a gain of 30 in two months. There are 25 associate members. GAB will celebrate its 26th anniversary Aug. 6-8 at a convention to be held at the King & Prince Hotel, St. Simon's Island.

George J. Lund appointed general manager of WILA Danville, Va., and elected vp of Baron Broadcasting Corp., owner of WILA. Mr. Lund joined Baron Broadcasting Corp. in Sept., 1960. He previously was sales manager of WBTM, that city.

Al Saunders named general manager of WHLO Akron, Ohio, effective July 1. Mr. Saunders formerly was operations director of WSBA York, Pa.


Mr. Crow

Tim Crow named director of quality control and program development, newly-created department established by Rollins Broadcasting-Telecasting. Mr. Crow formerly served Rollins as director of pr. Rollins stations are: WCHS-AM-TV Charleston, W. Va.; WEAR-TV Pensacola, Fla.; WPTZ (TV) Plattsburgh, N.Y.; WGEE Indianapolis; WAMS Wilmington, Del.; WNJR Newark, N.J.; WBEE Harvey, Ill.; and WRAP Norfolk, Va.

Jack Berning, account executive at WFIE, Evansville, Ind., promoted to general sales manager of WFIE-TV. He fills vacancy created by resignation last April of **James Mitchler.**

Paul Mountcastle named board chairman of WATE-AM-TV Knoxville, Tenn. Other appointments: **Cowan Rodgers,** president; **W. H. Linebaugh,** executive vp and general manager; **J. T. McCloud,** vp and director of sales; **John Reese,** vp and director of programming; **Fred Andrews,** vp and director of engineering.

Michael Ruppe Jr. joins KYW-AM-FM Cleveland as advertising and sales promotion manager, succeeding **Frank Maruca,** who joins WKMH-AM-FM Detroit, as program manager. Mr. Ruppe formerly was program director of WIL-AM-FM St. Louis. **Michael Hrehocik** joins news staff of KYW.

Richard P. Keating, formerly advertising manager at Chart-Pak Inc., named account executive at WACE Springfield, Mass.

Louis H. Pells, local sales manager of WEOK Poughkeepsie, N. Y., promoted to general sales manager.


Mr. Adams

Robert F. Adams, assistant sales manager of WABC-TV New York, appointed director of sales at WBKB (TV) Chicago. Mr. Adams was account executive for WINS New York and WNEW - TV New York. Prior to entering broadcast field Mr. Adams was personal talent manager.

Arch Harrison Jr., program manager with WFVA-AM-FM Fredericksburg, to WJMA Orange, both Virginia, as president and general manager, effective July 3.

Milton Groth appointed controller for WCAU-AM-FM Philadelphia, effective July 3. He replaces **Howard P. Robinson,** who joins Allegheny Pepsi-Cola, Baltimore, as comptroller.

Jack Fulwiler, formerly with J. Walter Thompson, Kansas City, in various account executive capacities, named manager in that city of newly-established office of Forjoe & Co., station representative.

Stan Gribble named manager of KLIB Liberal, Kan. **Jim Berry,** formerly associated with KYSN Colorado Springs, named program director.

Tom Hagner named account executive for WCAU-AM-FM-TV Philadelphia, replacing **Jack Wade,** promoted to CBS-TV Stations' national sales in Chicago. Mr. Hagner formerly was at WJZ-TV Baltimore.

A. W. Shields named assistant to manager, WMRT-AM-FM Lansing Mich. Other new staffers: **Arthur Boettcher,** sales manager; **Gordon R. Gainer,** program director; **Dorothy E. L. Tuttle,** news and publicity director; **Oren Morgan,** chief engineer; and **Dusty Walker Holt,** Country Music master of ceremonies.

Paul J. Cassidy, assistant sales manager of Pittsburgh Hilton, joins KDKA,

New Taft directors


Mr. Rogers

Lawrence H. Rogers II and **Edward J. Morehouse** elected directors of Taft Broadcasting Co., N.Y., N.Y. Mr. Rogers is vp and has responsibility for operations of all Taft-owned radio-tv stations in Cincinnati and Columbus, Ohio; Birmingham, Ala. and Lexington, Ky. Mr. Morehouse is vp, Harriman Ripley & Co., N.Y. investment banking firm.

that city, as account executive.

William Anderson, formerly special projects director for Kaiser Industries International, where he was responsible for creating closed circuit tv system for commercial-educational use, Hawaii-Kai, appointed director of agenda for first international tv assembly Nov. 4-11 of Academy of Television Arts & Sciences in N.Y. Mr. Anderson will coordinate assembly's agenda and activities.

Ray Tannehill, with news department of WERE Cleveland since 1959, named news director. This week he will cover opening of training of new Peace Corps volunteers at Texas Western College in El Paso and will produce full-hour documentary to be offered to 46-station baseball network of which WERE is key.


Mr. Holmgren

Robert W. Holmgren, budget administrator, ABC Radio, named director, sales service and business administration for network. Mr. Holmgren, who was budget administrator in cost control for seven years, came to ABC from NBC, where he was junior cost accountant. He also served as administrative assistant in ABC-TV program department.

Yale Roe, account executive at KGO-TV San Francisco, promoted to assistant general sales manager. **William Rambo** joins station as account executive.

Lee Ruwitch, general manager of WTVJ (TV) Miami, re-elected president of Florida Assn. of Broadcasters.

Leo R. Morris elected president of AP Broadcasters of Wyoming. Other appointments: **Kerm Kath,** vp; **Loren Ellis** and **Jack Rosenthal,** directors.

Lawrence Berger, KTWO-AM-TV Casper, elected president of UPI Broadcasters of Wyoming. **Jeff Grigsby,** manager of UPI bureau, Cheyenne, elected secretary.

Wilbur Kidd, WAYB Waynesboro, elected president of Virginia Assn. of Broadcasters. Others elected: **Hamilton Shea,** WSVA-AM-TV Harrisonburg, vp; **Horace Fitzpatrick,** WSLS-AM-TV Roanoke, secretary-treasurer. Directors elected were **Robert Wolfenden,** WMEV Marion; **Robert Lambe,** WTAR-AM-TV Norfolk; **Carl Lindberg,** WPIK Alexandria; **C. T. Lucy,** WRVA-AM-TV Richmond, and **Arthur Gates,** WYVE Wytheville.

William Shutts, KVOC Casper, elected president of Wyoming Broadcasters Assn., succeeding **Lawrence Berger,** KTWO-AM-TV Casper, now board member. Other appointments: **Larry Birleffi,** KFBC-AM-TV Cheyenne, vp; **Hugh Graham,** KTHE Thermopolis, board of directors; **Jack Rosenthal,** KBBS Buffalo, secretary; **Robert Larson,** KIML Gillette, treasurer.

Richard F. McGeary, formerly with NBC Spot Sales, Hollywood, appointed to tv sales staff of The Katz Agency, station representative, Los Angeles.

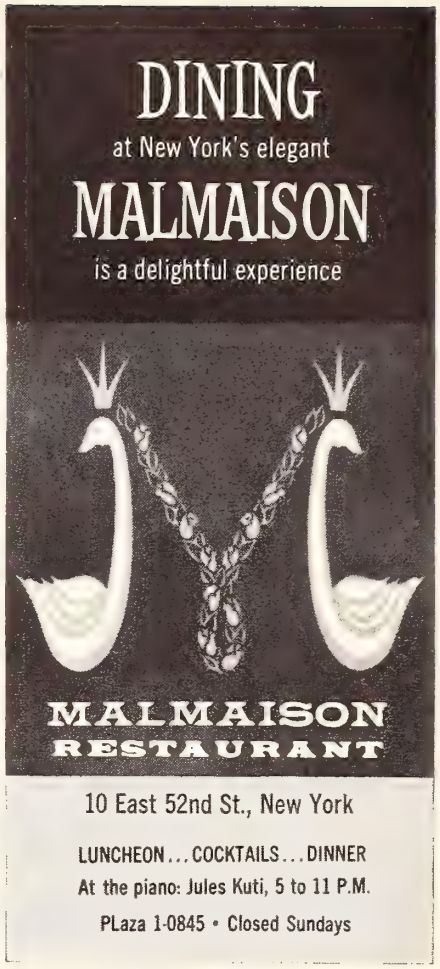

Mr. Andrick

George R. Andrick appointed commercial manager at WSAZ-TV Huntington, W.Va., effective July 1. He will have charge of all local and national tv sales. Mr. Andrick joined station in 1951. He also is past president of Huntington Adv. Club.

Marvin Astrin and **James O'Rourke,** account executives with WGN Inc., appointed western division sales managers, respectively, of WGN and WGN-TV Chicago with headquarters in that city. Not previously announced although they have been serving in these capacities, **Edward Gerken** named manager of WGN's eastern division office in New York, and **Irving Wilson** named manager of WGN-TV's eastern division office there. **Robert Innis** named assistant to Mr. Wilson. Appointments to newly established positions: **Donald Getz** as manager of sales services for WGN; **Herman Sitrick** as manager of local sales for WGN; and **Mel Wolens** as manager of sales services for WGN-TV. Mr. Astrin formerly had been with Tatham-Laird, Chicago. Mr. O'Rourke formerly was with Chicago tv sales office of Crosley Broadcasting Corp.

Robert V. Jones joins WOWO Ft. Wayne, Ind., as editorial research writer and director. He formerly was news editor of WGL, that city.

Edward R. Evans, formerly production manager at Cinerama, joins NBC



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Special Projects as associate producer, N.Y.

Philip C. Clarke, formerly general editor, *Newsweek* magazine, joins WMCA New York as news analyst.

Fendall Yerxa, formerly managing editor of New York *Herald-Tribune,* joins ABC-News as editorial director.

Roberto Creus named program director of WMET-AM-FM Miami Beach, Fla. Mr. Creus formerly was producer for CMQ Havana, Cuba.

Billy Taylor, jazz musician, named music coordinator of WLIB New York.

Alex Kramer, songwriter, succeeds **Douglass Parkhirst,** actor-writer, as president of Veterans Hospital Radio & Television Guild. Others elected are: **Ann Seymour,** actress, 1st vp; **William C. Jackson,** publisher-actor, 2nd vp; **Richard Foorman,** advertising copywriter, 3rd vp; **Bill Kaufman,** NBC sales executive, 4th vp; **Elizabeth Pennell**, CBS writer, re-elected secretary and **Joan Melzer** re-elected treasurer.



Mr. Ridings,

Leon Ridings, formerly station director of WBIR Knoxville, to WFCT Fountain City, both Tennessee, as general manager. Mr. Ridings had been with WBIR for four years. Earlier he was with Bondurant Bros., Philco distributors.

F. Ernest Lackey, WHOP Hopkinsville, Ky., and mayor of city, named by NAB President LeRoy Collins to represent association on American Food-for-Peace Council. Request for broadcast representation on council was made by President John F. Kennedy.

Ed Kaufman, formerly with WAKR-AM-FM Akron, Ohio, to WERE-AM-FM Cleveland as newsman.

Howard McAnulty joins KLIQ Portland, Ore., as merchandising-promotion director. Mr. McAnulty was sales manager at KSIN, that city.

Hank Morgan joins WGUN Decatur, Ga.

Donald N. Finger promoted to traffic manager at WGR-AM-FM-TV Buffalo, replacing **Walter Amidon,** who will retire after 33 years. Mr. Finger joined WGR in 1947 and was promoted to chief accountant of WGR-TV in 1958.

Billie Barney joins promotion department of WFLA-AM-FM-TV Tampa-St. Petersburg. Others joining station are **Bob Bradley** and **Steve Porter,** radio announcers; **Bob Gilbert,** tv news producer-director; **Elaine Fantle,** radio sales presentations.



Gen. Sheridan revisited by Pat

Pat Sheridan, disc jockey at WCAR Detroit, has become a mighty important figure in this day and age of the Civil War revival. His *Sheridan's Ride Show,* having been named from the exploits of the famed Civil War General Phillip Sheridan, has given Civil War Centennial officials throughout the country the idea that Pat has more than a passing interest in the matter. And they are right. In photo, Pat (right) greets Capt. John J. Fix, commander of the 1st Virginia Cavalry at the opening of the Harpers Ferry, W. Va., Civil War Showcase, a $300,000 museum built on an old battlefield. It was one of many similar events Pat has been a participant in.

Lonny Starr, WINS New York personality and host of all-night show, *The Midnight Starr,* moves to morning period with similar show, *The Morning Starr.*



Mr. Horowitz

Seymour Horowitz named program director of KGO-AM-FM-TV San Francisco. He formerly was assigned to working on special assignments for WCBS-AM-FM-TV New York. Earlier, he was program manager at KWY-TV Cleveland and before that was with WJAR-TV Providence, R. I.

Dave Mohr, formerly announcer-newsman at WPRO-AM-TV Providence, named news director of WJAR-AM-TV, that city.

Murphy Martin named newscaster for WFAA-AM-FM-TV Dallas, succeeding **Dick Wheeler.** Mr. Martin formerly served as sales manager and news-sports director for KTRE-AM-TV Lufkin, Tex.

Morton (Doc) Downey, air personality at WICE Providence, R.I., promoted to music director.

Mildred Albert appointed fashion director and commentator for Norman Knight stations (WEIM (Fitchburg, Mass.; WHEB Portsmouth, WTSV-AM-FM Claremont, WTSL Hanover and WGIR Manchester, all New Hampshire).

Richard Gallagher joins KCDA (TV) Douglas, Ariz., as announcer. He had similar position at KAPR, there.

PROGRAMMING

Robert H. Yamin, manager of west coast operations for Ziv-UA, appointed assistant to president, N.Y. office.

Thomas Tausig, formerly vp of radio-tv at Grant Adv., N.Y., joins Videotape Productions, that city, as program sales director.



Mr. Peterson

Thomas H. Peterson joins Atlas Film Corp., Oak Park, Ill., as vp in charge of sales. Mr. Peterson formerly was with CBS as western sales manager, Radio Spot Sales Div., Chicago and middle west area.

Howard F. Oldis, creative director of Alexander Film Co., Colorado Springs, appointed vp and resident producer and is transferred to firm's New York office.

Barrie O'Daniels, formerly executive

Duane Jones, advertising executive, dies

Duane Jones, for many years head of Duane Jones Adv., New York, died June 16 in Norwalk (Conn.) hospital, after short illness. He was 63. Between 1936 and 1952, Mr. Jones at various times, was vp of Lord & Thomas (now Foote, Cone & Belding), Maxon Inc. and Benton & Bowles. He started his own agency in 1942 and was active in New York until 1957, when he went into semi-retirement. Mr. Jones was credited with playing big role in development of box-top technique in advertising packaged items. In 1955 he wrote book on the subject entitled *Ads, Women and Boxtops,* which also was serialized in BROADCASTING. In 1952, he won judgment of $300,000 in suit against former employes charged with an attempt to destroy his business by unlawfully enticing away large number of accounts.



Mr. Jones

producer-director for industrial show division of Wilding Inc., Chicago, and onetime Broadway producer, to Fred A. Niles Productions, Chicago, in new position as vp in charge of "Business Theatre."

George Ottino, formerly animation department head for Klager Film Productions, N.Y., joins Transfilm-Caravel, that city, in same capacity.

Charles Andrews, executive producer of Arthur Godfrey Enterprises for past four years, writing and producing all Godfrey shows, has been signed by Steve Allen to produce *Steve Allen Show,* starting on ABC-TV Sept. 27 as Wednesday, 7:30-8:30 p.m. series.

Wade Crosby, formerly western division sales manager of Programs for Television, joins United Artists in same capacity.

Ferrill T. Robinson, formerly sales representative for Concert Network N.Y., named sales manager, radio-tv national sales for promotional services, that city.

Leonard Farin, formerly with Foresight Productions, N.Y., appointed writer-director at Films Five, that city.

William H. Metzger elected chairman New York section of Society of Motion Pictures & Television Engineers, replacing **James Kaylor,** who has joined MGM Labs as chief engineer. Mr. Metzger was eastern manager of Motion Picture Div., Ansco Corp. He will be replaced by **Peter Keane,** technical director of Screen Gems.

Arthur Phillips signed by Hanna-Barbera Productions, Hollywood, to script for *The Flintstones* and *Top Cat,* new half-hour animated cartoon series, which debuts on ABC-TV this fall. He formerly wrote for Paramount Pictures.

Jean Blake joins 411 Sound Recording Studios, N.Y., as sales representative. Mrs. Blake was sales representative for Titra Sound Recording Co., that city.

EQUIPMENT & ENGINEERING

Maurice Friedman, executive vp of Semiconductor Div., General Instrument Corp., N. Y., elected vp of corporation. Mr. Friedman also will serve in newly created post of executive assistant to president.

Kenneth P. Peterson named systems engineering manager, military products division; and **Paul R. Breen** appointed manager of engineering, industrial products division, Alder Electronics, New Rochelle, N.Y. Mr. Peterson formerly was manager of missile systems engineering at ITT-Kellogg, Chicago. Mr. Breen previously was manager of UHF transmitters in RCA electronics division, Moorestown, N.J.

George W. Bates promoted to production manager of Dynair Electronics, Lemon Grove, Calif. He formerly was assistant production manager.

Rodney D. Chipp, engineering executive with International Telephone & Telegraph Corp., opens own consulting engineering firm, Rodney D. Chips & Assoc., with headquarters at 15 Ward St., Bloomfield, N.J.

William E. Davidson, general manager for General Electric's Photo Lamp Dept., Cleveland, Ohio, named general manager, Television Receiver Dept., Syracuse.

Thomas J. Boyle appointed sales manager of Qualitone Background Music, division of Voron Electronics Corp. Mr. Boyle formerly was sales rep for Corn Products Co. and Magnetic Muzak, all Philadelphia.

GOVERNMENT

Warren D. Quenstedt, formerly with law firm of Smith, Hennessey & McDonald, Washington, appointed deputy administrator of National Capital



MONEY TALKS
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If you eavesdrop in the business-paper field, you'll find the circulation dollars saying to the publisher: the man who sent me in *wants* your publication.

For parting with money in exchange for a businesspaper is more than just sweet sorrow—it's proof that the one who parts sets a definite, ascertainable value on the publication.

And, carried to the next logical step, it's an affirmation to the advertiser that the readers are meeting him at least half way.

A lot of very good businesspapers believe this is an important consideration. In fact, by having their circulations audited by the ABC, they voluntarily lay their books open to the scrutiny of interested outsiders and, in a very real sense, invite—and obtain—customer supervision of one of the most vital phases of their businesses.

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

BROADCASTING is the only publication in its field qualifying for ABC and ABP membership.

Transportation Agency. Mr. Quenstedt was once trial attorney for Litigation Section of FCC's General Counsel.

INTERNATIONAL

Douglas Trowell, general manager of CKEY Toronto, elected vp of Shoreacres Broadcasting Co. Ltd.

Don Hartford, manager of CFAC Calgary, Alta., elected president of Western Assn. of Broadcasters, succeeding **Norm Botterill,** CJLH-TV Lethbridge, Alta. Directors elected were **Wilf Collier,** CKRM Regina, Sask.; **Norm Botterill; Al Hammond,** CKRC Winnipeg, Man; **Harry Dekker,** CJNB North Battlefield, Sask.; and **Lloyd Moffat,** CJAY-TV Winnipeg, Man.

J. Peter Elliott, manager of Videotape Productions Ltd., subsidiary of MacLaren Adv. Co. Ltd., Toronto, to manager of video tape commercial division of Robert Lawrence Productions (Canada) Ltd., that city.

Barry Gordon appointed director of laboratory services of Cinesound Ltd., Toronto.

H. F. Taylor, president of Sovereign Films Distributors Ltd., Toronto, has taken over general managership of 16 mm and tv film divisions, succeeding **T. A. Metcalfe,** who resigned.

Gordon Love, CFCN-AM-TV Calgary, Alta., elected to sixth term on board of Broadcast News Ltd., Toronto, as representative of western Canadian stations.

Wilf Dippie, manager of Montreal office of Radio Representatives Ltd., Toronto, retires after 20 years. He will remain as company consultant.

Jose Maria Orlando, Associated Press staff, Montevido, Uruguay, named correspondent in charge of AP bureau, Havana.

Alberto H. Cata, formerly vp, Goar Mestre & Assoc. & Television Interamericana, appointed to newly-created post at CBS-TV Stations Div. as special representative for Latin America.

DEATHS

Richard Middagh Moore, 58, group vp of Shenandoah Life Insurance Co. (WSLS-AM-FM-TV Roanoke, Va.), died June 18 at Roanoke Memorial Hospital, following an extended illness.

FOR THE RECORD

As compiled by BROADCASTING June 15 through June 21. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

ACTIONS BY FCC

***Washington, D. C.—Greater Washington Educational Tv Assn. Inc.** Granted uhf ch. 26 (542-548 mc); ERP 218.5 kw visual, 123.9 kw aural; antenna height above average terrain 587.075 ft., above ground 465 ft. Estimated construction cost $139,000, first year operating cost $150,000. Post office address 1729 H St. NW, Washington 6. Studio location Arlington, Va. Trans. location 5217 19 Rd. N., Arlington. Geographic coordinates 38° 53′ 30″ N. Lat., 77° 07′ 55″ W. Long. Trans. G.E. TF-25-A, ant. G.E. TY-25-C. Legal counsel Krieger & Jorgensen; Consulting engineer John H. Mullaney. Action June 15.

Reno, Nev.—Circle L. Inc. Granted vhf ch. 4 (66-72 mc); ERP 3.69 kw vis., 1.84 kw aur.; ant. height above average terrain —417 ft., above ground 234 ft. Estimated construction cost $295,624, first year operating cost $364,500, revenue $420,000. P.O. address 1545 Wells Ave., Reno. Studio-trans. location—Riverside Hotel, Reno. Geographic coordinates 39° 31′ 28″ N. Lat., 119° 48′ 42″ W. Long. Trans.-ant. RCA. Legal counsel Segal & Marmet. Consulting engineer Ron Oakley. Sole owner is **E. L. Cord,** who owns KFAC-AM-FM Los Angeles. Action June 16.

APPLICATION

***Bloomington, Ind.—Trustees of Indiana University.** uhf ch. 30 (566-572 mc); ERP 16.52 kw vis., 10 kw aur.; ant. height above average terrain 695 ft., above ground 647.4 ft. Estimated construction cost $156,870, first year operating cost $30,000. P.O. address c/o Elmer G. Sulzer, Bloomington. Studio location: Campus, Indiana U., Bloomington. Trans. location: golf course on campus. Geographic coordinates 39° 11′ 30″ N. Lat., 86° 30′ 27″ W. Long. Trans. RCA TTU-1-B, ant. RCA TFU-24-DL. Consulting engineer Martin R. Williams, Indianapolis. Ann. June 16.

New am stations

ACTIONS BY FCC

Centre, Ala.—Cherokee County Radio Station. Granted 990 kc., 250 w D. P.O. address 1145 Walnut St., Gadsden, Ala. Estimated construction cost $12,690, first year operating cost $26,000, revenue $36,000. Applicants are **Ruby Jo Clotfelter** (55%) and **Mac M. Thomas** (45%). Both have ownership interest in WPID Piedmont, Ala. Action June 16.

Newark, Del.—Herman Handloff. Granted 1260 kc, 500 w D. P.O. address 242 Dallam Rd., Newark, Del. Estimated construction cost $35,280, first year operation cost $45,000, revenue $50,000. **Mr. Handloff,** sole owner, has various business interests. Action June 21.

Bellevue, Wash.—Northwest Broadcasters Inc. Granted 1540 kc, 1kw unl. P.O. address 6609 White-Henry-Stuart Bldg., Seattle, Wash. Estimated construction cost $20,402, first year operating cost $55,000, revenue $65,000. Principals include Pres. **Perton Glant** (7.5%), account executive at KJR Seattle and 25% owner of investment firm (Ampac Trading Co.); **Samuel Glant** (12.5%), partner in scrap iron firm and 50% owner of Ampac; Treas. **Irving Glant** (7.5%), 25% Ampac owner; Secy. **Gilbert A. Wellington** (12.5%), 50% owner of Penman-Neil Adv. Agency; Vice Pres. **Stanley Sulman** (12.5%), real estate and record distributorship interests; Ampac (47.5%). Action June 21.

APPLICATIONS

Melbourne, Fla.—Dowdy, Vaughn & Co. 1560 kc; 5 kw D. P.O. address 1416 N.W. 9th Ave., Gainesville, Fla. Estimated construction cost $43,920; first year operating cost $40,000; revenue $50,000. Principals: **R. A. Vaughn, John A. Dowdy** (each 50%). Mr. Vaughn is two-thirds owner of WDVH Gainsville; Mr. Dowdy owns WMGR Bainbridge, Ga., 50% of WGRO Lake City, Fla., 49% of WPUP Gainesville and 50% of an application pending in Quincy, Fla. Ann. June 16.

Kernersville, N. C.—James P. Poston. 1510 kc; 1 kw D. P.O. address 409 W. Front St., Statesville, Ga. Estimated construction cost $17,000, first year operating cost $40,000, revenue $45,000. **James P. Poston,** sole owner, is general manager of advertising firm, owns 25% of WNOH Raleigh and is vice president of radio & tv sales agency. Ann. June 16.

Winston-Salem, N. C.—Stuart W. Epperson. 1500 kc; 1 kw D. P.O. address Ararat, Va. Estimated construction cost $22,422.40; first year operating cost $38,000; revenue $41,000. **Stuart W. Epperson,** sole owner, owns 51% of WKBA Vinton, has been employe of WPVA Petersburg, both Virginia and WPAQ Mt. Airy, N. C. Ann. June 16.

Lebanon, Pa.—Cornwall Bcstg. Co. 1510 kc; 1 kw D. P.O. address Route 5. Estimated construction cost $36,875; first year operating cost $65,000; revenue $65,000. **Austin E. Harkins,** sole owner, owns WBAZ Kingston, N. Y. and has 75% interest in am application in Alkima, Pa. Ann. June 16.

Quakertown, Pa.—Bi-States Bcstrs. 1520 kc; 250 w D. P.O. address c/o Mallyck & Bernton, 621 Colorado Bldg., Washington 5, D. C. Estimated construction cost $17,000; first year operating cost $34,000; revenue $40,000. Principals: **Chandler W. Drummond** (51%), **E. Theodore Mallyck** (49%). Messrs. Drummond and Mallyck own similar interests in am applications in Lebanon, Pa. and Ocean City-Somers Point, N. J.; Mr. Mallyck is partner in law firm and has been staff attorney for FCC; Mr. Drummond owns tungsten refining business and principal interest in machine tool firm. Ann. June 16.

West Chester, Pa.—Edgar G. Shelton Jr. 1520 kc; 250 w D. P.O. address 1735 De Sales St. N.W., Washington 6, D. C. Estimated construction cost $25,800; first year operating cost $75,000; revenue $90,000. **Edgar G. Shel-**

EDWIN TORNBERG
& COMPANY, INC.



Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

ton Jr., sole owner, owns public relations business, has been vice president with ABC and director of U. S. National Security Training Commission. Ann. June 16.

Existing am stations

ACTION BY FCC

■ By decision, commission granted application of Stephens County Bcstg. Co. to change facilities of WNEG Toccoa, Ga., from 1320 kc, 1 kw, D, to 630 kc, 500 w, D; engineering condition. Dec. 21, 1960 initial decision looked toward denying application. Action June 21.

APPLICATIONS

KTBM Jonesboro, Ark.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. June 16.

WBGC Chipley, Fla.—Mod. of license to change hours of operation from unl. to specified hours: Mon.-Sat.: 4:58 am-7:02 pm; Sun: 6:30 am-7:02 pm. Ann. June 16.

WTHR Panama City Beach, Fla.—Cp to change ant.-trans. and studio location, operate trans. by remote control from studio location and change station location to Panama City, Fla. Ann. June 16.

KLIC Monroe, La.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. June 16.

KTLD Tallulah, La.—Cp to change frequency from 1360 kc to 1390 kc, increase power from 500 w to 1 kw and install new trans. Ann. June 16.

WTIK Durham, N. C.—Cp to increase power from 500 w, 1 kw LS to 1 kw, 5 kw LS, make changes in DA system (three-tower array), change from DA nighttime to DA night and day and install new trans. Ann. June 21.

WJPA Washington, Pa.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. June 16.

KSIX Corpus Christi, Tex.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. June 16.

New fm stations

APPLICATIONS

Morris, Ill.—Radio Morris. 104.7 mc; 3.4 kw unl. Ant. height above average terrain 107 ft. P.O. address Rocking-Horse Ranch Rt. 4. Estimated construction cost $16,139.85; first year operating cost $22,600; revenue $26,000. **Ottila E. Greiner**, sole owner, is employe of vending machine manufacturing firm and has owned cattle breeding ranch. Ann. June 16.

Herndon, Va.—Virginia-Potomac Bcstg. Corp. 101.7 mc; 749 w unl. Ant. height above average terrain 268 ft. P.O. address Gregory Building. Estimated construction cost $28,625; first year operating cost $20,500; revenue $21,500. Principals: **Huntington Harris, Howard Ross, Eugene F. O'Connor, Fitzhugh Turner** (each 25%). Mr. Harris is president of press analysis company; Mr. Ross is airline pilot and owner of dairy farm; Mr. O'Connor is owner of real estate firm and half-owner of contracting business; Mr. Turner is vice president and director of two publishing firms. Ann. June 16.

Existing fm stations

APPLICATION

KGUD-FM Santa Barbara, Calif.—Mod. of cp to change frequency from 107.9 mc to 99.9 mc, change ERP from 41 kw to 36.9 kw, change ant. height above average terrain from 2,900 ft. to 548 ft., change ant.-trans. and studio location and change type ant. Ann. June 16.

Ownership changes

APPLICATIONS

WKNB New Britain, Conn.—Seeks assignment of license from **Beacon Bcstg. Co.** to **Louis A. Sodokoff**, d/b as Hartford County Bcstg. Corp., for $270,000. Mr. Sodokoff has been partner in diamond business. Ann. June 19.

KLAK Lakewood, Colo.—Seeks transfer of all outstanding shares of stock in **Lakewood Bcstg. Service Inc.** from **Maurice J. DaVolt, Julia W. DaVolt, Edythe G. Walker** (each 33.33%) to **Edward Smith Scott**, for $310,000. Mr. Scott is owner of production, sales & talent agency, county commissioner of Arapahoe County, and has been mayor of Englewood, both Colorado. Ann. June 16.

WSYL Sylvania, Ga.—Seeks assignment of license from **Sylvania Bcstg. System** to **Sylvania Bcstg. System Inc.**, for $25,000 to be paid for corporation stock. Principals: **Edwin H. Bass, W. Herbert Brannen** (each 50%). Mr. Bass is present licensee of WSYL; Mr. Brannen owns supermarket and two-thirds interest WGSR Millen. Ann. June 16.

KUPI Idaho Falls, Idaho—Seeks assignment of license from **J. Ronald Bayton** to **KUPI Inc.** Principals: **Gene Riesen, Elizabeth Jean Bayton Echo** (each 49%). Mr. Riesen is manager of KUPI and 10% owner of KLAD Klamath Falls, Ore.; Miss Echo is traffic manager and engineer of KUPI. Ann. June 16.

WGUY Bangor, Me.—Seeks transfer of all stock (25%) in Bangor Bcstg. Corp. owned by **Faust Couture** from Mr. Couture to **Louis J. Borgatti**, who is present owner of another 25% of licensee corp., for $7,500. Ann. June 16.

WHMI Howell, Mich.—Seeks assignment of license from **Wirth Bcstg. Co.** to **Frank M. Bignell** (60%), **Benedict F. Hovel, Bernice C. Hovel** (each 20%), for $90,000. Mr. Bignell is employe of WKOW, WKOW-TV Madison, Wis.; Mr. Hovel owns 15.9% of WCUB Manitowoc, Wis. and is employe of WKOW; Mrs. Hovel has had interests in WRRR Rockford, Ill. and KCLN Clinton, Iowa. Ann. June 16.

WJAN Ishpeming, Mich.—Seeks assignment of license from **Tri-City Bcstrs. Inc.** to **James J. Beloungy, Walter D. Steben, Henry H. Schroeder, H. Walter Thompson** (each 25%), for $50,000. Mr. Beloungy has been employe of CBS and has interest in KLFD Litchfield, Minn.; Mr. Steben is technical employe of WBBM-TV Chicago; Mr. Thompson is owner of Chicago closed-circuit telecasting firm; Mr. Schroeder is technical employe of CBS. Ann. June 19.

KUDI Great Falls, Mont.—Seeks assignment of license from **Community Bcstrs. Inc.** to **James F. Hadlock**, for $300,000. Mr. Hadlock is majority stockholder of KBUC Corona and KDAN Eureka, both California, and owns Hollywood advertising agency. Ann. June 16.

KARA (AM), KPAT-FM Albuquerque, N. M.—Seeks transfer of 1% of stock in KARA Inc. from **Walter J. Stiles** to **John P. Gallagher**, present owner of 47%, for $40 in consideration for $15,000 loan, giving Mr. Gallagher and his wife positive control as family group. Ann. June 19.

WVIP Mt. Kisco, N. Y.—Seeks acquisition of positive control of VIP Radio Inc. by Whitney Communications Corp., through acquisition of 350 additional shares of stock in consideration for $600,000 in loans. Ann. June 16.

WKAL Rome, N. Y.—Seeks assignment of license from **Mid New York Bcstg. Corp.** to **Jackson Maurer** (64.10%), **S. B. Maurer, T. B. Maurer** (each 17.69%) d/b as Maurer Bcstg. Corp., for $97,000. Mr. Jackson Maurer has owned 50% of WHKK Akron, Ohio and has been broker; Mr. S. B. Maurer owns development-engineering business; Mr. T. B. Maurer is minister. Ann. June 16.

KCFH Cuero, Tex.—Seeks assignment of license from **Alphonse M. Respondek** (deceased) to **Margaret Respondek** as community administrator of Mr. Respondek's estate and individually his widow. Ann. June 16.

KCLW Hamilton, Tex.—Seeks assignment of license from **Coy Perry** to **San Jacinto Bcstg. Inc.**, for $60,000. Principals include: **Frank J. Hedrick** (53.49%), **J. Scott Noxon** (20.06%), **Errol R. Coker Jr.** (10.03%), **William C. Bennett Jr., Virgil L. Dixon** (each 6.69%). Mr. Hedrick is projectionist for KTRK-TV Houston; Mr. Noxon is announcer for KRBE-FM Houston; Mr. Coker is engineer for KHUL-FM Houston; Mr. Bennett is announcer for KQUE-FM Houston; Mr. Dixon is announcer for KHUL-FM. Ann. June 16.

KJSB (FM) Houston, Tex.—Seeks assignment of cp from **Joel S. Kaufman** to **George B. Hanna** (36.13%), **Theodore Niarhos** (14.33%), **Frank Beshara** (8.59%), **Paul J. Molnar, Mildred J. Molnar, Lorie M. Molnar** (each 7.45%), for $15,000. Mr. Hanna owns insurance agency; Mr. Niarhos is manager of WDBN-FM Barberton, Ohio; Mr. Beshara is owner of insulation company; Mr. Paul Molnar is 50% owner of Lemmon & Molnar Inc. Canton, Ohio; Miss Lorie Molnar is attorney; Mrs. Mildred Molnar is housewife. Ann. June 19.

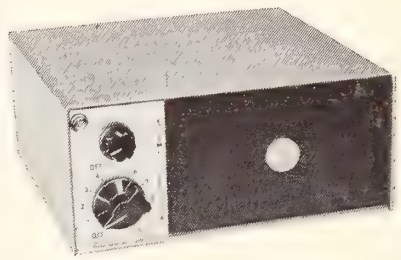
WAVY, WAVY-TV Portsmouth, Va.—Seek assignment of license from **Tidewater Teleradio Inc.** to **WAVY Inc.**, owned by **Gannett Inc.**, for $4,500,000. Gannett Inc. owns WHEC-AM-TV Rochester, WENY Elmira, WINR-AM-TV Binghamton, all New York. Ann. June 16.

Hearing cases

FINAL DECISIONS

■ By decision, commission granted application of Northwest Bcstrs. Inc., for new am station to operate on 1540 kc, 1 kw, DA, unl. in Bellevue, Wash., and denied application of Rev. Haldane James Duff for new station on 1540 kc, 10 kw, DA-1, unl. in Seattle, Wash. Aug. 15, 1960 supplemental initial decision looked toward this action. Action June 21.

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■ By decision, commission granted application of Herman Handloff for new am station to operate on 1260 kc, 500 w, D, DA, in Newark, Del., and denied applications of Alkima Bcstg. Co. and Howard Wasserman seeking same facilities in West Chester, Pa. Sept. 15, 1960 initial decision looked toward this action. Action June 21.

■ Commission gives notice that April 26 initial decision which looked toward granting application of Cherokee County Radio Station for new am station to operate on 990 kc, 250 w, D, in Centre, Ala., became effective June 15 pursuant to Sec. 1.153 of rules. Action June 16.

■ Commission gives notice that April 26 initial decision which looked toward granting application of Circle L Inc., for new tv station to operate on ch. 4 in Reno, Nev. became effective June 15 pursuant to Sec. 1.153 of rules. Action June 16.

STAFF INSTRUCTIONS

■ Commission directed preparation of document looking toward granting application of WIBC Inc. for new tv station to operate on ch. 13 in Indianapolis, Ind., and denying competing application of Crosley Bcstg. corp. (WLWI). Comr. Craven not participating. Announcement of this preliminary step does not constitute commission action in such case, but is merely announcement of proposed disposition. Commission reserves the right to reach different result upon subsequent adoption and issuance of formal decision. Action June 14.

INITIAL DECISIONS

■ Hearing examiner Charles J. Frederick issued initial decision looking toward granting applications of WMRC Inc. (WBIR) Knoxville, Tenn., WINN Bcstg. Corp. (WINN) Louisville, Ky., Southeastern Bcstg. Inc. (WSFC) Somerset, Ky., Standard Tobacco Co. (WFTM) Maysville, Ky., Southeastern Ohio Bcstg. System Inc. (WHIZ) Zanesville, Ohio, and Anderson Bcstg. Corp. (WHBU) Anderson, Ind., to increase daytime power from 250 w to 1 kw, continued operation on 1240 kc, 250 w-N, and Scripps-Howard Radio Inc. (WCPO) Cincinnati, Ohio, and Air Trails Inc. (WCOL) Columbus, Ohio, to increase daytime power from 250 w to 1 kw, continued operaiton on 1230 kc, 250 w-N, each with interference condition and WHIZ with additional engineering condition. Action June 21.

■ Hearing examiner Thomas H. Donahue issued initial decision looking toward granting application of Court House Bcstg. Co. to increase power of station WCHI Chillicothe, Ohio, from 500 w to 1 kw, continued operation on 1350 kc, D. Action June 21.

■ Hearing examiner Thomas H. Donahue issued initial decision looking toward granting application of Jefferson County Bcstg. Co. for new am station to operate on 1480 kc, 500 w, D, in Jefferson City, Tenn. Action June 19.

■ Hearing examiner Walther W. Guenther issued initial decision looking toward granting joint petition of Radio Carmichael and Trans-Sierra Radio to dismiss, but with prejudice, Trans-Sierra's application for new am station to operate on 1430 kc, 500 w, D, DA, in Roseville, Calif., and granting applications of Radio Carmichael for same facility in Sacramento, Jack L. Powell and Alyce M. Powell to increase daytime power of station KVON Napa, from 500 w to 1 kw, with DA-2, continued operation on 1440 kc, 500 w-N, and Golden Gate Bcstg. Corp. to increase daytime power of station KSAN San Francisco, from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N, with interference condition. Action June 19.

■ Hearing examiner Millard F. French issued initial decision looking toward granting applications of Southeastern Bcstg. System Inc., to increase daytime power of station WMJM Cordelle, Ga., from 250 w to 1 kw, and Radio Station WSNT Inc., to increase daytime power of station WSNT Sandersville, Ga., from 250 w to 500 w, each continued operation on 1490 kc, 250 w-N; interference condition. Action June 16.

OTHER ACTIONS

■ By order, commission (1) granted motion by Northeast Radio Inc., for acceptance of untimely filed exceptions to initial decision which looked toward denying its application to increase power of station WCAP Lowell, Mass., from 1 kw to 5 kw, continued operation on 980 kc, D; (2) granted motion by WSUB Groton, Conn., for 10 days in which to file replies, but denied its motion to strike; and (3) vacated May 11 stay order in this proceeding. Action June 21.

■ By memorandum opinion and order, commission granted joint petition for reconsideration, etc., by Catskills Bcstg. Co., Ellenville Bcstg. Co. and Ulster County Bcstg. Co., applicants for new am stations in Ellenville, N. Y., to extent of permitting consideration of merged applicant contemporaneously with consideration of individual applicants by (1) referring petition for merger to chief hearing examiner and (2) in event he determines merger permissible, enlarging issues before hearing examiner. Action June 21.

■ By memorandum opinion and order, commission denied petition by Mt. Holly-Burlington Bcstg. Co., Mt. Holly, N. J., for enlargement of issues in the Burlington-Mt. Holly, N. J., am proceeding. Chmn. Minow dissented. Action June 21.

■ By order, commission granted joint petition by Commodity News Services Inc., and Board of Trade of City of Chicago (complainants), Western Union Telegraph Co. (defendant) and Common Carrier Bureau, dismissed complaints concerning loop rates, and terminated proceeding. Action June 21.

■ By memorandum opinion and order, commission dismissed as moot petition by Interstate Bcstg. Inc. (WQXR) New York, N. Y., for enlargement or clarification of issues as to application of North Penn Bcstg. Co. for new am station in Quakertown, Pa., since dismissed. Action June 21.

■ By memorandum opinion and order, commission denied petition by Interstate Bcstg. Inc. (WQXR) New York, N. Y., to clarify or enlarge issues in proceeding on applications of Berkshire Bcstg. Corp. and Grossco Inc., for new am stations in Hartford and West Hartford, Conn., respectively. Comr. Hyde dissented. Action June 21.

■ By memorandum opinion and order, commission denied petition by Wireline Radio Inc., for reconsideration and grant without hearing of its application for renewal of license of station WITT Lewisburg, Pa. Action June 21.

■ By memorandum opinion and order, commission granted petition by Beacon Bcstg. System Inc., Grafton-Cedarburg, Wis., to extent of enlarging issues to determine character qualifications of Suburban Bcstg. Inc., Jackson, Wis., in proceeding on their applications for new am stations. Comr. Ford dissented and issued statement in which Comr. Hyde concurred. Action June 21.

■ By memorandum opinion and order, commission (1) granted petition by Nathan Frank for reconsideration of hearing order, (2) rescinded March 4 memorandum opinion and order, and (3) waived Sec. 3.610 of rules, approved specification of trans. and ant. site of station WNBE-TV (ch. 12) New Bern, N. C., as amended to specify site on Neuse River, and granted, without requested condition, modified cp for WNBE-TV accordingly. Action June 21.

■ By order commission granted motion by Peoples Bcstg. Corp. and accepted its late filing of reply to joint exceptions to initial decision in proceeding on its application for new fm station in Trenton, N. J. Action June 14.

■ By order commission denied joint petition by applicants for reconsideration and grant without hearing applications for increased daytime power of Radio Station WAYX Inc. (WAYX) Waycross, Ga., Radio Gainesville Inc. (WGGG) Gainesville, Fla., Middle South Bcstg. Co. (WBML) Macon, Ga., Fisher Bcstg. Inc. (WSOK) Savannah, Ga., Ben Hill Bcstg. Corp. (WBHB) Fitzgerald, Ga. and Radio South Inc. (WXLI) Dublin, Ga. Action June 14.

■ By order commission granted request by WHAS Inc., to extent of extending from 20 to 30 minutes time allocated to it for oral argument on June 30 in proceeding on its application to change trans. site of WHAS-TV (ch. 11) Louisville, Ky., increase ant. height and make equipment changes; denied requests by Taft Bcstg. Co. and Aeronautical Intervenors for extension of time for their oral argument. Action June 14.

ORAL ARGUMENT SCHEDULED

■ Commission scheduled Largo, Fla., tv ch. 10 comparative proceeding for oral argument on July 13. Action June 14.

Routine roundup

■ Commission adopted "Glossary of Terms and Abbreviations" pertaining to control of electromagnetic radiation (Conelrad) which will be attached as Annex E to Conelrad Manual for Broadcast Stations for information and convenience of broadcasters participating in this national defense program. Ann. June 21.

■ Personnel in office of secretary will, upon request, date-stamp one extra copy of any document at time it is filed and return that copy to person filing document for his records. First page of document or of cover letter, as case may be, will be stamped. This service cannot be rendered if document is filed by mail. Ann. June 21.

■ On June 9, 1961, U. S. Ambassador at Mexico City and Mexican Minister for Foreign Relations exchanged instruments of ratification of agreement signed on January 29, 1957, between United States of America and United Mexican States concerning radio broadcasting in standard broadcast band. Agreement was brought into force by that exchange. Ann. June 15.

■ Commission granted request by National Association of Broadcasters for extension of time from June 19 to July 10 for filing comments and to July 30 for replies in proposed rule making concerning broadcast announcement of financial interests of broadcast stations and networks and their principals and employees in service and commodities receiving broadcast promotions (plugola). Action June 13.

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

■ Granted petition by Broadcast Bureau and extended to June 19 time to respond to petition to enlarge issues filed by Greene County Radio, Xenia, Ohio, in am consolidated proceeding. Action June 19.

■ Granted petition by Broadcast Bureau and extended to June 26 time to file exceptions to initial decision in proceeding on am applications of Greater Princeton Bcstg. Co., Princeton, N. J. Action June 19.

■ Granted petition by Broadcast Bureau and extended to June 22 time to respond to petition to enlarge, change and clarify issues filed by Carnegie Bcstg. Corp., Pittsburgh, Pa., in am consolidated proceeding. Action June 19.

■ Granted petition by Broadcast Bureau and extended to June 29 time to file exceptions to initial decision in proceeding on

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fm applications of Bible Institute of Los Angeles Inc. (KBBI) Los Angeles, and Benjamin C. Brown, Oceanside, both California. Action June 16.

■ Granted petition by Eleven Ten Bcstg. Corp., and extended to July 21 time to file exceptions to initial decision in proceeding on its application for renewal of license of am station KRLA & aux., Pasadena, Calif., and for license to cover cp. Action June 16.

■ Granted petition by Broadcast Bureau and extended to June 30 time to respond to petitions for review of rulings of hearing examiner filed by WHYY Inc., and Rollings Bcstg. Inc., in Wilmington, Del., tv ch. 12 proceeding. Action June 15.

■ Granted petitions by Independent Indianapolis Bcstg. Corp., Indianapolis, Ind., and extended to June 13 time to respond to several comments and oppositions directed to its April 24 petition to enlarge issues, and to June 14 to respond to comments of Broadcast Bureau directed to Independent's petition to enlarge issues with respect to technical and character qualifications in proceeding on its am application. Action June 13.

■ Granted petition by WTSP-TV Inc., for extension of time to June 14 to file reply brief in Largo, Fla., tv ch. 10 comparative proceeding. Action June 13.

By Chief Hearing Examiner James D. Cunningham

■ Dismissed with prejudice and terminated proceeding on applications of Plains Tv Corp. and Springfield Tv Bcstg. Corp. for transfer of stock interest in Connecticut Tv Inc. (WHNB-TV) New Britain, Conn., and cps of WHNB-TV and WWLP (TV) Springfield, Mass. Applicants gave notice they did not intend to prosecute their applications. Action June 16.

■ Granted joint request by Coastal Tv Co., applicant for new tv station to operate on ch. 12 in New Orleans, La., and Supreme Bcstg. Inc. for mod. of cp of station WJMR-TV New Orleans, to specify ch. 12 instead of ch. 20, for approval of merger agreement whereby Supreme stockholders will become 40 percent partner of Coastal Tv Co.; dismissed Supreme application; returned amended Coastal application to presiding hearing examiner for appropriate proceedings and issuance of initial decision. Action June 16.

■ Granted petition by Niagara Bcstg. System (WNIA) Cheektowga, N. Y., for leave to intervene in proceeding on am application of Crawford County Bcstg. Co. (WTIV) Titusville, Pa. Action June 16.

■ Granted petition by Pee Dee Bcstg. Co. (WLSC) Loris, S. C., to dismiss, but with prejudice, its am application, and retained in hearing status remaining applications in consolidated proceeding. Action June 15.

■ Issued notice of following witnesses(all from New York City) who, among others, will appear and give testimony in ensuing sessions in study of radio and tv network broadcasting scheduled to convene June 20 in U. S. District Courthouse, Foley Square, in New York City: David Susskind, executive vice president, Talent Associates-Paramount Ltd.; Worthington Miner, National Telefilm Associates Inc.; George Schaefer, president, Compass Productions Inc.; William Todman, Goodson-Todman Productions; Mrs. Mildred Freed Alberg, president, Milberg Enterprises Inc.; Ernest Kinoy, president, Writers Guild of America-East Inc.; Perry Como, president, Roncom Productions Inc.; Dave Garroway; Bob Banner, president, Bob Banner & Associates; Paddy Chayefsky, 850 Seventh Ave.; Fred Coe, producer, 171 E. 62nd St.; Sylvester L. Weaver, McCann-Erickson; Albert McCleery, producer, CBS Studios; Mark Goodson, Goodson-Todman Productions; Robert Saudek, president, Robert Saudek Associates Inc.; Irving Mansfield, president, Impa Productions Ltd.; David Davidson, national chairman, Writers Guild of America; H. William Fitelson, general manager, Theatre Guild; Fred Friendly, producer, CBS; Henry Jaffe, president, Henry Jaffe Enterprises Inc.; Daniel Petrie, c/o Talent Associates-Paramount Ltd.; Tad Mosel, 405 E. 54th St.; Erik Barnouw, professor, Columbia University; Gore Vidal, 360 E. 55th St.; Ed Sullivan, 502 Park Ave.; Irving Gitlin, c/o NBC; Robert Alan Arthur, 525 Lexington Ave.; Robert Gessner, professor, New York University. Action June 15.

■ Granted joint petition by Suburban Bcstg. Inc., and Camden Bcstg. Co., applicants for class B fm stations in Mount Kisco, N. Y., and Newark, N. J., respectively, for approval of merger agreement by formation of new corporation in which each party will have equal interest in proposed Newark station, accepted Suburban amendment to specify operation on class A fm channel in Mount Kisco, removed its application from hearing and returned to processing line; and returned Newark amended application to presiding hearing examiner for appropriate proceedings. Action June 15.

By Hearing Examiner Thomas H. Donahue

■ Dismissed as moot petition by Washington Bcstg. Corp. (WOL) Washington, D. C., and Cumberland Valley Bcstg. Corp. (WTBO) Cumberland, Md., for severance in proceeding on their am applications. Action June 14.

By Hearing Examiner Asher H. Ende

■ Granted motion by Lorenzo W. Milam, Seattle, Wash., for extension of time to exchange exhibits and request witnesses for cross-examination in proceeding on his fm application and that of Eastside Bcstg. Co. Seattle; (1) Exchange of exhibits from June 15 to July 6, and (2) notification of witnesses, if any, desired for cross-examination from June 22 to July 13. Action June 16.

■ Issued order following further prehearing conference in proceeding on am application of WIRY Inc., Lake Placid, N. Y.; direct case of applicant shall be presented in written sworn exhibits and copies of proposed exhibits shall be supplied to Broadcast Bureau and hearing examiner by June 23, provided, however, that supplemental and revised financial information tendered by applicant with petition for leave to amend and accepted by order released May 18, now one file as part of application, is, at applicant's request, considered its presentation, in lieu of an exhibit, purporting to satisfy the financial issue; Broadcast Bureau, by June 23, shall notify applicant whether aforementioned amendment to application satisfies all questions which bureau has with respect to financial issues, and applicant is given until June 27 to submit such additional information to satisfy any questions with respect to financial issue that bureau counsel may have; bureau shall, by June 27, notify applicant of names of witnesses he desires to cross-examine and applicant shall make such witnesses available for cross-examination at hearing; scheduled hearing for June 30; agreements and undertakings entered into between parties concerning future conduct of hearing approved as set forth in transcript of further prehearing conference. Action June 15.

■ On own motion, scheduled prehearing conference for June 22 at 2:00 p.m. in matter of American Telephone & Telegraph Co.—regulations and charges for developmental line switched service. Action June 14.

■ Granted petition by WIFE Corp., Indianapolis, Ind., and scheduled oral argument on June 20 on requests contained in its petition for leave to amend its application to delete certain participants, change status of others, etc.; allowed proponents of relief requested by WIFE as group and opponents thereof as group each 20 minutes to present respective arguments, with additional citations to be given by participating counsel; and ordered counsel for WIFE to furnish examiner and each party participating in oral argument written statement by June 20 containing specified requested information. Action June 13.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Seaway Bcstg. Inc., and continued July 6 hearing to Sept. 12 to specific hour and place to be set forth in subsequent order in matter of revocation of cp of WMPP Chicago Heights, Ill. Action June 15.

■ Upon oral request of Broadcast Bureau, and with consent of counsel for applicants, scheduled hearing conference for June 22 in New Orleans, La., tv ch. 12 proceeding. Action June 15.

By Hearing Examiner Millard F. French

■ Formalized agreements and rulings made on record at June 12 prehearing conference in proceeding on application of Strafford Bcstg. Corp. (WWNH) Rochester, N. H., ordered exchange of exhibits in final form on Sept. 14 and continued hearing from July 12 to Sept. 27. Action June 14.

By Hearing Examiner Walther W. Guenther

■ Granted request by Audio House Inc., for continuance of prehearing conference from June 19 to July 12 and hearing from July 20 to July 27 in proceeding on its application for cp for fm station KRPM San Jose, Calif. Action June 14.

By Hearing Examiner Isadore A. Honig

■ Issued memorandum of ruling formalizing announcement of ruling made by hearing examiner following June 16 oral argument and denied letter request of counsel for News-Sun Bcstg. Co., Waukegan, Ill., for issuance of order directing Mr. Walter A. Hotz, principal of applicant Radio America, Chicago, Ill., to appear for cross-examination when hearing reconvenes on June 19, in fm proceeding. Action June 16.

■ On own motion, scheduled oral argument for June 16 at 12:00 noon, on June 12 letter request of News-Sun Bcstg. Co., Waukegan, Ill., requesting that order be issued directing Mr. Walter A. Hotz, principal of applicant Radio America, Chicago, Ill., to appear and be available for cross-examination when hearing reconvenes on June 19 in proceeding on their fm applications; each party will be allowed 10 minutes for argument in chief and five minutes for rebuttal. Action June 14.

By Hearing Examiner Annie Neal Huntting

■ On own motion, continued June 21 hearing to June 28 in proceeding on am applications of Berkshire Bcstg. Corp., Hartford, and Grossco Inc., West Hartford, both Conn. Action June 16.

■ Granted request by Torrington Bcstg. Inc. (WTOR) Torrington, Conn., and continued June 23 prehearing conference to June 30 at 9:00 a.m., in proceeding on its am application. Action June 15.

■ On own motion, continued June 26 prehearing conference to June 30 at 2:00 p.m., in proceeding on am applications of Marshall C. and Sarah C. Parker, Tupelo, Miss. Action June 15.

By Hearing Examiner Forest L. McClenning

■ Issued order formalizing certain agreements made at June 16 prehearing conference in proceeding on am applications of Ebony Enterprises Inc., and William Norman Peal, both Chadbourn, N. C.: (1) Direct cases of applicants shall be presented by written sworn exhibits and copies thereof supplied other parties and hearing examiner on or before July 18; (2) Notification of witnesses to be called for cross-examination shall be given on or before July 21. Action June 16.

By Hearing Examiner Herbert Sharfman

■ Issued statement and order after prehearing conference and scheduled certain procedural dates in proceeding on am application of Peach Bowl Bcstrs. Inc. (KUBA) Yuba City, Calif.; hearing advanced from July 25 to July 13; granted petition by KUBA for leave to amend its application to change type trans. Action June 16.

By Hearing Examiner Elizabeth C. Smith

■ Granted joint petition by Citizens Bcstg. Co., Lima, Western Ohio Bcstg. Co., Delphos, Raymond I. Kandel and Gus Zaharis, Zanesville, and Muskingum Bcstg. Co., Zanesville, all Ohio, and continued June 16 hearing to June 30 in proceeding on their am applications. Action June 15.

■ Scheduled further prehearing conference for June 29 in proceeding on am applications of Radio Station WAYX Inc. (WAYX) Waycross, Ga. Action June 16.

BROADCAST ACTIONS

by Broadcast Bureau
Actions of June 20

KNFM (FM) Midland, Tex.—Granted assignment of license to Rudolph M. Rubin Jr., James R. Flavors and William R. Metler d/b under same name.

WFQM (FM) San Juan, P. R.—Granted license for fm station.

KLFM (FM) Long Beach, Calif.—Granted license for fm station.

■ Granted following stations licenses covering increase in daytime power and installation of new trans.: WIGM Medford, Wis., and KVNU Logan, Utah.

KBIZ Ottumwa, Iowa—Granted license covering installation of new trans.

WSRO Marlborough, Mass.—Granted license covering changes in DA system (relocate one tower at same site).

KMEO Omaha, Neb.—Granted license covering installation of new type trans.

WTOL-FM Toledo, Ohio—Granted license covering increase in ERP and ant. height, change ant.-trans. location, make changes in ant. system, installation of new trans., change type ant., and make changes in trans. equipment.

WHIO-FM Dayton, Ohio—Granted license covering change in ERP, ant. height, ant.-trans. location, and installation of new ant. and ant. changes.

KGMJ (FM) Seattle, Wash.—Granted license covering increase in ERP and ant. height, change in ant.-trans. location, type trans. and ant. and ant. changes.

WINC Winchester, Va.—Granted license covering increase in daytime power.

WOI Ames, Iowa—Granted license covering change in ant.-trans. location, installation new ant. and ground system and new trans. and operation by remote control.

KENS San Antonio, Tex.—Granted license covering installation of new trans. as auxiliary daytime and alternate main nighttime.

KGFF Shawnee, Okla.—Granted license

covering changes in ant. system.

WPBN-TV Traverse City, Mich.—Granted extension of completion date to Dec. 18.

Actions of June 19

KUFM (FM) El Cajon, Calif.—Granted extension of authority to Sept. 1 to remain silent.

WRSV (FM) Skokie, Ill.—Granted assignment of cp to Radio Skokie Valley Inc.

WOWW Naugatuck, Conn.—Granted license for am station and change studio location.

■ Following stations were granted licenses covering increase in daytime power and installation of new trans.: KATI Casper, Wyo.; KCLX Colfax, Wash.; KBBR North Bend, Ore.; KTTR Rolla, Mo.; KFAM St. Cloud, Minn.; condition; KSUE, Susanville, Calif.

WTSL Hanover, N. H.—Granted license covering increase in daytime power and change type trans.

KTTR Rolla, Mo.—Granted license to use old main trans. (composite) as auxiliary trans. at main trans. location.

WKLK Cloquet, Minn.—Granted license covering increase in daytime power.

WAMS Wilmington, Del.—Granted license covering increase in daytime power, change from DA-1 to DA-2 when WBNX operates and WAWZ is silent and installation of new trans.

KMBY Monterey, Calif.—Granted license covering change in ant.-trans. location, make changes in ant. system and delete remote control.

KFMJ Tulsa, Okla.—Granted license covering installation of new trans. and change studio location (deletion of remote control).

KSAL Salina, Kans.—Granted license covering installation of new trans.

WJRT (TV), WSAZ-AM-TV, WJR-AM-FM Flint Mich., Huntington, W. Va., and Detroit, Mich.—Granted mod. of licenses to change name to The Goodwill Stations Inc.

Actions of June 16

WCBE Columbus, Ohio—Remote control permitted.

WINE Pittsburgh, Pa.—Granted change of remote control authority.

KHAR Anchorage, Alaska—Granted license for am station.

■ Granted licenses for following fm stations: WRNJ (FM) Atlantic City, N. J., ERP 2.3 kw; WDBM-FM Statesville, N. C., and change type trans.; KCPA-FM Dallas, Tex.; WKKD-FM Aurora, Ill.

WKDN-FM Camden, N. J.—Granted license covering installation of new trans.

KGLA (FM) Los Angeles, Calif.—Granted license covering changes in ant. height and change in ant.-trans. location.

KHFM (FM) Albuquerque, N. M.—Granted license covering increase in ERP, installation of new trans. and ant. and changes in ant. system.

WOAY-FM Oak Hill, W. Va.—Granted license covering change of ant., decrease in ERP and increase of ant. height.

WCHA-FM Chambersburg, Pa.—Granted license covering installation of new trans.

WBSR Pensacola, Fla.—Granted license covering increase in daytime power and installation of new trans.

KACI The Dalles, Ore.—Granted license covering installation of new trans.; condition.

WNOR Norfolk, Va.—Granted license to use old main trans. as auxiliary daytime and alternate main nighttime trans. at main trans. location.

WBAY-TV Green Bay, Wis.—Granted cp to make changes in ant. system and other equipment; ant. height 1,205 ft. (main trans. & ant.)

WTVJ (TV) Miami, Fla.—Granted cp to utilize old trans. located in Hotel Everglades, 244 Biscayne Blvd., Miami, as auxiliary trans. (aux. trans. & ant.)

Actions of June 15

KMED Medford, Ore.—Remote control permitted.

KDRS Paragould, Ark.—Remote control permitted.

KSFX San Francisco, Calif.—Remote control permitted.

■ Granted licenses for the following fm stations: KSHE Crestwood, Mo.; KATT Woodland, Calif.; WACO-FM Waco, Tex.

***WTJU (FM) Charlottesville, Va.**—Granted license covering installation of new trans.

KERO-TV Bakersfield, Calif.—Granted cp to maintain ant. as auxiliary facility at main trans. site.

K78AS Santa Rosa, N. M.—Granted extension of completion date to Dec. 31.

Continued on page 115

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING June 22

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,543	57	112	827
FM	828	53	194	130
TV	486[1]	55	89	97

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING June 22

	VHF	UHF	TV
Commercial	464	77	541
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC June 22

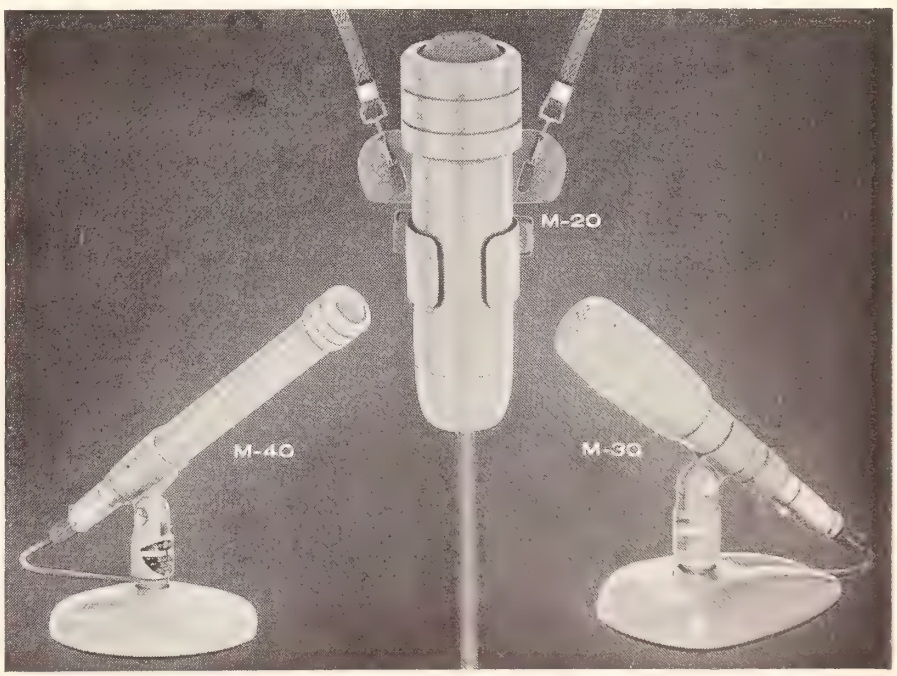
	AM	FM	TV
Licensed (all on air)	3,531	795	486[1]
Cps on air (new stations)	41	71	55
Cps not on air (new stations)	153	210	92
Total authorized stations	3,725	1,076	644
Applications for new stations (not in hearing)	541	73	26
Applications for new stations (in hearing)	198	22	54
Total applications for new stations	739	95	80
Applications for major changes (not in hearing)	513	53	39
Applications for major changes (in hearing)	205	5	16
Total applications for major changes	718	58	55
Licenses deleted	0	0	0
Cps deleted	0	4	0

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

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M-40 response 40-20,000 cps • output —57 db • 9½ inches long, 1 inch in diameter • 11 ounces. M-30 response 50-18,000 cps. • output —57 db • 6½ inches long, 1¾ inches in diameter at head • 16 ounces. M-20 response 60-18,000 cps • output —57 db • 4 inches long, 1 inch in diameter • 3½ ounces. For more information contact your Collins sales engineer or write.

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New 1 kw day with good music format will be on in August. Need manager who is salesman. KATQ, Floyd Bell, Box 1051, Texarkana, Texas.

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Baltimore—Good money and top future for salesman who is looking upward. Multiple chain. Box 756E, BROADCASTING.

Salesman for Texas single station market. Liberal draw, car allowance and commission. Right man can advance according to ability. Send full information to Box 838F, BROADCASTING.

Can you sell successfully in Wyoming's richest market with two to one top rating? Excellent opportunity for producing salesman in growing organization. KATI, Casper, Wyoming.

KVNI in beautiful Coeur d'Alene, Idaho has opportunity for experienced salesman. Must be progressive. Guarantee plus commission. Start immediately. Send references and photo.

KVON, Napa, California expanding sales staff. Contact Powell, Baldwin 6-2023.

Salesman, experienced. Good guaranteed draw. Unexcelled community acceptance. We are buying another station, get in on a growing, progressive organization. WHLT, Huntington, Indiana.

Account executive position open immediately for experienced radio and promotion man in county seat, single station market. Salary $510 monthly, plus good commission. Contact E. J. Hahn, phone 3827711 only, Carmi, Illinois, after 6:00 p.m. or write Box 31, Carmi, Illinois. Interview required.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Announcers

Immediate opening for dj in 75,000 central New York market. Prefer man who can fit into tight production format. Send resume, tape, requirements to Box 296F, BROADCASTING.

Announcer, first class ticket in medium mid-Atlantic market. Maintenance secondary. Box 584F, BROADCASTING.

Afternoon announcer—Must have 1st phone for New England 5,000 watt station. Salary arranged. Prefer married man. Send tape, photo, resume. Box 749F, BROADCASTING.

Announcer—1st phone, we will pay a minimum of $7,000 to the right man. Top station in medium midwest market. Adult programming. No maintenance. Must have a minimum of 5 years experience. Send photo, resume and present air schedule. This is a permanent position with plenty of extras. Box 757F, BROADCASTING.

Virginia 5000 watt station has opening for topnotch morning man. Good salary. Send tape, photo and resume. All tapes returned. Box 782F, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Still auditioning for Fall opening upstate New York. Experienced compatible personality. Versatility, reliability, showmanship required. Personal interview after tape, photo, resume salary requirements. Box 829F, BROADCASTING.

Texas station needs bright and mature morning man. No top 40. $400.00 per month to start. Tape and resume to Box 837F, BROADCASTING.

First phone immediately! #1 within western state. What else can you do? All combinations considered. Write Box 860F, BROADCASTING.

Midwest 1000 watt has immediate opening for combo with first phone. 6 p.m. to midnight shift. Box 872F, BROADCASTING.

New York metropolitan area—Growing suburban station seeks experienced staff announcer with solid command of broadcasting basics. If you have pleasant air voice, polished news and commercial delivery, are musically middle-of-the-road and want to grow with us, speed complete resume and audition tape to Box 902F, BROADCASTING.

Major market radio. Disc jockies, strong personalities with sense of timing and pacing. Production manager—know music and production, good air voice, creative. Newsmen—gather and write own material, authoritative air delivery. Send tape, resume and references. Box 874F, BROADCASTING.

Modern radio personality for tight format, not top 40. Production ability. Advance with growing organization. KATI, Casper, Wyoming.

KATQ-new 1 kw with good music format needs pd-announcer. Floyd Bell, Box 1051, Texarkana, Texas.

Good sound staff announcer for network radio affiliate. Chance for someone who desires to be permanent to find themselves a home. Must have at least three years experience. Good quality voice. Also opportunity to work into tv side of operation. No drifters or booze hounds need reply. Send tape and resume with first letter. All replies confidential. Reply to Bob Verdon, Chief Announcer, KFBC Radio, Cheyenne, Wyoming.

Sports announcer with experience. KOLT Scottsbluff, Nebraska. 5 kw CBS station.

1000 watt station seeking experienced staff announcer. Must like good music, adult programming. Rush tape, details, KSIB, Creston, Iowa.

Wanted, 2 experienced announcers immediately. Must be able to work tight board. State salary and all details with first letter. Bob Powell, WCNF, Weldon, N. C. Telephone Jefferson 6-3115. No collect calls, please.

Announcer-1st phone wanted at No. 1 rated station with tight-as-a-drum swing format. No r&r. Limited maintenance, emphasis on air work and production ability. Salary open. Send tape, resume, photo to WHYE, Box 1187, Roanoke, Va.

Immediate opening for experienced announcer. Good future with six-station family chain. Manager, WPNC, Plymouth, North Carolina.

Expanding chain has openings for deejays in Chattanooga. Good opportunity for right men. Send tape and resume to Don Wick, WQOK, Greenville, S. C.

Help Wanted—(Cont'd)

Announcers

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Technical

Chief engineer with or without announcing. 250 watter southeast New York. Box 457F, BROADCASTING.

Engineer, heavy on maintenance and/or hot control operator for vacation relief in Los Angeles. Box 758F, BROADCASTING.

Open August 15, permanent engineering position for man experienced in transmitter and general equipment maintenance. Prefer man over 30 who wants to settle down to a permanent position. Box 814F, BROADCASTING.

Engineer: To install and maintain professional recording equipment and service tape recorders and hi-fi equipment. First phone preferred but not necessary. Send references, photo and applications. Box 817F, BROADCASTING.

Need two engineer-announcers (1st class). Start August, 61. Box 856F, BROADCASTING.

Florida Gulf Coast, combination first phone, strong on tight board and maintenance. Salary based on ability. Expanding multi-station affiliate. Box 867F, BROADCASTING.

Engineer—no announcing—opportunity in major midwest market for man experienced in production, maintenance, and construction. Box 871F, BROADCASTING.

Engineer, capable of quality maintainance: Double on air or in office. Salary according to variety of talents. Western station. Box 887F, BROADCASTING.

Engineer-announcer for new 1 kw. On in August. KATQ, Floyd Bell, Box 1051, Texarkana, Tex.

Chief engineer. 1 kw-am-fm. WBAB Babylon, Long Island, N. Y.

Engineer—First class ticket. Prefer control room experience although not necessary. 5 kw full time station. Excellent opportunity for right man. Write WDRC, Hartford, Connecticut.

Engineer for night transmitter shift, permanent. Contact Howard Ryan, WING, Dayton 2, Ohio.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Production—Programming, Others

Program manager for major midwest radio station. Must be strong administrator as well as practical creative man with good public service background. Supply photo, complete resume including salary requirements in full confidence. Box 793F, BROADCASTING.

Experienced newsman for western Pennsylvania daytimer. Must be able to gather news, write it, and announce it. Send 7½ tape, details of experience, photo, and salary requirements. Box 861F, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Production opening. WIRL Peoria, Illinois. Must be capable of writing, producing, and delivering highly produced announcements. Call Howard Frederick.

Wanted, typist 20 hours weekly in exchange for full course. National Academy of Broadcasting, 3338 16th St., N.W., Washington, D. C.

RADIO

Situations Wanted—Management

General or commercial manager available soon. Excellent record. Finest references. Extensive radio and newspaper experience. Will improve sales and operation for aggressive owners. Box 754F, BROADCASTING.

Attention Virginia broadcasters! Experience in all phases small market operation, since 1945. Five years managerial. Have 1st phone —Good sales record—Community minded— 39 years old. Willing to invest lightly. Available August 15. Box 813F, BROADCASTING.

Manager strong on sales with programming experience for fm station southwestern state. At least three years sales experience. Box 826F, BROADCASTING.

Mr. Station Owner—Convinced that ability, honesty and loyalty are traits that can't be found in one person? Try me. Offer management, sales, announcing, copywriting. 36, family, college graduate, 12 years all phases, 5 management. Box 831F, BROADCASTING.

Manager. Now managing top regional station in multiple station market. Mid 30's. 12 years experience, last six with present station. Solid, dependable, with excellent management record. If you are looking for a manager for your medium market station, let's get together. Box 834F, BROADCASTING.

Presently assistant manager in major market, looking for management opportunity. Strong sales, programming, 1st phone engineer. Any market, anywhere. Box 857F, BROADCASTING.

I'm interested in a manager's position only if I can be a vigorous, constructive, creative advocate for your station. Prefer small or medium market. Eight years in sales with management experience. Box 878F, BROADCASTING.

Ready for first management position! College grad, 27, vet. Experienced in small, medium, large market. Two years with present #1 station. Above average ability to announce, write, produce, sell. Size and location of market second to opportunity. Box 882F, BROADCASTING.

Manager, small, medium market. Experienced management, sales, programming, announcing, etc. Prefer southeast. Box 890F, BROADCASTING.

General-commercial manager soon available due to station sale. Over 25 years top management same organization, radio-tv. Agency, Washington, network contacts. Technical background. Excellent productive record. Medium market radio desired. Best industry references. Box 897F, BROADCASTING.

Man-wife combo to manage small market station in Virginia, West Virginia, Maryland, Pennsylvania, Delaware, North Carolina. Will invest a few thousand dollars or will take stock as part pay. Box 898F, BROADCASTING.

Need a station manager or program director with youth, experience and ability? Have sold my 5 kw looking for bigger market. In broadcasting since 1948, still under 30. Know all phases announcing, news, programming and play-by-play. Agency connections. Can really move in a fast operation. Can increase your billing while keeping costs down. Family man, college. Don't smoke or drink. Will travel for right offer. Personal interview a must. Available August 1-15. Box 900F, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Desire southern Florida. Six years experience, morning man, employed, crack salesman. Married. Box 881F, BROADCASTING.

National sales manager (television or radio). Self-starting sales producer wants job with challenge and growth potential. 13 years experience sales manager, station manager, rep sales. Strong sales and administration. Last six years N. Y. C. Interested in midwest, southwest, west. Will meet your rep in New York. Box 779F, BROADCASTING.

Announcers

Soft-sell personality with thorough musical knowledge, including classical desires afternoon or all-night spot. B.S. degree, excellent references. Experience as pd. Box 451F, BROADCASTING.

Experienced chief engineer, announcer desires classical music station employment. Tape. Box 742F, BROADCASTING.

FMers with big plans: Experienced announcer-pd, 1st ticket, available. Box 773F, BROADCASTING.

Announcer—Experienced. General broadcasting; good recorded music "not too far out" either way; "good voice, effective language, pleasant personality." Excellent references. Box 795F, BROADCASTING.

Announcer, dj. 7 years experience. Tight production. Prefer northeast. Family. Box 810F, BROADCASTING.

Young announcer, not screaming r&r type, looking for job in N. Y. state, Connecticut area. Tape, etc. available on request. Box 811F, BROADCASTING.

New England only, permanency a must, married, three years experience. Box 816F, BROADCASTING.

Pleasant, relaxed style, knowledge tasteful music. News, 4 years experience, medium market. Box 818F, BROADCASTING.

Morning man. Swings well, experienced, family, dependable, midwest preferred. State format and salary. Box 819F, BROADCASTING.

Outstanding personality. The finest references. Consistently top rated. Mature and personable young man interested in a major market. Box 824F, BROADCASTING.

Recent tv and radio education graduate with limited but actual experience in all phases desires permanent position with good music station. Ambitious, 21, and married. Look me over. Box 827F, BROADCASTING.

Announcer, personality jock, first phone, experienced. Family man, 25, seeking steady employment. Preferably in midwest. Salary $110. Box 828F, BROADCASTING.

Deep voice—Deejay—Newsman currently top-rated medium midwest market. I'm looking! Box 842F, BROADCASTING.

Experienced radio-tv announcer/production. Young, family, dependable, conscientious. Available immediately. Box 843F, BROADCASTING.

Permanent late night dj shift wanted. B.A. 9 years. Box 846F, BROADCASTING.

Sports director looking for sports minded station. Finest of references. Box 852F, BROADCASTING.

Announcer-dj — Capable of authoritative newscasts, tight production, good ad lib. Fast board. College, married, non-floater. $elling sound. Box 853F, BROADCASTING.

Sold solid humorous adult morning man desires greater challenge. Knows variety and bright listenable, sell-able music. Mature commercial approach, strong newscaster. Seven years; family. Virginia northward or Florida. Include pertinent details. Box 862F, BROADCASTING.

Single negro girl wanted as partner. Satire-dj show. Box 848F, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Experienced radio and tv—solid knowledge radio; basic knowledge tv. Seeking to relocate as dj-announcer-southern New England, greater New York City area. Box 865F, BROADCASTING.

Memphis or 100 mile vicinity job. Last year Carolina radio. Box 866F, BROADCASTING.

Negro announcer-dj—Adaptable for fast and tight production, swingers, adult sound. Mature understandable newscasting. Justice done to commercial copy. Fast board, college, married. Permanent position desired. Box 854F, BROADCASTING.

D.J. Humorist wants manager to direct career. Satire-jazz. Box 847F, BROADCASTING.

Distaff news; participation in and reporting of community activities is this gal's goal. Effective delivery, pleasing personality on-air and off. Thoroughly trained. Light broadcast experience: heavy pr background. Details, tape. Box 877F, BROADCASTING.

Broadcasting school graduate seeks start in radio. Prefer Pennsylvania area; will consider all offers. Resume and tape available. Box 883F, BROADCASTING.

Versatile negro announcer looking for employment. Will travel, at earliest convenience. Box 884F, BROADCASTING.

If you want quality, audience appeal, "Real Radio," "That little ole d.j.—me." Box 885F, BROADCASTING.

Experienced, married want to settle down—dj—operate board. Do any show, good ad-lib. Excellent reference from last employer. Box 886F, BROADCASTING.

Negro dj experienced, versatile. Looking for the door of opportunity. Box 889F, BROADCASTING.

Top personality, highest Pulse rating, top forty market only . . . ten years experience, highly successful with all type programming. Box 893F, BROADCASTING.

Top sports man. 13 years experience. Dependable family man—37—college graduate. Box 894F, BROADCASTING.

Family man 33 wishes to relocate in the midwest, 14 months experience, prefer news, no top "40." $75 minimum. Box 899F, BROADCASTING.

Profits? Profits? Profits!! Swinging dj for east will overstuff you! Box 903F, BROADCASTING.

Top rated morning dj-pd wants major east market. Format or relaxed. Box 908F, BROADCASTING.

Announcer, desires immediate work, 28, vet, single. Will travel anywhere. Strong on dj and news. Operate tight board. For tape, photo and resume contact Jack Cronin, 8947 South Leavitt St., Chicago, Ill. Call collect BE 8-5757.

Need an aggressive disc jockey, staff announcer, newscaster or smooth board man? Two years experience, college, married, first phone. Paul E. Kidd, Jr., 1926 Palm Grove, Los Angeles, California.

Country music dj desires job in c&w station. Age 27. Married. 2 years experience on air. 5 years professional c&w music. Run own board. Tight production. Presently on air. Desire midwest or middle south location. Will send tape and resume. Gene Norell, WRIG, Wausau, Wisconsin. Home: VI 7-9615.

Technical

Experienced chief engineer, announcer desires classical music station employment. Tape. Box 742F, BROADCASTING.

First phone-dependable 37, single, good maintenance, SRT grad, sober, seeks Virginia, Kentucky area, available immediately. Box 820F, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Chief, any power, am/fm. Experienced in construction, maintenance, remote control, directional. No announcing. Write Box 873F, BROADCASTING.

Need a good first-class engineer, weekend announcer, worker . . . I'm your man for $100 per week. Box 896F, BROADCASTING.

Chief-engineer announcer. 3 years experience. 4 years college and technical school. Available immediately. Gerald Wear, Rt. 1, Fayetteville, N. C. HE 2-4836.

Experienced first class licensed operator-chief-announcer. Available immediately, permanent position. Make offer. Downie, Room 4, Bayard Hotel, Dover, Delaware, RE 4-9954.

First phone combo man, desires change. Will be ready to travel July 19. Prefer Central or eastern North Carolina, Gene Stephens, 821 19th St., N.W., Washington 6, D. C. ST 3-3614.

Situations Wanted—(Cont'd)

Production—Programming, Others

Newsman-announcer-manager. Many years of experience in all phases. Box 825F, BROADCASTING.

News director, medium market kw desires move up to large news department. Currently top rated news program in a 5 station market. Air work and writing excellent. College degree, family, veteran. Box 835F, BROADCASTING.

Radio-tv newsman, weathergirl. Man with 5 years announcing, pd, production, tv, stringer; B.A.; $100. Wife with 1½ years dj, traffic, copy, runs board; B.A. Box 840F, BROADCASTING.

News director-editor-announcer. Strong, authoritative delivery. Seeking eastern metropolitan operation. Gather, write and broadcast. Married, dependable. Tape, resume. Box 841F, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Educator, four years all phases radio experience. Desire news, programming, some sales, managerial training opportunity. Must have northeast medium market pleasant community, serious, sober working companions, salary to make family comfortable. Box 844F, BROADCASTING.

News director, 10 years with top-rated small station wants to move to major market east of Mississippi. College graduate. Family. Box 851F, BROADCASTING.

Radio-tv news editor with international reporting experience seeks permanent location in small-city post. Married, settled, well seasoned at 30. Flair for good imaginative writing can also be applied to documentaries. No air personality but good appearance and one of the best news directors in the business. Prestige news first preference. Box 855F, BROADCASTING.

College instructor in broadcasting available September 1st. Masters degree, 1st class license, ten years commercial and educational experience. Box 859F, BROADCASTING.

Top news talent now available! Offering increased sales with alert and authoritative voice and talent that's worked for two top chains. Created and maintained present award-winning staff. Northeast; run your dept. or join top staff. Married, college journalism. Arrange interview. Box 863F, BROADCASTING.

Desire program directorship with authority. 10 years experience in all phases. No top 40. Prefer small to medium market. Ultimate goal: Management. Desire permanency. Family. 30. Box 864F, BROADCASTING.

Sports director, 6 years play-by-play experience. Can combine with news. Box 879F, BROADCASTING.

Newsman-mature. Experienced writing, editing, producing. Good references. Immediately available. Tape, resume. Box 880F, BROADCASTING.

University grad, vet, family man, 8 years in radio—past 2 as pd of market's top station desires position. This 10 kw prospered from my production techniques, promotion ideas, staff management abilities. Like job, but somewhere there's a manager who needs right hand for routine and special chores who offers pay and benefits that'll drag me away. Have dj air check, promotion and production samples, references. Box 907F, BROADCASTING.

Copywriter—broadcast school trained. Male. Experienced. Excellent references. Car. Available now. Request samples. 609 Cook Street, Lewistown, Montana.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)_____

☐ **TF** (until forbid)

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payment in advance)

☐ **Help Wanted**—25¢ per word—$2.00 minimum

☐ **Display ads** $20.00 per inch—STATIONS FOR SALE advertising require display space

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ **All other classifications** 30¢ per word—$4.00 minimum

(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

SITUATIONS WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

FOR SALE

☐ equipment

WANTED TO BUY

☐ stations
☐ equipment

ADDITIONAL CATEGORIES

☐ Instructions
☐ Business Opportunity
☐ Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME_____

COMPANY_____

ADDRESS_____

Remittance enclosed $ ☐ Bill

TELEVISION

Help Wanted—Sales

Florida: WINK-TV, Ft. Myers, is seeking a creative, aggressive, and loyal sales manager. Good future. Write Joe Bauer. No phone calls please.

Opening for an aggressive tv salesman at WPTZ-TV, Plattsburgh, N. Y. Good future for right man with Rollins Group. Call or write Dave Milligan, General Manager, 357 Cornelia Avenue. JOrdan 1-5557.

Announcers

Texas vhf—Needs announcer with experience in weather and on-camera commercial work. Excellent market with good benefits and chance to advance. Prefer family man from southwest looking for permanent position. Send details Box 771F, BROADCASTING.

Technical

Studio and transmitter technicians. Send complete resume, photo, and salary desired in first letter to Chief Engineer, WYES-TV, 916 Navarre Avenue, New Orleans 24, Louisiana.

Help Wanted—(Cont'd)

Technical

TV engineer—Leading station has opening for young man with first class license. Desirable have some experience both transmitter and studio equipment, and ability learn quickly under guidance chief engineer. Efficiency apartment at radio transmitter for single man if desired. WSAV-TV, Savannah, Georgia.

Production—Programming, Others

TV traffic manager needed for two network central California station. Complete charge of department. Offer permanency, good salary, fine medical plan in ideal climate. Write: Dept. D, KSBW-TV, P.O. Box 1651, Salinas, California.

TELEVISION

Situations Wanted—Sales

Experienced radio salesman seeking tv sales. Available immediately. Veteran. Degree. Box 830F, BROADCASTING.

Top salesman. Solid pro, fine track record. Ambitious, best references. Thorough experience all phases tv. Ready for big move anywhere! Box 870F, BROADCASTING.

Account executive outstanding background production and programming with major television station. Anxious to sell and grow with small or medium station. Excellent references and resume available. Box 875F, BROADCASTING.

Announcers

8 years television, 4 years radio. All phases—announcing, news, programming, production, public relations, operations. Qualified any or all. Top work. Box 858F, BROADCASTING.

Seeks return to television anywhere! 3 years television. Booth, on-camera, live sports, some directing. Young, family, presently deejay. $100. 728 Minor, Kalamazoo, Michigan.

Technical

TV chief engineer with unusually strong theoretical background. Likes to train others. References. Box 904F, BROADCASTING.

Production—Programming, Others

Director-producer, 7 years experience. Can do all of board. Wish to relocate. Best references and credit. Write Box 751F, BROADCASTING.

Assistant tv-news director in major market seeks advancement to top job . . . strong on air . . . writing . . . camera work . . . ideas and aggressiveness. Made $14,000 last year. Available immediately. Box 778F, BROADCASTING.

Need p.d.-announcer with ideas? 17 years radio-tv announcing. Ready to move up. 35. Family. Top salary—but worth it. Box 836F, BROADCASTING.

Experienced news director available now, gather, write and present. 2½ years tv, many years radio. Also can handle sports. Best of references. Box 845F, BROADCASTING.

Have you heard? Director-producer, 27, ninth year television, seeking solid future. Working way through life, not school. Now you know. Help! Box 850F, BROADCASTING.

Director-photographer with eight years television experience, desires position with progressive tv station. Presently employed outside television and wishes to return to this media. Best references furnished. Box 869F, BROADCASTING.

Production-program manager with outstanding background all phases television. Anxious to build with small or medium station. Excellent reference and resume available. Box 876F, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

News director, top staff. News-in-depth, editorials; good delivery, references. Box 895F, BROADCASTING.

FOR SALE

Equipment

For sale, Ampex tape duplicator model 3201C and slave model 3202C, uses less than 10 hours. $5300.00. Box 812F, BROADCASTING.

Collins 300-G, 250 watt am transmitter; w/ Rust remote control. Going 1 kw. All like new. Package—$1750.00. Clarke Field meter, best offer. Want Altec single channel console. Box 833F, BROADCASTING.

RCA BTA-1MX 1000-watt am transmitter. Excellent condition, appearance, and performance. 5 years old. Six 833-A, other tubes. Box 839F, BROADCASTING.

Gates studio consolettes (2). Three speed broadcast turntables in cabinets (4). Excellent condition. Call La 7-0378, New York City.

Two RCA 70D 3-speed turntables and RCA Universal pick-up arms and cartridges. Contact: Chief Engineer, Eldon Kanago, KICD, Spencer, Iowa.

RCA 73 B disc recorder—base cabinet—chip and suction equipment—automatic equalizer and Gothem PFB 150 WA recording amplifier—excellent condition. Contact: R. J. Bitner, Chief Engineer, KRVN, Lexington, Nebraska.

General Electric fm broadcast transmitter. Type BT-11-B ten watts. Write David Gustafson, Chief Engineer, KUMD-FM, University of Minnesota, Duluth 12, Minnesota.

Three tower phasing equipment operated different pattern day and night on 1390 kc. Tuning units in weather proof cabinet all in good condition. Manufactured by E. F. Johnson Company. For details call or write Jack Ikner, WFNC, Fayetteville, N. C.

Collins 300FA 250 watt transmitter in good condition $400.00 contact WMFJ, Daytona Beach, Florida.

Like new 250 watt Collins 300-G transmitter. Reasonable. Write Brazil O'Hagan, WNDU-TV, South Bend, Indiana.

1 kw used RCA type BTA-1L transmitter, as is, complete with set of spare tubes, XTAL 1270 plus Conelrad 1240. Cash price $1,250.00 FOB Naples, WNOG, Naples, Florida.

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers. RCA 580-D and WP-33 power supplies all at half price. WSM-TV, Nashville, Tennessee.

"Little old lady wants to sell." A real steel tower. 300 ft. Blaw-Knox tower with guys. Heavy, rugged, mount tv and fm or use for am, insulator included. Dismantled, will sacrifice at only $2,000.00. Ideal for low band tv. Call John Knorr (little old lady) at WTRN, Tyrone, Penna. MU 4-3200.

Attention: Brand new, uncrated fm equipment priced 25% off for immediate sale. All or any part of the following items: One Jampro 2 bay antenna. One relay rack Bud RR 1248. One Conelrad receiver. One 1⅝" Spiroline #611625. One #85-1625 (transition from Spiroline to antenna). One #124-1625 fitting at transmitter end of transmission line. One #811-825 (transition to EIA flange). One #500-825. 1⅝" Gas Barrier. One RC-1A remote control equipment. One RCFM-1A amplifier. One Elbow #494-815. One Reel. Call or write Walter D. Caldwell, 408 Amarillo Bldg., Amarillo, Texas. Telephone: DRake 4-0107.

Am, fm, tv equipment including monitors, 5820, 1850A p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

FOR SALE

Equipment—(Cont'd)

George Kim & Son. Tower-painting, repairing, erection and demolishing. Ebensburg, RD#2, Pennsylvania.

Top 500 records for the last 5 years-best offer. Contact Larry's Record Service, Crestline, Ohio.

ITA RC-1A remote control equipment. Installed and used two weeks. Perfect condition. $750.00. Also RCFM 1A remote amplifier for remote monitoring. $298.00. Prestige Broadcasters, Inc., Baum Bldg., Danville, Illinois.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Stations

White elephant on your hands? Other interests dividing your time? Not enough time to devote to your radio property? Experienced broadcaster, heavy on sales. Interested in taking over station, or will buy with small down payment. Medium to small market. Prefer midwest, will consider other. Box 832F, BROADCASTING.

Radio station wanted in medium or small market. Reply W. L. Macumber, 5516 Edmonton Avenue, El Paso, Texas, SK 1-0137.

Equipment

800 to 1000 ft. heavy duty used tower capable of supporting Channel 3 six-bay tv antenna. Box 722F, BROADCASTING.

Used 150 foot guyed tower, console, limiter; also, 1 kilowatt transmitter, modulation monitor, frequency monitor meeting FCC requirements. Box 821F, BROADCASTING.

Wanted-Magnecord solonoid operated tape recorder model M-90. Give price and details first letter, please. Box 906F, BROADCASTING.

A 250 ft. guyed steel tower. Box 493, Summerville, S.C.

Wanted: Sons of the Pioneers transcribed programs, any vintage, if airable. KGVO, Missoula, Montana.

Two studio console; older model ok if condition acceptable. KWHW, Altus, Oklahoma.

Wanted: 1000 watt fm amplifier in good condition. Contact WITZ, Jasper, Indiana.

Will buy GPL used projector or parts you have. Particularly interested in intermittent movement. Write or call WSIL-TV, Harrisburg, Illinois. Ph: CL 3-7837.

50 kw transmitter perfect condition. Write or wire Radio Programs de Mexico. Mr. Homero Rios D. 109 Bucareli St., Mexico 6, D. F.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

FCC first class license in 5 or 6 weeks. Instruction eight hours a day, five days a week. No added charge if additional time or instruction needed, as license is guaranteed for tuition of $300.00. Professional announcing training also available at low cost. Pathfinder Method. 5504 Hollywood Blvd., Hollywood, California. Next classes July 31 and September 18.

INSTRUCTIONS

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting (August 30-Closed) October 11, January 3, 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

NAB Engineering Handbook, have several new 5th additions at $20.00 each post paid. Save $7.50. Box 357F, BROADCASTING.

Available to stations without charge: Songtime, a 30 minute tape recorded public service non-sectarian religious program. Format: the week's religious news in review, the week's newest sacred recordings, a sound of freedom and a dramatized adventure that built America. Now heard on 102 stations. Excellent for promoting church attendance. For audition tape write or wire Rev. John DeBrine, Ruggles St. Baptist Church, Boston 20, Mass.

Paying $1,000.00 yearly for 30 minutes daily! ($500.00 for 15 minutes) Gospel Radio Broadcasters, Schell City, Missouri.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Yocks for jocks! Laugh-tested comedy material. Write for free listings. Show-Biz Comedy Service (Dept. DJ2), 65 Parkway Court, Brooklyn 35, New York.

BUSINESS OPPORTUNITY

General Steel and Concrete Construction Co. Station builders, all outside plant work from tower to ground system, to transmitter building. New equipment, or good high quality used equipment. Some financing available. Insured, quality work. Tower maintenance, painting, guy-tension, bulb changing, etc. 2, 4, 6, year contracts available. Low rates, call/write TU 6-4429, P.O. Box 802, Watertown, So. Dak.

RADIO

SEATTLE

(America's 16th Market)

KUDY—full time—910 KC with recent CP for move into Seattle now building. Excellent opportunity for experienced, aggressive Gen'l Sales Mgr. Send complete resume, photo and salary requirements to KUDY P.O. Box 449, Renton, Washington.

Help Wanted—(Cont'd)

Sales

A WELL KNOWN CHAIN NEEDS

1. Salesman—On the street
2. Salesman—On the air
3. Combo men
4. Disc jockey
5. Program director
6. News editor
7. Station managers

We are currently operating in one top major market, one medium and one small market. The planned aquisition of new properties opens up many positions at our existing stations (due to promotions) and in some cases at the new stations. In your first letter give full resume, picture if available, and salary expected. Air personnel send tapes with stamped self addressed envelopes.

Box 888F, BROADCASTING

Announcers

ANNOUNCER

Central Pennsylvania independent. Big band—pop format. Send tape—state salary.

Box 822F, BROADCASTING

KQV

PITTSBURGH, PENNSYLVANIA

Seeking outstanding personality for morning drive show. Mature, happy sounding, professional, modern radio man. Air mail tape, resume and photo to John Gibbs, General Manager.

WANTED TO BUY

Stations

$100,000
CASH AVAILABLE

To use as down payment for all or 50% of fulltime radio station. Prefer middle to large market within 90 minutes flying time from New York City. Will assume active management, principals only. All replies confidential.

Box 868E, BROADCASTING

NEW ENGLAND

Principal wants New England station. State price and terms. Answer confidential.

Principals only.

Box 815F, BROADCASTING

RADIO

Situations Wanted

Production—Programming, Others

PROGRAM DIRECTOR

with a winning record
$16,000

Box 823F, BROADCASTING

TELEVISION

Help Wanted—Sales

WXIX-TV—Channel 18

Looking for a hard hitting commercial manager, for hard sell station. Right man must believe in future of UHF. We do have great plans! Must have proven record in local and national sales approaches. Salary and incentive. Call Station Manager, Lawrence Turet, Broadway 2-1818 or send complete details 1st letter, in care of Schroeder Hotel, Milwaukee, Wisconsin.

FOR SALE

Stations

STATION FOR SALE

3 kw—FM radio station. Multiplex operation. Equipment in excellent condition. In one of the top markets. Someone with ample operating capital can predominate the radio market and background music service. This station is really priced to sell.

Address
Box 800F, BROADCASTING
No Brokers.

Broadcasting executive has option to purchase profitable midwest large market AM-FM fulltimer. Need Financing.
Box 868F, BROADCASTING

FM-30KW-#1

In 1 million market—1960 gross 41,000-Storecast—Great Lakes area.

Box 905F, BROADCASTING

FOR SALE

Stations

Calif	small	daytimer	$ 92M	terms
Ala	small	daytimer	60M	20dn
Ky	single	daytimer	75M	20dn
Ohio	single	daytimer	120M	terms
Fla	medium	local	175M	29%
Ida	medium	daytimer	65M	18dn
Fla	medium	regional	90M	30dn
Calif	sub-metro	regional	100M	29%
South	large	fulltime	290M	65dn

And others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

TWO EXCLUSIVES IN GROWTH AREAS:

1.—Money-making 5 KW firm price $154,000 —29% down-includes building
2.—Local 250W makes profit for absentee owner. $60,000—29% down.

Write indicating financial ability to:

HARRIS ELLSWORTH
Licensed Broker—Box 509, Roseburg, Ore.

GUNZENDORFER

ARIZONA. Big market great frequency fulltimer for *$175,000* with 29% down. *"A GUNZENDORFER exclusive"*

LAS VEGAS, NEVADA. Adult daytimer with F.M. grant. *$100,000* with $29,000 down easy payout.

CALIFORNIA. General growing area with 1000 watts power grant. Asking *$175,000* attractive terms. *"A GUNZENDORFER exclusive"*

WILT GUNZENDORFER AND ASSOCIATES
8630 W. Olmypic, Los Angeles 35, Calif.
Licensed Brokers Financial Consultants

Midwest TV-Radio $1,500,000 Firm. Cash. —Southern TV-Radio $4,000,000—Southern TV-Radio $2,650,000— Southern TV $2,200,000—Southern TV-Radio $750,000—Tex. metro $485,000—Ala. major regional $275,000—Tex. metro money-maker $250,000—Fla. major $240,000—Fla. 5 kw $225,000—Va. major $225,000 —Ga. major $225,000—Tex. metro regional $200,000—Fla. 5 kw $185,000—Fla. regional $175,000—Fla. regional $165,000—Fla. regional $160,000—Fla. 5 kw $135,000—Fla. regional $125,000 —Fla. major $120,000—Tex. medium $110,000—La. major $97,500— La. medium $85,000—Fla. single $75,000—Tex. single $60,000—Tex. single $58,500 —Fla. single $50,000—Miss. single $45,500—Miss. single $45,000—Fla. single $42,000—Tex. metro FM $35,000. PATT McDONALD CO., BOX 9266, GL. 3-8080, AUSTIN 17, TEXAS.

STATIONS FOR SALE

SOUTHERN CALIFORNIA. Metro. Full time. $112,000 interest free mortgage. Asking $185,000.

WEST SOUTH CENTRAL. Profitable daytime. Asking $42,000. 25% down and balance over 15 years at 4%.

NORTHERN CALIFORNIA. Metro. Profitable daytime. Powerful. Asking $225,000. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

RADIO

Help Wanted—Sales

BROADCAST SALES ENGINEERS *WANTED*

We're looking for two new sales engineers to manage broadcast equipment sales in the northwest and midwest territories. These fellows will have a broad background in radio operations, plus sales experience. Must be aggressive, responsible, dynamic and stable. Travel during the week required with all travel expenses paid. Excellent salary plus most attractive incentive program in the industry. This is a truly ground floor opportunity with this extremely well financed company that is going all the way. These are solid positions with plenty of room for advancement. Send resume immediately to:

Broadcast Sales Department
ITA ELECTRONICS, Corp.
130 E. Baltimore Avenue
Lansdowne, Pennsylvania

Continued from page 109

Actions of June 14

■ Granted licenses for following fm stations: KHYD Fremont, Calif.; WOSJ-FM Atlantic City, N. J.; KJEM-FM, Oklahoma City, Okla.; WBYO-FM Boyertown, Pa.

***KCUI (FM) Pella, Iowa**—Granted license for noncommercial educational fm station.

City of Cabool, Cabool, Mo.—Granted cps for two vhf tv translator stations—one on ch. 6 to translate programs of KTTS-TV (ch. 10) Springfield, Mo.; other on ch. 8 to translate programs of KYTV (ch. 3) Springfield, Mo.

KHAI Honolulu, Hawaii—Granted mod. of cp to change ant.-trans. location, specify studio and remote control location, make changes in ant. (increase height) and make changes in ground system.

■ Granted Columbia Bcstg. System Inc., New York, N. Y., authority to transmit CBS-TV network program coverage of three special sporting events not of continuing nature to tv stations CBFT (TV) Montreal, Que. and CBOFT (TV) Ottawa, Ont., on June 17, July 15 and Aug. 62; without prejudice to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of network study staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters.

■ Following stations were granted extensions of completion dates as shown: KSWB (TV) Elk City, Okla., to Aug. 15; KUTE (FM) Glendale, Calif., to June 16; KHAI Honolulu, Hawaii, to Oct. 13.

Actions of June 13

■ Granted cps for following new vhf tv translator stations: Ranchester Tv Assn., Ranchester, Wyo., on chs. 5 and 12 to translate programs of KTWO-TV (ch. 2) Casper, Wyo., and KOOK-TV (ch. 2) Billings, Mont.; conditions; Telluride Tv Assn., Telluride, Colo., on ch. 2 to translate programs of KREX-TV (ch. 5) Grand Junction, Colo. and on ch. 10 to translate programs of KREX-TV (ch. 5) Grand Junction, Colo., via Telluride, Colo., ch. 2 translator station; Caribou County Tv Assn., Grace, Bancroft, and Soda Springs, Idaho, on chs. 7, 11, and 13 to translate programs of KUTV (ch. 2), KCPX-TV (ch. 4) and KSL-TV (ch. 5) all Salt Lake City, Utah; Norris Community Tv Inc., Randolph, Utah, on chs. 7, 9, and 11 to translate programs of KCPX-TV (ch. 4) KSL-TV (ch. 5) and KUTV (ch. 2) all Salt Lake City, Utah; Hot Sulphur Springs Tv User Assn., Hot Springs, Colo., on chs. 11 and 5 to translate programs of KOA-TV (ch. 4) Denver, Colo., condition, and of KMSO-TV (ch. 13) Missoula, Mont.; Sweetgrass Tv Club, Big Timber, Mont., on chs. 10 and 13 to translate programs of KOOK-TV (ch. 2) and KGHL-TV (ch. 8) both Billings, Mont.; Milestown Tv Club Inc., Miles City and Yellowstone Valley between Forsyth and Miles City, Mont., on chs. 9, 7, and 12 to translate programs of KOOK-TV (ch. 2) Billings, via Forsyth, ch. 12 translator station, KGHL-TV (ch. 8) Billings, via Forsyth, ch. 6 translator station and of KOOK-TV (ch. 2) Billings, all Mont.; Peck Tv Club, Peck, Idaho, on chs. 9 and 7 to translate programs of KHQ-TV (ch. 6) and KXLY-TV (ch. 4) both Spokane, Wash.; Allison Tv Assn., Allison, Colo., on ch. 11 to translate programs of KOB-TV (ch. 4) Albuquerque, N. M.; condition; Wellsville Tv Translator Co., Logan and Wellsville, Utah, on ch. 13 to translate programs of KSL-TV (ch. 5) Salt Lake City, Utah; Star Valley Tv System Inc., Thayne, Wyo., on ch. 11 to translate programs of KID-TV (ch. 3) Idaho Falls, Idaho; condition; Lodge Grass Tv Assn., Lodge Grass, Mont., on chs. 10 and 12 to translate programs of KOOK-TV (ch. 2) and KGHL-TV (ch. 8) both Billings, Mont.; conditions; Carlin Tv District, Carlin, Nev., on chs. 11 and 13 to translate programs of KDLO-TV (ch. 8) Reno, Nev., and KSL-TV (ch. 5) Salt Lake City, Utah; conditions; B & J Tv Services Inc., Tecopa, Shoshone, Calif., on ch. 10 to translate programs of KLRJ-TV (ch. 2) Henderson, Nev.; condition; Seminoe Kortes Tv Assn., Seminoe and Kortes Dam Camps, Wyo., on ch 4 to translate programs of KTWO-TV (ch. 2) Casper, Wyo.; Heart Butte Tv Club, Heart Butte, Mont., on ch. 10 to translate programs of KFBB-TV (ch. 5) Great Falls, Mont., via Shelby, Mont. ch. 72 translator station; condition; Long Pine Fire Dept., Long Pine, Neb., on ch. 12 to translate programs of KPLO-TV (ch. 6) Reliance, S. D.; P & P Tv Inc., Plains, Mont., on ch. 9 to translate programs of KMSO-TV (ch. 13) Missoula, Mont.; Ten Sleep Free Tv Club, Ten Sleep, Wyo., on ch. 7 to translate programs of KTWO-TV (ch. 2) Casper, Wyo.; condition; Pateros-Brewster Tv Assn. Inc., Pateros, Brewster and Mansfield, Wash., on chs. 12 10 and 8 to translate programs of KHQ-TV (ch. 6) KXLY-TV (ch. 4) and KREM-TV (ch. 2) all Spokane, Wash.; Husum Tv Assn. Inc., Husum, Wash., on chs. 4 and 10 to translate programs of KOIN-TV (ch. 6) and KPTV (ch. 12) both Portland, Ore.

Action of June 12

KPAL Palm Springs, Calif.—Granted change of remote control authority.

Petitions for rulemakings

Petitions for Rulemaking Filed

American Radio Relay League, Inc., West Hartford, Conn.—(6-8-61) Requests amendment of Secs. 12.111(e) and (g) and 12.114(d) of rules so as to authorize picture transmission in voice sub-bands of 21.25-21.45 mc and 28.50-29.70 mc, subject to condition that band width be no greater than that required for normal radiotelephony emission. Proposed text of said rules, as amended, is as follows:

Sec. 12.111(e): 21.00 to 21.45 mc, using type A1 emission; 21.00 to 21.25 mc, using F1 emission; 21.25 to 21.45 mc, using type A3 emission and narrow band frequency or phase modulation for radiotelephony, *and narrow band modulation techniques for transmission of pictures.* (New language italicized.)

Sec. 12.111(g): 28.0 to 29.7 mc, using type A1 emission; 28.5 to 29.7 mc, using type A3 emission and narrow band frequency or phase modulation for radiotelephony, *and narrow band modulation techniques for transmission of pictures;* 29.0 to 29.7 mc, using special emission for frequency modulation (radiotelephone transmissions and radiotelegraph transmissions employing carrier shift or other frequency modulation techniques). (New language italicized.)

Sec. 12.114(d): (new provision) Use of narrow band modulation techniques for transmission of pictures is subject to conditions that band width of emissions shall not exceed band width occupied by an amplitude-modulated carrier having audio-frequency characteristics adequate for voice communications, and that purity and stability of such emissions shall be maintained in accordance with requirements of Sec. 12.133. Simultaneous voice and picture using same carrier is permitted subject to further condition that the total band width of both voice and picture components does not exceed band width as specified above. Ann. June 16.

WADO New York, N. Y.—(6-9-61) Requests amendment of rules so as to assign uhf ch. 14 to New York City, N. Y. Ann. June 16.

To all electronics engineers

What's happening in space communications means a bigger challenge for you...

THE DAY is fast approaching when satellite relays will be used for world communications. Suitable equipment has been designed and could be placed in orbit by rockets now available. Expensive? Yes, but so efficient that, with increased traffic, rates for satellite communications may even be lower than those now being charged by ground services.

Can you see the impact of these developments on telephone communications? On radio? On television relays? On almost every aspect of world communications?



Read the preliminary JTAC findings in Proceedings of the IRE!

The use of satellite relay systems will directly affect the work you are doing, increasing its importance and significance as the world shrinks even further.

Use of frequency allocations discussed

The Joint Technical Advisory Committee has been conducting studies that will help make satellite communications a reality. One big question is: where does one get spectrum space? Can satellites share part of the spectrum with ground services, without interference? How practicable is the multiple use of frequency allocations?

Proceedings of the IRE

The Institute of Radio Engineers

1 East 79th Street • New York 21

Preliminary JTAC findings are now available; a summary appears in the June issue of Proceedings. Be sure you get your copy, if you are not an IRE member, by filling in and returning this coupon immediately. IRE members of course receive their copies automatically.

THE INSTITUTE OF RADIO ENGINEERS

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Please send me the June 1961 issue of *Proceedings of the IRE*, containing a summary of the JTAC preliminary findings.

Enclosed is $3.00
Enclosed is company purchase order.

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OUR RESPECTS to Eldon Campbell, WFBM-AM-FM-TV Indianapolis

Total service means just that—on and off the air

College dean, bank president or industrial magnate. Those are jobs you could visualize with equal ease for Eldon Campbell.

But he has chosen instead the profession of broadcasting. For the past several years he has been vice president and general manager of the Time Inc. Stations WFBM-AM-FM-TV Indianapolis (plus Muzak).

His leadership and direction of the expansion of the WFBM stations' service and facilities to the central-Indiana community since Time Inc.'s acquisition of the properties in 1957 point up his basic philosophy of total service, both on and off the air. Community integration of broadcast programming also implies full staff participation in local civic, fraternal and religious affairs, in Mr. Campbell's view, and he sets the example by his multiple community organization ties.

Sponsors & Service ▪ His public service concepts come from no ivory tower: "I believe deeply that commercially-sponsored broadcasting of public-interest and community-service programming is completely proper in our free-enterprise system. Of course, this doesn't mean that we do not carry such programs sustaining. We do." But history has proved that commercial sponsorship actually adds listenership to a program, he notes, extra-listener interest and audience that a program would not have had sustaining.

Mr. Campbell put real spark into the WFBM stations' news and information services, expanding the department from an original four people to a present staff of 17. All but a secretary are well-trained journalists. And a radio or tv station should be mobile and take its facilities to the story and into the community, Mr. Campbell believes, which explains last year's record of over 500 radio remotes and 72 tv remotes.

The WFBM stations also give very extensive coverage to the Indianapolis 500-mile race and the $50,000-golf tourney each May—and earn a very healthy plus in extra sales too. Between 40 and 50 men and some $300,000-worth of equipment are devoted to this special programming exclusively.

Total Service ▪ Together, the WFBM stations and the Muzak operations are providing Indianans with five simultaneous services, another example of Mr. Campbell's concept of "total service" to the community. Fully-automated WFBM-FM, for example, has been programmed apart from radio or tv since its inception in late 1959. WFBM-TV has worked constantly to increase its color schedule. The Muzak service to 37 Indiana counties is supplied by multiplex fm, while a second and different Muzak program is fed by wire locally in Marion County.

Mr. Campbell feels that the newly aroused turbulence over broadcasting in Washington did not start there. Rather it is but a reflection of the cultural revolution that radio-tv themselves have created through their years of total service in bringing the world to the masses in every hamlet of the nation—awakening new interests and desires and uplifting the standards of tastes and education in general. He sees it as broadcasting's positive opportunity rather than negative concern, but government and critic must cooperate by leadership instead of frustrate by edict or condemn by cliche.

Native Son ▪ Mr. Campbell should look like a midwest banker. He is the son of one. He was born Jan. 8, 1916, at Alert, Ind. (pop. 80). But the family soon moved nine miles away to the "big city," Columbus, Ind. (pop. 11,000). It was still Campbell country, though, where memorabilia of Civil War exploits of ancestors still abound (Yankees all).

Young Eldon attended public school at Columbus but by high school years the family again had moved, this time to Dundee, Ill. Although active in intramural athletics, he found his most effective roles in oratory, debating and dramatics.

Decision: Radio ▪ After two years of college at Hanover in Madison, Ind., Mr. Campbell found himself unsure about his personal future. So he worked a year at a J. C. Penney Store, saving up his $13.10 weekly ("the dime always rattled around the bottom of the pay envelope"). Aware of radio's bright future—and aware of the U. of Illinois' WILL at Urbana, he made his choice after careful thought. He enrolled at the university and soon became much involved in all kinds of activity at WILL.



WFBM's Campbell
No 'ivory-tower' concepts

For almost two years he made a careful study of BROADCASTING Magazine and its YEARBOOK, compiling a detailed market analysis of 100 different stations. On this study he based an intensive mail correspondence which three months before graduation won him a station managership offer. But he declined, feeling graduation more importan long-range than the short-term gain. Shortly after graduation (1938) he joined KBTM Jonesboro, Ark., and his career was launched.

In 1939 he joined Westinghouse's WOWO Fort Wayne, Ind., as announcer, and in two years was named program manager. Here his basic grounding in full-community service was set. By 1944 his program staff alone totaled 60 and handled many network feeds each week.

Up Ladder ▪ Mr. Campbell's broad-programming vision and his business sense soon flowered. In 1945 he was transferred to KEX Portland, Ore., where he built a new program department from scratch and continued his record of remotes and special events. He became KEX sales manager in 1946 and began his wrestlings to put economic logic into radio's rate cards.

Westinghouse drew on his depth of station program and commercial experience in 1950 and sent him to the group's New York office as executive without title. In two years he became general sales manager for Westinghouse Broadcasting Co. He pioneered in the concepts of establishing national sales service managers at all stations, a business development department, national program department and sales incentive programs for national rep salesmen based on individual station sales. He left WBC in 1956 and served as a management advisor to Time Inc. for KDYL Salt Lake City before assuming his new post at Indianapolis.

Mr. Campbell married Helen J. Jones at WOWO in 1941. They have two children, Tom 18 and Susan 14. His hobbies: golf and photography, but more often service to some community organization.

Codes and guts . . .

THE NAB board of directors took realistic actions a fortnight ago by approving a stronger administration of the television and radio codes and sterner provisions in the codes themselves.

If radio and television are determined to have codes at all, the codes must be meaningful in substance and respected both within and without broadcasting. Those qualities have not invariably obtained during the histories of the two sets of standards of practice.

The problem now will be to find a vice president in charge of code affairs who can personify the codes in action. He cannot be a figurehead or an apologist for broadcasters. He cannot be a reformer. He must be a rare combination of realist and moralist who can balance the immediate pressures of business life against the long-range welfare of broadcasting and the American public. He must also have, and there is no other word to fit it, guts. An independent income would not be a disqualification.

As we say, the board action in strengthening the codes and their operation was realistic. It was also courageous. It committed broadcasters to a closer adherence to their codes in all the areas of programming and commercial practices that the codes cover. The stronger a code system becomes, the more attention it attracts and the more glaring the deviations from it.

Yet in these times there was no choice for broadcasters but to do exactly what the NAB board did. In the rising din of criticism, the code operation had to be beefed up. The criticism will not be stilled by the board's action. It will be stilled only if that action leads to permanent results. Now that the board has acted, it is up to broadcasters to carry out the purposes that the board had in mind.

. . . Toward reorganization

THE NAB board, in addition to its forthright code actions, achieved a wholesome result in moving toward full-scale reorganization of the trade association. It is no secret that several members had misgivings about the ideas of President LeRoy Collins and his programming philosophies.

The reorganization plan that finally emerged from the shirt-sleeve sessions of the combined radio and television boards was not the plan initially proposed by Gov. Collins. There was a healthy interchange of ideas. Gov. Collins found that he had no rubber-stamp board and board members in giving their final enthusiastic approval, agreed that they had a president with outstanding leadership qualities, anxious to learn and willing to fight.

The NAB has gone through several reorganizations in the past generation, each tailored to meet the exigencies of the times. In every instance there were defections or threats of defections, and even the creation of competitive organizations that subsequently returned to the fold.

There were malcontents among NAB members before the board acted on the Collins proposals, but we've heard no complaints since. Those who may have had misgivings are willing to give the new leadership a chance. It's only proper that they should.

The Structure Committee named to implement the reorganization is a representative cross-section of NAB membership. Now that this good start has been made, no time should be lost in bringing the plan to fruition.

Roman holiday

NEWSPAPERS, magazines, congressional committees, disgruntled writers, television critics and FCC Chairman Minow are having a Roman holiday. They are blasting away at television.

There has been nothing like it since the quiz-rigging and payola exposes of unpleasant memory.

But there's a big difference. Quiz-rigging and payola constituted corrupt practices, now corrected by law. Programming constitutes the editorial content of television (and of radio). There's a law as old as America, called the Constitution, which specifically proscribes government interference with freedom of speech, press and assembly.

We know of no broadcaster who argues that programming today is perfect. Government isn't either.

There is justifiable complaint about sameness of programming in certain categories. But does this warrant threats of license revocations or non-renewals by the newly-appointed head of the FCC who still has only one of the seven votes on the FCC?

It is the stock-in-trade of Congress to agitate and goad. Newspapers and magazines, for competitive reasons, relish lighting into broadcasting on the slightest provocation. Chairman Minow is their darling these days.

But Congress won't let any agency of government go too far. The Kennedy Reorganization Plan No. 2 which would have vested dictatorial power in the FCC chairman was rejected by the embarrassing vote of 323 to 77.

FCC chairmen come and go. There have been an even dozen of them since the FCC was created in 1934. The Bill of Rights has been around since 1791

The pressure is on. Some good will result because programming will be upgraded. Many broadcasters may frighten easily. But Congress doesn't.

For, despite all the angry epithets, Congress knows that the public preponderantly likes what it is getting. A license or two may be threatened—even revoked—but we venture the reason won't be because of the quality of network or syndicate programming.

There are still seven votes on the FCC. And, even if a majority should be swayed, there always will be recourse to the courts.



Drawn for BROADCASTING by Sid Hix

"Wait until someone tells him that's the theme music of 'The Untouchables' that he's playing!"

X19



Take a second look

(it's Bagley's, in Duluth)

Take a second look at the Duluth-Superior market -

it's bigger than you think!

It's the second-biggest market* in both Minnesota and Wisconsin!

Bigger than Madison or Des Moines!

Bigger than Augusta, Baton Rouge or Corpus Christi!

Duluth-Superior - BIGGER than you think - and only KDAL delivers it all!

KDAL—CBS RADIO-TELEVISION/3—**AN AFFILIATE OF WGN, INC.**—REPRESENTED BY EDWARD PETRY & CO., INC.

*Sales Management population estimates, January 1, 1961.



SPOT'S MY LINE

"Actually spot's my line because, I am the televis
spokesman for Snowdrift Shortening. I'm on spot t
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is extremely economical — if you care about that
of thing.

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you more. I think that's fair. Don't you?"

Television, Inc.

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